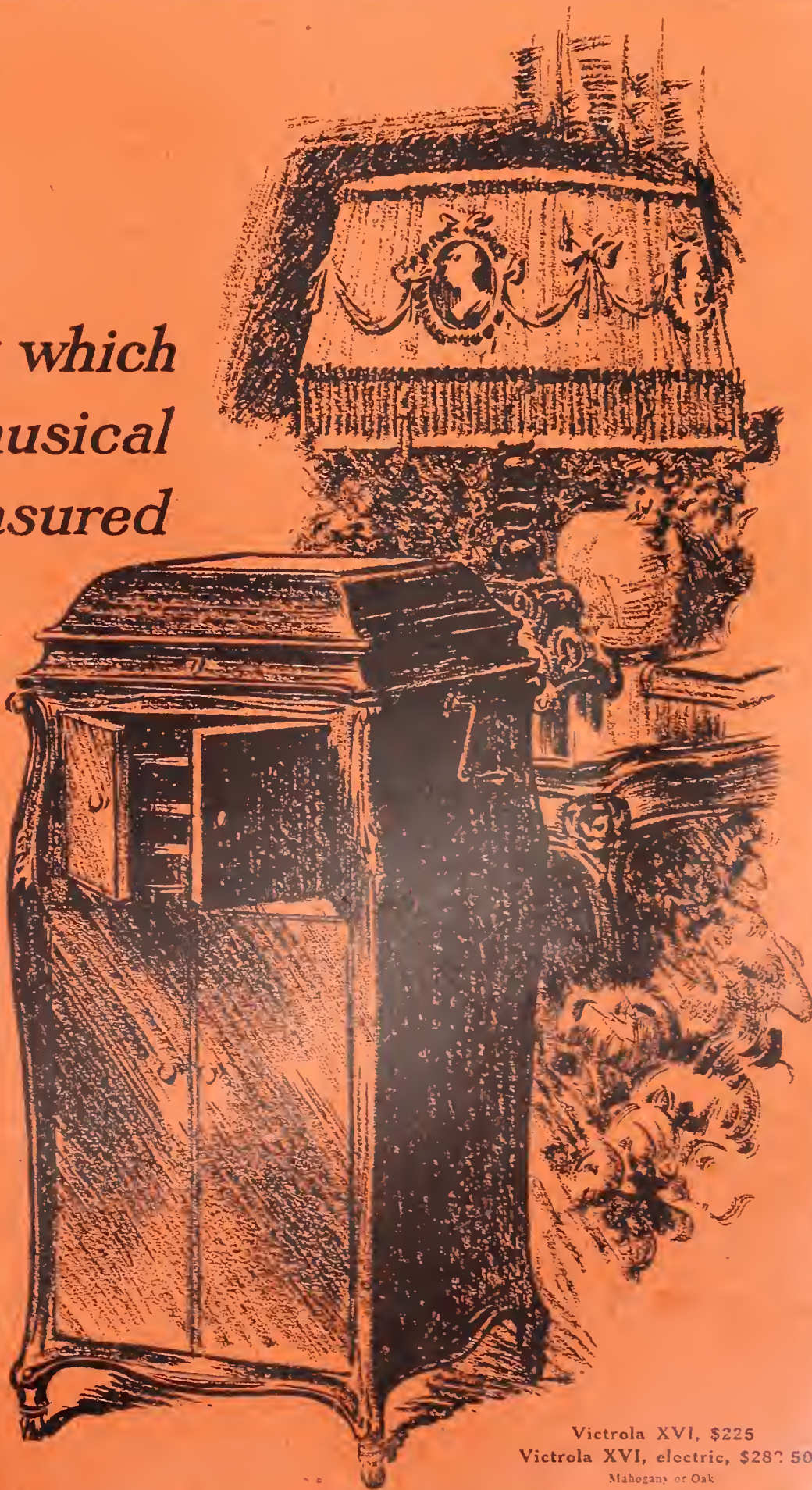


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, January 15, 1919

*The instrument by which
the value of all musical
instruments is measured*



Victrola XVI, \$225
Victrola XVI, electric, \$287.50
Mahogany or Oak

The Highest Class Talking Machine in the World *Commands Cash Payments!*

THE Sonora dealer has a big advantage over others: *the* Sonora, because of its remarkable superiority, is easily sold for cash, and you know that money in the bank is infinitely preferable to risky, troublesome, long out-standing accounts.



Sonora won highest score for tone quality at the Panama Pacific Exposition in competition with the leading phonographs of the world there exhibited

LOOK at *the* Sonora. The handsome "bulge" design, with lines of grace and individuality, is exclusively Sonora's.

STUDY *the* Sonora. Examine the long-running motor, the improved tone control, the accurate automatic stop, perfect sound box, universal tube, envelope filing system, etc.

HEAR *the* Sonora. You'll understand why it is simply irresistible when you hear its magnificent tone. The Sonora plays all makes of disc records *perfectly* without extra attachments.

An unequaled line of upright styles and ten matchless period models are now ready at prices ranging from \$50 to \$1000.

Write us regarding an agency in your territory

Sonora Phonograph Sales Company, Inc.

George E. Brightson, *President*

Executive Offices: 279 BROADWAY, NEW YORK

Demonstration Salons: NEW YORK, Fifth Avenue at 53rd Street — 50 Broadway (Standard Arcade)
PHILA.: 1311 Walnut Street TORONTO: Ryrie Bldg. EXPORT DEPT.: 417 West 28th Street, New York

NOTE: *Sonora Semi-permanent Needles, which replace steel needles, are in big demand. Why not participate in their sale?*

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Record
record

The Talking Machine World

Vol. 15. No. 1

New York, January 15, 1919

Price Twenty-five Cents

CATERING TO THE NEEDS OF MEN

Unique Policies of Talking Machine Store Located on Lower Broadway, New York, of Interest Because 90 Per Cent. of Sales Are to Men—Arrangements Made to This End

The Trinity Talking Machine Co. is located in the heart of New York City's downtown business section—on lower Broadway—where executive offices of the country's largest financial and commercial institutions predominate. Few women shoppers ever penetrate into this territory, and the manager of the Trinity Talking Machine Co. has found that about 90 per cent. or more of the company's sales are made to men. Many of these men occupy important positions with their respective concerns, and have plenty of money to buy records with if they can be once placed on the customer roll. The Trinity Co. has made an extensive drive for a clientele of this sort, and has succeeded in large measure.

A recent visit by a representative of The World disclosed a series of unique policies, all of which are based on the class of trade sought and the location of the establishment. For instance, this store is never open evenings, for after business hours this section of New York is practically deserted. At midday, however, when most men devote an hour or more to lunch, the Trinity Co. does its rush-hour business. In fact, the lunch hour, and the hour or two immediately following the close of the business day are best fitted for attracting new and regular customers.

Whereas very few retail concerns do a record business of more than one-half the total sales for machines, this company's record sales constitute the majority of the business done. Whereas most demonstration booths are furnished with a view to pleasing the feminine eye, the booths of the Trinity Co. are designed for the especial comfort of men. The great quantity of handsome smoking stands is a feature found in few music stores, but in this case they have proved a powerful factor in making customers feel thoroughly at home. There is no need to throw one's party cigar away before entering the Trinity Shop, because from first to last it is the desire of this company to cater to the whims and fancies and desires of the male sex. Victor, Columbia and Pathé records are handled.

RECORD ARTISTS IN POTTSTOWN

Ada Jones, McKee Trio and Shannon Four Appeared in Concert in That City Recently Under the Auspices of Lamb's Music House

POTTSTOWN, PA., January 2.—Talking machine enthusiasts in this city and vicinity were given a genuine treat by William F. Lamb, of Lamb's Music House, Victor dealers here. A number of prominent talking machine artists gave a concert at the local Opera House on December 26. The concert was in the nature of a celebration. Among the artists who appeared was Ada Jones, one of the veterans in the field, and likewise one of the most popular record makers. Then came the McKee Trio, consisting of Seraphine E. Albisser, violinist; Jacques DePool, cellist; and William E. Berge, pianist, followed by the Shannon Four, consisting of Charles H. Hart, tenor; Harvey W. Hindermeyer, tenor; Eliot Shaw, baritone, and Wilfred Glenn, basso.

Miss Jones sang several coon and character songs, and the McKee Trio played selections from the opera, as well as a number of popular airs, such as "Smiles," and the quartet sang old and new popular songs. In addition the individual members of the trio and quartet appeared in solos. The audience was a large and enthusiastic one.

MUSIC AS A CIVILIZING INFLUENCE

Facts Show That It Inclines People to Be Law Abiding—Musicians Keep Out of Jail

Does music keep people out of jail? It has often been said in print that music was brought into the world to uplift and beautify our humdrum mechanical lives. A public school principal regrets that his teachers are only giving one and a half hours a week to the study of music. He regrets this because he says through music and its educational value young people become better citizens, more useful members of society and more efficient servants of the State.

But now a man comes forward and submits figures to show that musicians give the jails a wide berth. Out of somewhere about 150,000 professional musicians in the United States it is said there are only fifteen in the nine largest penitentiaries throughout the Republic. This makes a good showing when the corresponding figures are considered—thirty-nine out of only 57,000 bankers in these penitentiaries; thirty-three out of 115,000 lawyers; twenty-two out of 150,000 physicians, and six out of 35,000 painters or artists. It begins to look as if music keeps you out of jail or at least helps to. Hence, cultivate the talking machine habit.

The "Dreamer" who wakes when the Alarm Clock of Duty goes off is a "Doer" you can't stop!

KEEP THE STORE WINDOWS LIGHTED

Talking Machine Dealers Will Find It a Profitable Investment to Keep Their Show Windows Lighted and Their Products Well Displayed in the Winter Evenings Now With Us

Now that we are in the midst of winter with its long dark evenings, the efficiency of the talking machine dealer's store and window can be enhanced considerably by a suitable display properly lighted. The well lighted window will attract possible purchasers in much the same way that moths circle round a flame. People prefer to walk on the bright side of the street, rather than the dark; they will linger in front of the cheery-looking store when they pass the dull store by; and to get them to look or linger is to get them to take a first long step in the right direction.

Wonderful advances have been made in recent years in the direction of effective store lighting, and there is no line of business in which the stock affords opportunity for more effective displays than that of home furnishing. And while electricity makes abundance of light readily available, it also lends itself as no other lighting system does to highly efficient yet subdued effects that display the goods to the best possible advantage without distracting attention from the window.

A well lighted store and window is unquestionably a paying wintertime investment.

Our National Victory Should Make Business Men Optimistic

The nation has entered the New Year with a great military and moral victory to its credit, and the thought uppermost in the minds of those engaged in business is naturally concentrated on the problems to be faced and solved during the period of readjustment which is now here.

There are, of course, conflicting views regarding what may be expected by business men, and particularly by talking machine men, manufacturers, jobbers and retailers alike, during the next twelve months or more—or until conditions really get back to normal. There are, of course, the pessimists, who see nothing but a demoralization of industry and of labor during the process of readjustment and reallocation. The great majority, however, are optimists, who believe that conditions for the next few years will be such as to secure at least a fair measure of prosperity.

The optimists, may it be said, appear to have the balance of argument in their favor. There will, of course, be many millions of men returned from military service and direct war work into the pursuits of peace, but this does not in any sense indicate that there is going to be any tremendous drop in their earning power. Wages will have to be stabilized in a certain measure, but the losses incurred by war workers in the matter of wages will be more than offset by the earnings of the several million men who, while in military service, have been consumers rather than producers, and who dropped out temporarily from the purchasing element.

The big argument in favor of future prosperity is the fact that construction and development work of all kinds has been at a standstill in Europe for over four years, due directly to the war, and in America for a similar period, due both directly and indirectly to the conditions surrounding the conflict, the high cost of materials and labor in particular making it dangerous to speculate in developments with a possible early drop in value.

In other words, the greater part of the world has been standing still, or possibly going back,

for a period of four years, and it will be the task for a number of years to come to make up for this period of lethargy, and bring the developments up to the normal point where they would have been under ordinary conditions of progress.

America for the next two years is going to be the market place of the world. From this country all Europe must draw a large percentage of their building materials for purpose of reconstruction, their agricultural and industrial material, and even their food, for it will be some time before the agricultural situation abroad can be adjusted.

This all means that the demand upon our material resources is going to be heavy, that labor is going to be employed steadily and at substantial wages, and that those in industrial and agricultural pursuits will have a fair supply of money to put into circulation. It means that talking machine manufacturers, jobbers and dealers are, barring the unexpected, going to find substantial fields available for their products, even though increased production now possible will enable them to keep closer to the demand for talking machines and records than under war conditions.

Perhaps there will be no tremendous labor prosperity, but it is a recognized fact that after all the wars of the past century there has been a substantial period of good times. There is no reason to assume that the same rule should not hold good after the greatest war in history. Certainly there is great work to be done. Work means demand for materials and labor, and demand for materials and labor means money in circulation. Undoubtedly the talking machine men will get their share of the prosperity which is already discernible to those who read the signs of the times aright.

J. G. Early, formerly head of the Early Music House in Fort Dodge, Ia., has returned to the field in that city, and has purchased the stock of the B. M. Joy Music Store, which he will operate under his own name.

Dec 6/14/42

Backing Up an Elaborate Front With the Proper Kind of Inside Service :: By H. L. Benjamin

A talking machine dealer recently received a request from a customer to call at an apartment in a locality generally recognized as "swell" for the purpose of talking over the private sale of a machine. The request was written on beautifully monogrammed paper of high quality, and the dealer hastened to answer. He found that the entrance hall of the apartment house, of which the decorations were of rich marble, took up most of the ground floor, and was elaborately decorated with statuary, and ebony hall boys. The elevator, however, took him to a four by six apartment, furnished like a mountain camp. In other words, rough. The result was that in talking over terms the dealer would see nothing but cash. It didn't look as though the money was there.

That happened to be one dealer's experience, and, yet, customers have similar experiences every day in doing business with talking machine merchants in their stores. The dealer hires a store in a prominent location, pays some attention to his window displays, advertises liberally perhaps and then ushers the customer into a store that looks and smells as ancient as the Catacombs. Moreover, the customer is like as not to be met by some clerk who acts as though simply to speak to the prospective buyer is a matter of condescension on the part of the sales person who had more important things to do. To sum up, the dealer's equipment consists of 90 per cent. front, and 10 per cent. service. The result is that, although the customer, being in the store, may buy, that same customer is not inclined to come back and enjoy a similar experience.

Advertising is intended primarily to attract the customer to the store, and it depends largely upon the impression made by the store upon the people therein whether the customer becomes a permanent patron or goes away disgusted after the first visit. If the advertising is only going to bring the customer in once, then it represents very costly publicity. It is what the customer finds after he gets into the store, the service that is rendered, the general attractiveness of the interior and the stock, that serve to keep him interested and encourage him to come back to the same store for more goods.

There are still a good many retailers who believe that the customer comes into their store because he must have a certain machine, or a

certain record, and that the manner in which he is treated makes little difference, provided he makes the purchases originally intended. But if each customer is handled only once, and each new sale means another patron brought into the store, then business is of the most unprofitable kind. It is the trade that comes steadily and regularly that makes for profits, for the proportion of selling expense in handling this class of business is sufficiently low to be worth while.

Big advertising and a good location are not

*Ninety Per Cent.
Front and Ten
Per Cent. Service
Don't Balance*

sufficient assets to the retailer. The store must not only be well arranged, but clean. There are some who would resent the thought that their stores were not clean, but the writer has frequently seen machines in demonstrating rooms which were covered with dust, and with the metal work looking as though it had not been touched by the polishing cloth for months. This is not calculated to impress the buyer.

Then, again, many employes are inclined to be careless, and at times actually uncivil in their treatment of the customer, and it is surprising to note how this tendency has increased during the war period when stocks were short, and employes felt that the dealers must retain their services, or that new jobs could be had without difficulty. With the improvement in the labor and stock situations, the average salesman or saleswoman will, if they have any sense, take warning and change their attitude toward the buyer. But the dealer or the manager will do well to see that this new attitude is compatible with good business practice. His help need not of necessity be servile, but should be distinctly

courteous and leave with the customer the impression that he has been treated considerately.

A big front means nothing unless there is something back of it, and the little things are what count. If a record is not in stock it will not do for the sales person to inform the customer of the fact and then turn away, but it is incumbent upon him to at least express a certain measure of regret and endeavor to ascertain if the customer might not perchance be interested in some other records of a similar character. The average salesman declares that this is just what he does, but as a matter of fact on more than one occasion the writer has heard a clerk say to a customer that "I haven't got that record and do not know when I will be able to get it" and then walk away to resume an interrupted conversation with some other clerk.

Then, again, it sometimes happens that the desired record is in stock, and the customer is ushered into a demonstrating room to hear it. Sometimes a fresh needle is not available and the salesman has to go after it, or the needles in the cups are all loud toned and the customer's ear drums receive no consideration. Just little things, but they don't fit in with the idea of retail service.

Competition within the next few years is going to be very strong, particularly after factory production reaches a pre-war standard or better. If the retailer wants to keep trade coming to his store he will make it worth while for customers to do so. It means spending some money for booths and fittings. It means hiring competent help and watching that help. It means keeping machines polished and dusted and floors clean. It means putting forth every effort to not only keep stock up to date, but to make the customer feel at home and anxious to come again.

Simply spending money on equipment is not all. There is one man who spent over \$20,000 in fitting up a talking machine store on the second floor of a medium-sized building, and the results are truly remarkable, but even that \$20,000 would be wasted were the selling system not watched carefully, and the interior given constant attention. If the dealer's available capital is limited don't put it all in the front. Let the interior of the store and the service that goes with that interior receive its due proportion of attention.

The Spirit of 1919 in DITSON Service

VICTOR
Exclusively

Keeping adjusted to the ever-changing conditions of the Reconstruction Period—overcoming with as little delay as possible existing stock and shipping problems—co-operating with our dealers in every possible way.

Our Object Is to Help Our Dealers Make 1919 a REAL VICTORY YEAR.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK

Victrola VI, \$35
Mahogany or oak



Victrola IX, \$60
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



Victor Supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor retailers goes "hand in hand" with Victor supremacy.

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

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.

Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victor Wholesalers

- Albany, N. Y.....Gately-Haire Co., Inc.
- Atlanta, Ga.....Elyea-Austell Co.
Phillips & Crew Piano Co.
- Austin, Tex.....The Talking Machine Co., of Texas.
- Baltimore, Md....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me.....Andrews Music House Co.
- Birmingham, Ala.Talking Machine Co.
- Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
- Brooklyn, N. Y...American Talking Mch. Co.
G. T. Williams.
- Buffalo, N. Y.....W. D. & C. N. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt....American Phonograph Co.
- Butte, Mont.....Orton Bros.
Lyon & Healy.
- Chicago, Ill.....The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
- Cincinnati, O.....The Rudolph Wurlitzer Co.
- Cleveland, O.....The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsit Co.
- Dallas, Tex.....Sanger Bros.
- Denver, Colo.....The Hext Music Co.
The Knight-Campbell Music Co.

- Des Moines, Ia....Mickel Bros. Co.
- Detroit, Mich.....Grinnell Bros.
- Elmira, N. Y.....Elmira Arms Co.
- El Paso, Tex.....W. G. Walz Co.
- Honolulu, T. H....Bergstrom Music Co., Ltd.
- Houston, Tex....Thos. Goggan & Bro.
- Indianapolis, Ind..Stewart Talking Machine Co.
- Jacksonville, Fla..Florida Talking Machine Co.
- Kansas City, Mo..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Nebr....Ross P. Curtice Co.
- Little Rock, Ark..O. K. Houck Piano Co.
- Los Angeles, Cal..Sherman, Clay & Co.
- Memphis, Tenn....O. K. Houck Piano Co.
- Milwaukee, Wis...Badger Talking Machine Co.
- Minneapolis, Minn.Beckwith, O'Neill Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Montreal, Can....Berliner Gramophone Co., Ltd.
- Nashville, Tenn....O. K. Houck Piano Co.
- Newark, N. J.....Price Talking Machine Co.
- New Haven, Conn.The Horton-Gallo-Creamer Co.
- New Orleans, La...Philip Werlein, Ltd.
- New York, N. Y...Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

- Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co.
- Peoria, Ill.....Putnam-Page Co., Inc.
- Philadelphia, Pa..Louis Buehn Co., Inc.
C. J. Heppe.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa...W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me.....Cressey & Allen, Inc.
- Portland, Ore....Sherman, Clay & Co.
- Providence, R. I...J. Samuels & Bro., Inc.
- Richmond, Va....The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, U.Consolidated Music Co.
The John Elliott Clark Co.
- San Antonio, Tex.Thos. Goggan & Bros.
- San Francisco, Cal.Sherman, Clay & Co.
- Seattle, Wash.....Sherman, Clay & Co.
- Sioux Falls, S. D..Talking Machine Exchange.
- Spokane, Wash....Sherman, Clay & Co.
- St. Louis, Mo....Koerber-Brenner Music Co.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y....W. D. Andrews Co.
- Toledo, O.....The Whitney & Currier Co.
- Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.
Roht. C. Rogers Co.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

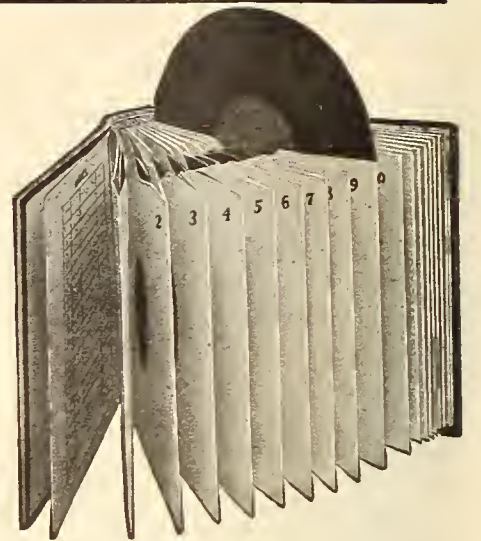
Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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

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



THE PERFECT PLAN

HOW HAVE YOU PLANNED YOUR PEACE BUSINESS CAMPAIGN

Millions of American Soldiers Are to Be Turned Into the World of Business—They Will Be Your Salesmen or Your Buyers—Now Is the Time for Leadership and for Ideas

Five million glorious boys, radiating health, bursting with animal spirits, laughing, joking, free, frank and friendly! That is the army Uncle Sam is going to turn loose into the world of business when the troops are demobilized. Tireless, hard as nails, indomitable in spirit, they will swarm into business as they swarmed into the Germans—disciplined and responsible, but utterly fearless, and invincible. No problem that business can offer can long vex men who have solved the problem of advancing under fire. Nothing in business that initiative can do will be impossible to men who have gone singing into the Valley of the Shadow, says the Voice of the Victor.

Have you, in your after-the-war thinking, given any thought to your salesman, Tom Jones, who went out with his draft with pale cheeks and narrow chest, looking—well—a little shop-worn? He is coming back all of a man, his face tanned, his body hard, his mind active, brimful of initiative and resource. Your customers will be proud to shake him by the hand, and he in turn will look on the world with new eyes. He will have seen a foreign country, discovered his French, English and Italian brothers, and learned that they, too, are men. He will have acquired a new neatness and efficiency in his work, and, thanks to his years of discipline, will respond quickly to any plan you may have form-

ed, just as he has learned to respond to his officer's orders. He will be "up on his toes" all the time; and if you are not a match for him in "pep" he will probably leave you for a better man. And he won't be afraid to quit, either, because he will have friends everywhere—men who have been his comrades, shared his hardships, smoked his cigarettes, eaten his "slum," and given him in turn all they have to offer.

Business is going to be a bigger, better thing after the war than it has ever been before. These hard young animals with brains are coming back to "God's country," and they are going to "whoop it up" as they never whooped it before. Fresh, eager, restless, still young and their lives before them, they are going to make the most of peace because they know what war means.

There is one thing these boys will lack when they come home, unless we are prepared to give

it to them; and that is good leadership. They have been working under officers whom they trust, and love—by whom, in turn, they are trusted and loved. Those of us who were not "Over There," but tried to carry on our business under wartime difficulties, have been disciplined also. We were compelled at times to stop when every instinct bids us go ahead; compelled to consider other people's needs when our own seemed imperative. And like all discipline, it was good for us. Is it making or breaking you?

In time of war prepare for peace. The business executive of today is mostly trying to steer a straight course through new shoals and shallows. Tomorrow when peace has definitely come he will have an army at his back, an army trained and disciplined, needing only the right leadership to do the impossible. Now is the time to plan. Plan your peace business campaign to the last detail, and begin to put it into operation. You will be the "officer of the day," and the boys will follow you wherever you go—such boys as you never dreamed of leading.

FORM NEW ORGANIZATION

General Manufacturing Corporation of Milwaukee Capitalizes at \$100,000 to Make Talkers

MILWAUKEE, Wis., January 6.—The General Mfg. Corp. has recently purchased outright the complete plant, real estate and equipment of the Old Minn Billiard Co., and has formed a new organization with a capital stock of \$100,000, all paid in for the manufacture of talking machines, piano cases and various other cabinets, etc. W. H. Schwab is general manager of this new corporation.

WAS FORMERLY A SCRIBE

Percy A. Ware, a member of the traveling staff of the Victor Talking Machine Co., covering the Carolinas, Tennessee, Georgia and Virginia, as well as other Southern cities, was formerly a newspaperman in Newark, Pa.

The store which runs its financial department haphazard will soon not be a store.

AN INVESTMENT THAT PAYS

The Up-To-Date Store With Proper Equipment Is Not Only a Trade Promoter But a Money Saver for the Dealer—Facts Worth Noting

Bert Ketchum says that thirty minutes' time wasted daily by a \$50 a month clerk costs his employer \$39 a year, which represents 5 per cent. interest on a \$780 investment. In other words, that firm could invest even \$600 for new equipment and make a profit on it. Thirty minutes of wasted or unproductive time daily by a \$2,000 a year man costs the firm \$123 per annum, or 5 per cent. interest on \$2,460.

These figures printed in "Office Equipment" set one thinking, and give the key to the wisdom of talking machine dealers using modern and up-to-date supplies in their establishment. Today stores are judged by their appearance just as a man is judged by his clothes and general bearing, and every factor, no matter how small it may be, that tends to facilitate the better conduct of business and help the needs of customers, is to be commended.



At the Beginning of the Year

Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

The Cortina Academy
12 East 46th Street :: New York



Style 900

THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

THE REGINA CO.

47 West 34th Street, NEW YORK
209 S. Wabash Ave., CHICAGO, ILL.

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

Victor Supremacy is lasting

It is built on the solid foundation of great things actually accomplished.

And the success of every Victor retailer increases with every new development of this wonderful instrument.

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



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

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

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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, JANUARY 15, 1919

WITH achievement of victory on the battlefield, it is now up to the talking machine industry to achieve victory in the domain of business—to develop all forces and all energies toward making the year 1919, which has just made its debut, one of the greatest in the history of the industry. To put business back on a normal basis calls for consistent and untiring effort along progressive lines. Business men must have faith and courage—must realize that the clouds are gone, and that we are now entering a new era of expansion and prosperity for the entire nation.

The great moral victory achieved by the United States in entering the world war to uphold the rights of humanity and justice has made this country known and admired the world over, and we must maintain this reputation not alone in the field of statesmanship and arms but in commerce. American manufacturers will undoubtedly find a larger market throughout the world than ever before, and in the enlarged export field the talking machine will play a notable part.

There is no other product so distinctly American as the talking machine—no other product in its development and construction has won a higher standing for reliability and value. Hence it only needs the spirit of enterprise on the part of our manufacturers to bring the products of this typically American industry to the people of the world in a larger measure than ever before.

At the present time, of course, the immense demands of domestic buyers must be met, but we must work not only for to-day but for the future. 1919 will be a year of restoration of industry to not only its former status, but to a greater expansion, for we have learned much during the past year as to what organization and concentration can do in this country in the way of speeding up factory production and in attaining other ends most desirable in the business world.

The War Industries Board, for instance, although exercising strong control over industries such as ours, has nevertheless brought real benefit by compelling talking machine men to take stock of their own businesses—to present accurate figures as to their equipment, capital invested, output, etc., by compelling the compilation of statistics that should prove invaluable. Members of the industry have learned to work together, to discuss problems of their businesses, and this spirit of co-operation should continue, for from this spirit of frankness and harmony greater results must inevitably accrue to individual enterprises, as well as to the talking machine industry as a whole.

ONE need not be a persistent optimist to believe that some beneficial developments in the matter of price maintenance will soon materialize—that the long fought battle to bring about some definite means for insuring the maintenance of fixed prices on trade-marked and patented articles, provided such prices are equitable, is likely to result in favor of the manufacturers of such articles and those who on principle are in favor of the price maintenance idea.

The price maintenance question has long been a debatable one, and those who have championed the cause have found traveling at times rather rough and their championship somewhat expensive. The situation looked particularly difficult when the Supreme Court of the United States and the various Government agents, including the Federal Trade Commission, appeared to put their feet down on price maintenance and hold for an open market for the seller. In other words they held that the seller, having become possessed of the article in question, could dispose of it at any price he saw fit.

Recent developments, however, have indicated that the authorities have suffered a change of heart, that they have become cognizant of the damage that can be done by the unscrupulous price cutter through the way in which he can undermine legitimate industry, discourage capital, and indirectly keep his heel on the neck of labor. The result has been that the Federal Trade Commission only recently went so far as to advise Congress that it would be favorably inclined toward some form of legislation that would permit of the maintenance of resale prices on trade-marked and patented goods, and would permit of the drawing up of contracts holding the retailer to an observance of such prices, provided the contracts adopted by the manufacturer would be subject to revision by some competent authority to insure their fairness to all concerned.

This new attitude by the Federal Trade Commission is acclaimed by those who long have realized what price maintenance has done in the building up of the talking machine business on the solid foundation on which it rests to-day, and particularly what it has meant to the smaller exclusive dealer who could go his way in the past without being threatened with business extinction by the price cutter, who usually had immense buying capital at his command and few scruples as to how to proceed.

It is generally believed that if the well-known Stephens bill is so amended as to include in its provisions means for subjecting price maintenance methods and contracts to official supervision, either by the committee representing the Federal Trade Commission or by some other body, the bill will have a very fair chance of passage, and one of the strongest arguments of those opposed to fixed prices will be overcome.

The supervision of price maintenance methods will be welcomed by those manufacturers who set a fair retail value on their products and whose sole aim is to protect their good-will and trade-mark and patent rights from the price cutter, and who desire to restrain the latter from utilizing names and products of recognized and standard values in the eyes of the public, for the purpose of foisting on that same public other articles of unknown origin at higher than ordinary prices.

It may perhaps be true that in endeavoring to maintain prices some manufacturers have overstepped the bounds and have sought to fix a retail value on their products not warranted by manufacturing and selling costs. Manufacturers of this type have in a considerable measure and to a considerable degree served to attract disagreeable attention to the principle of price maintenance generally. The talking machine trade, however, can feel with all consciousness that in supporting price maintenance as a principle in their industry they are also working in all fairness to and for the benefit of the public as much as for themselves. The history of the industry demonstrates the correctness of this viewpoint.

With the war excitement out of the way and peace time legislation again receiving proper attention, it is hoped that the price maintenance question will receive the favorable consideration it deserves from our national legislators.

MEN who are in a position to know declare that we may expect a wave of advertising during 1919 that will exceed all previous records. In other words, there is reason to believe that American business men who for months, or years, as the case might be, have been marking time in the matter of exploiting their wares, will go after business through the columns of the newspapers and magazines as never before in the history of the country. It is logical to

believe this as there is much that can only be accomplished through the medium of judicious publicity.

Most of the world has stood still during the greater part of four years. We in America have gone ahead little, if any, for the greater part of two years. It has meant that normal development was halted, and now with a clear future it is only natural that every manufacturer with a grain of ambition will endeavor not only to develop his business on a normal basis, but will try to get back some of the business lost during the dark months. Not only will the old and recognized advertisers redouble their efforts and increase their appropriations, but many new advertisers, having watched for the proper moment, will enter the field in competition. It means that the man who expects to hold up his end in the battle for business that is before us must give the question of advertising his keenest consideration. It is going to be the manufacturer who utilizes the full power of advertising during the year to come who is going to reap the reward in the matter of business. The man who hesitates is not only going to lose potential business, but is going to suffer directly through competition.

It must be said for the talking machine trade, so far as the leaders of the industry go, that there was little if any cut in advertising appropriations during the war period. Output was curtailed and trade demands went by the board, but nevertheless there was always kept before the public the names of the products and their value in the war and in the home, not with the idea of influencing immediate business, because immediate business could not be handled, but with the idea of impressing the public with the products and the names, so that when supplies were again available it was only a question of reaping the crop of business that wartime advertising had been developing. Although normal advertising was kept up during the war it is most likely that even these big appropriations will be increased materially in the drive for new business. Those who have cut off their publicity or curtailed it will be compelled to do some tall hustling to keep step with the procession of live merchants who realize and make use of the power of advertising.

Nineteen-nineteen is now with us, and there is no time to be lost in carrying to completion the campaigns for business planned for the year. Advertising is going to prove one of the most potent factors in the reconstruction of American business along peace lines, and the manufacturer who does not recognize this fact is going to suffer and suffer greatly.

GENIUS is only the power of making continuous effort, according to the late Elbert Hubbard, who with his unusual skill in word structure pointed out that the line between failure and success is so fine that we scarcely know when we pass it—so fine that we are often on the line and do not know it. How many a man has thrown up his hands at a time when a little more effort, a little more patience, would have achieved success. As the tide goes clear out, so it comes clear in. In business,

sometimes, prospects may seem darkest when really they are on the turn. A little more persistence, a little more effort, and what seemed hopeless failure may turn to glorious success. There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose.

IN the talking machine trade, as in practically every other line of endeavor, problems of merchandising are receiving an increased amount of attention. In the old days, in fact only a few years ago, the rule was to hire the salesman and turn him loose on the prospect. If he was a good salesman in his own right he held his job and prospered, but if he proved to be a poor salesman he didn't last long. The sales problem was looked upon as distinctly a problem for the individual, and he was left to work out his own salvation, and so long as the results were more or less satisfactory there was no interference with his plans.

Now, however, there is a new realization of what salesmanship really means, because men have learned that selling is not a problem for the individual, but rather is a problem for the organization, and that although the ideas of the individual salesman may be good, if those ideas are joined with the ideas of some other salesman, then a selling system can be evolved that is not only going to mean more business for the organization as a whole, but work to the benefit of every man in it. The result is the development of the sales conference idea.

The larger companies in the field now call their dealers and salesmen together at regular intervals for the sake of discussing merchandising and sales problems, and evolving campaigns that will not only get results, but will, as a result of the experience gained, be possessed of as few flaws as possible. Ideas are exchanged and every dealer, if he is awake, enters into the conference hall with some new and valuable thoughts on how he can improve his business, and, most important, make more money from a certain amount of effort and a certain amount of invested capital. The dealers in turn holding conferences with their salesmen can pass on these thoughts, and on the other hand compile valuable selling material from the ideas and experiences of their own sales staffs.

The basic thought is that no man, or no one group of men, knows it all. Each individual and each group has met and overcome different problems, and the problems that one individual has met may come later to another of the craft. It is, therefore, much better to have at hand a solution based on experience than to work blindly and evolve a new and independent solution of the problem. It is simply the idea of business co-operation brought home. The tendency toward conferences of selling forces is one that should be encouraged to the utmost, for it should mean more and better business, especially in the industrial activity that is going to show itself in every ramification of the immense business structure of this country during the months and years that are before us.

Fire Up!

LET'S get more steam pressure in our 1919 boiler, for we all hope the world has quit war-making forever.

Victrolas and Victor Records are one of the war-time essentials that become more than ever necessary for life's enjoyment. More goods are promised for 1919: a bigger demand is sure, and it is a sure Happy New Year.

Silas E. Pearsall Co.

Wholesale Distributors of Victrolas and Records

10 East 39th Street

NEW YORK





STYLE III
Oak, Walnut or Mahogany

The Prices on All

STARR PHONOGRAPHS

Were Restored January 1st

to the figures which prevailed before Starr reproduction was restricted by Governmental order.

Decreased output necessitated an increase of price on all Starr Phonographs, but this increase was removed at midnight, December 31st, 1918.

The Silver Grain Spruce "Singing Throat" of the Starr Phonograph with its many other popular features has created a demand that has continuously pushed Starr factories to capacity and with the introduction of improvements devised in the last eighteen months prospective buyers will do well to be forewarned against unprecedented demand.

*Deliveries on all models of Starr Phonographs
can be made immediately*

The Starr Guarantee, made possible by a half century's manufacturing of the highest grade musical instruments, stands back of each model.

The Starr Piano Company

STARR, RICHMOND, TRAYSER, REMINGTON
Grand, Upright and Player-pianos

The Starr Phonograph

Gennett Phonograph Records

ESTABLISHED 1871

RICHMOND, :: :: :: INDIANA



STYLE X
Oak, Walnut or Mahogany
Showing Starr Filing System



Stracciari—and the “Long, Long Trail.” A wonderful combination of grand opera star and popular song, with a powerful double selling appeal.

**Columbia Graphophone Co.
NEW YORK**



HOLIDAY BUSINESS RECORDS SHATTERED IN INDIANAPOLIS

Trade Enthusiastic About Quality of Sales Made in December—New Year Opens With Big Sales of Machines and Records—Indianapolis Will Be Big Market During 1919

INDIANAPOLIS, IND., January 6.—All previous holiday business records were shattered with the closing of 1918, the local retail and wholesale talking machine dealers report. Not only had the business been brisk since October, but the last minute rush of Christmas buyers found the local retail dealers selling their machines without time for demonstrations in many instances.

What the dealers regard as a most encouraging and significant sign is that the sale of machines and records since Christmas has been good. No doubt is expressed as to the opinion that 1919 will prove a big year.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., said that the holiday business came not only from the wage earning class, but from the wealthier classes, which previously had been holding back on the purchases pending the development of the war situation. A large number of the higher-priced machines were sold and the total business is far ahead of the holiday record of 1917.

The Edison Shop sold out entirely in two styles and showed an increase of 200 per cent. in its cash business alone, A. H. Snyder, manager, reported. Business has been coming back briskly since Christmas, and the record business necessitated the doubling of the counter space.

J. L. Peter, manager of the Columbia store, said that the season was the most wonderful one he had ever experienced in the business, and remarked that he had had a 400 per cent. increase over December of 1917.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., pointed out that the business in the Columbia machines was at least 100 per cent. better than in December of last year, while the stock of Windsor machines was entirely sold out.

R. B. Goldsberry, manager of the talking machine department of the Mooney-Mueller Co., Pathé jobbers, has been filling orders as fast as he could get the goods from the factory. The art models went big, Mr. Goldsberry said. He estimated an increase of 100 per cent. over last year for the holiday business.

The Stewart Talking Machine Co. have been making every effort to get as many machines as possible to the dealers. They have been running full-page advertisements telling the public how the Victrola “went to war” and explaining the reason the Victor dealers were not able to supply the demand this year. Harry Diehl, formerly retail manager for the company, who is now a sergeant in the army, and Harry Ray, also in the army, who formerly was manager of the talking machine department of the Pettis Dry Goods Co., visited the offices recently.

Ben Brown, manager of the Columbia wholesale department, said that the demand for machines and records keeps growing in spite of the Christmas onslaught. Ben Loventhal, pro-

prietor of the Grafonola store at Louisville, Ky., came to Indianapolis last week and took 1,200 records back with him as baggage. F. F. Dawson, manager of the Columbia branch in Cincinnati, was also a visitor. The talking machine department of Silverstein Bros., Terre Haute, Ind., did a fine business in Columbia machines and records. This is one of the new big accounts opened by the local branch several months ago.

W. E. Pearce, manager of the talking machine department of the Brunswick-Balke-Collender branch, is expecting a big year for the Brunswick. At the Brunswick Shop the Christmas business practically cleaned out the store, and George F. Standke, manager, took a hurry-up trip to Chicago to see if he could get a rush order through to take care of the business after Christmas.

E. R. Eskew, manager of the Pathé Shop, said that business is coming right back in great form after the Christmas rush.

The Fuller-Ryde Music Co. were well prepared to handle their increased business in Victrolas this year, as they had rearranged their store and built several booths. The store now rivals any of the up-to-date talking machine stores in appearance, and the proprietors are more than pleased with the change.

ATTRACTIVE VICTROLA ROOMS

Each of the Twenty Demonstration Booths in New Stores of Geo. S. Dales, Akron, O., Dedicated to Some Prominent Record Artists

AKRON, O., January 3.—George S. Dales recently opened a large and most attractive Victrola parlor at 128 Main street, this city, with many original features incorporated therein. In addition to sales and reception rooms and three concert halls, there are twenty demonstration booths, each booth decorated in a distinctive manner and dedicated to some prominent Victor artist, such as Caruso, Farrar, Melba, Lauder, etc. The decorations are designed to indicate some distinctive characteristic of the artist or of the artist's work. The furnishings, including tapestries, carpets and furniture, are rich and elaborate.

The floor of the main lobby is polished for dancing and it is the intention of the proprietor to allow private parties to make arrangements for its use. This will also include societies and lodges. A section of the lobby is specially arranged for those wishing to make engagements with their friends and daily concerts, vocal and instrumental, are given.

George S. Dale carries a complete stock of records and has proven himself one of the most progressive talking machine dealers in the country. Souvenir booklets outlining the history of the store and illustrated with many photographs were given to callers on opening day.

VEECO ELECTRIC MOTORS ARE DURABLE

In Witness Whereof:

A customer writes: “We have been using this motor in our factory for the past year continuously, at least four or five hours a day steady, and have never had any trouble with same.”

Doesn't that indicate durability?

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

ORDER NOW FOR 1919 DELIVERIES

THE VEECO COMPANY 248 Boylston St. BOSTON, MASS.
THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE

**To
Manufacturers and
Jobbers
of
Talking
Machines**



Half Tone
Full Tone

Extra Loud
Medium Tone

BRILLIANTONE
STEEL NEEDLE
CO. OF AMERICA
INCORPORATED

B. R. FORSTER, President
Suite 655-657-659,
Marbridge Building,
Broadway at 34th Street,
NEW YORK CITY

Pacific Coast District
WALTER S. GRAY
530 Chronicle Bldg.,
San Francisco, Cal.

SUPERIOR STEEL
BRILLIANTONE
TRADE MARK
NEEDLES

REGARDING COMPETITION

WE are now prepared to accept (and to agree to promptly fill) your orders for Brilliantone Steel Needles for the year of 1919

If you are interested in Price comparison, Brilliantone Steel Needle Prices will attract you.

If you are interested in Quality comparison, Brilliantone "All Quality" Steel Needles are in a class by themselves, for

**Uniform Hardness
Uniform Points and
Uniform Gradation**

If you are interested in Delivery Service, we will demonstrate that we have not had one "disappointed delivery" customer on our books (not even during the year of 1918).

If you are interested in Customer Satisfaction, we can refer you to 7850 Brilliantone Dealer users.

The biggest Manufacturers and Jobbers are safeguarding their interests as regards Price, Quality and Deliveries, by contracting for their 1919 Steel Needle requirements now, and arranging for pro-rata monthly or quarterly deliveries.

It is our earnest hope that the year 1919 may be the most prosperous in the history of the Talking Machine Trade—and that means for You.

Made in America by Americans

Making the Show Window the Dealer's Greatest Trade Promoter and Profit Maker :: By J. A. Parsons

The arrangement of a talking machine window is, of course, a matter of individual taste. There are a great many dealers who ignore the value of their show window altogether; they forget that it is one of the greatest trade promoters and profit makers in the advertising end of their business, and in this connection its possibilities as a means of attracting and interesting the public should never be overlooked.

The dealers in the talking machine trade have been fortunate in the fact that manufacturers have been most generous in providing specially arranged window displays, which when properly presented are most effective in their results, and give the talking machine dealer's window a distinctiveness that makes his store stand out among those of his neighbors in a manner that creates favorable comment.

Too many dealers, however, do not take pains in properly arranging or presenting these window displays prepared by the manufacturers with the result they make a sloppy, cheap, unfinished appearance that does anything but help the dealer or the products he handles.

It should be kept in mind that the window displays prepared by manufacturers represent a large investment, and, just like the literature they issue, should be utilized in a most painstaking way and brought correctly to public notice, because everything is being done with the object in view of aiding the dealers, and bringing the products they handle before the public in a way that will bring the best results.

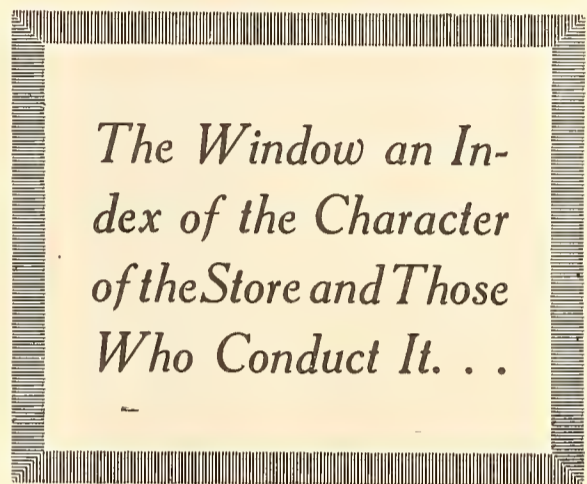
Some of the modern displays testify to the rapid development of art in advertising as far as window displays are concerned, and in cards and other forms of display pictorial impressions are conveyed that represent really clever artistic work.

There is a tendency, however, on the part of

many dealers to crowd their windows unduly, particularly where cards are used, giving the impression of a bargain display in a cheap dry-goods store with the prices tagged on.

Simplicity, after all, is the great key to success in window display and where special window designs are arranged, such as those furnished by the manufacturers, nothing else should be used. The window scheme should be adhered to in its purity without any additions.

Where the dealer prepares his own window



he should keep some central idea in mind, either a special machine, or a certain series of records. The latter might be utilized in the event of the visits of opera or concert singers. A photograph of the artist might be featured surrounding it with a number of his or her records, then balancing the remainder of the window space in a manner that will not detract from the central subject.

One thing should be remembered, that it is wise to get away from trying to get too much in a window, and this, as just remarked, is a ten-

dency that is growing these days, owing to the amount of cards and illustrations in connection with record displays which are furnished dealers; they are often used indiscriminately and without a proper sense of appreciation of their worth.

The psychology of window display should also be considered because the window is an index of the character of the store and the man or the men who run it. The attractive window means the attractive store; it means that it is conducted by people who are particular and precise in their dealings, who believe in carrying the highest class goods, and who boast of a sales force that understands handling customers intelligently and with proper consideration.

A TALKING MACHINE MAN'S LETTER

Sends Interesting Communication in the Vernacular of the Trade to His Son "Over There"—Key to Why Son Won Out

An employe of a talking machine company whose son had left the factory to take part in the Great Adventure "over there" hit upon the idea of writing to his son in the gramophonic terms familiar to both in their working hours. This interesting epistle was the result:

"My Dear Boy:—The matrix and I send you our best love and good wishes, and express the hope that this old turntable of a world, which at present doesn't seem to run true, has not wobbled enough to spoil your record and the harmony of your existence. At present there would seem to be a knock in the motor that runs the old turn-table. Possibly this is the sound of the guns of Freedom hammering the spirit of Justice and Democracy into the slaves of the Kultur of the Beast.

"Whatever you do, son, remember while you are over there never to run off-centre. A man who runs off-centre spoils his record and creates discord. You have good stock in you, boy, for you're a Yankee product, so keep your record bright and shining. You bear the label of Columbia, which is recognized by friends and enemies as a mark of quality. Live up to your label. You are not absolutely flawless, but I trust that the needle of life may not meet you with many bad spots in your record. The only perfect Master Record was made two thousand years ago; there hasn't been an absolutely perfect one made since.

"Be sure your motor is fully wound up before you begin the music that is to make Fritz dance. Don't get run down. If you notice any signs of it you'll always find a crank willing to wind you up. Above all, boy, don't lose your spring.

"Run steady, true, and regular, son, and remember we are all at the back of you, to the last needle.

"With best wishes for a safe return.—The Governor."

STUDYING FOR A COMMISSION

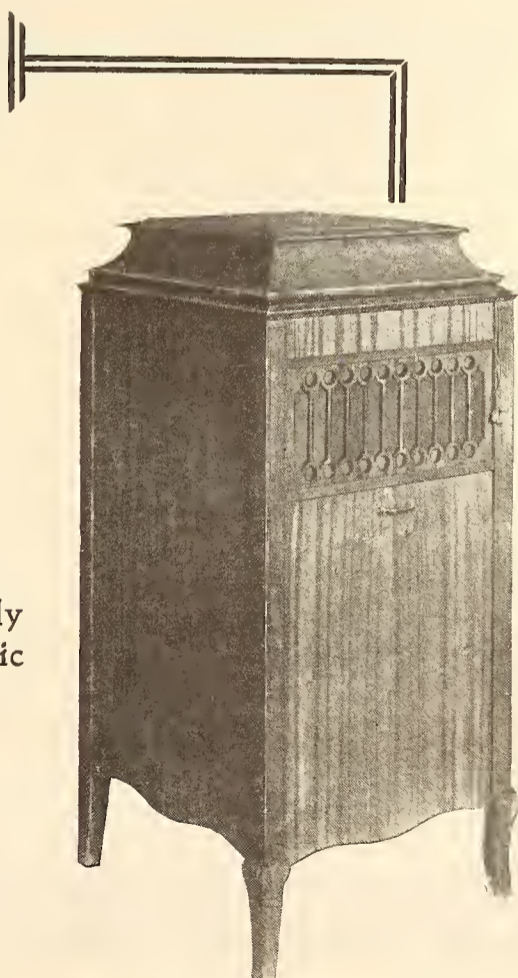
William Dane, formerly manager for the Putnam, Page Co., of Peoria, Ill., and a specialist in Victor sales work, has been making his headquarters for some time past at Pelham Park Bay, N. Y., undergoing preliminary training prior to entering Princeton for a special course which will give him a commission as ensign in the U. S. Navy. Prior to his appointment to this school Mr. Dane served as "radio operator" aboard the U. S. S. "Lamberton," which is one of our latest, best equipped and fastest destroyers.

The line of demarcation between luxuries and necessities is hard to see—when the necessities insist on masquerading as luxuries.

Delpheon

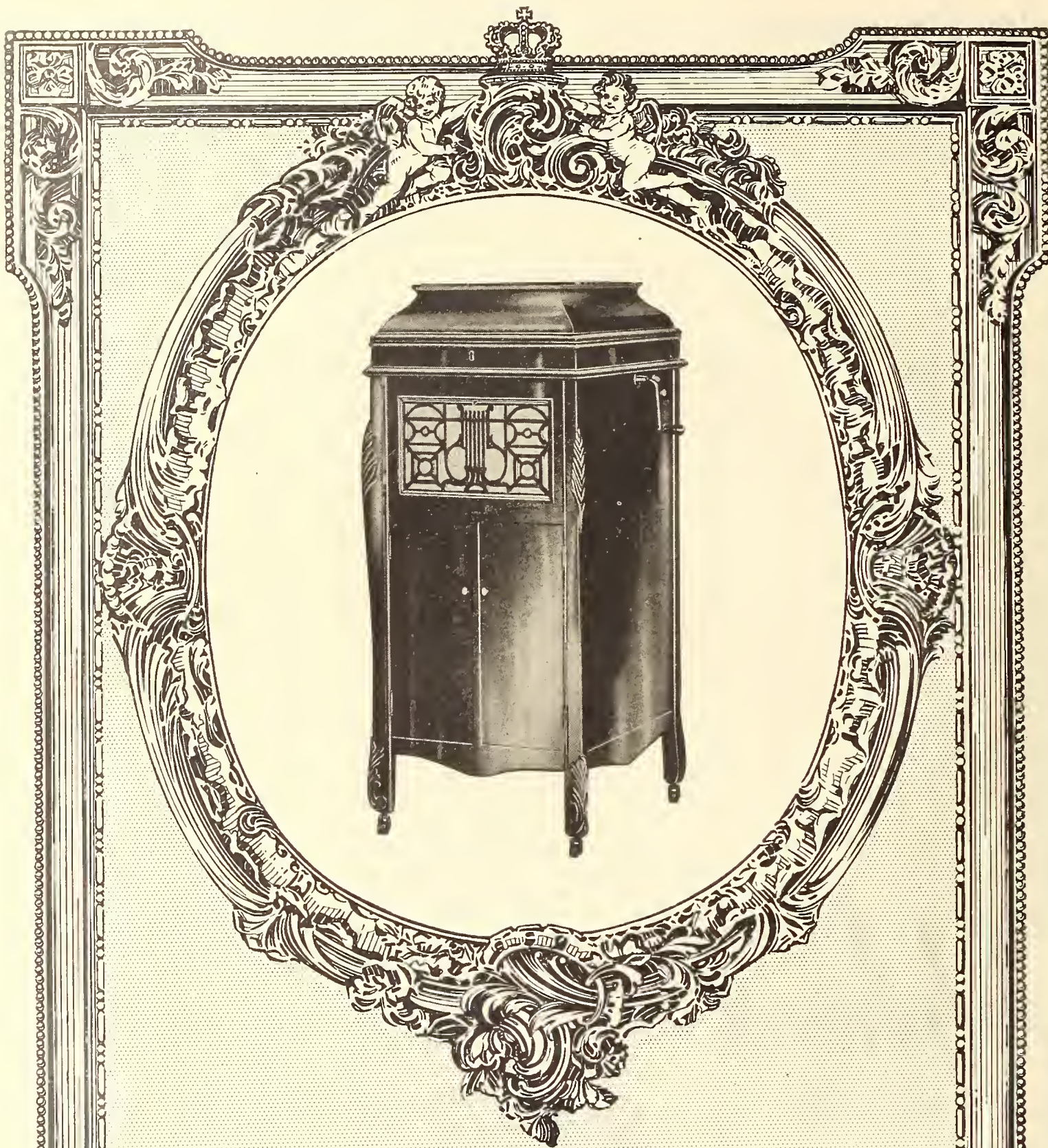
the Incomparable

A tone that is ineffably exquisite—not phonographic



Delpheon \$150 Model

THE DELPHEON COMPANY
 BAY CITY :: :: MICHIGAN
 OR WRITE TO DISTRIBUTORS



STEGER

THE Steger Talking Machine is the finest reproducing Phonograph in the world. No matter what artist makes the record, the Steger Phonograph will reproduce every sound perfectly. It is the universal Phonograph, that plays all records *correctly*. There are no parts to change.

The Steger is the Phonograph that you have always said someone, some day would build. The patented Steger tone arm has revolutionized the Talking Machine world. It gives the correct pressure when playing any record. The patented Steger sound chamber is made of violin-wood and affords perfect resonance. The Steger record container is unique.

STEGER & SONS PIANO MFG. CO.

Steger Bldg., N. W. Cor. Wabash & Jackson
Chicago, Illinois

Factories: Steger, Illinois
On the "Dixie Highway"

How to Keep the Instalment Accounts on the Right Side of the Ledger :: :: :: By Courtenay Harrison

Five out of ten talking machine stores would without a doubt have to quit business if they stopped selling machines on the "payment" plan. But they won't quit this plan, and there is no reason why they should. The great American public has become used to buying everything from jewelry to clothes on the time-payment plan, and with each passing year this method of retailing is being put on a higher plane and is becoming recognized as the logical method of selling goods to people in moderate circumstances who compose the greater part of our population.

The payment plan is here to stay, but just for that very reason talking machine dealers should study ways of improving their methods of handling payment accounts so that they can do the largest possible business with the least risk. Of course, when a machine is not paid for it can always be "pulled" under the leases usually signed up when the sale is made, but any talking machine retailer knows that the more of such cases that arise the more expense he is put to, the more second-hand stock he accumulates, the more bookkeeping he has to do, and there are cases, of course, where such accounts are nearly a total loss when the customer fails to meet payments and "skips," taking the machine along.

Obviously care ought to be exercised in giving credit privileges if collections are expected to turn out well, and hence if sales are expected to prove profitable. Because, as already intimated, there is no use of selling goods that only pile up trouble and that eventually prove to be more of a liability than an asset. On the other hand whoever has charge of arranging for a credit ought not to be too quick or harsh in judgment. In fact, the happy medium of extending credit on the time-payment plan is for each prospective customer to be treated as an individual, and each case taken on its own particular merits. As "sure as shootin'" a business that has too many set "rules" for opening payment accounts is going to get stung occasionally, just as is a concern whose rules are not so strict, and besides, by having rules and enforcing them too strictly, a lot of good business will be "passed up" that otherwise could be put on the books and made to yield a profit.

From my personal experience in retailing talking machines on the payment plan and from talks with other phonograph store owners I have gathered considerable information about the best way of making instalment accounts remain on the profit side of the ledger always, and other dealers may be interested in some of these ideas. Understand, however, that they have to be interpreted to meet the locality where they are applied, and they are not meant to

apply to individual cases. Instead these "rules" are for common sense use, and fit the general situation.

In the first place, when a person comes in and wants to purchase a machine on the payment plan a fair down payment ought to be demanded. If the customer can't pay anything down, this very often indicates that he or she is extravagant, and will not be able to meet subsequent payments. Next, as to arranging the size of the after-payments: Don't make

every time you have a time-payment customer call at the store to make a payment you get a chance to interest him in records and other things. Many sales can be made in this way that you would not otherwise make.

Speaking again of extending credit, you should demand an unusually large down payment from colored people, foreigners, questionable characters and people just starting in any business. Statistics show that the classes named are very poor risks for the dealer who sells on the time-payment plan.

Don't sell a machine to a lawyer on the payment plan. If his credit is not good enough for open account, better keep the machine on your floor. Lawyers know how to "beat about the bush" so well that if they want to renig on a time-payment agreement they can keep you out of your machine and money for a long, long time, and besides cause you a lot of unpleasant notoriety and expense.

Some time back I spoke of the necessity, in order for collections to come along smoothly, of not making the payments on a machine any more than the customer agreed could be met cheerfully, and promptly. Sometimes, however, even when this precaution is taken, the customer will fall behind in payments. Naturally, you either write him a letter and ask him to come in and settle—you keep writing letters, maybe making the customer "sore"—or else you send a collector who will often get into a heated argument about the missing payments, and also will get the customer "peevied." Now the best way of disposing of such cases is to get the customer into the store, and then make an entirely new agreement, one that the customer can meet. What is the use of working your head off to make a customer keep up a two-dollar per week payment, and in so doing making the customer sore, and perhaps having finally to take back the machine, when by getting the customer to come into the store and have a heart-to-heart talk you can make a new agreement changing the payment to one dollar a week, and still get your money eventually, and keep the customer's trade and friendship? Isn't that just using common sense? Of course, such leniency, if you wish to call it that, need not be extended unless you have exhausted all other means of "getting the money or the machine," but such "leniency" pays in the long run when it is extended.

Referring once more to having people come to your store and pay, one of the most successful talking machine stores I know of does this: After a customer has come in and made arrangements to get a machine on time, and has made the first payment, that customer is sent a

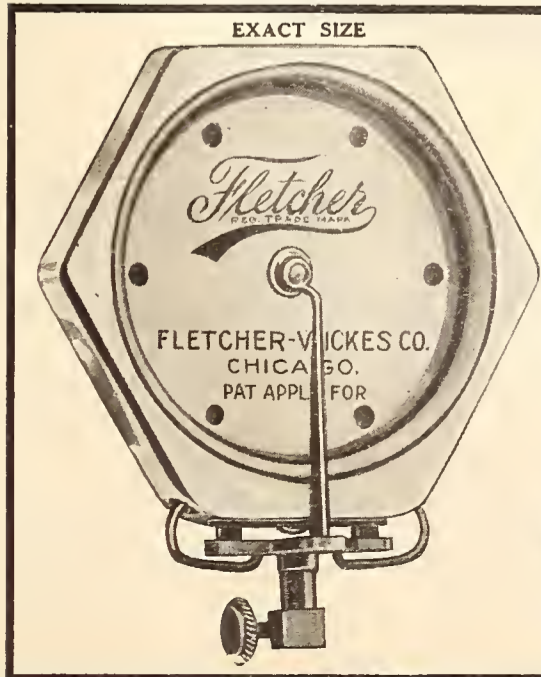
(Continued on page 18)

Training the Customer to Make Payments Regularly Is the Real Big Secret

them too large, or the customer will not be able to meet them and your having to "dog" him for the money will make him dissatisfied, will lose his friendship, and ultimately perhaps result in your having to repossess the machine. In other words, the secret of success in your credit methods is not how big you can make the payments, but how well you make the terms to fit the individual customer so that he can promptly meet each payment, can do it cheerfully and hence will remain a friend and booster of your store, and a record buyer, too.

If you make the terms right, and keep your customer "in tune" properly you should do away with your collectors, if you have any, and instead have your customers come into the store and pay their own instalments. There is no reason why you cannot make this plan a success. If some of the biggest furniture stores in the country, catering to "high and low" classes of trade, can make a success of the plan of having 95 per cent. of their customers come in and pay instalments, you certainly can do it. Of course, some people would rather have a collector call on them, but if you have only a few such accounts, one of the boys can take an afternoon off each week and round these up.

The average person, if half-way decent, likes to be put on honor, and deep down inside takes a certain pride in being trusted to come in and pay accounts when they are due. Another thing,



If you have not heard the
FLETCHER REPRODUCER

Order a sample and be convinced of its superiority.
Your satisfaction or money refunded.

Samples \$4.00.

FLETCHER-WICKES CO.
6 E. LAKE STREET CHICAGO, ILL.

New February Columbia



Stracciari Sings "There's a Long, Long Trail"

Stracciari's glorious voice; the haunting melody and message of the "Long, Long Trail." Try to imagine the heart-appeal of this splendid record—then hear it, and find how it surpasses even your keenest expectation. 49517—\$1.50

The Best Records of the Month

Will you keep your hear step, with the brightest moment? There's just one Records.

Every hour brings new so to sing, new dance music th foot. Columbia Records gi lar music while it's new; the and played by famous star vaudeville.

The February list of comprises 4 operatic sele and 6 new dance hits, 2 ba bers, 1 violoncello and 2 Ask any Columbia deale Columbia Grafonola the o You will enjoy just a g Columbia treasure-house

New Columbia Records on Sale

COLUMBIA GRAPHOPHONE COMPANY

Lashanska's lovely record of "Louise's Famous Love Song"

There are people who go to hear "Louise" just for the joy of one wonderful song—"Depuis le Jour." In all the realm of opera there is no more beautiful love song than this unrestrained outpouring of a young girl's first affection. Lashanska's rendering is perfect in its sympathy, surpassing in its brilliance

49364—\$1.50



The French Army Band Plays Two Victorious War Marches

France's victory over her foe rings out, in every note of these two pulse-quickenng marches—"Marche Lorraine" and "Le Pere de la Victoire." When you hear them, you'll swing your hat again for France!

A-6083—\$1.25



This advertisement will tell five million people about the New February Records!

Above is a fac-simile of a two-color, center spread advertisement of Columbia February Records, appearing in the Saturday Evening Post of January 25th.

The Post's circulation, as you probably know, is close to two million. Of course, that means a good many more than two million readers — perhaps five million is a conservative estimate.

Numbers of Records

the Best Music

in tune, your feet in the lightest music of the real way—Columbia

songs that everyone wants to call to every tapping ear you the newest popular world's best music sung in the style of opera, concert and

new Columbia Records releases, 14 popular songs and 2 orchestral numbers—other instrumental gems to play for you on the tunes that mean most to you. Jump into the wonderful world of melody and mirth.

Available 10th and 20th of Every Month

New York



"You'll Find Old Dixieland in France"

Here's a Van and Schenck Dixie Song with a decidedly novel slant "Instead of picking melons off the vine, they're picking Germans off the Rhine." A real tribute to the "Smoke Brigades" that fought so bravely Over There

A-2665—85c



"I Aint Got Weary Yet"

A song of Johnny Dunn who sailed away to fight the Hun—and "ain't got weary yet!" There's a gale of melodious laughter in Johnny's merry adventures in France. On the back, "Would You Rather Be a Colonel With an Eagle on Your Shoulder, or a Private With a Chicken on Your Knee?"

A-2669—85c

A Lover's Song — "Till We Meet Again"

Rarely have exquisite melody and appealing words been so beautifully united in a song of war-time sentiment. In millions of American homes today the dreams this song expresses are happily coming true.

A-2668—85c

OTHER FEBRUARY HITS

- The Rose of No Men's Land (Hugh Donovan) A-2670 85c
- Over Yonder Where the Lilies Grow (Henry Burr) A-6086 85c
- The Pickeninnny's Paradise—Medley Fox-trot } Prince's Band \$1.25
- My Baby Boy—Medley One-step E-4060 85c
- Naval-Cadete March—Bell Solo with Band Accompaniment
- Albinoe Polka—Xylophone with Band Accompaniment



Columbia Grafonolas Standard Models up to \$100. Period Designs up to \$2100

Here's a big, smashing Columbia drive at these five million Post readers. It's bound to be of tremendous benefit to you—to every Columbia dealer. It's going to bring people right into your store!

Are you all ready for them, with the new February Records—full assortment and good stock?

The boys are coming back, the country's happy; you never had a more wonderful chance to sell Columbia Grafonolas and Columbia Records. Order your Records early—and order enough.

This is a good time to feature Foreign Language Records. Why not put in a line? The cost is small—profits big. Write for particulars. 102 West 38th St., New York City.

COLUMBIA GRAPHOPHONE COMPANY, WOOLWORTH BUILDING, NEW YORK

KEEPING INSTALMENT ACCOUNTS ON RIGHT SIDE OF LEDGER

(Continued from page 15)

neat card, in a small envelope, showing the date of the next payment (in the manner of a bank savings card for one of the popular Christmas fund accounts) and on the back of the card is printed a list of popular records for the customer to pick from. Enclosed with this card is a letter that says:

"We are very much pleased to have you for a customer for one of our Blank talking machines, and we feel sure you will derive much pleasure from it.

"Herewith we enclose for your convenience a little card containing a list of some records you might care to own, and showing when your next payment is due. When you come in to make this payment, we will be glad if you would bring the card along."

The customer brings this card along, each payment is entered upon it, and hence the customer has a real pride in watching these payments "total up" just as if it were a bank savings account or anything of the kind.

Where you have to send out a collector on a "bad" account, always try to get a promise, at least, out of the delinquent customer. If this promise is broken, have the collector get another promise and call attention to the pre-

vious one that was broken, because nearly everyone in moderate circumstances owes, at least at certain periods, more money than he can pay. But if a certain firm has extracted from him a definite promise to pay a certain amount on a certain date, he will nine times out of ten pay that firm ahead of any of the others whom he had been able to "stall off" without giving them a promise.

In concluding I want to quote the "credit rules" given by a large mid-west furniture store to its talking machine department, and to other departments too, for that matter, rules that have resulted in bringing unusual success to the store in doing a time-payment business. Here they are:

1. Be sure of the customer's honesty, then his ability to meet the terms you make.
2. Make a definite agreement and have it signed.
3. Watch the payments regularly and call attention to any delinquency promptly.
4. If the delinquency becomes serious, never threaten, but call attention to the broken promises and make a new agreement.
5. Finally, get the money or the machine, the latter only if the balance warrants it.

MERCHANTS LOOK FOR BIG TRADE EXPANSION

Answers to Questionnaire Sent Out by Merchants' Association Demonstrate That Foreign and Domestic Trade Will Grow

With cancelation of war contracts and uncertainty in the labor problem mentioned as chief factors in the readjustment of business and manufacturing, all companies questioned by the Industrial Bureau of the Merchants' Association of New York recently reported that they expected an immediate expansion in domestic and foreign trade, according to an announcement made by the association.

In explaining that the query particularly "asked for a statement of the obstacles which are retarding the return to normal conditions," the report said that "optimism was dominant in replies from the manufacturing members in response to a request for their opinions regarding the industrial outlook." The query drew replies "from manufacturing plants in practically every field of importance in the metropolitan district."

"A few of the factories have not been disturbed at all by the war," says the report. "Others have been devoting their entire capacity to the production of munitions and war supplies. Still others have been working on war contracts and at the same time filling civilian orders. The withdrawal of the Government from the market, which is now in progress, is the largest single factor affecting industry, and practically all manufacturers speak of the effect of the cancelation of Government contracts. It is therefore encouraging that the Government departments having large contracts in this district have practically completed their plans for adjusting canceled contracts and are ready now to operate with promptness."

In outlining the work of the cancelation and in giving the list of the bureaus doing the work the report says that final decision on most of the settlements is made in Washington, and that so many readjustments have been made that it has been impossible to estimate the probable length of time for settlement of all contracts.

Most of the manufacturers who replied to the query discussed the labor situation, the report says, and expressed doubt about future conditions. All of them expressed the hope that the perplexities would be cleared up soon, so that they could make plans for expansion.

"The shifting of great masses of workmen, development of new industries and new industrial sections, present high wages, the demand for overtime work, and many similar conditions resulting from the war period, make the labor situation very complex," says the report. "In some case there is an actual labor shortage of all kinds, while in other cases there is simply a shortage of skilled labor, or even a surplus. It is obvious that in many lines of industry there must be a readjustment of the labor supply.

"In many cases manufacturers expect that wages will remain at their present high level for a considerable period, while in other cases it is claimed that former markets cannot be developed again until wages have fallen somewhat, because of the high prices resulting from high cost of production, which, in turn, is due largely to high wages.

"In this connection it is interesting to note that recently in many cases production has fallen off materially, thus making very high prices necessary for the product unless the cost of production is again decreased, either by decreasing wages, increasing productivity of labor, or by both. A number of manufacturers still complain of the difficulty of obtaining competent labor, irrespective of wages offered."

A life must be either masterful or miserable—able to control itself, able to overcome obstacles, able to dominate circumstances, or else it will be harried by many trifles into constant discontent.

N. B. JOHNSON VICTIM OF ACCIDENT

Representative of Texas-Oklahoma Phonograph Co. Dies of Injuries Received When Struck by an Automobile While Boarding a Car

DALLAS, TEX., December 28.—N. B. Johnson, a prominent member of the Texas-Oklahoma Phonograph Co., Edison jobbers in this territory, died several days ago as a result of injuries sustained in attempting to board a street car on December 8, when he was struck by an automobile. Mr. Johnson's former duties will be taken care of by A. H. Curry, general manager, and F. C. Beattie, secretary and treasurer of the company, until his place in the organization can be filled.

NEW INCORPORATION

The Phonograph Improvement Co., Ft. Washington, Wis., has been incorporated with capital stock of \$300,000 to manufacture phonographs. The incorporators are Wm. H. Thommen, Harry W. Bolens and Olaf Elton. The new concern will start in business in the near future.

VICTOR JAN. RECORD SUPPLEMENT

Cover Design Featuring Return of American Troops Is Significant and Timely

The front cover design of the new January Victor record supplement is of particular and timely interest, inasmuch as it illustrates most graphically the sentiment back of George M. Cohan's latest song, "When You Come Back," and shows some soldiers from overseas being welcomed by their friends upon their return as victors. The record of the song incidentally is included in the January supplement and is sung by no other than John McCormack. There are a number of excellent and timely features in the January list, of which due announcement will probably be made by the manufacturers. One of the features is the singing of "Onward Christian Soldiers," by Mme. Schumann-Heink. In addition there is a goodly selection of timely and popular numbers.

Remember that there is something to be considered besides pattern in the fabric of life. There is fiber.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "WARD New London" quality.

Grade "D", medium size, Grade "D", large size. Grade "K", medium size, Grade "K", large size. Carrying Straps Nos. 1, 2, and 3.

ORDER SAMPLE COVER ON APPROVAL

Write for prices

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom



Over
100,000

Phonographs Equipped with this Victory Model
 This is only one of the 16 types we manufacture.

OTTO HEINEMAN PHONOGRAPH SUPPLY
 Company Inc.

General Office 25 West 45th Street, New York

BRANCH OFFICES
 CHICAGO 111.
 TORONTO ONT.

FACTORIES
 NEWARK N.J.
 ELYRIA O.
 PUTNAM CONN.
 SPRINGFIELD MASS.

Educational Value of the Talking Machine Constantly Gaining Wider Recognition

Slowly but surely the educational value of the talking machine is winning merited recognition from a large number of writers and musicians who formerly underestimated or inadequately considered the talking machine as a great uplifting, civilizing force. Magazine contributors and editorial writers in the daily papers are at last perceiving that the talking machine has been and is one of the greatest factors in bringing about a knowledge of the best in music, hence it is receiving a more sympathetic consideration at their hands.

The vital and constructive part played by music in the war and the utilization of the talking machine as an instrumentality in this connection have undoubtedly focused a large measure of attention on this instrument and its possibilities in musical and educational spheres. The other day the musical editor of the Winnipeg Free Press in discussing the value of the talking machine in the school remarked:

"From a blatant box with an unsightly horn, assailing the ear with screechy and muffled reproductions of nasal voices and tinny instruments, the talking machine has evolved to its present high status—that of a high-class musical instrument—in a very few years.

"It was always miraculous! The improvements, amounting now almost to perfection, have added little to the miracle, which was there, full-grown and almost breath-taking, even in the crudest old product of the early, early days of the phonograph industry.

"But the successive improvements have given it an entirely different status. Once a plaything and a novelty—outside the pale of serious musical consideration—and little more than

a toy for the amusement of children and grown-ups of a novelty-loving turn of mind, the talking machine has thoroughly invaded the sphere of music in its very highest manifestations, and is now the greatest force making for musical education in the world.

"Just as moving pictures popularized the greatest histrionic artists and gave them nightly audiences of many millions, so the talking machine has given to millions of homes the best performances of the world's supreme musicians, and made it possible for the most isolated settler in the wilds of civilization to hear nightly the fine artistry of metropolitan artists.

"It has accomplished a wonderful revolution; but the half of its influence has not yet been fully appreciated or taken advantage of by those who have musical education seriously at heart. There has been, until quite recently, a more or less scornful acceptance of the talking machine by music teachers and musical educators, a sort of 'damning with faint praise' which has retarded the use of the talking machine as a means of teaching.

"Tutors who still take that stand are now, of course, open to ridicule, since artists of far higher musical authority than themselves use the talking machine as a vehicle to place their performances before the public. It is worthy of note, too, that those who hear the great artists via the talking machine are often treated to a better rendition of a given number than those who hear the artist in the flesh on the concert platform or the operatic stage. And this, for the reason that the artist who is recording will often perform the piece from ten to fifteen times, improving the rendition by a study of the rec-

ord previously made, until the final record is well-nigh perfect.

"As far as the ordinary household is concerned, the talking machine must be as close to reaching a 'saturation point' as it perhaps ever will; but the greater sphere of usefulness in the schools is as yet almost untouched.

"The local government has already instituted some inquiries which point to the fact that talking machines in Manitoba schools as an aid to musical education have already been seriously considered, however, and may be an accomplished fact within the near future. A few schools have them now, of course, but the general use of them as a standard piece of school furniture (they will be as common as blackboards in the schools of the future, most certainly) is still a long way from consummation.

"What largely stands in the way of prompt action along that line is the attitude of musicians who are still apt to reply in a half-hearted manner when questioned as to the efficacy of the talking machine as a means of musical education. It is with them really little more than a matter of prejudice, and the sooner it is brushed aside and a broader view taken of the hundreds of various methods of fostering and developing musical appreciation in the young and in grown-ups of insignificant musical taste, the better it will be for the cause of music in general."

Why is it that dealers overlook the fundamental truth that permanent paying patrons can be secured by giving them what they want promptly, willingly and at the right price?



\$15.00 to Dealers

Top 20 x 22

A beauty—something for those discriminating customers.

We have other cabinets.



Price to Dealers

Size (top) 17 x 19

\$10.50

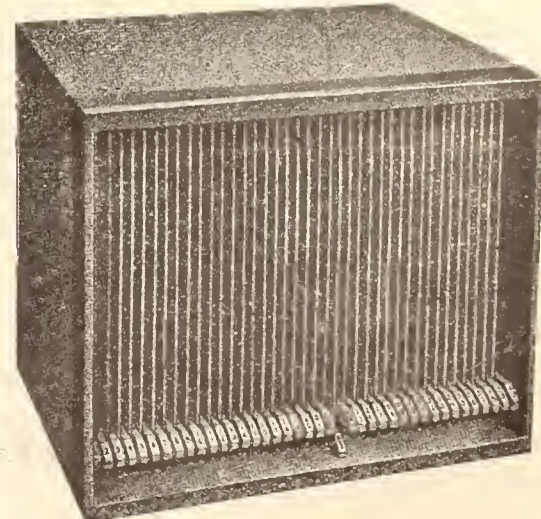
Size (top) 20 x 22

\$12.00

A leader of popular leaders for efficiency and beauty.

Equipped with the genuine Eject-o-file.

In oak or mahogany.



Built to fit
VOCALION
Style F, G, H, I, J, K
and

EDISON
C-150

Manufacturers--can install in any size machine.

We have an attractive proposition.

You need these products in your business.

We need your money in our business.

Let's get together.

All goods thoroughly guaranteed

EJECT-O-FILE SALES CO. 216 W. Saratoga Street BALTIMORE, MD.

Edison Message No. 34

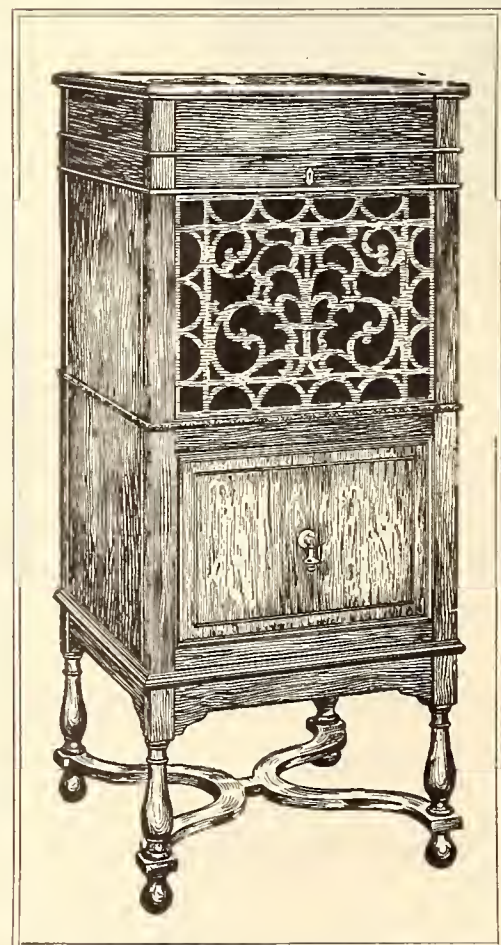
Have You Hired a Soldier-Salesman Yet?

Mr. Edison recently made to you Edison dealers the only public statement he has given out since the Armistice was signed. It was an important communication. The newspapers thought so, and gave it great publicity. The most important thing in it was this:

“Every business man should speed up his sales organization. The salesmen of this country can do more than anyone else to keep the wheels of industry turning at full speed. The salesman had to take a back seat during the war but his time has now come. Give him a chance.”

There is no Edison dealer too small to put on one more salesman. Many of you can profitably use several more. A good salesman always pays his way. Give the boys a chance to make good. Speed up your sales.

THOMAS A. EDISON, Inc.
ORANGE NEW JERSEY



Official Laboratory Model New
Edison—William and Mary Cabinet,
executed in American Walnut.

Work and More Work the Genuine Secret of Successful Salesmanship :: :: :: By Joseph I. Carroll

Manager of Sales, Emerson Phonograph Co.

"Salesmanship is a science; is an art." Well, it may be, but that definition, to me, is a trifle highbrow; a bit theoretical. While I have great respect for other men's opinions, especially those who can speak with rightful authority, yet, in my humble way, I prefer to regard salesmanship from a more practical angle. I insistently incline toward the belief that salesmanship is work, work and more work, guided by certain fundamentals of purpose, direction, method and judgment, which it is my privilege to discuss.

Throw into a dish a real "worker," good health, reasonable ability, neat appearance, sound habits, some business sense; spice it all with fair personality, courtesy, thoroughness and earnestness; mix well with common sense; bake to a turn and out of the oven of experience draw a finely moulded and successful salesman. That's my recipe.

Naturally, there is no set rule for the positive determination of a good salesman. A man may have all the requirements but one and the one lacking may nullify all the others.

There are certain qualities which, no doubt, would enhance a man's selling ability, but which, in themselves, would by no means guarantee ability to sell. Of these I point particularly to personality, brilliancy and education; yet, I maintain with firmness, that all else being equal, salesmen possessing one or all of these attributes are bound to soar far above their fellows.

I am not among those who insist that a salesman is born, not made. To my mind, a larger proportion of salesmen are made than are born. True enough, many men are born with a certain natural ability to sell, which, however, requires much guidance and training before they become what can safely be called "a salesman." In my experience I have seen several instances of men who, by all standards, had none of that quality called "born or natural ability," but who had instead, in a big measure, energy, determination, studiousness, reliability and confidence; and so greatly outdistanced the man of the so-called "natural ability." Practically every sales manager can point to striking instances of this kind in his experience.

It is notable that there are large numbers of men employed in the capacity of salesmen who flit from one job to another, never "making good," always proving a burden to their con-

cerns and a heavy expense before their real lack of worth is discovered. Such men are the bane of the sales manager. Their trouble too frequently is due to the fact that they are in a field where they are entirely unadapted. Perhaps as office men, doctors, lawyers, engineers, in agricultural pursuits, or in one of many other occupations, they would be pronounced successes. On the other hand, there are fellows now struggling without possibility of success,

The Real Salesman is the Man Who Takes a Territory, Builds It Up, and Grows Stronger Every Trip

not only in the professions just mentioned, but in menial jobs, who have latent ability which, if trained and developed, would put them among the big earners as salesmen.

Failures in life, to a very large degree, can be traced to the fact that men are following pursuits for which God never intended them.

Give me the "worker," the man who is absolutely honest and dependable, for it is safe to say he'll very often possess the other necessary qualifications, or if not he'll employ every means to acquire them under careful direction, for the worker strives for success, and will leave nothing undone to equip himself with the essentials to that goal. I'll gamble on the "worker" every time. Let my competitor have the "born salesman" chap. They are too often unsteady, unreliable, spasmodic and hard to handle.

The "worker" is constantly on the job. He catches the early train out of town in the morning and the late train into the next town. He travels when it least cuts into the time that should be spent in seeing his trade. He not alone makes every minute count close to 100 per cent., but he handles his job with thorough-

ness in every detail, applying himself studiously to gaining a full knowledge of his line, as well as that of his competitor, and, equally as important, to studying the simplest and most convincing presentation of the knowledge thus gained.

Granted a man be a "worker" there are certain other fundamentals, not beyond any man to acquire. A salesman should study; study always to overcome defects which become manifest as he goes along. The successful salesman seldom is derelict in this respect.

Give attention to your appearance. Be neat, not gaudy. Acquire a manner—and it can be acquired by persistence—wherein courtesy and dignity predominate. Every man has some personality. Develop it. Watch other men who have it in abundance. Imitate them, if you will, little by little. It can be done, and gracefully, too. It's a great help in salesmanship.

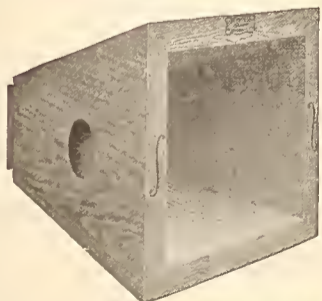
Assuming a man's health is good—and it must be kept so—forcefulness follows, for is he not a "worker" and work and application beget "force," a very essential quality in salesmanship. Good health can only be maintained by sound habits. The "wine, woman and song" traveling man is a creature of the dim and distant past. To-day the successful representative is the thinker, the planner; the man who uses his spare moments to lay out his work in a systematic and orderly fashion, who diagnoses each case wherein he has failed, and rearranges his forces to strengthen his apparent weaknesses, and to attack where his object is most vulnerable, who works every available town on his territory with the same amount of interest, whether the town be large or small, who treats small merchants with consideration equal to that which he extends the big buyer. Such a man will work every square inch of his territory until it yields the maximum business.

Regarding habits; if wine, woman and song, yea, cards, are part of your life, let each fit in, in its proper place, and each in moderation—much moderation, but under all circumstances so discipline yourself that no one of them interferes with your ability to produce sales, and produce them in a manner creditable to yourself and your organization. Be a gentleman always.

In the man who has achieved marked success in selling you will almost invariably find
(Continued on page 22)

THE WONDERFUL TONE PRODUCTION OF PHON d'AMOUR

is obtained by



THE AMPLIFIER

an entirely new type of horn, built on the principles of a violin

and

THE DIAPHRAGM

made of selected violin wood, fashioned beyond any possible danger of warping, and insuring a resonance and sweetness of tone not obtainable by the use of any other material

*These Features are Patented and Procurable Only in Phon d'Amour
Plays All Makes of Records and Glorifies Them All*



THE FRITZSCH PHONOGRAPH CO., 228-30 West Seventh Street CINCINNATI, OHIO

WORK THE REAL SECRET OF SUCCESSFUL SALESMANSHIP

(Continued from page 21)

outstanding certain features in his make-up. He is a student of human nature and applies his knowledge. Rarely does he approach two people or treat with them exactly alike; he displays much versatility in his methods; he impresses his customer with confidence in his sincerity, and faith in his judgment; in a word, he dominates, but with a diplomacy which lends charm to his work.

The real salesman is short on "bluff" and long on conviction. He conveys truth and value. His feet are squarely on the ground, his head well and securely poised, and his manner fearless, but never offensively aggressive. He leads to a favorable decision; never crowds his customer. He believes in himself and his merchandise; has unshakable faith in his house, and is proud of his job.

Still other points are well to mention in the conduct of the well-organized salesman. He will have developed to a high degree his ability to concentrate on his argument and his work. It will be conscientiously prepared and arranged in logical order and the whole will be governed by an all-abiding and controlling intelligence.

Tact, in all walks of life, is desirable, but the advice to the salesman in his interviews to waste neither his own nor his prospect's time is invaluable.

We will concede that there are many kinds of salesmen. Some sell big concerns, some the small dealer. Others call upon those who require frequent visits, while many reach their trade very infrequently. Some flash for a moment, while others grow steadily. Certain men can make large sales once, but dare not come back—the slick kind. But to me the real salesman is the man who takes a territory, builds it up and grows stronger and more popular with each successive trip.

To most seasoned salesmen the ideas brought

forth herewith are more or less elemental. They may gain nothing from them, but if the poor chap who is unsteady and floundering, and the young fellow who is just starting out, receive the slightest stimulation I shall have been amply repaid for my trifling effort.

In conclusion, there is the exceptional, the rare—very rare—and brilliant salesman, the man that does tremendous things. I cannot discuss this type for I am not "one of him."

MAXWELL'S BOOK FOR SOLDIERS

Latest Volume on Salesmanship to Be Sent to Soldiers in France

With the coming of peace comes the era of the salesman. The throttle of the great engine of American industry is open wide; the orders are full speed ahead. With increased production in every plant throughout the land, the salesman's part in the life of business becomes vital. As Mr. Edison said recently, "The salesman had to take a back seat during the war, but his time has now come. He can do more than anyone else, now, to keep the wheels of industry turning at full speed."

The Young Men's Christian Association in its work with the soldiers abroad recognizes this importance of salesmen to American industry. It has decided to make available for the boys "over there" waiting to return the study of salesmanship so that when they get back such of them as desire may enter the ranks of American business as salesmen.

To further this plan the Y. M. C. A. has purchased 2,200 copies of William Maxwell's book entitled "Salesmanship" to send to the Yanks overseas who intend to enter the selling game when they come back.

If one does not believe that honesty is the best policy, one should try it.

HAVE LEASED NEW BUILDING

Diamond Music Co., of New Orleans, Moving to New and Larger Headquarters

F. S. Hemenway, president of the Diamond Music Co., New Orleans, Edison jobbers, writes: "Owing to the early expiration of our lease of 151 Baronne street, and the fact that the building does not answer our purposes, we have leased a three-story building at 341 Baronne street, which is large enough to accommodate both our wholesale and retail departments. We are renovating and improving this new location and will move into same during the month of January. The new building is twenty-five feet wide by one hundred and eight feet long, ground floor, and when we get settled into this we will be in much better position to serve our customers satisfactorily.

"It was always a handicap to run the two departments separately, requiring two separate organizations as they were three blocks apart, but now we will have them under one roof where the writer and our Mr. Donnelly can look after every detail of both departments. Our wholesale offices will be on the second floor, and the ground floor will be devoted to the retail department and the re-creations. We are fitting up the whole front of the building into a large reception room with ivory fibre furniture and Wilton rugs, cretonne hangings and furniture covers. We are adding another booth to what we had in the old place, making a total of four booths and the large reception and recital room. The fixtures will be refinished in ivory, and we think the appearance will be a great improvement over the old place."

INCREASE IN FOREIGN TRADE

The total foreign trade in the United States in the four years preceding the war was \$15,972,000,000. In the four fiscal years since the war began it has increased until it now amounts to \$29,332,000,000.

Dayton Motors

Best in the World

Possess all the sterling qualities that go to build up a successful phonograph business. They are sold to builders of all the high-grade talking machines, and give universal satisfaction to the user.

We are in position to take care of your orders promptly. Our factory is running day and night and we employ only the most skilled mechanics.

Build satisfaction into your products by using the Quality Line

Dayton Motors

Dayton Tone Arms

Dayton Reproducers

Sold all over the world and used in the highest class talking machines. Write for particulars.

The Thomas Mfg. Co.

MM
DAYTON
MOTOR

Dayton, Ohio, U.S.A.

CHICAGO OFFICE

1500 REPUBLIC BLDG.

Unico



System

Designs and Construction
Patented

THE SALES BUILDER

Unico Equipment
Excels from Every
Standpoint

- Design** . . . Six standard styles
 . . . Special period styles
- Construction** . . . Patented, Interlocking
 . . . Portable Units
 . . . Sound Insulated
- Finish** . . . All standard Oak,
 . . . Mahogany and Enamels
- Efficiency** . . . Increased sales at lower
 . . . cost per sale
- Economy** . . . Moderate first cost
 . . . Always an Asset
 . . . Adaptable any location
- Delivery** . . . Prompt shipments from
 . . . stock ready for immediate use



Prepare
Stupendous 1919 demand for
Talking Machines and Records

Victory
Huge sales and profits will reward
the wise Dealer who installs a
modern Unico department

Peace
will make ample stocks available

**ENLARGE YOUR
DEPARTMENT NOW**

Install a Complete Unico Department

- U** DEMONSTRATING ROOMS
- R** RECORD RACKS
- J** RECORD COUNTERS
- C** DISPLAY ROOMS
- D** DECORATIONS-FURNISHINGS

The Unico System has
Increased Sales and Profits
for almost 1000 dealers



Send to-day dimensions of your available space. Plans and estimates for a complete department will reach you promptly. By acting now you can complete your improvements in season to be ready for **THE BIG BUSINESS.**

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.

CLEVELAND TRADE DISPLAYS REAL PROGRESSIVE SPIRIT

Henry Dreher a Firm Believer in the Products He Sells—Chas. K. Bennett Invents a New Sales Aid for Retailers—Best Selling Records Cover Wide Field—General News

CLEVELAND, O., January 7.—Henry Dreher, head of the house of the B. Dreher's Sons Co., who is spending the midwinter in Florida playing golf and hunting, is a great believer in the usefulness of the talking machine. "I have one in my dining room at home," said he, "and when I sit down to breakfast I listen to some favorite singer's voice. The music gives me a better appetite, and I leave the table in good humor for my day's work at the store. The talking machine has a wonderful future and broad sphere of usefulness. The war has helped the music trade business by stimulating an interest in good music, and, after conditions have been readjusted and we are back to a normal peace basis, piano and talking machine manufacturers, distributors and retailers will find a big volume of new business awaiting them which will prove very profitable."

The Starr Piano Co.'s Richmond, Ind., plant, which was heavily taxed in making war materials for several months, is now pushing at full speed on talking machines. The company did not "catch up" with orders received early in 1918 until after the middle of the summer.

Chas. K. Bennett, manager of the Eclipse Musical Co., in this city, is the inventor of a novel record display fixture, which is destined to win, on its merits, a large measure of popularity in the trade. In telling of his invention to *The World* he said:

"I have felt for some time past that if a dealer could file his records 'face out' instead of laying them flat or on edge, as is the custom, the sales would materially increase and a great number of slow-moving records would pass on to the consumer; however, lack of wall space prohibits this plan. This started me figuring how I could display records and do it in a limited space. The usual printed lists of records were fast becoming passé on account of the records so listed being unobtainable, so I started to figure how I could display the records instead of the lists.

"The 'Eclipse Serve-Self Container' was the outcome, and hand-made samples having been tried out here in Cleveland for some time past convinced me of the advisability of manufacturing these devices to furnish to the trade at large.

"While the present form is limited to bulletin display racks, samples are now being prepared which will enable a dealer to display these containers on his wall or in his booth and still another will be made in the form of an easel that can be displayed on a table or cabinet.

"From actual experience I find that a consumer likes to look at the records he buys, much the same as he selects a necktie, for in a great many instances the title of a record in a catalog or on a sheet doesn't mean as much as when the customer can see the title itself

on the records. I believe every dealer of talking machine records has had this experience, for I have failed to see a single instance in all my traveling among the trade where dealers did not leave a stack or have a few records scattered over the counter, and this has, almost invariably, resulted in the records being scratched or marred in some manner and has made them unsalable.

"The Eclipse Serve-Self Container displays the records in a great variety in a small space with the possibility of getting scratched being eliminated and at the same time each record is accessible. Dealers of talking machines will deem it advisable to equip their stores with these containers immediately, as the cost is but slight compared to the sales that will be made, in fact, they should pay for themselves in a comparatively short time."

The Cleveland Music Trades Association, several of whose members are talking machine retailers, at the December gathering discussed unethical advertising of musical instruments. The members are disposed to draw the line close and insist that such advertising be "strictly legitimate" and in "no way misleading to the public." The association a year ago expelled a member for advertising used instruments as new ones.

"Offerings in the world of talking machine records for the new year promise much, if the January lists of the different manufacturers are a sign," said the musical critic of the *Cleveland Plain Dealer*, in reviewing offerings for the current month. "Without exception the manufacturers have announced the acquisition of new artists who are new to phonograph lovers. There is much in store for Cleveland devotees of the phonograph, local dealers declare, and old favorites are to be heard in new songs that, while not new, endure because of their merit."

Records, according to local dealers, now in demand include:

Pathé—"Anvil Polka" and the "Whistler and His Dog," by the American Regimental Band; "Flags of Freedom" and "Solid Men to the Front," by the same; "'Neath the Autumn Moon," by Grace Hoffman, and "Love Me or Not," by William Simmons.

Columbia—"Oh, How She Could Spanish," by Irving Kaufman; "Merrily We'll Roll Along," by the Peerless Quartet, and "Everything Is Hunky Dory Down in Honky Tonky Town," by the same.

Victor—"Mad Scene From Lucia," by Gallucurci; "Dixie," by Mabel Garrison; "Bluin' the Blues," by the Original Dixieland Jazz Band; "The Missouri Waltz" and "Kiss Me Again," by Joseph C. Smith's orchestra; "For Your Boy and My Boy," by the Peerless Quartet.

Starr—"Ring Out, Wild Bells," by Royal Dadum; "My Paradise," by Conklin's Society

Orchestra; and "After You've Gone," by Codey's Band.

The "Society of Concerts of the Conservatory," as its official title goes, more generally and conveniently known as the French Orchestra, now touring the United States, stimulated interest in talking machine music by a concert at Gray's Armory, December 29. This band is now working for the Columbia Co.

W. F. Young, manager of the Cleveland branch of the Brunswick-Balke-Collender Co., has been made receiver for the Helm Amusement Co., which failed a few days ago. The company operates the biggest pool and billiard rooms in the city and had bought heavily of the Brunswick-Balke-Collender concern. The war, flu epidemic and other handicaps forced the Helm concern to the wall. Among the assets of the Helm concern are several talking machines supplied by Mr. Young's firm.

The Collister & Sayle Co., Victor retailers, are offering one of the finest lines of machines and records ever displayed in Cleveland. A window display, unique in its variety and make-up, is one of the features of the January drive.

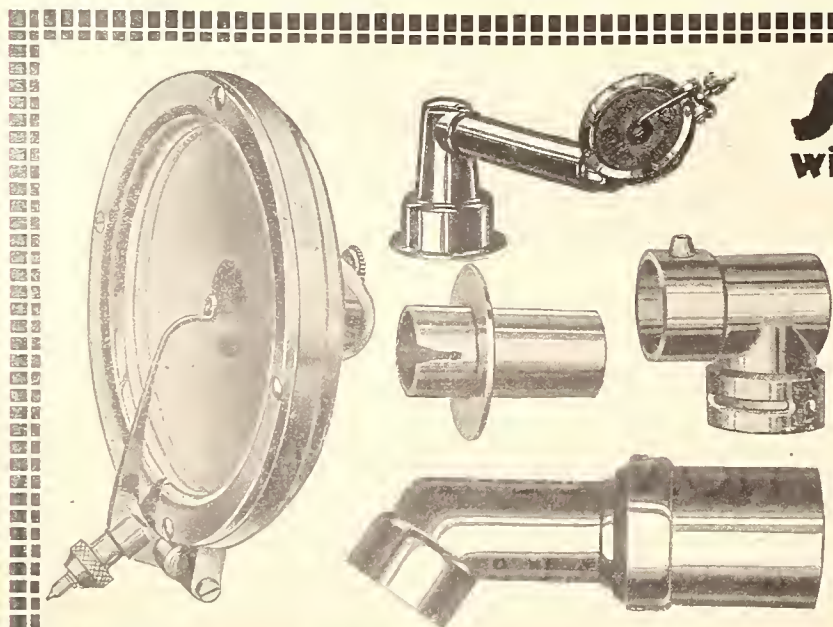
"I think the talking machine dealers will have the best year they have ever known for business," said Charles K. Bennett, manager of the Eclipse Musical Co., and president of the Talking Machine Dealers' Association of Northern Ohio. "I hear encouragement from retailers who come to our store daily. We can not fill all our orders but I believe manufacturing plants will soon be able to swing most of the business they receive."

The receiver of the Goodman Piano Co., which was placed in bankruptcy several months ago, has been asked through the common pleas court to distribute some of the funds collected. A creditor holding several thousand dollars' worth of notes given for talking machines seeks to have some of the notes paid. The receiver is still disposing of the Goodman stock and maintaining the retail store, in Huron road.

The Fischer Co., 25 Taylor Arcade, is featuring Pathé records, including "The Rose of No Man's Land," "I'm Always Chasing Rainbows," and "Oh, How I Hate to Get Up in the Morning," with great success. Business with this company is steadily expanding; it is placing Pathé phonographs with the best people.

The May Company reports an unprecedented sale of talking machines, records and player-pianos for the holidays. "Business in January has started with a big rush," said Dan J. Nolan, manager of the firm's piano department. "The big question with talking machines and records is to get the goods from the makers."

County Treasurer John A. Zangerle, who is a national authority on taxation, is opposed to taxing household goods, particularly musical instruments, because, he says, they are educational factors. "There is about as much sense in taxing a Victrola or player-piano in my home as there would be in taxing a school house," he said. "Both are built for educational purposes and should be free from taxes."



Superior Die Castings will Cut Your Costs and Increase Your Sales

Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for
Samples of Work we
are doing in
this line



Send us
your Specifications
or Models for
quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois

DISPLAY YOUR RECORDS

MAKE THEM SELL THEMSELVES

With "ECLIPSE" Serve-Self Containers

SERVE-SELF



Patent Pending

Adapted particularly for Bulletin Display Racks as shown in photograph herewith. Made also to hang on wall or in your booth, and to stand on table or cabinet as Easel.

One Rack filled with "Eclipse" Serve-Self Containers will accommodate 30 - 10" and 24 - 12" or 60 - 10" or 48 - 12" records.

Every Record is accessible.

These containers are made of heavy green card board, mounted on very heavy fibre board, and bound together at the edges with linen, the green containers making a striking contrast in color effect with the records.

Records will be in greater demand in future than ever before, and your success with this end of your business will depend on your ability to **SHOW YOUR STOCK**.

Each container consists of a double-sided leaf accommodating ten or twelve inch records as desired, and will be furnished at \$1.25 each f. o. b. Cleveland, or in lots of six to equip your entire rack at \$7.00 f. o. b. Cleveland.

In ordering specify quantity desired for ten and twelve inch records. Containers ready for immediate shipment.

THE ECLIPSE MUSICAL COMPANY

VICTOR DISTRIBUTORS

CADILLAC BLDG.

CLEVELAND, OHIO



French Army Band—Marche Lorraine! Your Customers will go out whistling this record —and carrying it. Columbia No. A-6083.

**Columbia Graphophone Co.
NEW YORK**

HOLIDAY BUSINESS ON PACIFIC COAST BREAKS RECORDS

Estimated That Over \$1,000,000 Worth of Business Was Lost Temporarily at Least Through Shortage of Stock—Many New Columbia Dealers—Changes Among Sales Staffs

SAN FRANCISCO, CAL., January 2.—No previous Christmas season has equaled that just passed in the history of the San Francisco talking machine trade, as far as the business volume goes. The eleventh hour rush was unprecedented. The "flu" no doubt prevented much earlier shopping, but more likely the rush was the result of a sudden realization that this was a good time to celebrate peace and prosperity. Many dealers ran out of popular records and machines of course. Victor goods were scarce in certain styles and as it is not the policy of leading houses to urge patrons to accept substitutes, the loss of sales through lack of stock must have been enormous. Andrew G. McCarthy, head of the Pacific Coast Victor wholesale agency of Sherman, Clay & Co., stated that he could easily have sold a million dollars more of Victor goods had they been available in the year past. The fine new lines of talking machines made a strong bid for favor and thousands of little-advertised machines were disposed of at good prices. The profits this season have been large notwithstanding the many setbacks to business.

All Types of Records in Demand

The many high class concerts recently have had the effect of increasing the sales of classical records, yet popular war and patriotic selections are still going strongly. The time is ripe for peace parodies on the popular war songs. Records of all the standard makes shared in the heavy Christmas demand and machines which play the different kinds of records sold

exceptionally well. Never before have the higher priced instruments sold so readily and upon such favorable terms. The percentage of cash sales was far above normal, and the initial payments upon instalment sales averaged higher than formerly.

Miss Hazel R. Layton, who has been with the Oakland Phonograph Co., has accepted a position with the Eastern Outfitting Co. of San Francisco in the talking machine department.

Frederick Stern, president of the Stern Talking Machine Corporation, has been placed at a great disadvantage lately by reason of twelve of his employes being ill, still he is managing somehow to keep things running efficiently. Holiday business is very heavy and promises to continue so well into the new year.

Many New Columbia Agencies

Among the new accounts to be opened by the San Francisco branch of the Columbia Graphophone Co. are the following: The Wiley B. Allen Co., F. Friedman Co. and Hale Bros., San Francisco; The Oakland Phonograph Co. and the Capwell Co., Oakland; Tupper & Reed, Berkeley; Fred R. Howe, Santa Cruz; Steinhauer & Eaton, Watsonville; Chas. Burroughs, Sebastopol and the Gern Music Co., Maryville. Many other new accounts have been opened also throughout the state and the San Francisco force has been rushed as never before. Mr. Milnor, manager, says business has tripled in December. They moved over a thousand cabinet machines the first three weeks of the month and did an enormous record business in this territory.

To Attend Meeting of Columbia Managers

N. F. Milnor, San Francisco manager of the Columbia Co., is about to leave for New York, where he will attend the annual convention of Columbia managers. Mr. Milnor has been much overworked lately and he hopes to get a little rest, at least on the train which takes him back East.

W. E. Henry, who has charge of the foreign records in the Coast territory, is in Los Angeles spending the holidays with his family.

J. A. Frye, Pacific Coast factory representative of the Victor Co., is at present in San Francisco and expects to remain here about a month.

Puts Furlough to Good Use

J. J. Black, secretary-treasurer of the Wiley B. Allen Co., who is serving as a clerk in the navy, was allowed a ten-day leave of absence just before Christmas and he spent the vacation working like a slave in the talking machine department, his former stamping ground.

Interesting Personal Items

Francis P. Corcoran, manager of the talking machine department of the Wiley B. Allen Co., is spending the holidays in Seattle, having decided to visit his wife, who is at her mother's home and is not in the best of health. In the

meantime R. E. Wolfinger is acting manager of the talking machine department, which is doing a fine business.

The talking machine department of Clark Wise & Co. did a fine holiday business. Mr. Buffa, formerly with the California Phonograph Co. and more recently an employe in the war industry of the Union Iron Works, is again selling talking machines. He is with Clark Wise & Co. and prefers the music business to riveting steel ship plates.

E. C. C. Johnson, who has been in training at Camp Pike, is now on the force of the Sonora Phonograph Co. in San Francisco.

The new manager of the talking machine department of the Eastern Outfitting Co., San Francisco, is D. S. Hollingshead, who was formerly in business for himself in Baltimore, Md. He succeeds George T. Hively.

Fine Demand for Pathé Products

O. N. Kruschke, San Francisco, reports fine business on Pathé machines this month with the California trade. He has placed many important new agencies recently, among them three in Kohler & Chase stores and one with Byron Mauzy, San Francisco. Mr. Kruschke has returned from a trip through northern California and, though he found business conditions somewhat uncertain by reason of the influenza epidemic, he was not disappointed in the volume of orders taken.

Association to Resume Meetings

The Talking Machine Dealers' Association of San Francisco and Bay Cities will resume regular meetings after New Year's. Billy Morton, of Sherman, Clay & Co., who has gained fame for the success of the dinners he has arranged for the members, is planning to outdo himself the coming year. With conditions approaching normal there will be more opportunity for social functions as a side issue to business meetings than was formerly the case.

The Kohler & Chase talking machine department has added a complete line of Stradivara talking machines and this line makes a splendid showing in the space allotted to it on the main floor.

BOLWAY & SON INCREASE CAPITAL

Frank E. Bolway & Son, Edison Phonograph jobbers of Syracuse, N. Y., have filed amended articles of incorporation with the Secretary of State, New York, increasing the capital stock of the concern from \$125,000 to \$180,000.

PURCHASE SONORA SHOP

Roy L. and Harry F. Sonneborn have purchased the Sonora Shop, 812 Lincolnway, La Porte, Ind., from Mrs. Daisy Mack.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

Walter S. Gray
Chronicle Bldg., San Francisco, Cal.

NEEDLES

Pacific Coast Jobber for the Best in
Talking Machine Trade Accessories

E. M. BURNHAM VISITS THE EAST

Well-Known Talking Machine Manufacturer of Los Angeles Places Orders in New York

E. M. Burnham, of the Burnham Phonograph Mfg. Co., Los Angeles, Cal., was a recent visitor to New York City, and while here was a guest of Frank T. Nutze, of Stephenson, Inc. As this was Mr. Burnham's first trip East,



E. M. Burnham F. T. Nutze

in addition to taking care of a number of important business matters, he found time to motor to Atlantic City with Mr. Nutze for a week-end, where the photo here reproduced was taken.

Mr. Burnham, while here, placed substantial orders for phonograph equipment with various firms, and, of course, this included the Stephenson precision-made motor, which Mr. Burnham uses in his higher-priced phonographs.

SOUND BOX THIEF ABROAD

Slick Worker Makes Good Haul in New York Stores During Holiday Season

The Victrola sound box thief is again abroad in the metropolitan district of New York, and has been very successful in making raids during the holiday season. Only recently he got away with eight sound boxes from one store. In working his game the thief comes into the store and inquires if a woman and child are waiting for him to make a final selection of a Victrola. On being advised that such is not the case he asks if he may be permitted to wait a few moments until they arrive. Permission being granted he wanders about the store and in the booths, looking at the various machines, removes as many sound boxes as possible, then walks out. The following description is given of the thief: About five feet five inches high, dark hair, pale yellow face, of Jewish type, wears a dark overcoat and soft fedora hat. He looks very slippery, according to one dealer.

GREAT GROUP OF VICTOR ARTISTS

Supplement Showing Many Victor Artists in Their Best Known Operatic Costumes Issued With "The Voice of the Victor"

One of the features of "The Voice of the Victor" for December, which made its appearance just prior to the Christmas season, was a large insert, lithographed in several colors, and showing twenty-four of the leading artists on the Victor list in the costumes of the opera parts in which they are best known. The showing is a most impressive one, and the supplement was so arranged that it could be framed and used for window or store display by the dealer. Incidentally the dealer who did not so display it overlooked a fine bit of publicity.

No man succeeds at every attempt, but the harder you try to succeed each time the easier you will find it to succeed the next time.

NEW VICTOR EDUCATIONAL BOOK

Interesting and Valuable Information Regarding Use of Victrola and Victor Records for Folk Dancing Found in New Volume

There has just been issued by the educational department of the Victor Co. a new edition of "The Victrola in Physical Education, Recreation and Play." The new volume includes illustrations and descriptive matter regarding new and timely American dances, suggestions as to the records to provide the accompanying music, and other matter of real and distinct value to instructors.

There are also included and carefully classified the folk dances of other countries, including Finland, France, Ireland, England, Belgium, Russia, Sweden, etc. The illustrations themselves furnish excellent guides as to the use of the Victrola for the purposes of dancing instruction.

The only sure things in life are those that have already happened.

NEW ASSISTANT TREASURER

C. F. Freeling Elected to That Office With F. E. Bolway & Son, Inc.

Announcement is made by Frank E. Bolway & Son, Inc., exclusive jobbers of the New Edison at Syracuse, N. Y., of the election of Charles F. Freeling, formerly of the Treasury Department, Washington, D. C., to the office of the assistant treasurer of this corporation. The announcement concludes: "It is the desire of our corporation to render constantly improving, efficient service to our patrons, and we sincerely trust and expect Mr. Freeling's association with us will aid in the accomplishment of our desires."

SALESMANSHIP INTERESTS ALL

The lawyer sells his knowledge, the physician his skill and ability, the merchant his wares, the banker money, the railroad president his ability to build railroads, find new business, handle men, etc. So we are all interested in salesmanship.



The Secret of Success

—put up a good front
—buy an Electric Sign

12 Months to Pay!

First payment brings the Sign.

Night Electric Signs bring day business.

Your Sign pays for itself through the increased business it brings.

You are now paying for an Electric Sign, without having it, through losing the business that goes past you to your competitor.

Federal Sign System (Electric)

Lake & Desplaines Streets, Chicago

Factories at New York, Chicago and San Francisco

Branch Offices in All Large Cities

Mail This Coupon



Federal Sign System (Electric), Lake & Desplaines Sts., Chicago

Please send me full particulars of Federal Electric Signs — estimated cost of current, etc. My store has _____ feet frontage and _____ floors.

Name _____

Business _____

Address _____

NOTE—If you will indicate wording desired, we will submit suggestive sketch of proposed sign.

REG. U.S. PAT. OFF.

Paramount Records

Double Disc

THERE are no weak combinations. Every selection recorded is selected for its excellent selling qualities. Dealers who handle Paramount Records are not burdened with "dead" numbers that take up space and eat your well-earned profits.

The greatest Record Proposition in America Today



Always a list of hits—the most popular of Broadway's latest.

Paramounts are recorded in our own New York laboratory and records are made and shipped from our extensive plant in Grafton, Wis.

Write for our dealer's proposition today, also our new Record Catalog just out.

The New York Recording Laboratories, Inc.

Port Washington, Wisconsin

Paramount Pressing Plant, Grafton, Wis.



Jobbers! Manufacturers!

Your business will be made more profitable when you connect up with the Paramount Proposition. Write to us for it today.

Dealers!

Discriminating Buyers of Records are quick to appreciate the Popular selections and high character of the artists the Paramount offers.

STRACCIARI IS FEATURED

In February Window Prepared by the Dealer Service Department of the Columbia Co.

The dealer service department of the Columbia Graphophone Co. has prepared for the use of Columbia dealers an artistic February display, which embodies an unusual art treatment with a strong poster design; the display being lithographed in eight striking colors, backed by a brilliant blue.

The centerpiece, showing the head of Strac-
ciari, the famous baritone, is the second Co-



Unusual Art Treatment of Window Display
Columbia artist to be featured in this prominent way. This card and others which will follow can be framed and used for interior decoration. The smaller card, calling attention to the new Columbia record catalog, is also of a permanent nature, and after it has been used in the window may likewise be framed and hung in the store.

The six cut-out record holders are of unusual design and beautifully illustrated. These holders, when equipped with Columbia metal display records, will concentrate upon the particular records they list, thereby stimulating the demand for these different selections.

In addition to the cards and cut-outs shown herewith there will also be furnished with the February display a fourteen-inch streamer featuring the popular selection "Till We Meet Again." The "Nightingale Waltz," by the Gypsy Orchestra, a record from the international record department's list, is featured on a separate record holder cut-out, and this Gypsy Orchestra music is becoming more popular day by day.

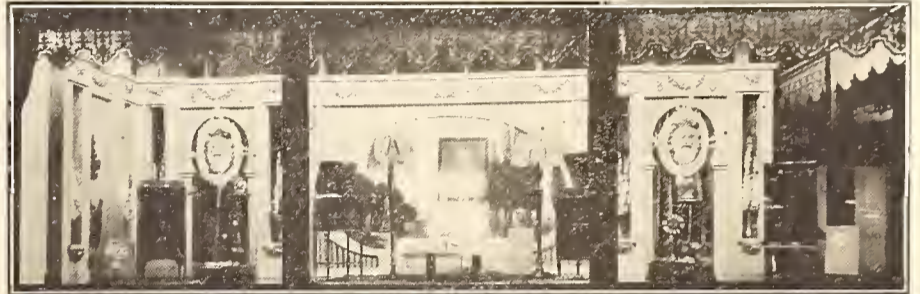
THE PELLETIER CO. CELEBRATES

Marks Fifth Anniversary as Edison Phonograph Representative in Striking Fashion

St. LOUIS, Mo., December 31.—The Pelletier Co., the talking machine store of this city, recently celebrated their fifth anniversary as Edison phonograph representatives in a most elaborate manner that attracted widespread attention from the public.

One of the features of the celebration was the arrangement of an attractive window, illustrated herewith, with a birthday cake as the centerpiece. The cake alone served to arouse the interest of many of the citizens, with the result that the phonograph department of the store was crowded throughout the days of the celebration. In the department proper daily concerts were given and attractive souvenirs were distributed.

The Pelletier Co. have been most successful in the handling of the phonograph here, because they have given this department earnest attention, and have featured the Edison line in a big way, both in advertising and in tone tests under their own and factory auspices.



Pelletier Co.'s Window Celebrating Fifth Anniversary

SOME SALESMANSHIP ESSENTIALS

There Are Six Fundamentals Which Every Salesman Who Desires to Succeed Should Possess, If He Is to Achieve His Goal

There are six essentials which a salesman should have. The first is self-respect. A man should reflect credit upon his house. Second: Knowledge of your goods. Never stop studying them, for study is the simplest way to impart this knowledge to a prospective purchaser. Third: Industry. Good hard work is necessary to success in business. Fourth: Tact. This is the ability of a salesman to do the right thing at the right time. Fifth: Resourcefulness. A salesman should have the ability to meet and overcome new and unexpected ob-

stacles. Sixth: Enthusiasm. This comes from a thorough knowledge of your goods and the knowledge and belief that your goods are superior.

SPENT VACATION IN FLORIDA

Tom Griffith, sales manager of the Udell Works, the well-known cabinet makers in Indianapolis, Ind., left for a short trip to Florida the closing week of last month, where he enjoyed a brief vacation with his two daughters.

Sunshine shows things in their right colors. So cheerfulness brings out the true colors of life.

AUTOMATIC COVER SUPPORT No. 1287

OPERATED WITH ONLY ONE HAND

SIMPLE — SUBSTANTIAL — ECONOMICAL

FINISHED IN GOLD OR NICKEL PLATE

Accomplishes all that any other type of one-position support does—at about half the cost.

We manufacture hardware for all styles of cabinets

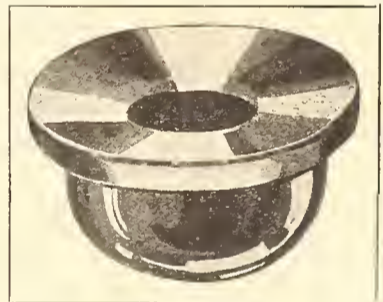
Lid Supports
Needle Cups
Needle Rests

Door Catches
Sliding Casters
Continuous Hinges

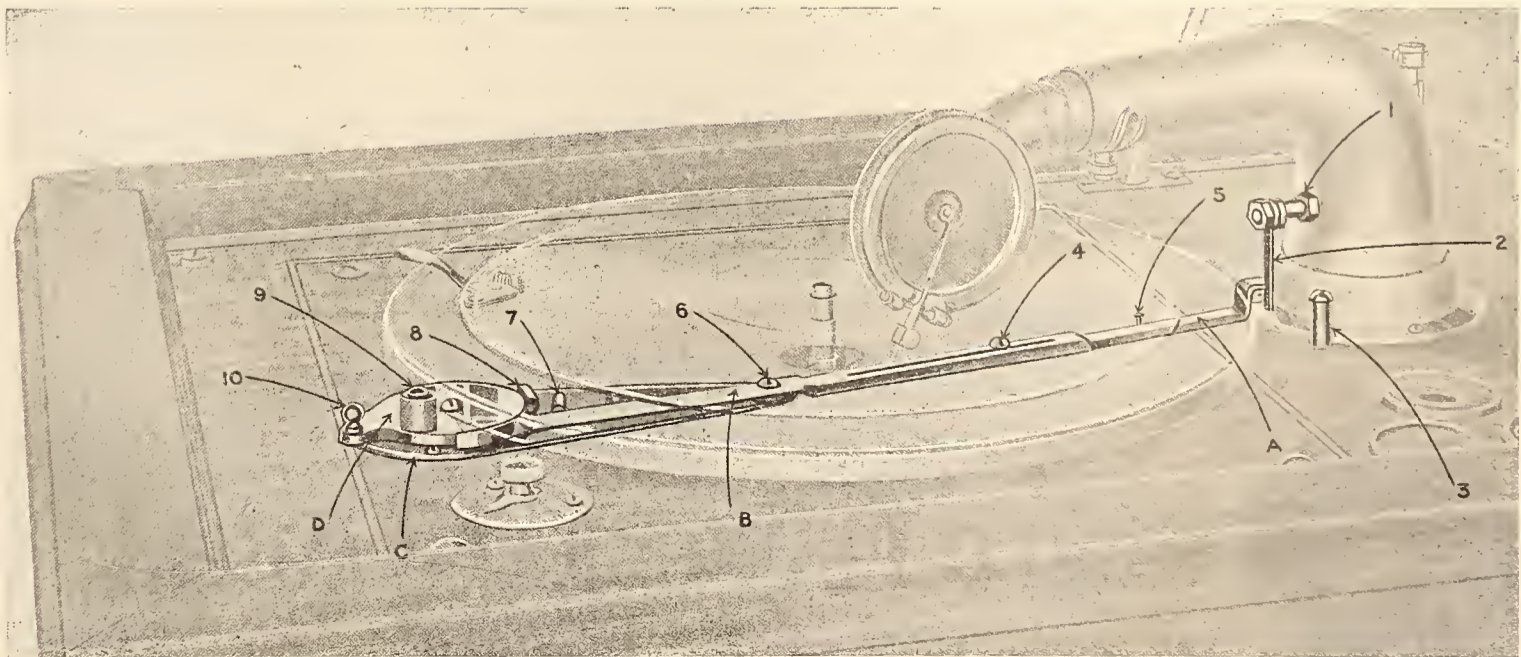
Sockets
Tone Rods
Knobs, etc.

BEST QUALITY — LOWEST PRICES

UNIVERSAL AUTOMATIC STOP



No. 1265
**WITH AND WITH-
OUT COVER**
FURNISHED IN ANY FINISH



WEBER-KNAPP COMPANY

Manufacturers

Jamestown, N. Y.



1919



Will Be A Profitable
Year for You If You Will
Handle and Push

The Product Of This Factory

WHERE
QUALITY
REIGNS
SUPREME

*The Home of the
"World"*



*Jobbers Are Invited to
Come and See*

HOW
WORLD
Phonographs
ARE MADE

The 1919 line of **World Phonographs** will surpass even the perfection of the present year's product.

We announce for 1919 *our own* Motors and Tone Arms

as well as *our own* **"WORLD"** Line of Records

Write for Details



WORLD PHONOGRAPH CO.

736 Tilden Street

Chicago, Ill.



ARTISTIC MOTION PICTURE SLIDE

Designed in Colors for the Benefit of "OkeH" Record Dealers

The Otto Heineman Phonograph Supply Co., Inc., recently advised "OkeH" record dealers that it has prepared for their use an artistic



Striking Motion Picture Slide

motion picture slide, a reproduction of which is shown herewith. This slide is designed in several colors, and, when used properly by the dealers in their local moving picture theatres, cannot fail to stimulate the demand for "OkeH" records.

NEW STORE FOR CLARKSBURG, W. VA.

Henry Friedburg, who recently retired from the People's Furniture Co., Clarksburg, W. Va., of which he was secretary and treasurer, has organized the Columbia Music Co. in that city for the handling of Columbia Grafonolas and records, and will open a store in the new Clifford Building.

A house which is a prompt collector, and shows its customers thereby that their accounts which constitute its business are watched, will command more respect than the careless house and will invariably be paid first.

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion. It is Self-Advertising

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.

BROOKS MFG. CO., Saginaw, Mich.

VERY OPTIMISTIC IN CHATTANOOGA

Dealers Closed Big Holiday Business—View Prospects for Big Trade in 1919 With Confidence—Business Is on a Healthy Basis

CHATTANOOGA, TENN., January 7.—Dealers generally in this city report exceedingly gratifying business during the month of December. The following few individual reports from various firms give an impression of the general trend of business:

Templeman Piano Co., through Miss Edna Burchfield, manager of the Grafonola department, say that they were entirely pleased with the amount of business done in December, and while they could have done even more business had they secured larger stock, still even as it was their sales force was pushed to the limit waiting on customers. The Templeman store was beautifully decorated with a generous assortment of holly wreaths and presented a most attractive and tasteful appearance.

Miss Burchfield is anticipating a most active January and is making preparations for a much larger business in 1919 than in 1918.

The Rhodes-Mahoney Co., Victrola and Brunswick dealers, enjoyed an unusual Christmas business and the whole month of December sold to the limit of stock on hand. They had the foresight months ago to begin combing the country for talking machines, and after careful investigation bought a large stock of Brunswicks to supply the demand which they knew would exist in December. Their record business was fine and they are well pleased with business done last month.

The Sterchi Bros. Furniture Co., Mr. Johnson, manager of the talking machine department, and who sell the Columbia and the "New Edison" lines, were busy all the month of December and after the 24th inst. were absolutely sold out on all types that they had on hand the forepart of the month, and were regretfully forced to turn customers away or in some instances to take orders for future delivery. Mr. Johnson in common with all dealers expects no slackening in the demand this year.

The Stulce-Yarnell Furniture Co., Columbia exclusively, report through Mr. Stulce, senior member of the firm, that their Christmas anticipation as to business was fully equaled, and everything in the store was sold, leaving them ready for the new year with fresh stock (en route) and a most promising outlook.

The forecast for the new year in Chattanooga and vicinity is excellent.

ATTRACTIVELY ARRANGED PARLORS

Greenpoint Talking Machine Co. Install Number of Soundproof Booths—Business Brisk

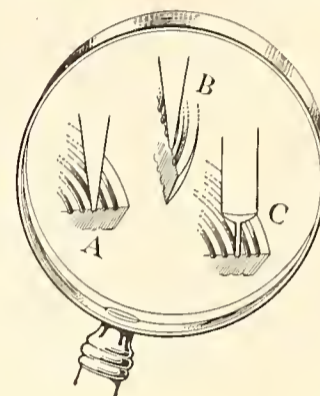
Among the increasing number of attractively fitted up parlors of talking machine dealers in metropolitan territory may be classed those of the Greenpoint Talking Machine Co., Victor representatives, 638 Manhattan avenue, Brooklyn, N. Y. This concern recently installed a number of soundproof booths, and have every facility for demonstrating to excellent advantage the merits of Victor machines and records. During the absence of Louis R. Sherman, the head of this company, who, by the way, enlisted in the U. S. Navy last May, and who is now on Coast duty, the demands of customers are being looked after very ably by Mrs. Sherman, who reports a splendid holiday business, and is very optimistic over prospects for the New Year, now that war restrictions are lifted, and there is every possibility of getting both machines and records to meet the demands of their increasing patronage.

The General Mfg. Corp., Milwaukee, Wis., has been incorporated with capital stock of \$100,000 to manufacture talking machines, phonographs, automobile accessories, etc. The incorporators are Michael Levin, Joseph G. Konop and Josephine P. Shea.

Fig. "A"—New Steel Needle fitting record groove.

Fig. "B"—It is quite logical that the Steel Needle becomes of larger diameter at the engaging point as the needle wears down (owing to its taper form) and thus wears off the edges of the groove of the record.

Fig. "C"—Sonora Semi-permanent Needle, with parallel sides, which fits the record groove accurately while wearing, and prolongs life of record.



A Trial Proves Their Superiority

For your own information try these new needles. You'll discover that the



Semi-permanent Silvered NEEDLES

are unrivaled for quality.

Advertised extensively in such publications as Saturday Evening Post, Collier's, Literary Digest, Christian Herald, Leslie's, Popular Mechanics, etc., these needles are selling fast. They are famous for

1. Producing a mellower tone.
2. Increasing the life of the records.
3. Greater economy.
4. Greater convenience.

Sonora Needles retail at 30c for package of 5. They are manufactured in 4 degrees, — Extra Loud — Loud — Medium — Soft.

Today send in your order for display cards, needles, descriptive literature, etc.

Sonora Needles bring you quick easy profits and satisfy your customers perfectly. They are used on all steel Needle records.



GEORGE E. BRIGHTSON, President

Executive Offices:

279 Broadway, New York

New York Demonstration Salons:

Fifth Avenue at 53rd Street

50 Broadway (Standard Arcade)

Toronto: Ryrie Bldg.

Philadelphia: 1311 Walnut Street

Caution! Beware of similarly constructed needles of inferior quality.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., January 6.—There is joy among all the talking machine men at this period, owing to the greatest holiday business they have ever enjoyed, as well as one of the greatest periods in profits they have yet passed through. It is rare to see so much enthusiasm tempered with so many regrets; enthusiasm at the amount of money they have made, and regrets that the business placed in their hands could not be handled for want of goods.

It seems most unfortunate when a merchant can see money within his grasp, and has every facility for handling and raking it in, and yet he must stand the "rake" aside idly because conditions force him to keep it out of use. It is the general opinion of the dealers that 1919 is going to be a much more profitable year for them than the one just passed, for they believe that business is going to continue good throughout the year, and that they are going to get the goods, now that the war is over, and in sufficient quantities to meet all demands.

It is believed that it will probably be the first of April before a materially larger output of machines will be coming from the factories, but they think it will be only a month or so before the record situation will have been cleaned up and this end of the business will then look very much brighter.

Could Have Sold 1,000 Per Cent. More

Manager A. J. Heath, of the Columbia Co., states that while the machine shortage was very acute at times, yet his house was fortunate in receiving a number of carload express shipments just before Christmas that enabled them to deliver at least a few machines to all of their dealers, and thus help them out partially. Mr. Heath says that, owing to the popularity of the Columbia, he believes that had they been able

to supply the machines and records their dealers would have been able to have sold 1,000 per cent. more than they did.

"One remarkable thing about the holiday business," says Mr. Heath, "was that the dealers enjoyed a large percentage of cash business, and when they did sell on the deferred payment plan the payments were substantial, averaging from seven to ten months."

As to records, the Columbia Co. received, during the month of December, a number of freight shipments of records, as well as two carloads of express shipments which enabled them to keep their dealers well supplied with standard numbers as well as the popular selling numbers. "While the shortage of Grafonolas during the past year was very acute," says Mr. Heath, "all of our dealers were able to make up any losses in machine business by additional sales in records, and, as the record business is cash, it is my firm conviction that the dealers are in a more healthy condition financially than ever before."

O. F. Benz, the Columbia's record expert, was a Philadelphia visitor recently, as was R. E. Rae, of the Columbia general sales department. Mr. Heath left the end of the week, accompanied by C. A. Malliet, in charge of the Dictaphone part of the business, for New York to attend the convention of Columbia dealers which began in that city on the 6th.

E. A. Manning, a Columbia representative here, who has been seriously ill for more than three months, is now entirely out of danger, although it is hardly possible that he will be able to return to his work before a month or six weeks.

Louis Buehn Tells of Terrific Demand

Louis Buehn, of the Louis Buehn Co., says

there was a terrific demand for Victor talking machines and records during December, and while his firm did a very good and a very profitable business it was nothing in comparison with what it would have been possible for them to do had they been able to get Victor machines and records.

Mr. Buehn states he believes that it may be three months more before the situation will become satisfactory, when the supply will be equal to the demand. He hopes that by April the jobbers will see a marked improvement in machines, and he believes the record situation will better itself within a month. E. P. Bliss, Jr., who is in the Government radio service, has just returned from Europe on the "Utah," and is helping out at the Buehn store, although he is still in uniform.

Geo. M. Austin Buys Ediphone Business

Mr. Buehn has sold the Edison dictating machine end of his business—or, more properly speaking, the Ediphone business—to George M. Austin, who has been in charge of the business for the past five years, since his coming to this city from the South. Mr. Austin will continue the business at the present location, where he has ample quarters, and where he has already met with much success.

Mr. Austin says that he believes his line of the trade is going to have a very good year, for while it might have been expected that the shortage of help during the war would be of benefit to the dictating machine, it really was not, and they had as hard a time as before the war in trying to convince the business man of the great advantage as a time saver of the dictating machine. The Ediphone was placed in a number of big establishments during December, the two most notable being the Atlantic

WHAT happens in your store when a customer has \$200?

Do you sell him, say, a \$165 machine and \$35 worth of records, or a Victrola for ALL the money? It is an art to develop a consistent record buyer, for persistent record sales create and sustain a *profitable* business.

By all means, sell the highest priced models, but stop at the amount which is a burden to the customer. *Build a business FIRST* and good sales will come afterwards.

THE LOUIS BUEHN COMPANY

VICTOR WHOLESALERS

P H I L A D E L P H I A



T. W. Barnhill

PENN SERVICE

This year begins its twenty-first year of service to, and hearty co-operation with, talking machine dealers, with greatly increased facilities.

The men at the head of the organization and under whose personal supervision this service is rendered.



Henry F. Miller

1918

—is in the past.

Suffice it to say that PENN SERVICE has been made to mean much during the past year.

It could not, of course, offer an abundance of merchandise—but it did offer co-operation to the dealer in his merchandising problems and a fair and equal distribution of the machines and records that were obtainable.

Thus PENN SERVICE, in spite of curtailments, meant more than ever before.



Facade of the new Penn Phonograph Co., Inc., building at 913 Arch St., Philadelphia, admirably equipped for speedy service to phonograph dealers

1919

Business conditions cannot be accurately predicted at the present date

But—

It would seem that with the lifting of war curtailments, the release of labor, and the return of industry to peace-time pursuits, the talking machine trade will gradually return to not only normal conditions but a record year.

PENN SERVICE will then exceed all its former high attainments. The new building which we now occupy offers, through its large area and efficient equipment, unexcelled facilities for dealer service.

We are, furthermore, exclusively wholesalers, which means that our entire energies are devoted to the dealers' needs.



Penn Phonograph Co., Inc.

913 ARCH STREET

PHILADELPHIA

Victor Wholesalers Exclusively



Two new Van and Schenck pippins on one 85-cent record—Columbia No. A-2665. Selling this rare bargain will be just as hard as getting rid of free candy at a school picnic.

**Columbia Graphophone Co.
NEW YORK**

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 32)

Bag Loading Co., of Anatol, N. J., and the Firestone Tire Co., both of which firms took a full equipment, the latter for their various offices throughout the eastern part of the State. Among Mr. Austin's visitors the past month were Mr. Dexheimer, factory representative, and N. C. Durand, vice-president of the company.

Pathé Sales Increase 300 Per Cent.

The Pathé Co. increased their business in December more than 300 per cent. over any previous month. They have had to entirely readjust conditions in the office to handle it, and have had to get another building to care for their wholesale end. Mr. Tay has moved his office to the rear of the shop, and the clerical force has been considerably enlarged. Mr. Eckhardt says that they had a good gross year in 1918, and now he was going out to have a big net year in 1919.

Mr. Eckhardt in commenting on the wonderful trade possibilities for the Pathé line dealers in 1919 said: "Eventually the Pathé retail and wholesale business will be dissociated, and the first step in this direction has been made in the renting of a five-story building at 104 Chestnut street for the storing and handling of the wholesale end of the business, but the offices for that end will remain, for the present, at the Pathé retail shop."

Weymann Sees Encouraging Outlook

H. A. Weymann & Son have been enjoying a wonderful talking machine business and the holi-

days practically cleaned them up. They have received promises from the Victor Co. of an early return to normal conditions in the shipments of machines and records, and with a return of a number of men formerly in their employ, but who were in Government service, they are starting the new year with a most encouraging outlook. Among the visitors to the Weymann store the past week was Charles H. Godfrey, the talking machine dealer of Atlantic City.

Penn Co. Issue Handsome Calendar

The Penn Phonograph Co. are well satisfied with the December business and feel that they have good reason to enter the new year optimistic as to the outcome. The firm have distributed a very handsome calendar to the trade. They have received word from Earl Dare, formerly their head bookkeeper, to the effect that he expects shortly to return to the office from France, where he is now serving as a sergeant in a machine gun supply department.

H. E. Blake Tells of Progress

Herbert E. Blake, the big Edison dealer at Eleventh and Walnut streets, says that his business in December went way beyond anything he had figured on doing, and way beyond anything they ever did before. They are still working on their Christmas deliveries. During the entire holiday season they were kept at the store every night until 10 o'clock and often later.

Gives Dinner to Edison Dealers

R. B. Cope, the Edison distributor here, and

head of the Girard Phonograph Co., will give a dinner late this week to all the Edison dealers in this city at the Bingham House.

Geo. W. Davis Falls in Line

Morris Goodstein has sold his talking machine store, located at 5207 Market street, to George W. Davis, a Philadelphia merchant. The business will be continued at the former address, with Homer Davis as the manager. The place will be considerably improved, and with a live wire as is Mr. Davis success is assured in advance, as the store is admirably located.

TWENTY-FIRST YEAR OF BUSINESS

Penn Phonograph Co., of Philadelphia, Attain Their Majority This Year—Have Made Wonderful Progress Under the Capable Direction of H. F. Miller and T. W. Barnhill

PHILADELPHIA, PA., January 6.—The year 1919 begins the twenty-first year of the business life of the Penn Phonograph Co., of this city. In 1898, while the country was in the midst of another war, this firm was organized by John B. Miller, together with H. F. Miller and T. W. Barnhill, who are the present "men behind the guns" in the organization. They came together to conduct a jobbing business, although at first the lines carried were the old style Edison and Columbia machines using cylinder records.

The subsequent history of the firm is very interesting. At the beginning the entire affairs of the business were carried on by the three principals, and the large organization which Mr. Miller and Mr. Barnhill are now at the head of is a great testimonial of their untiring efforts. Their success has been attributed to the fact that from the first day of their business career dealer co-operation was the keynote. The dealer's needs were carefully studied and hearty support was given. The growth of the Penn Phonograph Co. has kept pace with the expansion of the industry, and the contribution to each other's success was mutual.

When the Victor Co. was organized the Penn Phonograph Co. foresaw the great possibilities of the disc record, and became the first jobbing house in Philadelphia to carry the Victor line.

The new year finds the Penn Phonograph Co. established in their new building at 913 Arch street, which is the last word in efficiency for handling the business of their large clientele. The various floors are laid out with a view to taking care of the dealer's needs in the best possible way. The newest devices known have been installed, and when normal conditions are once more returned there will be the opportunity to demonstrate these exceptional facilities to the full extent.

The remarkable growth of this organization in the past is an indication of the further progress to be expected during 1919, which, it is generally predicted, will be one of the greatest years of expansion that the talking machine trade has ever known.

TALKING MACHINE DEALERS

can greatly increase their profits without additional overhead expense, by selling the world-famous

**Weymann "KEYSTONE STATE"
Musical Instruments**

a combination that has proved to be an instantaneous success.

Write for catalogue

H. A. WEYMANN & SON

Manufacturers

**Victor
Wholesalers**

**1108 Chestnut St.
Philadelphia, Pa.**

Established 1864



KEH RECORDS

WHY WAIT FOR MERCHANDISE?

Waiting Does Not Pay Rent

You Have to Sell Hot Cakes While They Are Hot, and Hits While They Are Hits

We Will Make Immediate Delivery on the Latest Broadway Hits

- 1101 { **Smiles—Dance**
Djer Kiss
- 1074 { **Oh, How I Hate to Get Up in the Morning—Vocal**
Good Morning, Mr. Zip, Zip, Zip.
- 1072 { **I'm Sorry I Made You Cry—Vocal**
I Hate to Lose You
- 1096 { **Everything Is Peaches Down in Georgia—Vocal**
Lovin'
- 1107 { **Tell That to the Marines—Vocal**
Ring Out Liberty Bell
- 1110 { **My Belgian Rose—Vocal**
Dreaming of Home, Sweet Home
- 1086 { **Smiles—Vocal Duet**
Since I Met Wonderful You
- 1073 { **When You Come Back—Vocal**
Hearts of the World
- 1099 { **The Missouri Waltz—Dance**
I'm Gonna Pin a Medal on the Girl
I Left Behind

- 1106 { **I Ain't Got Weary Yet—Vocal**
K-K-K-Katy
- 1108 { **Oh, How I Wish I Could Sleep Until My Daddy Comes Home—Vocal**
What a Wonderful Message from Home
- 1112 { **Dear Old Pal of Mine—Vocal**
I'm Gonna Pin a Medal on the Girl
I Left Behind

READY SOON

- 1119 { **The Rose of No Man's Land—Vocal**
Dear Little Boy of Mine
- 1122 { **Good-Bye, France—Vocal**
Coming Through the Rhine
- 1125 { **The Navy Took Them Over and the Navy Will Bring Them Back—Vocal**
Watch, Hope and Wait Little Girl
- 1130 { **Don't Cry, Little Girl, Don't Cry—Vocal**
Tell Me Why You Went Away
- 1131 { **Come on, Papa—Vocal**
You Are Just a Little Pansy

10-Inch Double Discs, Hill and Dale Cut, Play With Either a Sapphire or Steel Needle

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th St., New York





ATLANTA TALKING MACHINE TRADE READY FOR FUTURE

After an Unusual Volume of Holiday Business the Various Concerns Are Planning to Secure Full Benefits From 1919 Prosperity—Some Interesting Business Reports Made

ATLANTA, GA., January 8.—Trade conditions in this city during December were exceedingly fine. Despite the shortage of talking machines, which has been apparent for some time, there was such an opportunity afforded to sell anything and everything that had the appearance of a phonograph, any price, any style, any make and any finish, that the business done was "easy money."

The Haverty Furniture Co., one of the largest Columbia dealers in the South, who also sell the Pathéphone, say that their December business was in all respects as large and satisfactory as they had expected. They were fortunate, owing to their great purchasing power, and the keen insight of their executives, in having placed orders early in the year, which gave them a reserve stock to sell in December, and to use the words of Mr. Wilson, manager of the Grafonola department, they "mopped up." Reports from the Haverty chain of stores in Tennessee, Alabama, Texas, South Carolina and many Georgia cities are all to the effect that they sold to the limit of their ability to supply during December.

The Delpheon Shop, Arcade Building, Mr. Sunderland, manager, who sell the Columbia and the Delpheon, are quoted as saying that they are exceedingly gratified with their December business, it being far larger than last year, and that in the face of more difficulty in getting stock. This is explained by the fact that their record sales have increased wonderfully, and this increase helped to make the total volume of sales larger.

An innovation was "pulled" by Mr. Sunderland on Christmas Eve, when he secured a singer, placed a Grafonola in the front of his shop, secured a supply of the Columbia record, "Rose of No Man's Land," and sold the first hundred of the records in an hour. He says it was the brightest spot in the holiday business.

The Cable Piano Co., the largest Victor dealers in the South, were agreeably surprised when they received a shipment of the \$275 model Victrolas just before Christmas, and they therefore had a substantial offering for some of their many eager customers. The big store, so Mr. Salter, manager of the Victrola department, says, has been crowded all during December, and they had a very gratifying volume of sales. With the prospects of the Victor Co. being much better able to supply the exceedingly active demand for Victrolas early in the year, they expect a record business in 1919.

I. M. & R. D. Bame, Victor and Sonora dealers, have been as busy as possible all during the past month, and by very careful management they were able to place in the hands of those whom they really preferred as customers almost what they wanted as to style, make and price.

The Zaban Furniture Co., Columbia dealers exclusively, report a large December business, with more cash, larger record sales, and heavier first payments than ever before. This concern has only been open about a year and the volume of their business is now equal to that of some dealers who have been in business for two to three years. This indicates fine management and intelligent selling methods. The firm members express themselves as being entirely

pleased and satisfied with their year's business and with the Columbia line.

The Chamberlin-Johnson-DuBose Co., with Edward Brotherton in charge of their talking machine department, are well pleased with the holiday business, and particularly so with the increase in the total sales of 1918 over 1917. Mr. Brotherton, who is one of the most experienced phonograph managers in the South, took charge with them about six months since, and they have grown and increased every month since. This old and representative house sell the Victrola and Sonora, and also the Emerson record.

The Atlanta Talking Machine Co., of whom it was written in these columns last month that they had changed hands and were looking to largely increase their business, have enjoyed a wonderful holiday trade. They had on hand when December opened quite a large stock of Aeolian-Vocalions, and with these and such Grafonolas as they could get they had practically enough to meet the demand. They are the oldest Columbia dealers in Atlanta, also were the first Vocalion dealers in the Southern States, and one of the first ten or twelve in the United States, it being a matter of record that the first Aeolian-Vocalion ever sold south of the Potomac River was retailed by this company in this city. In common with all talking machine dealers they anticipate a great business in 1919.

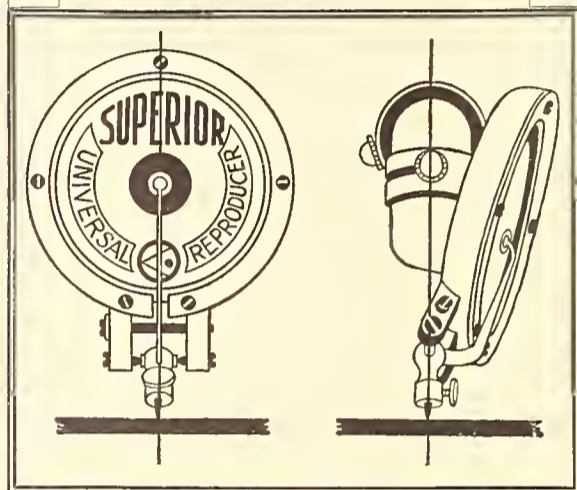
Phonographs, Inc., and the Diamond Disc Shop, the first being the Edison jobber, also conducting a retail store, and the second retailers across town, received just before Christmas a solid car of the "New Edisons." It is needless to say that this brought "joy to their souls," and they were disposed of to the very last instrument as rapidly as they were placed on sale. The "New Edison" and the Edison records are continuing an ever-increasing volume of business locally, and the local jobber is adding new dealers as fast as they can be supplied.

The Phillips & Crew Piano Co., Victor jobbers, have had an enormous trade which it has been difficult to fill as fully as they would like, owing to the scarcity of Victor goods. Now that the war is at an end they are quite pleased over the outlook for 1919.

The Columbia Graphophone Co., through Westervelt Terhune, manager of the local branch, have just completed the largest year's business in the history of the company, and he expects a very much larger business in 1919 than in 1918. All of the selling force traveling out of Atlanta were much pleased with their year's sales, and really feel that in addition to the actual business obtained they made many warm and loyal friends for Columbia in 1918.

Elyea-Austell Co., through Mr. Upshaw, in charge of the Victrola jobbing department, who have the State of Georgia, have simply been "hands up" all during the past year. It was not a question of selling such Victrolas as they could get to their retail friends—it was to fight to keep them from being taken away from them, even before the stock actually reached the wholesale warehouse, so eager were dealers for Victrolas. All things considered, they had a wonderful year, and in 1919 expect to do better.

The
Scotford Tonearm
and
**Superior Universal
Reproducer**
*The Ideal
Combination*
*Plays All Makes of Records
as they should be played*
Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75
Adjusted for Cabinet
measuring 8½ inches from center of Tonearm
base to center of Turntable shaft



Distinctive Features

- ☞ The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same position in both positions.
- ☞ Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- ☞ The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- ☞ The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers. Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- ☞ The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- ☞ The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- ☞ The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.

BS
**Barnhart Brothers
& Spindler**
Monroe and Throop Streets—Chicago

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the
DORAN CO.
45 W. MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (First Lane East)
PHONES - PROSPECT 2140 - CENT 1404
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.



The Spirit of Young America

Soul-stirring martial music—its need in every home—makes the phonograph indispensable.

Aggressive dealers know this.

They are developing the market that lies at their doors, and adding to the revenue of their business.

Have *you* surveyed your market for selling talking machines?

The MANDEL

Not merely assembled—but built in its entirety by us. The name MANDEL on every machine means the backing of the manufacturer. Every ultimate purchaser must be satisfied.

Because of the efficiency of the mechanical equipment; because of the massiveness and beauty of the cabinet design; because of the low retail prices; and because of the large profits to the dealer—

You Should Investigate the MANDEL Today

MANDEL MANUFACTURING COMPANY

501-511 South Laflin Street

:: :: ::

Chicago, Illinois

MEETING OF PORTLAND ASSOCIATION

Rush of Holiday Trade Results in Low Attendance—Special Drive for New Members—Object to Including Records With Machine Price

PORTLAND, ORE., January 4.—There were only fourteen present at the monthly meeting of the Talking Machine Dealers' Association on Tuesday evening, December 14, but while small in numbers it was big in spirit. The small attendance was due to the fact that a number of the talking machine stores kept open later than usual to look after the Christmas rush and were tired out. Some of the association members are recovering from the influenza and severe colds and were unable to be present. But, as before stated, the meeting was a lively one and important suggestions and plans were made for the future. The meeting was held at the Imperial Hotel and after a dinner which is always an enjoyable and interesting feature of these occasions the meeting was called to order by Taylor C. White, vice-president. After the minutes had been read by C. Alphonse, the secretary, suggestions were made by Mr. Morris, of the Wiley B. Allen Co., Mr. Loder, of the Bush & Lane Co., Mr. Matney, of Meier & Frank Co. and other members as to the best methods to be pursued for the good of the trade. These meetings have established a fine feeling of friendship among the dealers and have been of great benefit to all who have attended them. The desire of the president, E. B. Hyatt, is that this feeling of friendship and helpfulness shall grow, that business conditions shall be conducted in a manner that will be of benefit to the public as well as to the dealers and their assistants. Speakers of prominence will be provided for future meetings and a committee was appointed to call upon all the talking machine dealers and try to secure their interest and get every talking machine dealer in the city to join the association and take an active part in the meetings.

It was the consensus of opinion that records

should not be given with machines when they are sold. The instruments are offered at fair, reasonable prices and there is no reason why records should be included in the sale price. The record business is a business in itself and customers are understanding that and are, in most cases, perfectly satisfied to purchase a talking machine on its merits and then buy the records they prefer.

The attention of the association was called to the fact that a furniture dealer was advertising Victrolas at reduced prices. Mr. Hyatt made a motion that this cut rate business should be looked into and then reported to the association. The next meeting of the association will be held the second Tuesday in January.

IMPORTANT VICTOR CO. STATEMENT

Reasons for Scarcity of Victor Products Explained in Statement Just Issued to Trade

The Victor Talking Machine Co. under date of December 18 sent out the following communication to the trade:

"To attempt to capitalize our efforts in the performance of our patriotic duty would have been decidedly unpatriotic from our viewpoint, and accordingly we repeatedly refrained from publicity of this type throughout the entire period during which we were participating in war work for our Government.

"Now that we are definitely out of the war we feel some explanation is due the public concerning the unprecedented shortage of Victor products, and to assist in alleviating in a measure the conditions confronting Victor dealers we have designed a special card for use in your store. Two are enclosed and additional cards are now going forward to Victor wholesalers for use in demonstrating rooms where needed.

"The war has been brought to a successful termination simply because of the sacrifices that all of us have freely made, and those of us who have made such sacrifices can once again turn to our peaceful pursuits with a full knowledge

and clear conscience of a great duty well done. The popularity of Victor products is greater today than ever before, and consequently your share in our future prosperity is definitely assured."

The card referred to reads as follows:
To the public:

Feeling that some explanation is due to the public concerning the unprecedented scarcity of Victrolas and Victor records, we desire to make the following statement:

The above condition is due, as all such conditions must primarily be due, to the unquestioned popularity of Victor products. It is also due to the fact that so long as the United States was at war we believed our paramount duty lay in assisting the Government in the prosecution of the war to the fullest extent of our abilities; our facilities had been freely offered and accepted.

Immediately upon the signing of the armistice and our release from Government obligations, we took all necessary steps to insure the earliest possible return to an increased output of Victor products, but in the interim we would bespeak for Victor dealers and for ourselves some measure of consideration which we believe will be accorded by every patriotic American.

VICTOR TALKING MACHINE CO.

ATTAINING THE SUPERLATIVE

Most anybody can do business fairly well. Many men can do business very well. A few can do business superbly well, but the man who not only does his work superbly well but adds to it a last touch of personality through great zeal, patience, and persistence, making it peculiar, unique, individual, distinct and unforgettable, is an artist. And this applies to all and every field of human endeavor—managing a talking machine store, a hotel, a bank, a factory—writing, speaking, modeling, painting. It is that last undefinable touch that counts: the last three seconds he knocks off the record that proves the man a genius.

"ATLAS" 3-Ply Veneer Packing Cases

The Best Known Packing Case in the Talking Machine Industry. Used by the Larger and More Particular Manufacturer.

Two Sources of Supply.

Uniform Quality Product.

Nelson & Hall Company
Montgomery Center,
Vermont

Richford Mfg. Co.
Richford, Vermont



HIGH QUALITY PRINTING
WHICH WE DO ON
"ATLAS" CASES HAS HIGH
ADVERTISING VALUE

USERS OF "ATLAS" CASES
ARE SURE OF
PROMPT SHIPMENTS IN
ANY QUANTITY

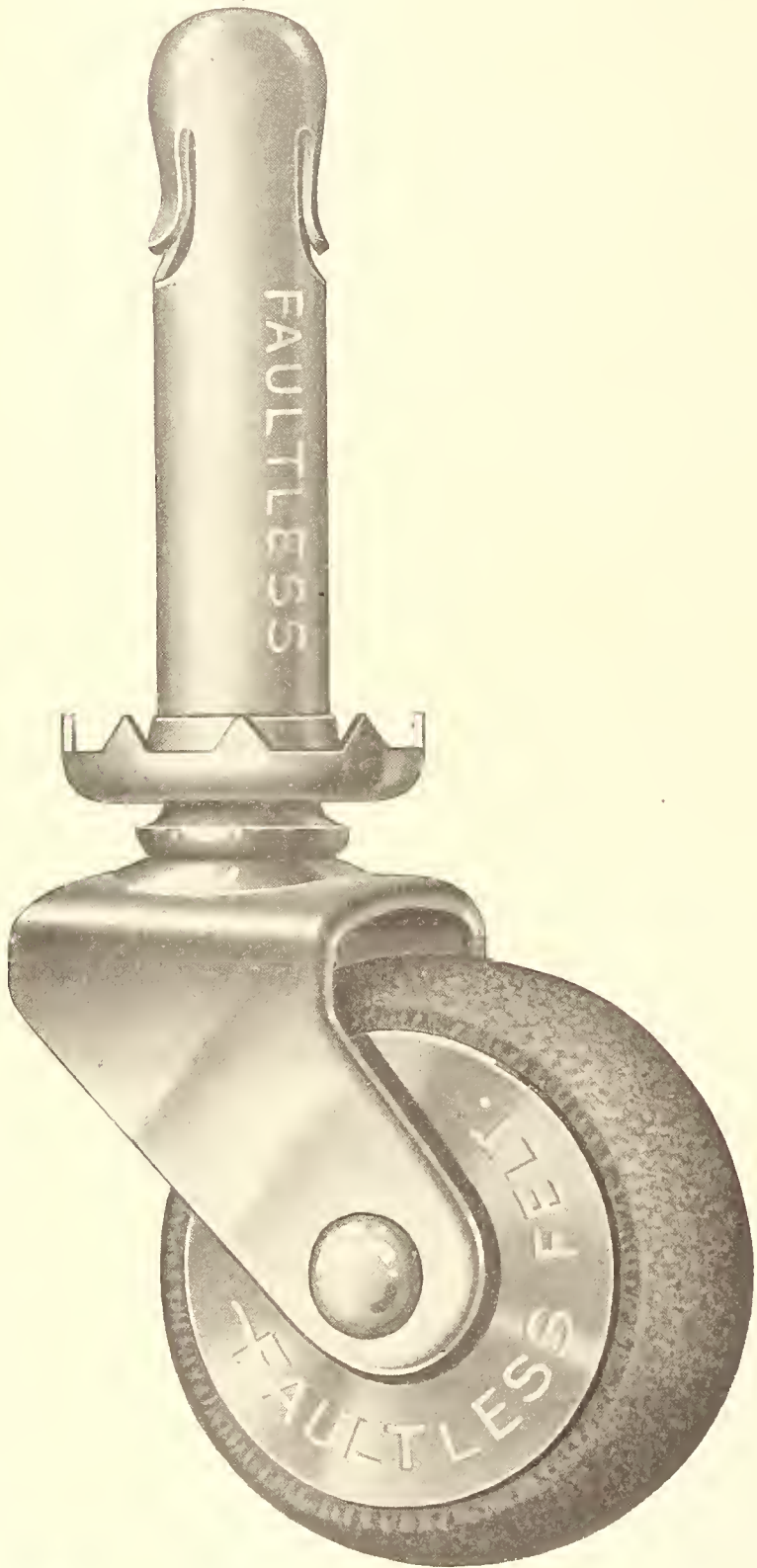
Address

RALPH M. BUCK, Treasurer and Sales Manager,

:: ::

RICHFORD, VERMONT

The
Weight
Rests
Here



*That YOUR Talking Machine
May Be Moved At Will*

Introducing

THE NEW FAULTLESS



"Move the FAULTLESS way"

THE cushion tread of the wheel rolls over the floor with a quiet firmness that preserves the perfect construction of your talking machine.

THE FAULTLESS CASTER COMPANY

Evansville, Indiana

Wear will not harden the tread of the "FAULTLESS FELT"

Al Jolson's newest, biggest, "Sinbad" hit, "I Wonder Why She Kept on Saying Si-Si-Si Senor"—Columbia February Record No. A-2671. Be sure you order enough!

**Columbia Graphophone Co.
NEW YORK**



DECKS CLEARED FOR THE NEW YEAR IN PITTSBURGH

Available Stocks Wiped Out by Holiday Business and Jobbers and Retailers Are Preparing for a Lively Future—Various Changes Reported in the Local Trade

PITTSBURGH, PA., January 5.—Unprecedented conditions prevailed in the talking machine field in this city during the holiday season just closed, for never before was there such an insistent demand for talking machines and phonographs of all the leading makes and popular styles. Retailers, as well as jobbing houses, were practically sold out before Christmas Eve, not only machines but in the more popular records, for the latter seemed to enjoy unusual favor as Christmas gifts. Gift certificates for records were used with great success, and served to stimulate business greatly. Naturally the trade is in an optimistic mood regarding the future, the general attitude being reflected in the opinion of A. B. Smith, manager of the Columbia branch here, who gave it as his belief that 1919 was destined to be "one of the greatest years in the history of the talking machine trade," due to the return of the soldiers from overseas and the readjustment of business generally.

The C. C. Mellor Co., Victor distributors, reported all sold out a week before Christmas, and were then making sales contingent upon the arrival of new shipments of Victrolas.

The Victrola Department of McCreery & Co., under the management of A. N. Ansell, had only three Victrolas on hand the day after Christmas and they were awaiting shipping orders.

Although A. R. Meyer, manager of the talking machine department of Joseph Horne & Co., supplemented his Victrola stock with a complete line of Columbia Grafonolas and records, there were not sufficient goods to supply the holiday demand.

H. J. Brennen, manager of the Pittsburgh Pathéphone Co., stated that he was highly pleased with the 1918 business record, which he said indicated in a "most unmistakable" manner that the Pathé had come to stay in Pittsburgh and that the outlook for 1919 was exceedingly bright.

Mr. Brennen stated that the Pittsburgh Pathéphone Co. was well fortified for the Christmas sale and that the foresight of the company in placing several carloads of Pathé machines and Pathé records in stock was justified in view of the big sales that were made during the holiday season.

The Buehn Phonograph Co., Edison jobbers, through A. A. Buehn, general manager, stated that in view of general conditions 1918 had

proved a most satisfactory year, with more orders for Edison goods than could be handled.

The annual dinner and theatre party of the Buehn Phonograph Co. staff of employes was held on Saturday evening, December 28. The dinner was held at the Fort Pitt Hotel, at which Manager A. A. Buehn was the toastmaster. He made a brief talk appreciative of the loyalty and efficiency of his co-workers in "boosting" the Edison in the Pittsburgh district. Following the dinner the vaudeville show at the Davis theatre was enjoyed by the party.

Gray & Martin, Sonora distributors, reported a very satisfactory year although they were compelled to take many delayed orders for Sonoras, due to the shortage that existed just before the holidays. It is hinted that the firm, who are handicapped in their present quarters, are likely to branch out on an extensive scale shortly and may embark in the sale of pianos and player-pianos in a new location.

The latest phonograph to make its bow into Pittsburgh is the Brooks Automatic Repeating Phonograph, which is now established at 3009 Jenkins Arcade, where the sales and demonstration rooms are located. The sales agent is Newton B. Heims, who was formerly connected with the Victrola department of the W. F. Frederick Co.

With the advent of the New Year a change has been made in the Victrola department of the W. F. Frederick Co. by which the entire retail trade will be under the personal direction of E. B. Heyser, general manager of the company. The Victrola department itself will be directed by G. W. Watkins, while Harry Buck will have charge of the sales of Victor records.

George S. Hards, who for the past eight years has been in charge of the Frederick Co. Victrola department, is to retire, effective January 15. Mr. Hards opened the original Victrola department for the Frederick Co. and was a potent factor in placing the retail department on the high plane that it exists today.

George H. Rewbrid, manager of the wholesale department of the Frederick Co., stated that the trade was very satisfactory considering the lack of stock.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, was called to New York by the death of his brother, L. L. Roush, who was well known as a portrait artist. His death occurred December 19. Mr. Roush has left for Seabreeze, Florida, where he will spend the remainder of the winter.

French Nestor, of the Standard Talking Machine Co., was bereaved by the passing away of his brother, Frederick Nestor, at Parsons, West Virginia, shortly before the holidays.

E. C. Rauth and H. G. Koerber, of St. Louis, Mo., well known to the Victor trade, were Pittsburgh visitors on their way east to Camden, N. J., and New York.

The Dauler & Close Furniture Co. reported an exceptionally busy season on the sale of Cheney phonographs. Mr. Close stated that the higher priced Cheney phonographs were in strong demand and that the last machine in the wareroom which was sold on Christmas eve was eagerly striven for by at least six prospective customers. The sale was made to a home where a soldier boy was to be on a Christmas furlough.

J. A. Endres, sales manager of the Brunswick phonograph, in the Pittsburgh district, was enthusiastic concerning the excellent record made by his department during the year that has just closed. He said: "We are very proud of the accomplishment made in the Pittsburgh district in the sales of the Brunswick and I am more than confident that with the passing of wartime conditions there will be an abundance of Brunswick Phonographs and that the sales for 1919 will be record breaking."

In a recent issue of The World it was stated that the Victrola department of Kaufmann's, "The Big Store," was under the supervision of E. F. Harwood, with Mrs. C. H. Walrath in direct charge. Mrs. Walrath advises us that she has been in entire charge of the department as buyer and manager for the past fifteen months, and is likewise in charge of all collections for the piano and Victrola departments.

The Joseph Horne Co. had a splendid Victrola exhibit, which their display manager, C. F. Goettman, conceived to show off gowns for children, some furniture, but principally the handsome Victrola. The Children's Party was the theme and the kiddies were in party dress while the little hostess turned the crank of the Victrola. The Victrola came from the department of A. R. Meyer, who has splendid display rooms on the balcony at this large Pittsburgh department store.

Corporal George B. Davis, who prior to his enlistment in the army was shipper in the wholesale Victrola department of the W. F. Frederick Piano Co., this city, made the supreme sacrifice in France, passing away from mustard-gas wounds. Corporal Davis was twenty-three years of age and was well known to the retail talking machine trade of Pittsburgh and vicinity. He died September 27 last. He was connected with the One Hundred and Third Field Signal Battalion. He had been on the front in active service for forty days when he was fatally hurt.

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES
K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks

STEEL NEEDLES
MADE IN U. S. A.
Highest Grade
LOUD—MEDIUM—SOFT
Immediate Delivery
No order too small
BURLEY & BIESENGER
282 W. FERRY ST., BUFFALO, N. Y.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., January 3.—It may not as yet be easy to get used to writing the new year, 1919, and it may be some time yet before everyone will have fallen gracefully into the habit, but certain it is that the year is going to be momentous in business history. That seems to be the view taken by the trade everywhere. Whereas several months ago no one would have dared to make a prediction as to the future of business, now there are unexpected activities to be witnessed in every talking machine organization throughout the city, all of them falling over themselves in their eagerness to make ready for the big business. There was not an establishment throughout Boston that did not do a land-office business in December, and there are those who see a continuation of this right through 1919, judging from the call this month.

Need for an Organization

One thing that would help materially to increase business generally and make for better feeling all around is a talking machine organization. On this the first of the new year it is most fitting to speak emphatically of this matter. The talking machine industry locally is almost the only line that is not represented by some official organization. Whether the lack of some sound trade body is due to feelings of mistrust on the part of certain men the writer is not altogether prepared to say, but he does know, if hearsay report is to be believed, that when an attempt was made several years ago to start an organization, which began auspiciously with a dinner at the Quincy House, one local dealer quite discouraged the members of his staff from joining. This was most unfortunate. Such a spirit never can make for corporate success. There should be a broad feeling, a mutual understanding, a fine spirit of cooperation, and all this can be created in no way so satisfactory as through a trade organization. To some of the enterprising spirits in the talking machine business in Boston this appeal is made: that the trade get together for individual, mutual collective benefit. Everyone would be the beneficiary of some well-organized organization. The benefits of such far outweigh the disadvantages—if there are any. In fact, there would be nothing to lose and everything to gain. Let the trade give this matter serious consideration. This department would like to hear from the trade touching this matter. If anyone can present a good valid reason

for not organizing we will be glad to give publicity to said reasons in this department.

Organize Emerson New England, Inc.

Oscar W. Ray, whose identification with the Emerson Co. here in Boston won him many friends in the local field, and who temporarily dropped his talking machine interests to enter war work over in New York City, is back again in Boston and bids fair to be identified with the Emerson interests in a far larger way than ever before. Mr. Ray now becomes vice-president and general manager of the Emerson New England, Inc., whose sales offices comprise a large suite on the sixth floor of the Little Building. A few of these rooms Mr. Ray occupied before going over to New York. The Emerson New England, Inc., is a new concern with the following-named officers: President, Arthur H. Cushman, whose name is readily identified with Emerson interests; secretary, M. B. Ray; treasurer, James M. McLaughlin; and directors, Messrs. Cushman, Ray, McLaughlin and Oscar W. Ray (previously mentioned as vice-president and general manager), and Edward McLaughlin, the consulting lawyer of the concern. James M. McLaughlin, the treasurer, is a Boston man who has long been interested in the talking machine proposition largely from the educational standpoint. He was at one time director of music in the Boston public schools and is a close student of music in its best form. He has long recognized in the talking machine a valuable medium of instruction and he has become associated with this new concern with a strong desire to force home upon the public the Emerson's especial advantages in this particular field.

The Emerson New England, Inc., will have an organization of ten people in the office, and five men on the road and these will cover all of New England. C. D. McKinnon will have the Boston territory. He has had four years' retail experience with the Victor, and was with the Emerson for a time in New York State. A. J. Deslaurier will have eastern Massachusetts and Rhode Island. H. L. Coombs will have western Massachusetts and Connecticut, and James M. McLaughlin, Jr., will cover Vermont, New Hampshire and Maine.

General Manager Ray, who will divide his time between Boston and New York, is most enthusiastic over the new proposition. He is a man of far-seeing judgment and has distinct

ideas as to the future of the Emerson proposition if conducted along painstaking business lines. He believes that the public will be receptive to good service, and with the line of goods that the Emerson not only now has but proposes to make distinctly adaptable to the needs of a music-loving public, he plans to give them the best of service. The new organization is one he knows that will command the attention of business men even apart from the more strictly field of music, and with a strong organization so far as its personnel goes he sees a most attractive future for the new concern.

Eastern Talking Machine Co. Expansion

George A. Dodge, the new head of the Eastern Talking Machine Co., who is making a strong bid for the 1919 business he is sure is coming, is



Geo. A. Dodge

planning several improvements in his Tremont street establishment, all with an eye to giving the public better service in these headquarters which now are altogether devoted to the retail business. Wholesale Manager Fitzgerald is now located at the Oxford street headquarters, which for the wholesale purposes are to be so enlarged that it will not be long before the entire building will be in use. Mr. Dodge has already enlarged his private office on the third floor of the retail store, and he is planning to have the executive offices for his clerks, which are on this

The Signing of the Armistice

While not immediately clearing up the obstacles to the resumption of normal conditions throughout the trade, does shed a light on the good business that can be expected in the future.

The same hearty co-operation that we have extended in the solution of war-time problems will be continued in the still greater period of expansion that is ahead.

EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

Victor Distributors

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
19 Wareham St. Boston, Mass.

same floor, as attractive, convenient and businesslike as possible, always with an eye to the comfort of his staff, for he believes that they then are in a position to render better service.

Fred E. Mann Expresses Appreciation

Manager Fred E. Mann, of the Columbia Co., has addressed a fine New Year's letter to all his dealers in this locality. He congratulates the dealers "because of the fine spirit of co-operation which has been evidenced by practically every dealer during this period of intense shortage of production, and we wish also to express our thanks for the cordial support which about 75 per cent. of the dealers under the jurisdiction of the Boston branch have given our dealers' service department in the first year of its reorganization."

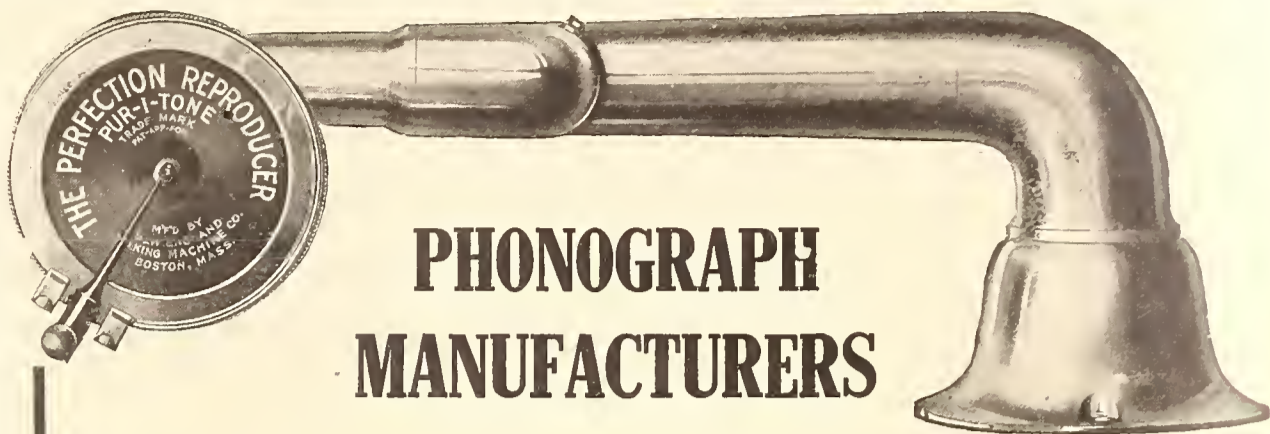
One significant paragraph in Manager Mann's letter reads as follows: "The shortage in Grafonola production has not been without advantages, because it has taught many of us how to vastly increase our record sales, and with the normal increase of Grafonola production which should make itself felt within the next few weeks we should not for a moment lose sight of the excellent profits which come from the sale of records. With this constantly in mind we will find it comparatively easy to show very substantial increases in record sales during 1919, just as these increases have been brought about in 1918."

Spent Holidays in Alabama

Ray F. Ott, the western Massachusetts traveler for the Columbia Co., spent the Christmas holidays with his wife's relatives at Huntsville, Ala., in which territory Mr. Ott was at one time a Columbia dealer. He is making a marked success in his present territory.

Pardee, Ellenberger Co. Bonus

The local headquarters of the Pardee, Ellenberger Co., Inc., in Oliver street, so ably supervised by Frederick H. Silliman, shared in the beneficent bonus which for the third year the company has put into operation. The system of business first includes the men who have been with the organization for five years, who get 5 per cent.; a larger bonus is given those who have been with it ten years, more for fifteen and so on, one man in the employ of the Pardee, Ellenberger Co. actually receiving 25 per



**PHONOGRAPH
MANUFACTURERS**

The No. 9 PUR-I-TONE reproducer is now ready for shipment. Attached to our Nos. 9 and 10 tone arms, it makes a combination of arm and reproducer unequaled by any manufacturer. This reproducer is the finest in the world. We guarantee that it will reproduce ALL makes of records to your satisfaction. Perfect clarity, excellent volume from all records. If the amplifying section of your machine is right, the reproducing results from all records will be the finest that can be had.

Write for quantity prices.

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY
Chronicle Building, San Francisco, Cal.

cent. of his year's salary because of a creditable service of twenty-one years. In the entire organization there are nearly forty men and women who share in the generosity of the house, which in return gets the benefit of more loyal, conscientious service.

Manager Silliman reports that the December business was surprisingly heavy, and there are indications, provided that the goods can be had, that January will be the biggest similar month in the history of the company. Through this Boston headquarters Frank French, proprietor of the Studio Shop at Manchester, N. H., exclusive Edison dealer, was able to sell an

Eighteenth Century English period Edison model valued at \$1,400 to Mr. Plant, of Plant Brothers, manufacturers of Manchester. This handsome model was taken from Boston over the road by automobile.

Large New Year's Business

Manager Mann reports the Columbia business as very large. By the time the New Year had arrived the local stock was entirely sold out, with many large unfilled orders on the books, which will probably be delivered some time during the current month. Mr. Mann went over to New York this week so as to be

(Continued on page 42)

**— Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons**

W. H. BAGSHAW CO., Lowell, Mass.



People go to "Louise" just to enjoy one wonderful song—"Depuis Le Jour." All opera lovers will want Lashanska's Columbia record of this beautiful love song. No. 49364.

Columbia Graphophone Co.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND (Continued from page 41)

present for the managers' conference which meets in the metropolis on January 6.

To Look After Brunswick Distribution

The demand for Brunswick machines handled by the Brunswick-Balke-Collender Co., whose headquarters are at 94 Washington street, is reported to have grown to such proportions that it was necessary to place the New England distributing agency in other hands, and Harry L. Spencer, head of the Boylston street house of Kraft & Spencer, Inc., has taken it over. Mr. Spencer will push the Brunswick for all it is worth.

Cheney Placed With Many Agents

The Cheney proposition in the hands of Herbert L. Royer mounted into large sales during December, and the house was considerably behindhand in delivering goods. Mr. Royer has lately placed the Cheney with several out-of-town dealers who are in a position to introduce it among a large following.

Plans for Big Pathé Expansion

Wholesale Manager Ainslie, of the Pathé department of the Hallet & Davis Co., says that he succeeded in supplying the dealers with machines, though some of them had to be satisfied with cheaper-priced outfits than their customers were really demanding. Manager Ainslie is daily expecting in this city J. A. Tidmarsh, who has been associated with the Pathé line in Chicago, and who is coming to Boston to make a special study of the Eastern methods of han-

dling the machine and the situation in general with a view to copying Mr. Ainslie's program, which has met with such marked success at this end. Mr. Tidmarsh plans to remain here a month, and will then return to Chicago, from which city he will travel as a special phonograph man, his work among the road men to be of an educational character. He will cover a field inclusive of Illinois, Michigan, Wisconsin, Indiana and Ohio. Manager Ainslie has some very pronounced ideas as to conducting his Pathé department, and he is getting things into shape for a prosperous 1919. He is having the rear portion of the fourth floor of the Boylston street quarters made over into a record room, and tiers of shelves are being installed sufficient to carry thousands of records.

Enter Business Together

George Rosen, formerly associated with the Rosen Talking Machine Co. in School street, and Ralph Silverman, who prior to his enlistment in the United States Navy was assistant manager of the same house, have entered business together and will give their entire attention to the repairing of talking machines and supplies. They have organized under the name of the Phonograph Supply Co. of New England, and have taken quarters at 28 School street. They are both experienced young men and are widely known and popular in the trade.

Closed a Great Year's Business

Walter Gillis, manager of the Victor depart-

ment at the Henry F. Miller establishment, reports that he had a very large December business which was almost the equal of that of a year before. Mr. Gillis is eagerly awaiting the return of his son, Walter Gillis, Jr., who has been in France with the 101st Engineers for considerably more than a year. He should be home now by the early spring, it is thought.

Death of Chas. P. Trundy Much Regretted

The trade is called to mourn the death of Charles P. Trundy, who after several years of uphill work finally found himself at the head of the New England Talking Machine Co. at 16 Beach street, and the tone arm which his company was able to produce under his careful development is regarded very highly in the trade. Mr. Trundy had been identified with the Boston talking machine business for a number of years, although he was only thirty-seven years of age. He had been manager for George Lincoln Parker for some time, and also had been associated with the Eastern Talking Machine Co. He is survived by a mother, who lives in Lynn, and who will probably carry on the business. Mr. Trundy had been ill with influenza but a short time and his death occurred at a local hotel, where he happened to be when stricken with the dread disease. Frank Edgar Belyea, who has been associated with Mr. Trundy for nearly a year in the factory, and is sympathetically familiar with the tone arm, will remain in immediate charge of the factory for the present at least.

Making Their Periodic Auditing Visit

Messrs. Moorey, Victor and Tonsmiere, Columbia auditors, are spending a few days in Boston going over the affairs of Manager Mann's department, making their periodic inventory, as it were. The auditors come over here quarterly and are always pleasantly entertained while in town.

Scoring a Great Success

Richard Nelson, whose headquarters are now in Columbus avenue, has been making a great success in the distribution of the OkeH records. One of his new staff is Richard Keyes, who is about starting out in Massachusetts territory for this line. Mr. Nelson had a big business during December in Sonora machines, and he says with him it was about the same story as with other talking machine dealers—difficulty in getting an adequate amount of goods. He reports that the business in the new Sonora-silvered-needle has been phenomenal. He has been able to dispose of large quantities of them to many local houses and the demand is growing fast for this line. Mr. Nelson has just returned from a week's trip to Old Point Comfort, Va., whither he took Mrs. Nelson.

Closes Great Vocalion Business

Manager Hindley, of the Vocalion Co., was

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.

No. 3 Carrying Strap Shown in Cut

These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the *originator* of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

REPAIRS AND REPAIR PARTS

Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston

TRADE NEWS FROM BOSTON

(Continued from page 42)

over in New York the end of the year (naturally remaining over for the New Year's Eve celebration) to try and get a supply of machines of which the Boston headquarters are sadly in need. It is learned that every Vocalion dealer made a splendid showing during December and that the total business throughout the local territory was very large indeed. Edward Kitson, who has had several years' experience in the talking machine business, has associated himself with the Vocalion and will spend most of his time on the outside.

Installs Columbia Department

Summerfield's, a large Boston furniture house, with branches in other big centers, especially Detroit, and which handles the Columbia, has taken over the Sterns Furniture Co. at Worcester and installed a Columbia department, which has met with pronounced success from the start. The December business is reported to have been enormous despite the fact that there had been no time to install demonstration booths. These are now being put in.

Sympathy for Mr. Skelton

H. R. Skelton, who travels for the Edison line in the role of field supervisor, is receiving the sympathy of his many friends in the serious illness of one of his young children at his home at Nantasket. The little one was taken ill during the holiday season and the father was unable to get away into his territory as early as he had anticipated.

Death of Mrs. Mellon

Mrs. Catherine Mellon, one of the staff of bookkeepers of the Columbia wholesale, died a few days ago of pneumonia. She had been with the house for two years and was a most valued employe.

T. N. Newton, head bookkeeper for the Columbia, who had been ill for several weeks, has again been welcomed back to the wholesale department by his many friends.

Opens Another Store

Carbone Brothers, who lately opened a very successful Columbia shop in Washington street, at the South End, has taken another store, this time at 482 Broadway, South Boston, where business has started off most encouragingly.

Why He Feels Happy

Joseph H. Burke, associated with Richard Nelson in promoting the Sonora proposition, is handing out cigars to his friends. The reason is plain—he has just become the father of a little daughter, Eleanor D. Burke. The little miss was born in Hartford, Conn., where Mr. Burke is located.

Death of William A. Hine

Those who pleasantly knew William A. Hine during the time he was with the Columbia headquarters here in Boston will be sorry to learn of his death at Birmingham, Ala., a few weeks ago. Before coming to Boston Mr. Hine was located in Connecticut. He was a good salesman and on leaving Boston he went South, from which section he originally came. He was seized with the influenza and was sick only a short time.

FEW BANKRUPTS IN 1918

Record the Best in Ten Years in New York District, Court Figures Show

A total of 1,017 petitions in bankruptcy were filed in 1918 in the clerk's office of the United States District Court in Manhattan, which is 398 fewer than in 1917 and compares with 1,723 in 1915, the record year. Last year showed the fewest bankruptcies in the past ten years. The total when the act went into effect in August, 1898, was 26,482. The settlements by compensation or dismissal also were larger than for several years past.

The Govenite Co., Point Pleasant, N. J., has incorporated, with a capital stock of \$125,000, to manufacture talking machines, by J. A. Hellinger, R. M. Calyon and C. J. Messinger.

R. L. LOUD STORES INCORPORATED

BUFFALO, N. Y., January 3.—The Robert L. Loud music stores of Buffalo and Niagara Falls have been incorporated under the name of the Robert L. Loud Music Co., Inc. Charles W. Strawn has been appointed general manager of the stores. This company features the Victor line.

DEATH OF HARRY J. KLINE

Harry J. Kline, a member of the firm of F. C. Kent & Co., manufacturers of talking machine accessories in Newark, N. J., died at his home recently in that city of influenza. He was thirty-three years old, and was well known in theatrical circles as a professional magician. He was a member of Ophir Lodge, F. & A. M., and several other organizations. He is survived by a widow.

A particularly attractive folder in colors has just been issued by the Victor Co., featuring Victrolas IV and VI.

KAHN HOME FROM ACTIVE SERVICE

Former Talking Machine Man Has Thrilling Experience as a Bomber in Marine Branch of U. S. Naval Aviation Service in France

David Kahn, well known in the talking machine trade in and about New York, who joined the U. S. Marines at the beginning of the war, was in the city last week on a furlough, having returned from active service in France. Mr. Kahn, shortly after his enlistment, was transferred to the Marine branch of the Naval Aviation Service as a bomber, and was in several combats in the air over the fighting line, his machine bringing down two German planes. He declares that the war ended too soon to permit of the building up of a proper record. Mr. Kahn, who is now a corporal, brought back with him a number of interesting souvenirs, including a handsome German officer's helmet, as well as a German rifle taken from the crew of a German plane brought to earth by Mr. Kahn and his companion.



**Intricate Parts
Die Cast—
Ready to use
Without Machining**

**PRECISION
DIE CASTINGS**

More than a mere factory for the production of die castings from specifications, the Precision Organization has the personnel and the equipment necessary to assist manufacturers in obtaining small intricate parts or assemblies in quantities without variation.

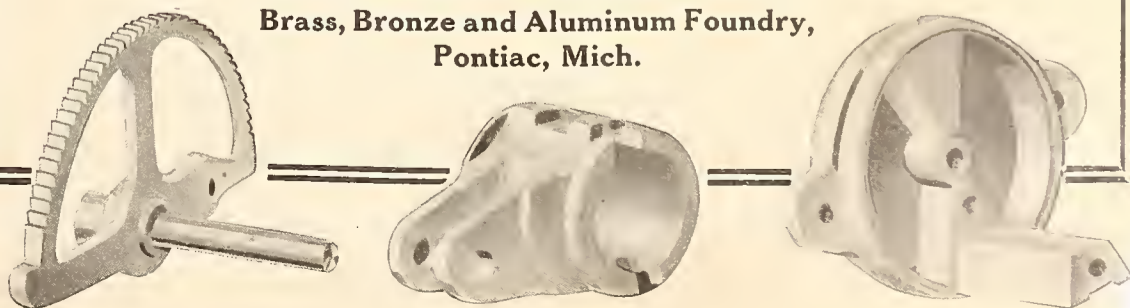
Our long and extensive experience in this work, skill in the handling of metals, coupled with the most modern improved machinery, form a valuable asset that is available for any manufacturer, and one that can be of inestimable value to him in lowering production cost and time, or in devising better manufacturing methods.

Send us your specifications and let our Engineering Department show you how Precision Castings can serve you economically and efficiently.

The Precision Castings Co., Inc.

Die Casting Plant: Syracuse, N. Y.

**Brass, Bronze and Aluminum Foundry,
Pontiac, Mich.**



ORIGINAL TEXT OF MOST IMPORTANT PHONOGRAPH RECORD DECISION of YEARS

Judge Mayer Declares **EMERSON RECORD** is First Successful and Commercial Phonograph Record Which May be Played on Either a Hill and Dale or Zig-zag Type of Phonograph

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

AMERICAN GRAPHOPHONE COMPANY,
Plaintiff,
against
EMERSON PHONOGRAPH COMPANY and
VICTOR H. EMERSON,
Defendants.

In Equity. Suit for infringement of Claims 1 and 2, of Letters Patent No. 688,739 to Joseph W. Jones, granted on December 10, 1901, on application filed November 19, 1897, for "Production of Sound Records."

LIVINGSTON GIFFORD, RALPH L. SCOTT and C. A. L. MASSIE, all of New York City, for Plaintiff.
FREDERICK P. FISH and W. JAY ENNISON, both of New York City, for Defendants.

MAYER, District Judge:

This patent has been the subject-matter of considerable litigation and was adjudged valid in *American Graphophone Co. v. Universal Talking Machine Mfg. Co.*, and *Same v. American Record Co.*, 151 F. R. 595 (January 14, 1907); and *American Graphophone Co. v. Leeds & Catlin Co. et al.*, 170 F. R. 327 (April 30, 1909).

The invention, as stated by Jones in his specification, "relates to the commercial production of sound-records, and has for its object the production of a number of copies of an original record characterized by lateral undulations of substantially uniform depth"; and he claimed:

"1. The herein-described method of producing sound-records, which consists in cutting or engraving upon a tablet of suitable material, by means of the lateral vibrations of a suitable stylus, a record-groove of appreciable and practically uniform depth and having lateral undulations corresponding to the sound-waves, next coating the same with a conducting material, then forming a matrix thereon by electrolysis, and finally separating this matrix and pressing the same into a tablet of suitable material, substantially as described.

2. The process of producing commercial sound-records of the type indicated, which consists of first preparing a flat tablet or disc of soft wax-like material, then engraving thereon by means of the lateral vibrations of a suitable stylus a record-groove of appreciable and uniform depth and having lateral undulations corresponding to sound-waves, next rendering the surface thereof electrically conductive, then forming a matrix thereon by electrolysis, next separating the matrix from the original record-disc without the use of heat, and finally impressing said matrix into a disc of suitable material to form the ultimate record, substantially as described."

The value of the opinion *supra* consists not only in the fact that they state the conclusions of the court as to the questions then presented, but also that they make clear what it was which the court then considered to be a differentiation from and an advance beyond the prior art sufficient to characterize an invention.

It is an interesting and entirely human characteristic of patent litigation that, as time goes on, the owner of the patent seeks to extend the scope of its claims as far as possible, while those who seek its benefits are constantly contending for a construction which shall narrow that scope. Thus it is, where a patent has once been declared valid and a controversy later arises in a suit *inter alios*, that so much argument is presented as to what the court in a prior litigation really decided. Where, as in this case, the court wrote, many years before, it is helpful to remember (although not controlling) that the question of invention was looked upon with eyes which saw the art as it then seemed.

Errors, of course, may occur, especially in abstruse arts, but, speaking generally, the view entertained by the courts in the earlier days of the life of a patent, is usually a safer guide with which to judge invention and scope of claims than new and later contentions which, as the case may be, seek to enlarge or defeat the inventor's accomplishment.

In the case at bar (except for the Wurth and Johnson defenses *infra*) the record on the question of invention seems to be substantially the same as that which received such careful consideration in the reported opinions, *supra*.

The claims are, of course, for a combination and plaintiff contends that the great value of the Jones process lay in the matrix and that the act of cutting the original record groove is only one of five steps in the complete Jones process. The opinion of Judge Townsend, in 151 F. R. 595, *supra*, demonstrates that the inventive feature rests in the lateral cutting step, which was then regarded as new in the art. The result was the production in the sound record of lateral undulatory grooves of even depth corresponding to sound waves, and that result achieved a notable commercial success. Several extracts from Judge Townsend's opinion could be quoted to support the construction of his opinion here stated, but it will suffice to extract the following observation made in relation to the Young British Patent No. 1487 which was then considered the closest reference in the prior art:

"And we conclude, in the light of the prior art, that the changes from Young to Jones involved invention, because, *inter alia*, Jones was practical. Young was impractical: Young was before the public for six years before any 'skilled artisan' succeeded in adjusting the various elements so that a flat sound record of the type in question could be produced, and no one prior to Jones saw that it could be adapted to a practical disc record with lateral undulations; there were inherent objections to the practical production of varying depth records, which Jones found did not exist when the known or suggested processes were applied to laterally undulating grooves of even depth."

Indeed, it was in respect of what the District Court described as a "step forward" but within limit of a man skilled in the art (i. e., "the step by which the stylus is cut or engraved by the lateral movement of the stylus, instead of undulations being traced or etched") that the Circuit Court of Appeals differed from the District Court and reversed the decrees by which the District Court had declared the patent invalid.

The file wrapper, whose history need not be recited,

fully confirms the view as to the "step forward"; and, of several expressions in the specification itself, none is more convincing than the statement of Jones:

"For the foregoing reasons I do not claim my new process in connection with sound-records characterized by vertical irregularities, but limit it to records characterized by lateral undulations of practically uniform depth."

When Jones filed his application, the art was familiar with (1) the Bell & Tainter or Edison type known as "graphophone" records and (2) the Berliner type known as "gramophone" records—both of which have survived in the art. The former known as "hill and dale" are characterized by vertical undulations; the latter known as "zig-zag" by lateral undulations.

It was to the latter that Jones devoted his attention and what he accomplished and all he accomplished was to so cut his groove as to obtain his characteristic lateral undulations of practically uniform depth.

In this case, defendant has presented two defenses, not heretofore directly before our Circuit Court of Appeals; the Wurth use and the Johnson defense. The former may be passed by as merely experimental and, in any event, of no consequence in this litigation.

The Johnson defense has two aspects. It is claimed (1) that Johnson was prior to Jones and that Johnson's prior use fully covered the Jones invention, and (2) that a decree in a suit between the Victor Company, as plaintiff, and the American Graphophone Company as defendant, (the plaintiff here) and the Johnson patent, are admissible in evidence.

The decree referred to was the result of the opinion of Judge Ray in 1911, in *Victor Talking Machine Co. v. American Graphophone Co.*, 189 F. R. 359. That decree was affirmed by consent of the parties, by the Circuit Court of Appeals. The Johnson patent, which was the subject matter of the decree, was No. 896,059 granted to Eldridge R. Johnson August 11, 1908, which was found to have been a divisional application of patent, No. 778,975. The original application of Johnson was filed on August 16, 1898, and the divisional on November 12, 1904.

That the decree and Johnson patents *supra*, are not admissible is too plain for argument; but the testimony as to the Johnson use is clearly admissible. Judge Ray, in his opinion, drew a very close line of distinction between the Jones patent and the Johnson patent, holding the view that they were both valid. The case on this point was so debatable that there well might be doubt as to the result in the Circuit Court of Appeals, if that controversy were reviewed by that court on the merits. The question here, however, is whether the testimony of Johnson and those who corroborate him in various respects, establish under familiar principles, that prior use which will defeat the Jones patent.

Taking the Johnson defense testimony at face value, it is apparent that Johnson's work went no further than ideas and the formative or experimental stage until after the Jones application date.

No record produced by Johnson was put on the market until 1900. In September, 1896, Johnson, with one Haddon, visited one DuBois, a friend of Haddon. Johnson testified:

"I explained to Mr. DuBois substantially what I was seeking to accomplish. I asked him if wax surfaces could be electroplated with copper, and if such electroplate would be accurate reproductions of the surface of the wax. I told him they must be very accurate. Mr. DuBois assured me that this could be done. I then gave Mr. Haddon a fragment of one of the wax tablets upon which I had made a record. Mr. Haddon, after further consultation with Mr. DuBois, brought to my office in a few days the piece of wax record which I had given him, having sound waves cut with laterally undulating lines of even depth on its surface. He had succeeded in making a perfect deposit of copper on the fragment of record. I took the record from him and carefully separated it, the wax, from the copper without injuring either one. I immediately made a careful examination of the same copper deposit with the strongest magnifying glass in my possession at that time. This observation and examination convinced me that the copper reproduction was very accurate and I knew from that time on that my process could be used commercially and that I could manufacture disc records with laterally undulating sound waves of even depth, of a superior quality to anything theretofore known in the art."

This fragment of irregular shape cannot be called a matrix for the purposes of this case.

After 1896 Johnson did nothing until December, 1897. It was not until then that he "succeeded in finding an expert" (one Nafey) whom he thought "competent to carry out" his plans. Nafey started to work in January, 1898, and the first copper matrix was made about April, 1898. Duplicate records were not manufactured until about the same date. Even then, Johnson said, "the records were not shown indiscriminately. A number of people saw them and I reproduced them for a number of people but it was always confidentially"; and, indeed, he made every effort to keep his work secret until 1900.

Without further reference to the testimony of Johnson and his associates and friends, it must be concluded that the so called Johnson use did not anticipate Jones. One fact, however, is established by Johnson's testimony which disposes of any emphasis as to electroplating and that is, as to the general use of the Berliner process for reproducing records by the electroplating process, such records having been electroplated and duplicated by the Duranoid Manufacturing Company of Newark, N. J., as far back as 1896.

Defendants offered in evidence the Clark and Johnson patent No. 624,625 granted May 9, 1899, but applied for prior to the date of the Jones application. This is not prior art in this case.

Autosales Gum & Choc. Co. v. Ryede, 222 F. R. 956; aff'd. 223 F. R. 1021; and cases cited.

and the motion to strike out the testimony in respect thereof must be granted. With the record in this situation, the patent in suit must be held valid and this patent must be excluded, and the case thus comes down to the question of infringement. Emerson, for many years, was in plaintiff's employ and plaintiff urges this fact as having some bearing on the question of infringement. So far as this record discloses, Emerson was not guilty of any wrongful or improper acts. He availed of existing knowledge open to all the world and endeavored to devise a process different from that of the patent in

suit. This he was fully entitled to do. There are, of course, cases when the conduct of employes may effect their standing in a court of equity, but this is not one of them. What Emerson did no one else had done in all the years during which this beneficial art was progressing. He adopted what might be called the midway between the vertical and lateral systems and tilts the cutting tool at an angle of 45°. What Emerson sought commercially was the production of a record which could be played sufficiently well for commercial purposes upon all types of phonograph machines. The artistic result might not be (and, indeed, is not) equal to that attained by the Berliner or zig-zag, but Emerson evidently appreciated the well known fact that the majority of the buying public is well enough satisfied with pleasing music and does not concern itself so much with that accurate and fine reproduction so necessary to the comfort of those gifted with discriminating ears and trained in artistic appreciation.

His appeal, therefore, was to owners of all types of machines and I am satisfied that in seeking this field, he has made an honest effort not to entrench on the Jones patent.

On first impression, it may seem that the Emerson angle is a mere evasion but the testimony of the experts and the demonstration of actual playing of the records in the court room, soon make clear that the question of infringement is both real and difficult.

Primarily, it is important to ascertain whether the Jones patent was generic in the sense that it covered broadly any process other than the hill and dale, up and down, or Edison (as variously called) or must be confined to the precise terms of its claims with a reasonable range of equivalents. The court and file wrapper history concur in showing that while the Jones patent was a valuable advance, it was in no sense generic. The District Court, on two occasions, (in the *Universal* and *Leeds & Catlin* cases, *supra*) had held the patent invalid and the result, as hereinabove indicated, was that the appellate court found the inventive feature, in effect, to be that which had to do with lateral undulations.

The outstanding features of the claims cannot now be modified or lightly laid aside. They are (1) a record groove of appreciable and practically uniform depth, and (2) having lateral undulations corresponding to sound waves.

The word "practically" does not appear in Claim 1 and is inserted merely by way of safeguard in Claim 2. In effect, in this case, "uniform" and "practically uniform" mean the same thing. Further, they are words of limitation and not of description.

The question then is whether the Emerson record groove is of uniform depth and has lateral undulations corresponding to sound waves, and whether the Emerson has vertical undulations which are idle or which perform a useful function. Ocularly the grooves of plaintiff and defendants appear different. There are variations of depth in defendants' groove and vertical undulations in the bottom thereof. Defendants contend that these differences are caused by the different method and angle of cutting and result in different aural impressions between a pure Victor or Columbia zig-zag record played on plaintiff's machine and an Emerson record played on the same machine, while, in addition, the Emerson can be well played on an Edison machine. Plaintiff insists that the vertical undulations in the Emerson record are inert and do not perform any useful function.

(Diagrammatic drawings submitted in evidence to show the grooves and the cutting tool in the three instances.)

The Jones undulations are lateral; i. e., confined structurally and operably to the side walls and do not extend to the bottom of the groove and are necessarily of uniform depth because, as plaintiff's expert stated, "what we mean ordinarily by a laterally vibrating tool is one which cuts a groove of substantially uniform depth: the two thoughts go together." Such is not the case with the Emerson groove.

The Jones lateral undulations are in both sides of the groove alike and undulate in absolutely parallelism.

In the Emerson groove, according to the testimony of Professor Morris, a highly skilled microscopist, on behalf of plaintiff, "there is a correspondence" between either side with the other side or either side with the bottom; but "there is no exact parallelism." It is but fair to add that Professor Morris characterized the lines as co-swinging, "that is to say, all swung toward the inner part of the disc or all toward the outer part of the disc together; they were not parallel but they were according."

With these important physical differences (1) in position of cutting tool and (2) in appearance of the grooves under the microscope, came the battle of the experts. It is impracticable to go into the many contentions in detail. Both experts, Mr. Wadsworth and Mr. Dyer, have lived with the art and are frank as well as able. Their testimony represents their sincere convictions and I have no doubt that a court of scientists would be quite as much at variance as they are. I am disposed to conclude, however, that the Emerson groove oscillates vertically to the same extent as it oscillates laterally and that the Emerson tool vibrates not in a straight vertical line nor in a straight horizontal line but in a single straight oblique line, incidentally lowered and raised while swinging from side to side. When, however, it stops at any point of the oblique line of its travel, it stops completely and does not swerve to the side.

The vertical or hill and dale undulations of Emerson are, therefore, real and do perform an active and useful function. Whether this conclusion is correct or not, it is at least apparent that the burden of proving infringement has not been sustained by plaintiff and the situation is, as matter of law, very much like that discussed in *General Electric v. Sundh*, 251 F. R. at page 286.

I have given little consideration to the experiment (the good faith of which is not questioned) of the "buffed" matrix and the comparison with the "unbuffed" matrix. Such experiments occasionally may be reliable but, generally speaking, they are full of uncertainties. The moment there is departure from the precise device, the controversy is diverted. To add or subtract from a device—especially where we are dealing with infinitesimal variations—leads surely to doubt and confusion.

Finally, it is an important, outstanding and emphatic fact in this case, that, whether well or badly done, the Emerson record may be played on either a hill and dale or zig-zag type of phonograph—a result which was never before commercially attempted.

The bill is dismissed with costs.

December 9, 1918.

JULIUS M. MAYER,
District Judge.

Emerson Phonograph Company INC.

Advertisement

3 West 35th St., New York

GREAT INCREASE IN OUR TRADE WITH SOUTH AMERICA

American Manufacturers and Exporters Have Increased Their Commerce With South American Countries 160 Per Cent. Since the Beginning of the War—Future Opportunities

United States manufacturers and exporters have increased their trade in Brazil and other South American countries by more than 160 per cent. since the beginning of the war, according to J. W. Sanger, Trade Commissioner of the United States Government Bureau of Foreign and Domestic Commerce, who recently returned from a survey of the business opportunities south of the Equator.

"Imagine ten large stores in one big city, and one of these stores doing more business than all the other nine combined," said Mr. Sanger, "and that will give you some idea of the position we are in to-day. It is an amazing record. We are now selling South American countries more than half of everything they import. Our total export trade is now counted in billions of dollars."

The Commissioner said that "with the signing of a peace treaty, a practical certainty within six months or a year, it is not a day too soon to begin making definite plans to meet the keen competition in foreign trade that must come almost immediately." The hundreds of millions of dollars invested in new factories and ships, he said, mean that America must find fresh outlets for her enterprise and industry.

Need Representation

"We need more and better direct representation of our manufacturers in the important trade centers of Brazil and other South American countries," he continued. "This may come about through taking the fullest advantage of the new Webb Export Trade Act or in other practical ways.

"We also need a fast and regular freight service to every important port of Latin America. Without it we will be as crippled as a department store that depends upon casual messenger boys to make its deliveries. Then again we must be prepared to meet the actual needs of these countries regarding credit extensions.

"The biggest single incentive to foreign trade is foreign investments. Unfortunately our holdings in South America are practically negligible. In a short time our immense surplus capital will seek investment. Brazil in particular needs this capital and will pay us handsomely for it.

"How many people in the United States know that Brazil alone is larger than all the United States? Yet, except for its thinly settled coast line it is practically untouched. It is one of the richest countries in the world and is destined to develop along similar lines to our own country in the last hundred years. It has every natural resource that we had, and, in addition, others that nature did not give us. Our talking machines, typewriters, sewing machines, safety razors and a great number of other American products are standard with Brazilians to-day. It is up to us to make just as well known the thousands of other products that we make and that they need just as much."

Advertising Imperative

To accomplish this, Mr. Sanger said, it was necessary for American manufacturers to advertise their goods "down there." In South America, he said, advertising methods are crude and much as they were in the United States thirty or more years ago.

"We have scarcely even begun to use this power, this promoter of sales and goodwill in South America," continued Mr. Sanger. "I have unmistakable evidence that the people of that country respond amazingly even to the crude forms of advertising offered them.

"The biggest thing that could happen to advertising down there would be for broad-gauged American advertising men to take more interest in it. These countries await the stimulus of American advertising genius properly adjusted to meet their needs. But let the American advertising men put this in their note books: Spanish is the language of all South America except Brazil, where Portuguese is spoken. Brazilians are offended if you write or speak to them in Spanish."

MAXWELL TOO BUSY TO TRAVEL

Vice-President of Thos. A. Edison, Inc., Compelled to Refuse Government's Request to Visit Europe as Member of Commission

William Maxwell, vice-president of Thomas A. Edison, Inc., was recently asked by a Government official whether he would serve on a commission that the Government proposes to send abroad in January to study and report on industrial and commercial conditions in Great Britain and France. Urged by some of his associates to accept a place on the commission he replied: "Why, I can't even get down to Newark, five miles away, to see a prize fight, and everybody knows how I love prize fights. They're having some dandy fights in Newark, and I've been trying for a month to see one, but something always comes up to prevent it."

Mr. Maxwell believes that 1919 is going to be a banner year in Edison history. "It's the time I've been waiting for," he remarked. "Plenty of Re-Creations, fine quality, everything right at last. Watch our smoke from now on. And then there's the Amberola line; big doings in 1919 on the Amberola line, too. Everything has to be worked out by February 1. After waiting all this time I'm not going away just as the fun is about to start."

DEATH OF JAMES K. O'DAY

Talking Machine and Player-Piano Dealer of Paterson, N. J., Passes Away Suddenly

James K. O'Day, for a number of years a successful dealer in talking machines and player-pianos, at 653 Main avenue, Paterson, N. J., prior to which he conducted a department store established by his father in that city, died in that city on January 2. Mr. O'Day was forty-five years old, and a member of the Board of Education of Paterson. The deceased, who was greatly respected, is survived by a brother, now in France, and four sisters.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

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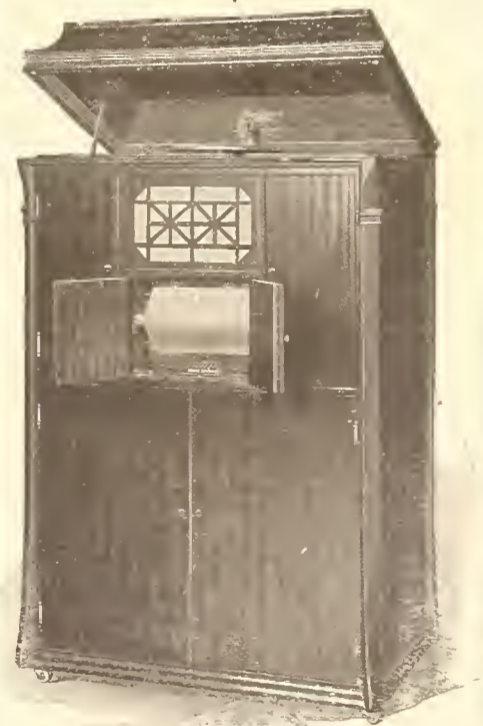
WHY
the DEMAND
for
Phono-Grand?

WHY DOES
IT
GROW—
GROW—
GROW

????

simply because

Phono-Grand



Dealers can Make Good Profits

in a legitimate manner and also give the customer magnificent value. It is an Edition de Luxe Phonograph and a splendid Reproducing Electric-Controlled Player Piano.

ALL IN ONE!!

WANT PARTICULARS?
Write to-day Don't Delay

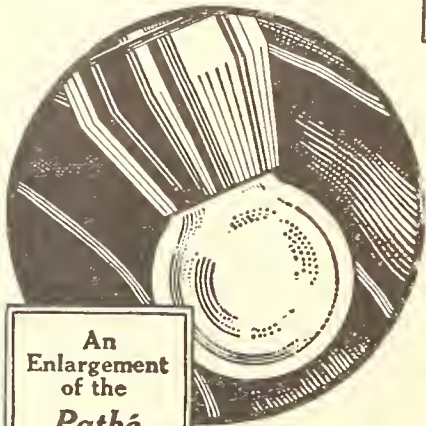
J. P. Seeburg Piano Co.

209 S. State St. Chicago, Ill.
419 W. Erie St.

Pathé



"The Quality Phonograph"



An
Enlargement
of the
**Pathé
Sapphire
Ball**
and Pathé
Record Grooves

The best selling point is better than ever today!

EVER since its origin, the Pathé Sapphire Ball has been the best phonograph selling point for the dealer. Because it is *exclusive*, permanent—does away with needle changing altogether—produces pure natural tone and gives long life to records.

Right now, when we can assure you immediate and full deliveries of Pathé Phonographs, get in your orders.

Do you know what "The Other 20%" is? Write for book "The Other 20%" and it will tell you plainly and *convincingly*.

No Needles to Change

The Pathé Sapphire Ball takes the place of needles. It need not be changed.

Long Life to Records

(Pathé Guarantee)

We guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record.

The Pathé Controla

With the Pathé Controla you may increase or decrease the tonal volume of the Pathé Phonograph at will.

Plays All Records

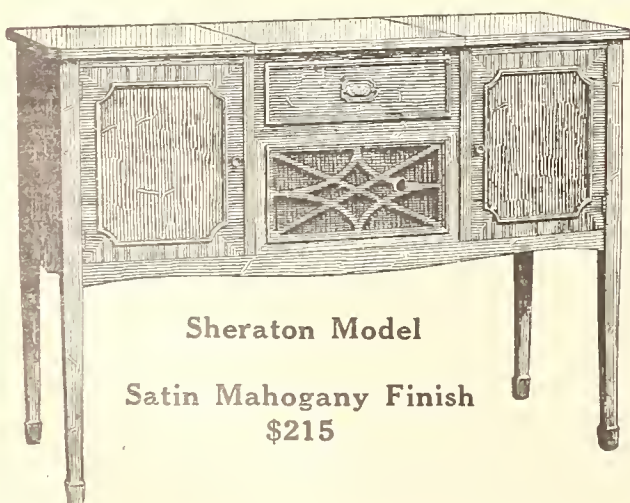
Each Pathé Phonograph plays not only Pathé Records, but all other makes of records, and plays them perfectly.

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, N. Y.

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



Sheraton Model

Satin Mahogany Finish
\$215



MURATORE

Principal Tenor
Chicago Opera Company



"The Quality Records"

How about the Sales you Missed last month?

Because You Didn't Order the Latest Hits

GOING to do better this month? Going to pocket the sales that are as good as yours as soon as you pick up your pen and write for these latest Pathé Records?

You can't sell the latest hits unless you have them while they are the latest and you can't have them while they are the latest unless you have Pathe Records. So—get busy and write us for booklet "The Other 20%." Don't forget that Pathe Records will play on Victor, Columbia, and all other makes of machines, by means of an inexpensive attachment.

NOW—Read Our Guarantee:

"We guarantee every Pathe Record to play at least one thousand times with the Pathe Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record."

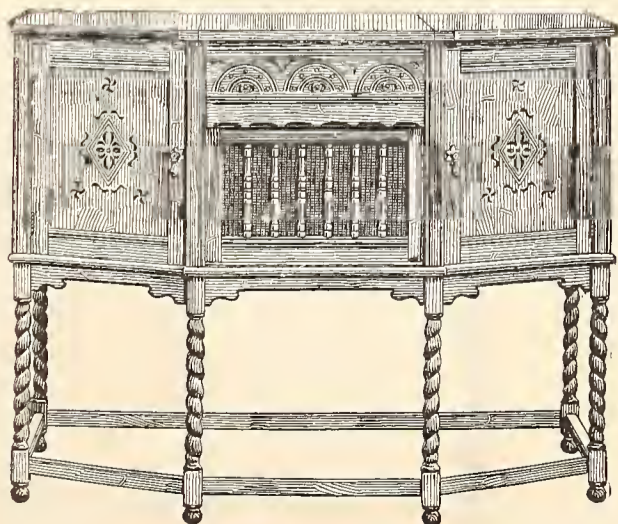
Think it over—doesn't that mean a lot to you?

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, N. Y.

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



Jacobean Oak Finish



ALL MURATORE'S Records are Pathe Records

- 22006 { Come Along to Toy Town
Where It's Peach Jam Makin' Times
- 22007 { An Irishman Was Made to Love and Fight
I Ain't Got Weary Yet
- 22008 { Kentucky Dreams
Mary
- 22009 { There's Life in the Old Dog Yet, Fox Trot
Me-ow! One Step
- 22005 { I Can Always Find a Little Sunshine in the Y. M. C. A.
Ding Dong
- 22018 { Would You Rather Be a Colonel With an Eagle on Your Shoulder
When Tony Goes Over the Top
- 22019 { I'm Always Chasing Rainbows
Arabian Nights. One Step
- 20226 { Indianola
Mummy Mine
- 29225 { I'm Glad I Can Make You Cry
Honey Lamb
- 29227 { "Hit Medley," Intro.: (1) "Oh, How I Hate to Get Up in the Morning," (2) "When Alexander Takes His Ragtime Band to France," (3) "You Keep Sending 'Em Over and We'll Keep Knocking 'Em Down"
"Hit Medley," Intro.: (1) "We Don't Want the Bacon," (2) "Three Wonderful Letters From Home," (3) "Dreaming of Home, Sweet Home"

Credit and Collections Among the Most Important of Many After-War Problems

By M. M. Reinhard
Credit Mgr. New York Talking Machine Co.

The period of after-war reconstruction which we are entering at the present time will bring forth many problems. They should be the object of serious consideration by the Victor retailers.

Among these problems is the matter of credit and collections, which is bound to be affected with the bringing back of two million men and the naturally changing salary and rate schedule which must follow.

What is credit? An authority on the subject states that credit is the power to obtain goods or service by giving a promise to pay money on demand or at a stipulated day in the future. It is therefore obvious that in giving credit, retailers should act only with due deliberation. It has always been a well-known fact that most retailers have been rather over-hasty and careless in granting credit, due to a number of reasons, principally the quite natural desire to do a bigger volume of business than their competitors, but sadly neglecting to look into the quality of the business they obtain.

Another well-known reason is the dealer's fear in asking his prospective customer questions absolutely necessary to enable him to judge his credit standing, fearing to offend and drive him away to some competitor. Rather than do this he accepts what meagre information he gets at times and in his hasty hooking of a prospect he makes terms which are in a good many cases ruinous to his business.

Another and very common reason for loose credit granting is the fact that very few dealers know the actual cost of their doing business, as they do not keep a proper set of books from which they could easily ascertain cost of instalment collections, credit losses, etc. This at least has been my experience in traveling through the Eastern section of the United States and especially so in the Metropolitan District. How can these dealers, more so under the present abnormal conditions, know where they stand if

they do not keep a proper set of books? They will go on selling machines at terms that are absolutely inviting bankruptcy and disaster, simply excusing themselves by stating "so and



M. M. Reinhard

so" is offering his goods at these terms and we must meet them or lose the business. They overlook entirely the fact that "so and so" is usually a reliable big business house with plenty of capital—a house that keeps proper records and knows it can put out its merchandise at such terms and get by. Where does the small dealer stand? Before he knows it, he has every dollar of his capital outstanding and instead of being able to discount his purchases from his jobbers

he has to settle with notes and pay additional expense in the form of interest.

Under present competitive business conditions, a dealer must, wherever possible, take advantage of discount in order to leave him a sufficient margin of profit.

The dealer should keep a simple but comprehensive set of books allowing him at a glance to know where he stands. Terms should be shortened and an everlasting watch of collections on his instalments should be installed.

As an illustration, if a dealer has \$10,000 in outstanding instalment accounts and sells on a basis of 10 per cent. down, 10 per cent. per month, he knows he must take in \$1,000 or approximately that per month outside of his cash and new business, and the keeping of proper records will always enable him to check and see if his collections are keeping up to the proper percentage.

A short time ago the Commissioner of Internal Revenue in a special communication to the retail trade of the United States said—the Bureau of Internal Revenue will be compelled to check the income tax returns far more closely than before. The retail merchant who is able to place before the Internal Revenue inspector, book records showing exactly how he arrives at his statement of net income will greatly facilitate the work of the Internal Revenue Department and save himself annoyance and expense.

The present time with its abnormal shortage of merchandise is the proper time to apply these remedies. Shorten your terms, get busy and take an inventory on the first of the year and install a simple set of books which at all times will enable you to watch your instalments closely and get in your collections in strict accordance with your terms—and right here is where the up-to-the-minute credit department fits in—right here—Mr. Dealer pack up your accounting and bookkeeping troubles in your old kit-bag and go to your wholesaler and talk to the credit man.

Don't labor under the old-fashioned mistaken idea that the credit man is a sort of ogre and is the last man a customer should want to meet—that is not so now—regard the credit man as your friend, adviser and counselor. He will always meet you with a smile and be only too pleased to help you out to the best of his ability in elucidating any problem that might come up for consideration.

NEW UDELL CABINET CATALOG

Attractive Volume Devoted Exclusively to Record Cabinets to Be Issued by the Udell Works, Indianapolis, at an Early Date

The Udell Works, Indianapolis, Ind., have in course of preparation an elaborate twenty-eight-page catalog devoted exclusively to the excellent line of record cabinets put out by that concern. In addition to the cabinets that have so long proven popular in the trade, there will be found in the new catalog several new and recent styles of cabinets designed to match new types of machines put on the market of recent date. The catalog, which will be ready for distribution to the trade shortly, will be of convenient size, and have attractive covers in three colors, with the various styles of cabinets illustrated and described in detail. It will be a volume that will be up to the high standard set by the Udell Works.

A BALTIMORE INCORPORATION

The American Mfg. Co., Baltimore, Md., has been incorporated with capital stock of \$250,000 to manufacture and sell talking machines, etc. The incorporators are Samuel C. Philbrook, James I. Lary and M. A. Lary.

THE BLISS REPRODUCER IS DIFFERENT

The interpretation of the *President's "Fourteen Points"* is now being discussed by the leaders throughout the world.

No controversy exists as to the merit and points of superiority of the *Bliss Reproducer*.

With its treated silk diaphragm under tension, for the first time is a natural reproduction made possible.

The sharp nasal tones of mica are done away with, and a rich, full, mellow and resonant tone substituted.

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any phonograph, the "Phono-Lite," an automatic lighting attachment for the New Edison; also Diamond and Sapphire Points, Pathé Sapphire Points, Lakeside Rotometers, B & H Fibre Needles, B & H Fibre Needle Repointers, and Vallorbes Semi-Permanent Needles.

Write for our dealers' price list,—or
may our Parcel Post Salesman call?

WILSON-LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street
NEW YORK CITY



MAKE A GREAT SONORA SHOWING

Yahr & Lange Co., Milwaukee, Pay a Tribute to Sales Possibilities of the Sonora

An interesting letter was recently received from Fred E. Yahr, secretary of the Yahr & Lange Drug Co., Milwaukee, Wis., wholesale distributors for the products of the Sonora Phonograph Sales Co. This concern handles many well-known products in other mercantile fields, and Mr. Yahr's letter, which reads as follows, is therefore an unusual tribute to the sales possibilities of the Sonora phonograph:

"We believe that we have had the greatest success with the Sonora agency of any line that we have ever taken on. A year and a half ago we were to contract for a specified amount of instruments to be sold in 1917. We sold very nearly twice this amount in the month of December. We believe we have more than doubled our requirements this year, and we are looking forward for a very big year in 1919.

"The Sonora is being recognized as the highest class talking machine in the world, and our dealers are free to admit this, as we receive letters of this kind every day. We believe that we have started our dealers off in the right way, in securing cash for sales, or at least a large initial payment.

"We have done everything possible to secure a large stock of instruments, but at the present writing we are out of several of our best numbers. The Baby Grand at \$190—we have not a single instrument in the house, and have a great many on back order. We recently published an advertisement in the Milwaukee newspapers advising the dealers that over fourteen carloads of Sonora phonographs, approximately twenty-two hundred instruments were received during ten months, with three more cars now in transit.

"We think we will have no trouble in doubling this amount next year, as we have secured the services of two competent salesmen, H. M. Hahn and George J. Campbell. Both of these

salesmen will give our Sonora dealers maximum service and co-operation, and as they are very enthusiastic regarding the Sonora phonograph, we feel sure that they will assist our dealers materially."

TRADE ACCEPTANCE AS A COLLECTOR

Why Some Merchants Have Urged Its Use in Business to Collect Slow Accounts

J. H. Tregoe, secretary of the National Credit Men's Association, in a recent statement relating to the trade acceptance and its use in business, calls attention to the fact that the acceptance has been widely applied as a means of collecting book accounts rather than as a piece of bankable paper.

He says: "We found through the testimony of those of our member concerns who were quickest to see what the Federal Reserve act had given American business that the trade acceptance in substitution for the open-book account is a great collection instrument, and that it tends to eliminate abuses which apparently are inherent in the open-book account—abuses which are not only annoying but exceedingly burdensome, such as the neglect of terms of sale, unreasonable claims, reckless returns, etc.

"This secondary reason for the adoption of the acceptance naturally came first in the mind of many business men as they saw in the acceptance a cure-all for costly abuses, and also a means of simplifying collections. The result was that they asked their customers for acceptances, not that they might use them for financing their requirements at the bank, but purely for collection purposes, and perhaps these concerns, if they borrowed at all, continued to borrow on single name paper."

Miss Minna Seegar, manager of the record department of the Grafonola Shop, 730 Main street, Houston, Tex., is building up a very excellent trade which assumed enormous proportions during the holidays.

COLUMBIA CO. CHANGES ON COAST

Headquarters for Pacific Northwest to be Moved From Portland to Seattle

PORTLAND, ORE., January 4.—Radical changes have been made in the management of the Columbia Graphophone Co. in the Pacific Northwest. The wholesale business will be removed from Portland to Seattle, which will be the headquarters of the company. All accounting will be done there and all the stock moved from Portland to Seattle, from which point shipments will be made to dealers. L. D. Heater, who has been manager of the wholesale house in Portland, will remain here and be the local representative of the wholesale department. Mr. Heater will be relieved from all detail work so that he can give his time and attention to the promotion of sales work among the dealers.

Arrangements have been made to send some of the sales people of the Portland branch to Seattle, while others have obtained positions in Portland. Mr. Heater is well liked and respected in Portland and his ability and integrity are unquestioned. By his energy and business insight he has placed the Grafonola in the hands of most of the very best dealers on the Coast. The lack of machines has been a great loss during the Christmas season. Mr. Heater says they could have sold between \$50,000 and \$100,000 worth more machines if they could have been obtained. In spite of this the month of December was the biggest month ever experienced in the business. The record sale was enormous and more could have been sold if they had had them.

'TIS WORRY THAT KILLS

It isn't work that kills men, it is worry. Work is healthful. You can hardly put more work on a man than he can bear. Worry is the rust on the blade. It is not the revolution that destroys the machinery, it is the friction.—Henry Ward Beecher.

STRADIVARA

Art Phonograph
PATENTED

"KNOWN FOR TONE"

BUILDING a permanently profitable phonograph business is based on giving **SATISFACTION**.

Satisfaction depends upon three things:—*Superior Tone Quality, Exquisite Cabinet Designs and Workmanship, and absolutely Dependable Motors.*

In no other line for 1919 will you find these essentials so completely combined for your advantage as in THE STRADIVARA—KNOWN FOR TONE.

The name "STRADIVARA" has always meant "Quality"

Full advertising service—of course.



ART MODEL \$250

RETAIL PRICE \$250

A DESIGN OF SURPASSING BEAUTY

Six Other Splendid Models Retailing from \$60 up

THE COMPTON-PRICE COMPANY

COSHOCTON, OHIO

PLACES BIG ORDER FOR MAHOGANY

Talking Machine Manufacturer Said to Have Made Contracts for Delivery of One Million Feet of Mahogany Veneer for Cabinets—Increasing Supply of Mahogany Available

BOSTON, MASS., December 31.—In anticipation of a period of prosperity, with an attendant heavy demand for talking machines, one of the largest talking machine concerns in the country placed contracts for 1,000,000 feet of veneer to be used in the manufacture of its machines.

This order is only a forerunner for many other large orders for mahogany and veneers that are to follow, in the opinion of William I. Palmer of the firm of Palmer, Parker & Co., of Charlestown, rated among the largest Boston dealers in mahogany.

Mr. Palmer was discussing conditions in the mahogany trade. He declared that the withdrawal of Government orders for mahogany and other hard woods has naturally resulted in a temporary lull in the activity of the trade.

Meanwhile conditions are adjusting themselves to meet the coming demands of trade, he said. Mahogany prices are high just at present, first grades being about 100 per cent. above pre-war prices, while the cheaper grades are from 30 to 40 per cent. higher than in 1914. Prices have been held up by continued demands of the Government for large stocks and will undoubtedly continue for a short time.

Mr. Palmer predicts that mahogany will never descend to its pre-war prices. The existing heavy freight rates have much to do with the present scale of prices, but with the reduction in transportation rates, which must come, mahogany prices will be lowered accordingly.

The demand for mahogany will be heavy for some time to come, in the opinion of Mr. Palmer. In support of this opinion he declares that the stocks of manufactured mahogany goods are lower than they have been for many years.

Piano, talking machine and furniture manu-

NEW EXCLUSIVE COLUMBIA ARTISTS

Paris Conservatory Symphony Orchestra and French Army Band Now Recording for Columbia Co.—Two Important Acquisitions

The Columbia Graphophone Co. has just announced the addition to its recording library of the Paris Conservatory Symphony Orchestra and the famous French Army Band; these two organizations making their first records for the Columbia Co. and being under exclusive contract with this record library.

The Paris Conservatory Symphony Orchestra, which is conducted by Andre Messager, is the oldest symphony orchestra organization in the world, having been organized over a hundred years ago. There are eighty-six players in this orchestra, all of whom have achieved considerable renown as soloists and the majority of whom are veterans of the world war. The orchestra is making an American tour under the direction of the French High Commission of the U. S. Government.

Andre Messager, director of the orchestra, is

facturers are among the heaviest users of mahogany and veneers, and in each case the stocks are very low, so low, in fact, that the demand for some time past has exceeded the supply.

Present stocks of mahogany are not as low as might be expected. Contrary to other lines of trade the supply of mahogany has been replenished two or three times each year, all during the war period, by the arrival of shiploads of the wood, principally from Africa.

a particular friend of Saint-Saens (whose "Deluge" he conducts for the orchestra's first Columbia record). For many years Mr. Messager has been a prominent figure in French musical circles, having been organist of St. Paul's, director of the Opera-Comique, and during the past year conductor of the Paris Conservatory Symphony Orchestra.

The famous French Army Band consists of sixty-one uniformed veterans of the world war, many of whom were wounded at the Marne and



The Paris Conservatory Symphony Orchestra

wear decorations for bravery under fire. Every man of the band has service stripes, and quite a number of them are members of the famous Blue Devils. The conductor of this band is M. Gabriel Pares, former conductor of the "Garde Republicaine," also makers of Columbia records.

TALKING MACHINE JOBBERS TO MEET

A meeting of the executive committee of the National Association of Talking Machine Jobbers will be held at the Hotel Adelphia, Philadelphia, on January 27 and 28. The change in the general situation brought up a number of important matters regarding the future of the industry from a wholesale viewpoint that will be discussed at the session.

AMERICAN

In the AMERICAN line there is a model for every prospective buyer, seven sizes in mahogany, and five made in oak. The AMERICAN remain sold when delivered. Become an exclusive dealer in your town and your business will be a growing asset to you.

Standard and proven equipment throughout. Unsurpassed in tone qualities and artistic design and built by men who are artists in their respective lines. The AMERICAN is not an experiment and is fully guaranteed.



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

39 FOUNTAIN ST.

GRAND RAPIDS, MICH.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.

CHICAGO

ATLANTA

SEATTLE

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OKEH RECORDS

Music on both sides.
Sapphire or steel needle.
Popular and standard selections.

Full particulars regarding the distribution of this record will be given to any dealer or jobber upon application.



This label guarantees quality

We guarantee service. Quality and service guarantee success.

You get prompt delivery of
Latest Broadway Hits

on
O K E H RECORDS

10-Inch Double Disc

JOBBER
DEALERS

OKEH RECORDS are of special interest to you.

A remarkable proposition.

Get in touch with us today.

Have you heard an OKEH Record?

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.
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Gentlemen:-

I am interested in your OKEH RECORDS

Please put me on your mailing list.

Name.....
DEALER OR JOBBER

Street.....

City..... State.....

LET YOUR EAR BE YOUR JUDGE

NOT A CLOUD ON THE HORIZON IN THE PORTLAND TRADE

After a Record-Breaking Holiday Business the Majority of the Dealers Are Looking Forward to a Year of Great Activity—Many New Concerns Entering the Field

PORTLAND, ORE., January 3.—There have been big Christmases in Portland before the Christmas of 1918, but there has never been any that approached in magnitude of sales, particularly of talking machines, this Peace Christmas of 1918. There was only one fly in the ointment of local dealers and that was the shortage of stock. Every store is about cleared out now.

The Hyatt Talking Machine Co. found it impossible to wait upon all the customers. The big, handsome new store of this company, with their unusual number of demonstration rooms and additional number of salespeople, was not able to attend to the crowds who wanted machines. Victors, Edisons, Columbias or Brunswicks were all in demand.

The Wiley B. Allen Co. phonograph department was one of the busiest places in Portland during the whole holiday season, and the business shows no slowing up since, according to Paul B. Norris, manager of the department. Edisons, Brunswicks, Victrolas and Cowan-Classiques were sold.

James F. Loder, manager of the talking machine department of the Bush & Lane Co., says that he has not experienced such a December in the nine years he has been in business. Sonoras are selling wonderfully well and the highest priced Sonoras are the most frequently selected. Big first payments and all cash payments are the rule.

"I'd like to have some sacred records," said a woman customer to a young lady demonstrator in the record department of one of Portland's big stores. "Is there any special one you would prefer, madam?" inquired the young lady.

"Yes; have you 'Cohen on the Telephone?'" inquired the woman.

Another customer wanted "The Hired Girl's Dream" ("The Herd Girl's Dream"). Still another wanted "a record that began close up to the edge and went down to the other edge."

The phonograph department of the G. F. Johnson Music Co. keeps on growing and growing. More demonstration rooms have again been added, and if the Cheney phonograph becomes more popular an addition to the building will be needed.

Geo. W. Sanborn, who is in the phonograph brokerage business in Portland, has returned from a business visit to six cities in the East.

The Portland branch of the Wiley B. Allen Co. has been designated by the Brunswick-Balke-Collender Co. as the chief distributor for Oregon and California of the phonographs made by this company.

The Cheney phonograph, which is carried by the G. F. Johnson Piano Co., is more than making good in Portland.

The home of J. C. Cooney, an employe of the Columbia Phonograph Co., was destroyed by fire the middle of December. Mr. Cooney has seven children who were with difficulty rescued from the flames.

Laraway's Music House, of Eugene, Ore., is now carrying the Brunswick phonograph, which it is extensively advertising with good results.

The Hovenden Piano Co. has added some new record rooms to its phonograph department. These rooms are tastefully and comfortably furnished with Victrolas and Stradivaras.

Frank Dorian, the new manager of the Seattle branch of the Columbia Graphophone Co., was a Portland visitor last month.

L. D. Heater, manager of the Columbia Graphophone Co., could not get any more machines and his Christmas trade was at a standstill as a consequence.

The G. F. Johnson Piano Co. had a big supply of Cheney machines in stock at the beginning of the holiday season and more shipments arrived, but every one was sold out. Victrolas were also sold out, although that stock was limited. The talking machine department of this store has recently been enlarged.

The talking machine department of the big store of Meier & Frank Co. was also crowded to capacity all during the holidays.

S. J. McCormick, who is manager of the Columbia retail department, says he never saw or imagined anything like the rush for records.

The Wakefield Piano Co. sold about all the Brunswicks it had in stock, as well as Pathés, which it is just adding to its stock.

Harold S. Gilbert, who carries the Columbia, is sold out. Soulé Bros., who handle the Brunswick, had a most successful Christmas season. Graves Music House, Oregon Eilers, all shared in the big talking machine business done during the Christmas time.

Sieberling & Lucas, who are primarily a small goods firm, have carried talking machines recently and are so much encouraged with the sales during the year that they intend expanding this branch of their trade.

The Reed-French Piano Co. has sold out nearly every machine of its new stock and the prospects for a wonderful year in talking machines is evident at this store.

The Stradivara Co. has been doing an unprecedented good business and the Stradivara is taking a prominent place in the talking machine field in Portland.

All the furniture stores that carry talking machines have become more than ever convinced that the talking machine is a big factor in their business. Powers' Furniture Store, which carries the Victrola and the Brunswick, and which is under the skilful management of W. B. Maxwell, did not have room enough to accommodate the buyers.

Calef Bros., who carry the Pathé, have sold out nearly their entire stock and they were well supplied before Christmas. Mr. Calef is delighted with the success of the Pathé and is expecting a big shipment of these phonographs in the near future. The demand for them has not lessened since Christmas.

1919—

A Big Year for the Talking Machine Trade

Make your plans now but be sure your cabinets are right



Harponola

Our Cabinets are exceptional in

**Appearance
Individuality
Finish
Strength**

built by a furniture house of long standing.

Whether you are a dealer, manufacturer or jobber send Now for our proposition for you.

Our Cabinets will help make the new year a prosperous one for you.

We will be glad to send you all information

HARPONOLA CO.
CELINA OHIO



Made UP to a Standard

Not DOWN to a price



Ready for Immediate Delivery

Prices Range from **\$80** to **\$160**
Four Styles

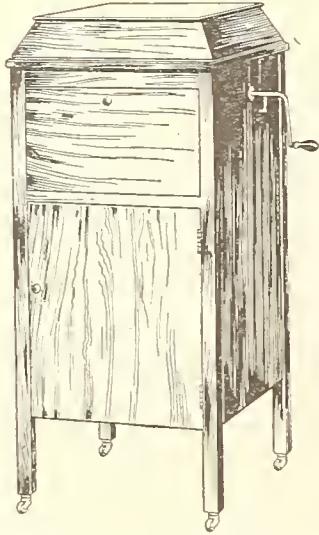
Territory open for Agents

Send for details and dealers' discounts. Helpful booklets furnished to Culpone dealers free.

Culp Phonograph Co.
240 Broadway
New York City

A Great Line for a Great Year!

MAGNOLA



MAGNOLA 65 retails at \$85, in mahogany, golden or fumed oak.

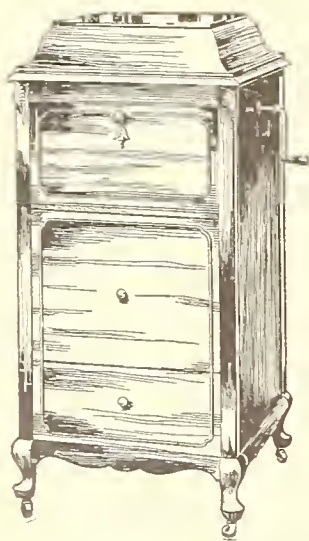
*A Complete Line Covering Every
Need of the Dealer*

featuring

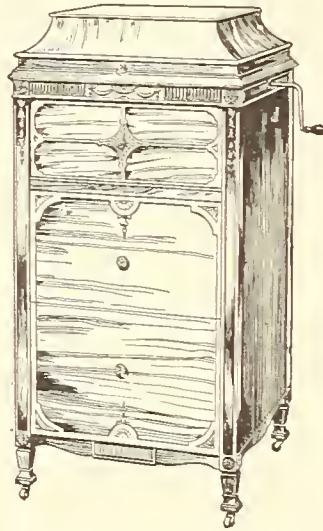
Magnola Tone Deflecting System
Tone Graduator
Authentic Period Styles
Best Motor and Reproducer
Finest Workmanship and Finish



MAGNOLA 85 retails at \$100, in mahogany, golden or fumed oak.



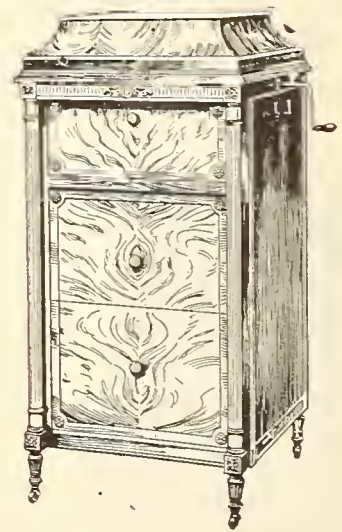
MAGNOLA 100 retails at \$125, in mahogany, golden or fumed oak.



MAGNOLA 200-Adam retails at \$200, in mahogany; in walnut at \$210.

Now is the time to get acquainted. Work with us to make 1919 your best business year!

WRITE US TODAY



MAGNOLA 150 retails at \$175, in mahogany, golden or fumed oak; in walnut at \$185.

Magnola Talking Machine Company

OTTO SCHULZ, President

711 Milwaukee Avenue
CHICAGO

1530 Candler Building
ATLANTA, GA.

The Application of Period Decoration to Talking Machine Cabinets—The Louis XV Style

There is something about the more popular French Louis styles of decorative art that has a strong attraction for designers, and for that matter the public of the present day. Perhaps it is because there is a certain element of romance found in French decorative art, but more probably it is because the leading French Louis styles have a grace and delicacy not found in the decorative styles of other countries or other periods.

Of all of the French styles the best known, and probably the most used, is undoubtedly the Rococo style, developed to a high degree during the reign of Louis XV, who presided over the destinies of France from 1723 to 1774. This particular monarch made a historic reputation for his love of women, his extravagance, and his utter contempt for the common people. The last great King of France, he used his Kingship merely to promote his pleasure and to increase the gaiety and recklessness of the court, and this tendency is particularly noticeable in the decorative art that developed during his reign, for Rococo is nothing if not extravagant and reckless. As to the Rococo style itself, there are many varied opinions. For some it has a strong appeal, while others condemn it as utterly bad. However, it may be said that it has nothing in common with the earlier classic styles, and represents an entirely new development in decorative art.

During the period of the regency the connecting link between the reign of Louis XIV and Louis XV designers had a tendency towards elaborateness in decorative art, and developed a style that, although extravagant, was nevertheless harmonious in its lines. The Louis XIV style, for instance, was more or less regular, lines and curves balanced, and there was a certain sense of order observed. During the regency this same sense of order prevailed, but the designs became more or less extravagant. During the reign of Louis XV, however, all sense of order was thrown to the winds and designers went to great lengths to create effects that were, to say the least, startling.

The two ruling spirits of the style were Meissonier and Boucher. Oppenort, in the regency, had finally broken away from the Louis XIV style, and Nicholas Pineau and others had, in furniture, etc., produced quantities of the most atrociously curved and twisted designs. Meissonier brought more talent to his work than was to be found in any of the regency designers.

He was, in a way, a forerunner of the modern "beauty for beauty's sake" enthusiasts. He threw aside all pretense of giving a meaning to decoration—if he evolved a beautiful effect he was content and it must be said to his credit

that he was a thorough master of his art. The Rococo of Meissonier is always graceful. His shell-like curves are things that have been the

the right will curve downward, while the middle decoration points to one side or the other. And yet the completed decoration has an effect of balance that is delightful. The secret is that instead of balancing identical details Meissonier balanced masses. Perhaps an idea of this may be given by comparing these designs to a beautiful yacht. In a yacht the bow and stern are dissimilar while the mast rises at an angle, and yet the boat, whether at rest or in motion, gives an impression of perfect balance. So with the eccentric balanced art of Meissonier.

And it must never be forgotten that the Rococo, while a development, was a forced growth. It was desired to produce a new style, and it had to be a style to harmonize with the court. As an arbitrarily created style the Rococo is one of the wonders of the art world.

An interest in the art of China and the Far East aided the cause of the contrasted balance, and it is to the credit of the Rococo designers that they absorbed much Chinese art without giving forth any of the grotesqueness that afflicts some Chippendale examples.

Briseaux and Blondel, later in the reign of Louis XV, still further varied the Rococo by introducing more straight lines. The long narrow moulding panels with Rococo corners and cornices are due to them. Cuvilles, another designer, was more eccentric and leaned toward the Chinese style, particularly in applied decoration in furniture, etc.

In color, gold was abundantly used in connection with white, and large mirrors were everywhere, reflecting the brilliance of the decorations. Lilac, lemon, jonquil, pale sky blue, light rose, gray, and other delicate tones were the favorites, in distinct contrast to the strong colors of the Louis XIV.

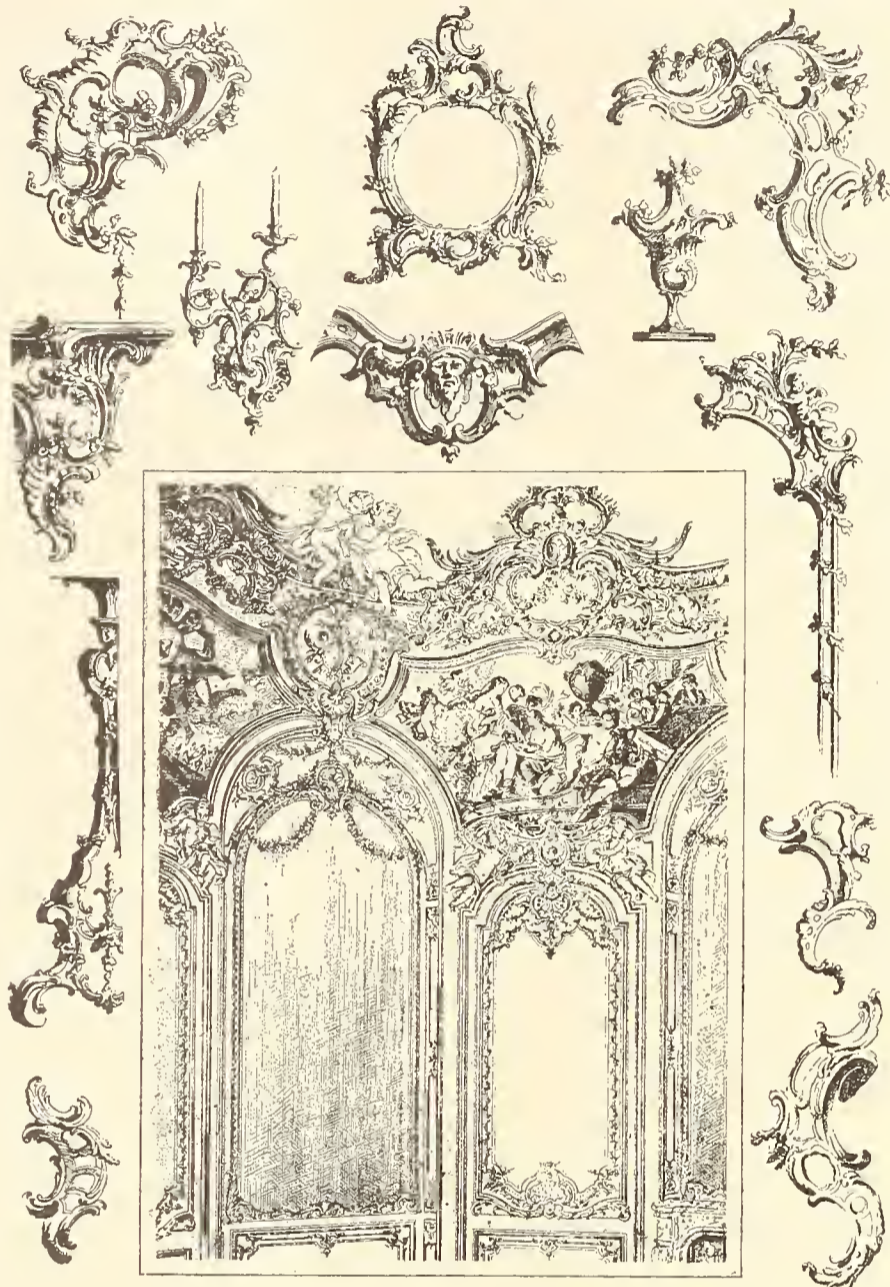
Whatever may be said against the Louis XV furniture—that it abandons the proper lines in construction, that it is overornamented or ridiculous—it must be admitted that in abandoning stateliness for luxury the king brought into being the comfortable modern furniture.

The Vernis-Martin dates from this period, having had its birth in a desire to equal the lacquer of the Chinese. Caffieri, one of the greatest makers of metal furniture mounts, produced during this period ormolu work that has never been equaled, although in Gouthiere he had a worthy rival.

All the panels that were formed by the Rococo wall decorations were filled with scenes typical of love—cupids, flowers, etc.—and the ceilings usually bore clouded sky effects in which cupids, mythological nude figures, etc., disported themselves.

The word Rococo is commonly supposed to be a made word derived from "roc et coquille"

(Continued on page 54)



The Louis XV Styles Fit Modern Requirements

despair of later workers, for they have a life and grace of their own that was greater than their mere form. In other hands his grace becomes heavy and ridiculous or light and silly.

The Rococo style, as introduced by Meissonier was an evenly balanced arrangement of fanciful shell work, but he soon developed the contrasted balance that is one of the striking features of the style. In this method the shell scrolls seem to be placed without regard to balancing one side with the other. A scroll on the left of a panel will curve upward while that on



AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

APPLICATION OF PERIOD DESIGN TO TALKING MACHINE CABINETS—(Continued from page 53).

(rock and shell), or from "rocaille" (rock work), on account of the frequent use of rock and shell motifs. In the later Rococo the rock detail was less in evidence while the shell work was expanded into elaborate details.

The Rococo may be said to have had its origin in Italy, rather than in France, and was in its earliest form an actual conventionalization of rocks and shells. It is odd that this style, which is considered typically French, should have had its birth in Italy and have reached its most elaborate form in Germany.

Notwithstanding the extreme difference between the elaborate and apparently original Rococo and the stiffness of the Greek, it is a fact that the Rococo masters held that they were working under Greek rules of art. To them the Rococo was merely a new form of applied ornament, which they used in connection with Greek rules of proportion instead of the usual acanthus and other Greek ornamentation. Of course, this was largely cant. The style soon

progressed beyond all bounds of Greek art, but in proportion it certainly clung to the Greek orders of architecture.

Of François Boucher it has been said, and rightly, that he was not in the fashion, but that he was the fashion, during a large part of the reign of Louis XV.

Boucher's works truthfully represented the ideas and manners of his time. They are voluptuous, almost to indecency in some cases, and so was the French court of that period.

Certainly the Louis XV style can be considered a romantic style, and its history was probably that of the gayest court in all Europe. It was created at the time of Madame de Pompadour and Madame Du Barry, and it is naturally to be assumed that nothing connected with these fair ladies could be stilted, or, if we may be permitted to say it, distinctly respectable.

The Louis XV style has already been adapted, in more or less elaborate form, to the decoration of talking machine cabinets and lends it-

self most readily to that purpose, inasmuch as there is an undeniable richness and attractiveness in the lines and the style fits well in a variety of decorative schemes. The Vernis-Martin treatment has made a special appeal to the producers of the more elaborate and expensive talking machine cabinets, and in this treatment the Louis XV style is seen at its best.

GIVES CHRISTMAS LUNCHEON

Otto Heineman, President of Otto Heineman Phonograph Supply Co., Entertains His Staff at Luncheon at Delmonico's—Members of Fair Sex Entertained at Churchill's

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., was the host on Christmas Eve at a luncheon given to the members of his staff at Delmonico's. For the past few years Mr. Heineman has entertained the heads of his various departments on Christmas Eve, and this year's party was the most enjoyable that has yet been held. Among those who were Mr. Heineman's guests were Adolf Heineman, A. F. Meisselbach, W. G. Pilgrim, John Cromelin, Jacob Schechter, John Lotsch, C. T. Pott, C. W. Neumeister, W. C. Strong, R. C. Ackerman, Paul L. Baerwald, and M. S. Schechter.

In order that the fair sex in his employ might not feel slighted at not being included in this luncheon party, Mr. Heineman made arrangements whereby all of the girls assembled at Churchill's for a Christmas Eve luncheon. Miss F. Aufrichtig, cashier for the Otto Heineman Co., was the hostess at this luncheon, which was thoroughly enjoyed by all of the girls.

Several of the Heineman branch managers are visiting New York this week, conferring with Mr. Heineman regarding plans for the new year. S. A. Ribolla, manager of the Middle West branch, with headquarters in Chicago, arrived on Monday, and gave Mr. Heineman an encouraging report anent the outlook for 1919 in his territory. C. T. Pott, Canadian manager, also spoke enthusiastically of the business situation in Canada, and judging from all indications the Heineman Co. will enjoy next year record-breaking sales totals in all its divisions.

BIG TRADE IN BIRMINGHAM

Clark & Jones Piano Co.'s Sales of Pianos and Talking Machines Amounted to \$44,000

Ernest Urchs, manager of the wholesale division of Steinway & Sons, received an interesting letter recently from the Clark & Jones Piano Co., Birmingham, Ala., regarding the business closed by this house during the month of December. According to this report the total business for this month was \$44,000, which is a remarkable figure for a city of Birmingham's size. Approximately \$11,000 of this total represented cash business on talking machines, and it is safe to assume that about 60 per cent. of the entire business was for cash. Mr. Urchs, as treasurer of this company, is naturally greatly pleased at this excellent report, which reflects the stability of conditions in the South at the present time.

Early this month Mr. Urchs left for a three weeks' trip through the South, which included a visit to the Clark & Jones Piano Co. and the Phillips & Crew Co., Atlanta, Ga., of which company Mr. Urchs is also treasurer. He will also call upon some of the other Steinway representatives in this section of the country.

FEDERAL CO. INCORPORATED

The Federal Phonograph Co. of Manhattan, with a capital stock of \$100,000, was incorporated at Albany, N. Y., on December 31 by G. S. Wittson, E. Larkin and D. E. Hubener.

VICTORIOUS! OVER THE TOP

WITH THE

De Luxe Semi-Permanent Stylus

The Best Semi-Permanent Stylus Obtainable

Plays 100 to 300 Records

NO SCRATCH

NO HISS

Endorsed and Sold by Many Big Dealers and Jobbers

No Profiteering During the War

The saying is, "All is fair in love and war," but we believe in being fair at all times.

The De Luxe Stylus was being marketed months before war was declared, and we did not use the fact that the world's greatest war was being waged as an excuse to raise the price of our needles, but were content to continue to supply the trade at our regular discounts and endeavor to break even while the war was on.

WE WERE VICTORIOUS in our endeavors. The **DE LUXE STYLUS** has experienced a **WONDERFUL SALE**.

Write now for free samples, discounts and descriptive circulars which we furnish for your mailing list.

The Duo-Tone Company

ANSONIA,

CONN.

Every time you sell one Toscha Seidel record it will sell another. Many Columbia dealers are proving this, so can you. "Humoreske" is the newest—No. 49454.

Columbia Graphophone Co.
NEW YORK



WHY OPTIMISM REIGNS SUPREME IN MILWAUKEE TRADE

Following Satisfactory Holiday Business New Year Opens With Unprecedented Activity—Members of Trade Tell Why 1919 Will Be the Greatest Talking Machine Year in History

MILWAUKEE, Wis., January 8.—The manner in which talking machine business has been sustained during the first week and a half of the New Year has created a feeling of the most optimistic kind among local retailers. Normally, the immediate post-holiday period is quiet and dull, but this year trade after Christmas showed hardly a falling off and it has been relatively brisk since January 1. One of the reasons for this condition may be that dealers were so short of stocks as Christmas approached that there were many disappointments, and new stocks which have been dribbling in since then have been snatched by eager buyers as rapidly as goods arrived. Another reason is that a considerable number of people this year have preferred to avoid the congestion of the holiday shopping period. However, one of the best reasons is that thousands of workmen in Milwaukee industries received a bonus on Christmas or New Year's and have been investing this somewhat unlooked-for money in talking machines.

Milwaukee talking machine jobbers say that the prospects for the year are bright; in fact, most of them are inclined to the belief that 1919 will be the greatest talking machine year in history. In this view they are borne out by the opinion of retail dealers, who say that if business during the first ten days of January may be considered a fair criterion, the remainder of the year will establish new records all along the line. At this time it is merely a question of procuring sufficient merchandise to fill new and back orders. The way lies open for the broadest development of business in the history of the United States, and business men of Milwaukee, more especially the talking machine dealers, have set themselves to the task of taking the fullest advantage of the most glowing opportunity that has ever been presented them.

The Badger Talking Machine Co., Victor jobber in Wisconsin and Upper Michigan, says the outlook for 1919 is unquestionably the most promising that it has yet known. Its 1918 business was exceptional, despite the fact that only a part of the goods which its trade demanded of it could be supplied. However, the prospect is for a more generous supply as the new year advances.

The Phonograph Co. of Wisconsin, Edison jobber, has cleared the decks for its biggest business year. The company some time ago prepared the way for a gradual retirement from the retail field by appointing the Kesselman-O'Driscoll Co., 258 West Water street, as retail dealer. In time the Edison Shop, operated in connection with the jobbing business, will probably be discontinued, so that all efforts and energies may be bent upon the wholesale trade.

The Yahr & Lange Drug Co., representing the Sonora exclusively in a wholesale way in Wisconsin and the Upper Peninsula, closed its second year of this connection with a decidedly ma-

terial increase in business volume over the first. H. M. Hahn, sales representative, expresses the opinion that unless unforeseen conditions should arise the new year should double up on 1918.

Thomas I. Kidd, manager of the Milwaukee branch, Brunswick-Balke-Collender Co., was among the wholesalers who was fortunate enough to be able to supply the retail trade with machines nearly up to 100 per cent. of requirements during the past year, in spite of the fact that the demand for the Brunswick during 1918 was nearly twice that of 1917. Under the foresighted guidance of Mr. Kidd, Brunswick dealers throughout the territory, accumulated stocks at the same time that they were breaking sales records and when the rush came they were prepared.

A. G. Kunde, distributor of the Columbia, was overwhelmed by the demand for machines and records during the Christmas season and his warerooms were virtually bare of supplies at the close of the year. Columbia retailers throughout the city did their best to have ample stocks on hand when they entered the holiday period, but buying was far beyond expectations and many stores were "cleaned out" when Christmas Eve rolled around.

Miss Julia Wolf, manager of the Aeolian-Vocalion department of the Edmund Gram Music House, broke all past records for number of sales and volume of business during 1918. The holiday season was far and away the best the Gram house has ever experienced, both in talking machines and pianos, and an outstanding feature this time was the large number of spot cash sales. It is a matter of note, also, that the initial payments made on deferred contracts were from 25 to 50 per cent. larger than ever before, without any particular urging on the part of salespeople. This is considered excellent testimony as to the state of the Milwaukee purse. The new Aeolian-Vocalion records went like the proverbial hot cakes at Christmas, and the Gram house has a vast number of back orders to fill during the next thirty or sixty days.

The co-operative advertising campaign conducted by the Milwaukee Association of Music Industries from the middle of October to Christmas undoubtedly was one of the most compelling factors in holiday trade. The campaign was

directed largely at talking machine and record sales and brought wonderful results.

The association will hold its annual meeting on Thursday noon, January 16. As usual, the meeting will be held at the Hotel Wisconsin and will be preceded by luncheon. Members have been eager to learn the experiences of their fellows with the new interest-charging plan adopted October 1. As previously noted in The World, all deferred-payment contracts made from that date on contained a 6 per cent. interest clause. So far as can be learned, not a time sale was made that was not subject to interest. This is the first time that such a charge has been uniformly made by Milwaukee dealers. Little or no business was lost because of the institution of the charge, especially inasmuch as all members adhered to the clause and prospective buyers could not go from store to store and find one who would sell without interest.

Charles J. Orth, wholesale and retail distributor of the Puritan, reports a wholly remarkable business for the year in general and the holiday season in particular.

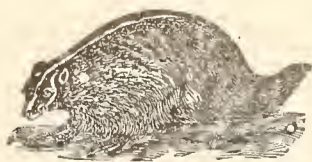
Articles of incorporation were filed recently by the Phonograph Improvement Co., Port Washington, Wis. The capital stock is \$300,000, and the incorporators include William H. Thommen, Harry W. Bolens and J. B. Thierry, a well-known Milwaukee piano and organ dealer. The articles state the objects to be the manufacture and sale of talking machines, phonographs and parts.

The General Mfg. Co., Milwaukee, has been organized with an authorized capital stock of \$100,000 to manufacture, wholesale and retail talking machines, phonographs and other musical instruments. The promoters are represented by Joseph G. Konop and Michael Levin, attorneys.

The Multitone Mfg. Co., Eau Claire, Wis., which established a factory for the manufacture of the Multitone phonograph last July, is so crowded in its present quarters that plans are being made for the erection of a complete new plant next spring.

E. S. PALMER BECOMES MANAGER

Edgar S. Palmer, formerly a member of the Blackman Talking Machine Co.'s traveling staff, has been appointed manager of the Ideal Music Co.'s Brooklyn store, and judging from the recent sales totals of this store Mr. Palmer will achieve a pleasing success in his new post.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

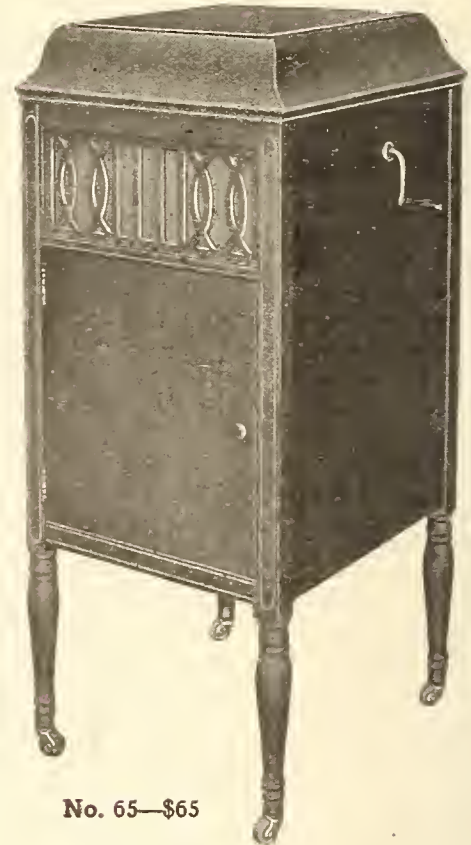
Cleartone
SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$9.75.

tone ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.50 per set; No. 6, \$3.25 per set; No. 7, \$3.25 per set; No. 8, \$2.85 per set; No. 9, \$2.65 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, $\frac{5}{8}$ in., 9 ft., 29c; No. 01, $\frac{7}{8}$ in., 7 ft., 25c; No. 02, $\frac{3}{4}$ in., 8 ft., 25c; No. 1, $\frac{3}{4}$ in., 10 ft., 39c; No. 2, $\frac{13}{16}$ in., 10 ft., 39c; No. 3, $\frac{7}{8}$ in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, $1\frac{1}{4}$ in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.75 each.

SAPPHIRE POINTS, for playing Edison records, 18c. each; 100 lots, 15c. each.

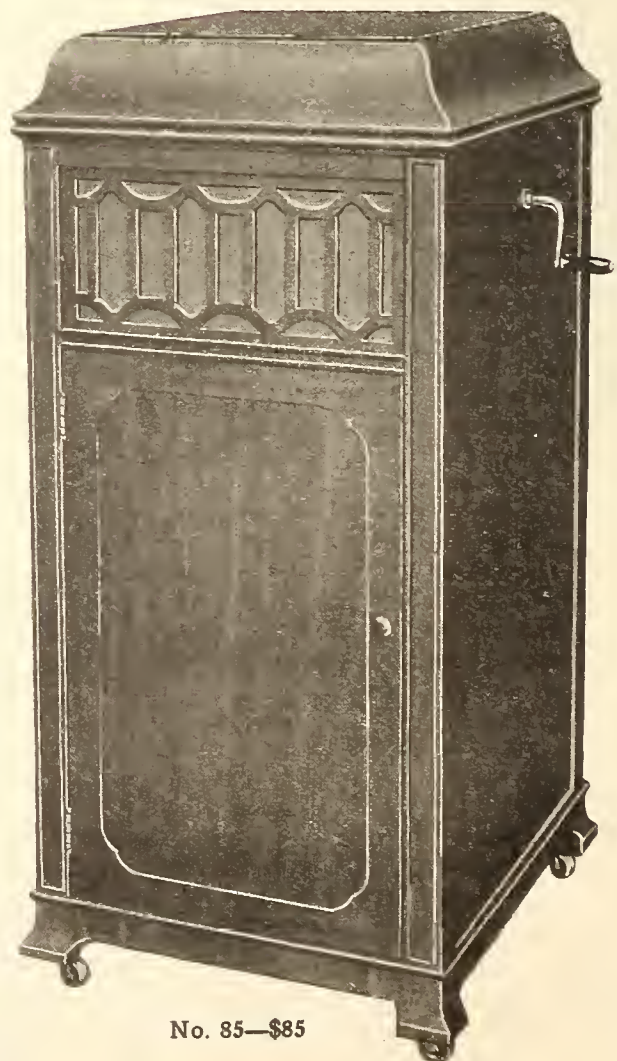
SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 60c. per thousand in 10,000 lot.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 85—\$85

Lucky 13 Phonograph Co., 3 and 46 East 12th St., New York

TALKING MACHINE MUSIC MUCH FAVORED IN KANSAS CITY

Demand for Talking Machines and Records Emphasizes This Trend Emphatically—Dealers Cleaned Out of Stock—Look Forward to Immense Trade During New Year—News of Month

KANSAS CITY, Mo., December 4.—The talking machine business is practically at a standstill in Kansas City, except for a few dealers. The great Christmas demand has depleted already short stocks and there seems to be no hope for new shipments in the near future. The street car strike, which has tied up practically all lines of business for the past three weeks, has seemingly not affected the music trade to a very great extent. The demand for musical instruments of all kinds has never been so great as this year, according to practically every music dealer in the city. People seem to have been awakened to a new realization of the value of music since the war. Then, too, a class of people are buying now who have never before been able to afford these instruments, due to the greatly increased wages of the laboring class during the past year. The greatest demand has come from this class and they are buying good merchandise. Practically every cabinet Victrola in the city was sold out, but every dealer has several of the small machines, showing that the greater demand has been for the better grades. In nearly every case initial payments have been made larger and the term of payment has been shortened.

Harry Wunderlich, of the Wunderlich Piano Co., said: "We used to make every effort to interest a customer in buying a talking machine. Sometimes we even used almost desperate means to make a sale. But during the last two months I have held my breath every time a customer came into the store for fear he would ask to see Victrolas or want to hear some of the latest records. We needed to make no effort to sell talking machines, but our Victrolas were absolutely cleared out for Christmas. We still have a few Brunswicks on hand.

"It is my policy at present, with such unsettled conditions, to be absolutely sure of a customer before closing up a deal," said Mr. Wunderlich. "Because wages have been raised at such a rate during the past year there is no reason to believe that they will necessarily be maintained. There is bound to be a period of unrest among the laboring classes until conditions adjust themselves to the pre-war basis again.

"For this reason I try to be sure that a customer is not relying on his suddenly increased wages to carry him through with his payments before I make a sale. Too many people are assuming debts which they would never be able to meet if their wages should be reduced."

"We are absolutely out of business," said Burton J. Pierce, manager of the Victrola depart-

ment at the J. W. Jenkins' Sons music store. "We just naturally haven't anything to do, our stocks are so depleted. We haven't a cabinet machine left and only a very few of the smallest machines. Our record shelves are bare."

Mr. Pierce had charge of the management of the French Orchestra, which was in Kansas City December 15 and 16 under the auspices of the Chamber of Commerce. About 3,000 tickets were sold for the entertainment, which was a very good showing considering the conditions at that time, due to the street car strike and "flu."

Willard Pierce, son of Burton J. Pierce, has been released from the S. A. T. C. at Kansas University. He has been spending the holidays at home, but will return to the university to continue his college work.

O. D. Standke, manager of the Victrola department at the Geo. B. Peck Dry Goods Co., is spending New Year's and a few days following on his farm south of Kansas City. He expects to bring back several carloads of rabbits.

Robert Murray, of the Henley-Waite Music Co., is seriously ill at his home with the influenza. His physician states that he will not be able to return to his work for at least four weeks.

S. M. Henley, manager of the Henley-Waite Music Co., is spending his time this week co-operating with the Street Railways Co. in giving the public service, as a member of the Seventh Regiment N. G. M. The Seventh Regiment was called out Saturday, December 28, to prevent violence from the strikers, while street car service was being resumed.

A. Arber has returned to his position in the Victrola department of the Jones Store Co., after being given a discharge from service in the Radio School at Graceland College, Lamoni, Ia.

Charles R. Lee, formerly with the Edison Shop, of New York City, is now with the Edison Shop, retail, of Kansas City. He expects to go with the wholesale soon.

I. W. Foster, formerly with the Edison Shop, in Kansas City, has returned to his former position after spending a year and a half as traveling salesman for the Edison in Montana and Idaho.

Mr. Linnins, utility man for the Edison Shop for over four years, died recently from the influenza. H. R. Hunt, of Ionia, Mich., has taken Mr. Linnins' place.

"We have had a tremendous business this holiday season," said Mr. Watson, manager of Edison, retail. "Our sales have been 100 per cent. better than last year. Owing to our large stock of merchandise, secured early in the year, we suffered no serious shortage of stock, although many people have taken out machines just to hold until their particular style is received."

"Business has been wonderful considering conditions," according to Mr. Hall, of the Hall Music Co. "There has been an unusual demand for oak machines. I have seldom had a call for oak finish until this season. The popular finish has always been mahogany in the past, but for some unknown reason there has been a great call for oak, which could not be supplied."

Francis S. Whitten, president of the Columbia Graphophone Co., who during the past few years has occupied the important post of lieutenant-commander in the U. S. Navy, has exchanged his navy uniform for civilian clothes, and is again at the helm at the Columbia executive offices in the Woolworth Building.

Language Records SELL Talking Machines



**FRENCH
SPANISH
ITALIAN**
Also
MILITARY FRENCH

THE DEMAND FOR FOREIGN LANGUAGE RECORDS IS HERE. CASH IN NOW ON THE
Language Phone Method
and Rosenthal's Practical Linguistry

It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line to develop a foreign record trade.

Display our sign first—Then you will order.

Send for Particulars—Prompt Delivery

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

H. J. SMITH—Jewel Manufacturer

MANUFACTURER OF—Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Jewel Bearings for Electrical Instruments—Rough Diamond—Diamond Powder—Experimental Work.

Telephone 2896 Market

833 BROAD STREET NEWARK, N. J.

UDELL CABINETS

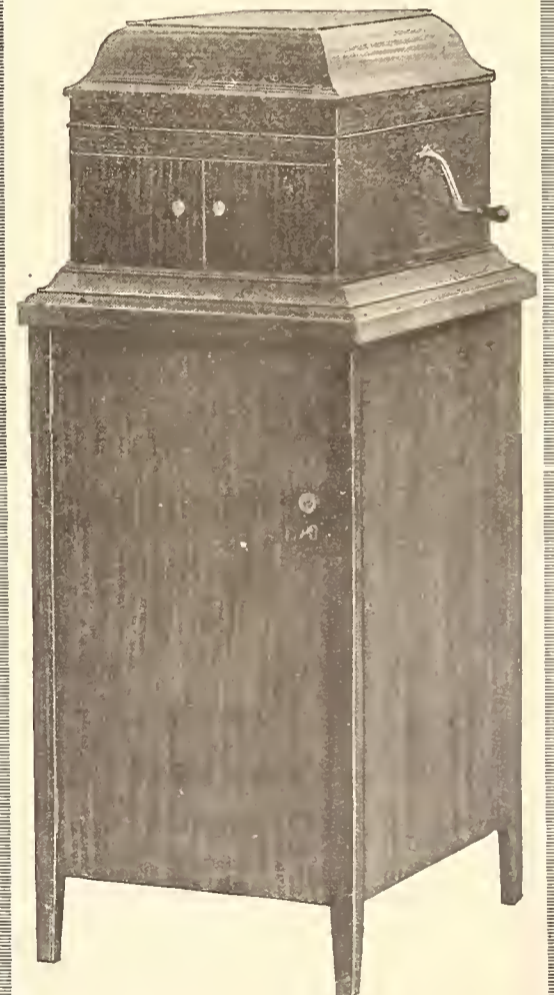
Will Increase

1919 PROFITS

More records than ever before will be bought during next year—sell every customer a UDELL cabinet in which to keep them.

*Designs That Please
Prices That Are Right
Quality That Is Supreme*

**DON'T OVERLOOK
THE OPPORTUNITY**



No. 1405

(Horizontal Shelves)

For New Victrola IX-A

Height, 36½ in. Width, 19 in. Depth, 22½ in. Holds 10 Victor albums. Mahogany Front or Quartered Oak Front. Average weight, crated, 90 pounds.

[If vertical interior is desired, order No. 405.]
[If felt interior is wanted, ask for No. 405F.]

Catalog on Request

The Udell Works

1205 W. 28th St., INDIANAPOLIS, IND.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the twenty-second of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

MAKING THE MOST OF THE WAR

Well, the war is over and the great work of reconstructing the world is about to begin. In a good many ways, perhaps, that work will be quite as exciting as anything which has happened since 1914; and he would be a crazy, unbalanced optimist who should suggest that the chances of further trouble no longer exist. There is still a pot a-boiling out there in Eastern Europe and explosive material is still stored in quantities not at all comfortable. Still, in a large way, in a national way, the rush and hurry, the strain and tenseness of 1918 are gone; and we have to ask ourselves what we are going to make of 1919. There are a good many ways of looking at the great questions we must solve. In this article I am trying to get the featuring-the-musical-possibilities angle.

Talkers and War

Now, in the first place, it is fair to point out that the talking machine and its records have this year been more than ever "discovered." It is only necessary to talk with a soldier returned from overseas, or with one of the gallant men who have been out there with the armies of our Allies since 1914, to know that the mission of music in warfare of the modern kind is extraordinarily important. It is safe to say that the talking machine has done more than any other musical instrument to make itself pre-eminently the musical essential, par excellence, of the entire war. The peculiar conditions of warfare as they have been revealed during the last four years have created for the talking machine a place which no other instrument could possibly have filled. It cannot be too strongly insisted on that the soldiers as they return from overseas will return with a genuine feeling of respect and love for the talking machine which will be perpetuated by the memories of their days abroad. Every returned soldier knows that it has helped him through many a time of deep depression, and he will not forget quickly his

debt of gratitude to the war-worn, battered machine and the few scratchy discs which did such noble work in giving him strength to carry on.

So we may as well recognize from the start that the talking machine has proved its right to exist as an essential. It seems to me that we can use this fact to our own advantage. But it also seems that unless we so use it as not to cheapen its associations with the war we shall do far more harm than good.

Don't Kill the Game!

The difficulty with the small-minded man is, of course, that he is small-minded. Give such a man a job to advertise the talking machine on the basis of its proved war record and he will kill the entire game in six months. He will play war and war and dug-outs and gas shells and "over the top" (d—n that phrase, anyway) until every returned soldier and his sweetheart will be sick to death of the whole business. The crude stuff is not the thing we want during 1919. What we want to do is to drive home the great service the talking machine has done for the winning of the war; but we do not want to perpetuate the memory of war horrors.

Here is an opportunity to the bright and keen dealer. I have often pointed out that the biggest problem before the talking machine trade is to keep the people buying records of the better class. To keep them doing this and to stimulate public interest in the purely musical qualities of the talking machine is a task worthy the efforts of the best publicity man we have ever had in the industry. 1919 must be strongly tinged with war-thought anyhow; it is up to us to connect the talking machine on its musical side with the war-thought; not war-horrors.

Opposites

Now, it oftentimes happens that things work by the rule of opposites. To the returning soldier the one thing he will above all find most interesting and charming will be domesticity and peace. He will begin to think of a little home, of a charming little wife; and a nice little talking machine cosily stuck into the usual cosy corner of the living room. It may be small-town stuff, my friends, as the snobs of New York and Chicago say, but it is true. Now, if I were plan-

ning a talking machine musical campaign for my store this year, I should reverse-English this war-stuff by working the domestic idea all I could. For instance, I should insist on pushing the domestic music with vigor, advertising the domestic records, and putting on a special "domestic" recital every two or three weeks. But what do you mean by "domestic"? says some curious yet slow-thinking person. Simply this, O dense one: All sorts and kinds of music which lead a chap to think of home and domestic bliss and all the rest of it. Let us take a look at the situation in this light.

Wedding Bells

It may seem fantastic, but I should certainly advertise all the marriage music I could find, including the "Marriage of Figaro" numbers, which so many of the fine sopranos have sung for Victor, Columbia, Edison and Pathé. I should make a collection of all the wedding marches I could find. I should instruct my clerks to try not only the modern hits but "In the Gloaming," "Bonnie, Sweet Bessie," "Annie Laurie," and all the old love songs I could find, on every soldier who came into my store. I should keep my demonstration machines busy with the domestic stuff till you couldn't rest.

New Freedoms

But there are other angles to this fascinating game. I said above that we want to capitalize the war-thought but not the thought of war's horrors. Well, part of the war has been the awakening to consciousness of peoples who have been oppressed for centuries and now at last find themselves constituted new and free states. The national music of these peoples—the Czecho-Slovaks (Bohemians, Moravians, Slovaks)—is splendid. The Victor Co.'s monthly Bohemian bulletin, to take the one I looked at first, is fine stuff. Then there are the Poles; and we all know what Polish music is. Again, there are the Serbs and Jugo-Slavs. There is much fine Serbian music to be had. I should most certainly, if it were my job to do so, advertise and push the national music of all the new states. Scarcely a city or town in the country but has among its hard-working, intelligent citizens some Poles, Czechs or Jugo-Slavs. Now is the time to get out a selection of national songs of these new states and advertise them to beat h—ades! Don't forget also that when we are talking of the musical possibilities of the talking machine we might as well remember that it is not necessary to confine the selling of national music to natives or their descendants of the countries. The American people have heard much about these new states since the war began to turn in favor of the Allied Powers; and now colleges and women's clubs are studying their history and institutions. Their music, then, has an appeal very general in its range. Why not advertise and take advantage of this?

Clean Stuff

In the same way the war has given a great impulse to the thought of military preparedness and has stimulated the manly virtues. Women have likewise had their lesson and are beginning to understand as never before their importance and the splendor of their position in the world as partners, not as inferior helps. This, too, has its bearing on the problems of selling record-music to the people. What is wanted is to emphasize the out-doors, manly, simple life, the life of clean living and clean thinking. This year, then, the wise dealer who wants to fall in with the prevailing thought of the people will put the ban on the cabaret stuff all he can. He will do his best to denature the jazz, and will push the sale of healthy stuff like Sousa's marches, the old-fashioned patriotic and martial songs, the songs that tell of the great out-doors, and so on. There is a big field here for development.

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

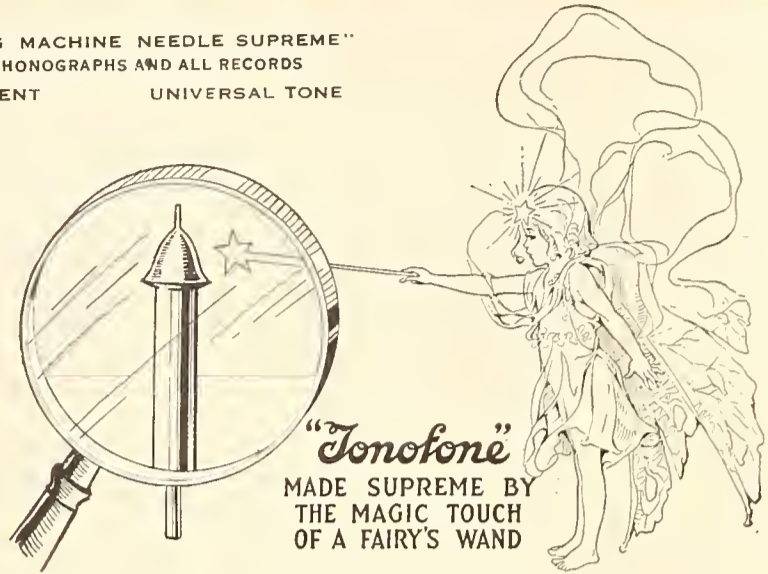
Diamond and Sapphire
Phonograph Points

New York City

Phone, 1678 Cortlandt

"Tonofone"
 MADE FOR THE TRADE
 UNDER EXCLUSIVE RIGHTS AND PATENTS
 BY
R. C. WADE CO.
 29 So. LA SALLE STREET
 CHICAGO

"THE TALKING MACHINE NEEDLE SUPREME"
 PLAYS ALL PHONOGRAPHS AND ALL RECORDS
 SEMI-PERMANENT UNIVERSAL TONE



To
 Talking Machine Dealers,
 Everywhere,

Greetings:

TONOFONE is positively the talking machine needle supreme -- recognized as such - everywhere - with good reason.

TONOFONE is a wonderful little music maker---with ordinary care each needle will play fifty or more selections.

TONOFONE plays all talking machines--all records, regardless of kind or cost --- and plays them vastly better.

TONOFONE -- unlike all other needles--is elastic, resilient, musical - exactly what the best needle should be.

TONOFONE glides softly over each and every sound-wave -- transmitting each separate tone with amazing purity.

TONOFONE brings forth beauties and charms hitherto unknown -- it has established a new standard in phonography.

TONOFONE is supreme. Beware of imitations; there is no other like it. If you doubt it, send for free samples.

TONOFONE was unknown November 15th; -- yet to-day this little wonder is the talk of the talking machine world.

TONOFONE demand must be satisfied -- and we shall keep on building WADE automatic needle-making machines until we can supply the world. Don't wait or hesitate - order NOW.

Yours very truly,

R. C. WADE CO.

Rochester Mapes

Sec. and Treas.

P. S. Tonofone needles come 4 in a package. (retail price 10¢ per package), 100 packages in a display carton. Dealer's price \$6.00 per carton--with our absolute "money-back" guarantee. Terms: net, 30 days, or 2% cash with order. Demonstrating needles and a beautiful Tonofone "art-poster-salesman" free.

DEALER'S ORDER

R. C. WADE CO., 29 So. La Salle St., Chicago
 Please ship as soon as possible under your
 "MONEY BACK" guarantee
 _____ cartons Tonofone needles
 at regular dealer's price, \$6.00 per carton.

Name _____
 Address _____

FREE SAMPLE COUPON

R. C. WADE CO., 29 So. La Salle St., Chicago
 Without obligation to us, send samples of
 Tonofone needles with prices and full details.

Name _____
 Address _____

BETTER GRADE INSTRUMENTS IN DEMAND IN NORTHWEST

Leading Dealers Report That Demand During Holidays and Opening Month of the New Year Was Unprecedented in Northwest—Anxiously Awaiting Shipments of Stock—Review of Month

MINNEAPOLIS and ST. PAUL, MINN., January 6.—Past records are useless in comparing the success of the talking machine dealers of St. Paul and Minneapolis for the past three months. Trade grew very brisk shortly after the crops began to move to the terminal markets, particularly in the rural districts, and then when the armistice was announced the cities became very active with the result that the dealers had a December that really could be dubbed as glorious in comparison with former star records.

"There never was anything like it in the Northwest," declares Archie Matheis, head of the Talking Machine Co. of Minneapolis. It would be well to listen to Mr. Matheis, for he is the unquestioned dean of the talking machine dealers of the Twin Towns. Speaking for himself, he states that the December trade was the heaviest and the best he has ever known.

All the men in the phonograph business shared in the great prosperity. The big jobbing houses had more orders than they possibly could fill and the dealers in retail almost were mobbed at times by the eager seekers for the modern musical instruments. It was impossible for them to meet the calls, and to hold sales hundreds of small models were sent out with the promise of replacement when the business had righted itself after the great holiday drive.

It was noted that virtually all the buyers wanted the larger and better grades of instruments. This was the invariable tendency in every shop in the Twin Cities, and distributors tell the same story. So easy was it to dispose of talking machines that none of the houses allowed more than twelve months on instalment sales, and some houses, notably the Cable Piano Co., placed the limit at ten months. Many of the first payments were made in Liberty Bonds, although holders of these securities are urged to retain them for a considerable period.

It may be stated as a fact that one house alone sold fully 100 machines of the \$300 model of a high grade phonograph. Further details are forbidden by the informant.

Beckwith-O'Neil Co. were cleared out of every Victrola above the \$90 style. The house has not been able to even approximate the wants of its many customers for several months. Its record business has been very large and the stock has been kept up fairly well.

W. J. Dyer & Bro. have been about as helpless as the other Victor distributors. They have pulled every string within reach, time and time again, but with indifferent success and they were able to offer but little consolation to their patrons. It was a trial to such a conscientious merchant as W. J. Dyer to be compelled to refuse all business friends, many of whom he had had relations with for more than a generation, but Victor machines were not obtainable for love or money.

G. Sommers & Co.'s immense stock of Pathé instruments and records almost dwindled away, and is now to be found scattered from Wisconsin to Montana. Manager Jay H. Wheeler is now taking account of the character of the sales and trying to accumulate another whale of a stock for 1919 distribution.

Sonora phonographs jumped into the limelight in a bound. Sewell D. Andrews, manager of the Sonora department for the Minneapolis Drug Co., has established various Twin City and rural connections that henceforth will keep the instrument in the front rank. The increase in the volume of business should be flattering to the house as well as encouraging to the manufacturers.

Likewise the Brunswick was given a splendid impetus, mainly through the efforts of Boutell Brothers, the big furniture house. They advertised the Brunswick widely and without any

doubt obtained results. The Brunswick is making consistent headway in the States west of the Twin Cities, through the persistent efforts of Director E. L. Kern and his traveling staff.

Foster & Waldo, who now carry four complete lines of talking machines, the Victor, Edison, Columbia and Sonora—so far overtopped all their previous efforts to sell this class of musical instruments that they have nothing by which to make comparison. Robert O. Foster states that the house easily could use twice the space for their talking machine department they now occupy and are hoping that they soon will have assurance that additional space will be provided.

W. J. Dyer & Bro. will greatly enlarge their retail salesrooms, but are not prepared to make the announcement at this time. It does not intend to be caught again as it was in the holiday crush of 1918. The sister house in Minneapolis, the Metropolitan Music Co., was compelled to make some emergency expansion of its Victrola quarters, which proved a great relief when the crush came.

J. A. Pofahl, manager of the talking machine department of the Golden Rule, a large St. Paul department store, was able to report a record business for his department.

J. A. Sandey, head of the talking machine section of the O. S. Donaldson Co. department store, also had an exceptionally fine business in Victrolas, that is as far as he was able to obtain the goods.

Laurence H. Lucker, president of the Minnesota Phonograph Co., northwestern distributors of the Edison phonographs and records, has been seriously ill with influenza. He was stricken just at the opening of the holiday rush, but found an able lieutenant in his assistant, Mr. Lowy. The Edison figures for the closing quarter of 1918 are so far ahead of 1917 that mere percentages mean nothing.

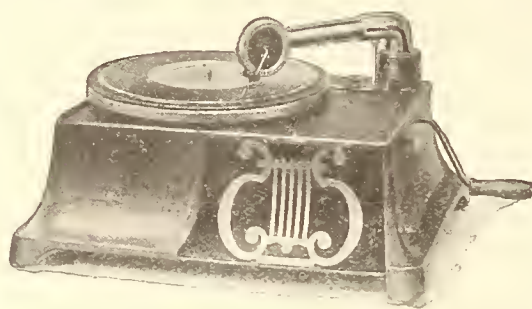
The only thing that Manager Sprague, of the Columbia Co., was able to report was that absolutely everything, of the biggest stock ever, had gone.

The VANOPHONE—The Leader in Its Field

Retails

at

\$15



VANOPHONE MODEL C

Retails

at

\$15

¶ This VANOPHONE Model "C" has won country-wide success, which it deserves, for it is a *good* phonograph that is built *well*, and is guaranteed to give absolute satisfaction. Moreover, it is manufactured and marketed by a company of international renown and prestige.

¶ Our 1919 VANOPHONE production will be increased materially in order to handle the demands of the trade. We will be in a position to offer the trade maximum service and prompt deliveries. We *know* that the VANOPHONE is a winner, for our dealer list is growing daily.

Let us show you how the VANOPHONE will increase your profits

THE GARFORD MFG. CO., Dept. B,

ELYRIA, OHIO

Talking Machine Dealers, Piano Dealers and All Dealers LISTEN!!

If you are looking for the greatest attraction in the music industry, get in touch with us for our line of

PLAYER ROLLS, EMERSON RECORDS, WALL-KANE NEEDLES

and everything pertaining to Popular and Standard Sheet Music, also Music Books.
QUICK SALES, GOOD PROFIT AND EXCELLENT PROSPECTS for your other lines.

Write today for catalogue and prices

ENTERPRISE MUSIC SUPPLY CO.

Maurice Richmond, Mgr.

145 West 45th Street, New York City

TALKING MACHINES WELL "CLEANED UP" IN CINCINNATI

Barren Stockrooms and Orders for New Stock Tell the Story of the Greatest Volume of Business in the History of the Trade in That City—Sales Percentages Total Big

CINCINNATI, O., January 3.—A most artistic clean-up of talking machines and records was the predominating feature of the holiday season in this city. Barren stockrooms and orders for new stock graphically tell the story of the greatest volume of business in the history of the trade. Big lines and small lines shared in the demand. It was a case of selling a phonograph, irrespective of the make and the dealer who had the supply was truly a fortunate individual. Only one dealer near Cincinnati is known to have taken Liberty Bonds as part payment. Anyhow the practice was not general for the supply houses say they have had but one request to accept this paper in payment for goods.

Three new styles will be added to the line of the Crystola Co. during the year, one of these to make its appearance very shortly, selling at \$175 retail. The company has been operating on only two styles and found itself somewhat handicapped. The Crystola Co. closed the year with a volume of business far beyond the expectation of the management.

The Phonograph Co. started 1919 with positively nothing to sell and orders coming in from dealers requiring shipment of goods, showing them to have exhausted their supplies. Manager Oelman this morning stated that several carloads of stock were en route to Cincinnati and he expects to have these ready for Edison dealers before the end of another week.

Manager T. Sigman, Victor department of the Rudolph Wurlitzer Co., said: "The month of December was an excellent one considering the amount of Victrolas and records we had in stock to sell. The "Sold Out" sign was hung up long before Christmas, and every cabinet machine we had was sold, and thereafter substitutions were made, and in every case was accepted as conditions were well known to the buyers.

"The spirit of Christmas was never more thoroughly shown than it was during the holiday season this year, and it made the lot of the dealers easier considering the tremendous shortage; substituting being necessary both on machines and records in many cases.

"A hurry-up list of records of what we had in stock was rushed to the dealers in time for them to supply their customers with a good selection of Christmas records. Red seal records sold better this month than they have for a long time, and we attribute it to the large sales of the 'Book of the Opera' and to the extra efforts made by our expert red seal record sales force."

The Columbia Graphophone Co. has just closed a very successful year at their Cincinnati branch. Manager Dawson reports that a very encouraging part of the business is that collections have run ahead of sales.

December, 1918, compared to December, 1917, showed an increase well over 100 per cent. This makes December by far the largest month in the history of the local branch. Record sales

have shown a steady increase for months past.

Manager Dawson, Assistant Manager Williams and Salesmen Bright and Simms are very happy and look forward to their work in 1919 with a great deal of enthusiasm and pleasure.

Business at the Columbia retail store the last six months of the year showed an increase of 150 per cent. over the same six months in 1917.

C. L. Byars, of the Aeolian Co., reports the biggest December Vocalion business in the history of the store. Three of the most popular styles of instruments were sold out entirely, and there is every reason to believe that the volume of business would have still been greater had they stock enough to meet the demands. There was a big demand this season for the higher-priced instruments, and Art Styles.

The most remarkable feature about the December business, however, was the manner in which the public took to the Vocalion records. Mr. Byars prophesies that the talking machine dealers are now entering upon what should prove the most prosperous and successful year ever experienced in business. The public has conserved and saved for so long that now that the war is over they feel like cutting loose of the purse strings again and indulging in a few of the luxuries which they have had to forego.

The Cincinnati branch of Steinway & Sons

closed out its talking machine department during December and will hereafter confine its attention exclusively to straight piano selling.

That the Vitanola talking machine, the product of the Vitanola Talking Machine Co., Chicago, Ill., is growing in popularity is evidenced from the fact that E. Kleeman Co., the Dines Furniture Co. and the Sample Furniture Co., all report a very good business in these machines.

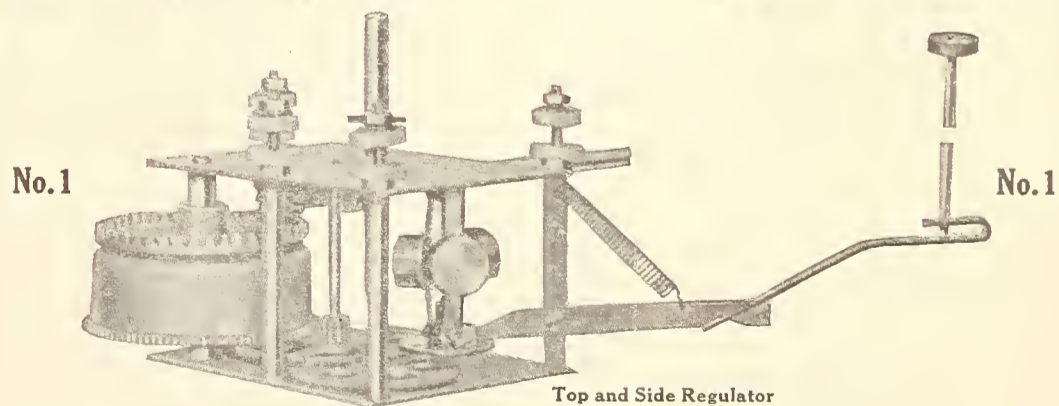
FIRE DESTROYS KENYON FACTORY

Big Talking Machine and Cabinet Plant at Mexico, N. Y., Burned Down—Plans Already Made for a New and Larger Plant

MEXICO, N. Y., January 4.—The plant of the R. L. Kenyon Mfg. Co., of this city, manufacturers of the Charmophone talking machine and also producers of talking machine cabinets, was totally destroyed by fire on Tuesday. The entire loss is covered by insurance, and the executives of the company are now making arrangements for temporary manufacturing, with the expectation of filling orders to the dealers as quickly as possible.

In a chat with The World an officer of the company stated that plans are now being drawn for the construction of a modern, up-to-date fireproof plant upon the site of the old factory. Work upon this plant will be commenced as quickly as possible, and the company expects to take care of its orders most efficiently when the new plant is completed.

MELOPHONE MOTOR



Top and Side Regulator COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

380 Lafayette Street, New York

"Built by men who have made a life study of tone production"

The BUSH & LANE Phonograph

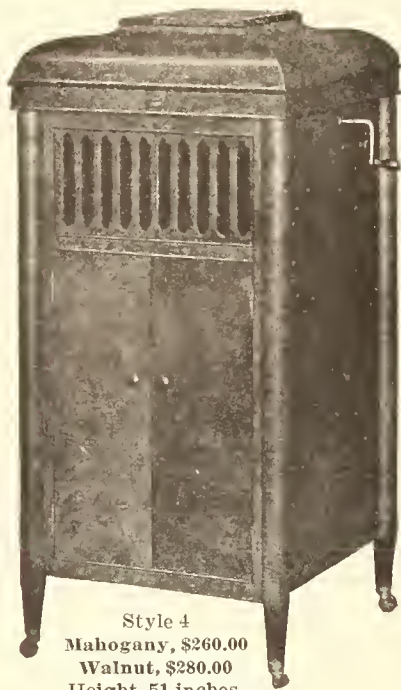
A MODERN PHONOGRAPH built by MODERN men with MODERN ideas and in a factory MODERN in every respect—That means a whole lot to the MODERN dealer—What does it mean to you?



Style 2
Mahogany,
\$155.00
Walnut, \$170.00
Height, 46 $\frac{3}{4}$ inches.
Depth, 24 inches.
Width, 21 $\frac{3}{4}$ inches.

The Tone Modifier—
The Motor—
The Workmanship—
ALL MODERN

These illustrations show only a few BUSH & LANE models taken at random from our beautiful line



Style 4
Mahogany, \$260.00
Walnut, \$280.00
Height, 51 inches.
Depth, 25 $\frac{3}{4}$ inches.
Width, 24 inches.



Style 1
Oak, \$130.00
Walnut,
\$145.00
Mahogany, \$130.00
Height, 46 $\frac{1}{2}$ inches. Depth,
21 $\frac{1}{2}$ inches. Width,
19 $\frac{1}{2}$ inches.

The Tone Chamber—
The Tone Arm—
The Reproducer—
ALSO MODERN

Send for our handsome illustrated catalog. It describes the goods and gives a topping sales argument besides.

BUSH & LANE PIANO CO.

HOLLAND MICHIGAN

Happenings in Dominion of Canada

FUTURE HOLDS GREAT PROMISE FOR TRADE IN MONTREAL

Believed That Return of Thousands of Soldiers Will Have Excellent Effect on Talking Machine Business—Dealers Using More Progressive Methods in Going After Business

MONTREAL, CAN., January 3.—In comparing holiday business of 1918 as against 1917 it shows a large and healthy percentage of all-round increase. One particularly good aspect was the large amount of cash business and the demand for the higher and more expensive models, the call for which is steadily growing more apparent day by day.

There never has been a year when the talking machine manufacturers and the individual phonograph dealers invested so much money in printer's ink, added to the fancy dress and brilliant array of the show windows which brought festive spirit to the passers-by, all of which had telling results. It was the consensus of opinion among all dealers that the return of thousands of men cannot but fail to have a stimulating effect on the talking machine industry, and this demand will create a prosperity in which the talking machine industry will have its just share.

Arthur K. Kempton, 8 McGill College avenue, the dealer in phonograph specialties, has just returned from Chicago and other Western points, with a number of exclusive Canadian agencies. He has secured the exclusive distributing rights in Canada of the "Tonofone" and "Goldentone" needles, and also for the Rotometer, a device for testing the speed of the turntable. The agency for a repeating device has been arranged and a stock is on the way.

The Standard Cabinet Co., Ltd., head office Montreal, has been incorporated with a capital of \$95,000 to manufacture among other things phonographs, musical instruments, etc.

H. S. Berliner, vice-president Berliner Gramophone Co., Ltd., Montreal, spent a couple of days in Toronto early in the month. His Master's Voice, Ltd., of this city, are the Ontario distributors of the products of the Berliner factory, while the Western trade is taken care of by the Western Gramophone Co., of Winnipeg and Calgary.

Theoretically and practically Mr. Berliner is a pronounced optimist. In post-war conditions he sees a greater musical demand than ever and has made such additions to his factory as to insure the output of records being constantly maintained equal to or just ahead of the demand.

During the war recording in the company's laboratory at Montreal was extensively developed and regular additions made to the catalog of "His Master's Voice" records in all-Canadian recordings.

"His Master's Voice" record No. 245,000 is to be available to the general public. This record is a desirable souvenir for any household that has any means of playing it over, having unique historical association. It is the address by Sir Thomas White, K.C.M.G., Minister of Finance for Canada, and was his deputy in addressing the thousands of workers on the recent Victory Loan campaign.

"Our holiday business was remarkably good," said Charles Culross referring to Sonora and Aeolian-Vocalion lines, and to look around his warehouses it certainly was "some clean-up," as it looked as if he was going out of business or his credit had been stopped.

S. H. Brown, retail sales manager of the Berliner Gramophone Co., Ltd., paid a flying visit to his home town, Providence, R. I., partaking of his Christmas dinner with his mother. On his way home he visited Boston and called upon the Eastern Talking Machine Co.

"Biggest business in years," said Retail Sales Manager S. H. Brown, of the Berliner Gramophone Co., Ltd., discussing holiday trade. "People who have been earning big wages the

past year have saved largely, and what was more to their liking than a gramophone? They had in their earlier days always coveted one, and now they had the money, a Victrola naturally suggested itself to them. What was the result? On Christmas Eve we were cleaned out of all cabinet models. Did you mention records, 'His Master's Voice records?' said Mr. Brown, "why they went out of our stores by the thousands. This year as in other years our record certificates proved most popular."

"We are proud of the volume of business transacted during December, especially the holiday trade, and we have yet to hear of a complaint as regards the delivery of machines made on Christmas Eve," said Manager Geo. S. Pequegnat, of the Phonograph Shop of Montreal Reg'd. Pathéphones sold constituted all types, exclusive of table models, Queen Mary and William designs proving most popular. Aeolian-Vocalion lines were also great favorites; 75 per cent. of the machines sold were of a spot-cash nature.

The Phonograph Shop of Montreal Reg'd, are now advertising in the street cars, and have a series of well-prepared illustrated cards which they are using, giving publicity to the various high-class lines they feature.

Anna Case, the Edison artist, will, during January, give a concert in His Majesty's Theatre for the benefit of the Montreal Association for the Blind, of which Philip E. Layton, of Layton Bros., exclusive Edison dealers, is one of the leading workers.

VIGOROUS CAMPAIGNS FOR 1919 PLANNED IN TORONTO

Louis F. Geissler, of Victor Co., Tells of Importance of Music in the Schools—To Increase Output of Sonoras in Canada—Good Reports From the Canadian Northwest

TORONTO, CAN., January 9.—That the music dealers have unlimited trade opportunities through the introduction of music in the schools was the sentiment expressed by Louis F. Geissler, the general manager of the Victor Talking Machine Co., who spent a day in Toronto on his return East from a duck hunt in Manitoba. Mr. Geissler was quite impressed with the musical development of this country as evidenced by the numerous and attractive music houses of this city. Though he found the Manitoba wild duck wily and speedy of flight Mr. Geissler stated that he had a most enjoyable holiday.

In an effort to secure further shipments of the Sonora I. Montagnes, of I. Montagnes & Co., Canadian distributors of the Sonora line, has returned from a week in New York.

With the war concluded the manufacture of the Sonora line in Canada is to be prosecuted more vigorously than before, so that eventually Sonora dealers will have the complete range in Canadian-made goods.

Mr. van Gelder, of this firm, sails for Europe

The Brunswick Shop recently donated a Brunswick phonograph to the Army Service Corps Military Benefit.

Massicotte & Renaud have registered as dealers in phonographs.

Foisy Freres, Inc., are exceptionally well pleased with the past year's business and the month of December in particular.

On the Saturday previous to Christmas, Almy's, Ltd., Grafonola department sold nearly five hundred Columbia records, this in addition to disposing of a large number of Grafonolas of various types during the month.

Optimism was the keynote of the remarks made by C. W. Lindsay, Ltd., to your correspondent as regards business for January. Referring to the month just concluded, they stated the call for Sonora and Columbia machines had been more insistent this year than they have ever seen it.

Leon Comen has opened up Pathé parlors at 211 Sherbrooke street West, where he is featuring the complete Pathéphone line and library of Pathé records.

Layton Bros. delivered during December a large number of Edison and Columbia machines, while their business in records of these makes was most gratifying.

The Cosmopolitan Graphophone & Piano Co. have opened up at St. Lawrence boulevard, where they are specializing in Columbia Grafonolas and Columbia records.

Pathé Frères Phonograph Co. of Canada, Ltd., represented in the Province of Quebec by Robert W. Burgess, with headquarters at the New Birks building, Montreal, are building up a trade here that is worth while. Their increase in sales will run 200 per cent over the corresponding period a year ago.

in the very near future and expects to be absent several months. He will first visit his home in Holland after an absence of nearly fifteen years and will visit other countries in connection with business.

E. Standfield has just returned from a trip through Western Canada in the interests of Starr phonographs and records. In the comparatively short time since the Starr line was introduced to the Canadian trade it has made remarkably good progress and this is particularly so in the West. The Starr Co., of Canada, distributors of the line, and whose headquarters are at London, are anticipating a greater demand for music than Canada has ever known.

W. D. Stevenson, of Starr Co., of Canada, recently visited the Starr factories at Richmond.

The Robert Simpson Co., Ltd., of this city, have taken on the Sonora line.

H. V. Kautzman, formerly with I. Montagnes & Co., is now connected with Heintzman & Co., Ltd., at Niagara Falls.

(Continued on page 64)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



“Would You Rather be a Colonel with an Eagle on your Shoulder, or a Private with a Chicken on your Knee?” Answer—you’d rather be a Columbia dealer, selling this rollicking ditty, sung by Eugene Buckley.

**Columbia Graphophone Co.
NEW YORK**

THE TRADE SITUATION IN TORONTO

(Continued from page 63)

Bruce Beattie has opened his third Columbia Grafonola shop in this city, his newest location being the Yonge Street Arcade.

K. A. Ross, who recently completed a tour of the West in the interests of Musical Merchandise Sales Co., distributors of the Brunswick phonograph, tells of an interesting visit with George Johnson, a large automobile importer of Brisbane, Australia. Mr. Johnson, who was spending a few days in Vancouver on his homeward journey, hunted up Mr. Ross on hearing that a Brunswick representative was in the city. He and Mrs. Johnson had just purchased a Brunswick for their home in Brisbane and it was being shipped from San Francisco to their home, where they looked forward to much enjoyment from the instrument of their choice.

Mr. Landon, the associate of James P. Bradt in the management of the Canadian division of Columbia Graphophone Co., returned to Toronto from a visit across Canada to the Pacific Coast. Mr. Landon, who has an extensive experience in salesmanship, and an intimate knowledge of the Columbia Co.'s history and products, sees in Canada marvelous opportunities in industrial progress and tremendous possibilities for the music industries.

The E. J. Coles Co., Woodstock, Ont., are featuring the Starr phonograph.

An eight-foot Vocalion record in the window of the Nordheimer Piano & Music Co., Ltd., Toronto, has created much local interest and comment. The giant record, a reproduction of the Vocalion standard record, was with some difficulty placed in the store as the doorways, generous as they are, were not designed to ac-

commodate such monsters. A spectator expressing his wonderment to E. C. Scythes, general manager of the firm, gravely inquired if it would be a pretty loud record. He was duly impressed with the information that if played it would be heard at least to the island, almost two miles away, and he continued to wonder at the marvels of science.

C. J. Pott, Canadian sales manager for the Otto Heineman Phonograph Supply Co., and Mrs. Pott are among those who went down to New York for the Christmas holidays.

Malcolm F. Wood has taken up his new duties as manager of the Victrola department at Whaley, Royce & Co., Ltd., on Yonge street.

D. S. Cullen has opened up at Kitchener, Ont., with the Edison Diamond Disc.

L. Baxter, general sales manager for the Thomas Mfg. Co., of Dayton, O., whose phonograph motors and parts are well known in Canada, was a recent visitor to his firm's Toronto office.

Arthur Pellerin & Co. have recently opened up at 420 Rideau street, Ottawa, Ont., where they are featuring many makes of phonographs.

The Ottawa Phonograph Co., 312 Bank street, with the Pathéphone as its leader, is Ottawa's newest talking machine dealer. An attractive store with a complete library of Pathé records and a full range of Pathé machines and gold medal phonographs are featured.

George H. Honsberger, of Pathé Frères Phonograph Co. of Canada, Ltd., has returned to headquarters at Toronto from a successful trip through Western Canada. Mr. Honsberger made a thorough canvass of the territory from Winnipeg to Edmonton, the result being many new agencies for the "Red Rooster" line. He had many opportunities of talking with farmers, and invariably found them optimistic and in a buying mood, except, of course, in the localities where crops proved disappointing. Altogether he found the prairie farmer appreciative of music in the home, and a particularly gratifying prospect for the dealer in phonographs.

Various alterations are nearing completion in the retail department of the R. S. Williams & Sons Co., Ltd., this city, which, of course, will be of greater convenience and attractive to all departments concerned. The main floor is being taken over by the phonograph department, under the management of "Jeff" Ford. This will provide Mr. Ford with two floors for retail selling. The entire main floor, including recital hall, has been decorated and rearranged, the main portion of which will constitute sales department for instruments. The second floor, formerly the entire retail phonograph department, has been rearranged for the sale of records entirely, seven new, soundproof, demonstrating rooms being added, making a total of fifteen for this department. Mr. Ford has also worked in a very convenient and very compact record room for Edison Re-Creations, which, in a small space, will have a capacity of 20,000. The total record filing capacity for the department represents from 35,000 to 40,000 records.

The allotment of additional space to depart-

ments was made possible by the removal of wholesale departments to a separate building at 468 King street, West, where they are now comfortably located and in a position to provide much improved service.

A. F. Meisselbach, of Newark, N. J., who joined the organization of the Otto Heineman Phonograph Supply Co. when that firm acquired the Meisselbach factory some time since, was a recent visitor to Canada. He spent the better part of a week here, shaking hands with his business friends and in visiting the Heineman Toronto branch.

Among the numerous victims of the Spanish influenza in, and allied with, the music trades was Frank A. Smith, of Kitchener, a direct mill agent for a variety of supplies and accessories for the piano and talking machine manufacturers. The business conducted by the late Mr. Smith is being taken over by A. B. Caya, who for a number of years had represented a number of prominent firms. Mr. Caya has office and showrooms at 28 King street East, Kitchener. Mrs. F. A. Smith will retain an interest in the business.

Columbia dealers have been notified by James P. Bradt, Canadian manager of the Columbia Co., that President Wilson, who has upset tradition by being the first President of the United States to leave the shores of that country, requested that a Columbia Grafonola and an assortment of Columbia records be placed on board the "George Washington." The press representatives to the number of 300, including some of the most prominent newspaper writers, also had a Grafonola and Columbia records.

"Every one of us should be mighty glad that we are in the musical business. Music speaks in all tongues, and all ears understand. It is a tremendous influence," concluded Mr. Bradt in his letter to the dealers.

A COLUMBIA ROMANCE

A real Columbia romance was celebrated on Christmas Day when Miss Katherine Grant, secretary to O. F. Benz, of the general sales department of the Columbia Graphophone Co., was betrothed to David A. Wise, manager of the record department of the Columbia Co.'s Pittsburgh branch. Miss Grant is a native Pittsburgh girl, and both she and Mr. Wise have been associated with the Columbia Co. for several years.

What Have You to Sell?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.

LUCKY 13 PHONOGRAPH CO.
3 and 46 East 12th Street, New York

The Mutual
TONE ARMS & SOUND BOXES

Dealers

If you want the best,
be sure that the machines you handle
are equipped with

MUTUAL
TONE ARMS AND
SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York



“B & H”

“The Needle par Excellence”

Resolved, that beginning with the New Year,
every Dealer shall

Stock, Push and Handle

“The Only Needle that Cannot Injure the
Record”

Happy New Year

B & H Fibre Manufacturing Co.
33-35 West Kinzie Street Chicago, Ill.



ST. LOUIS IN HIGH SPIRITS OVER THE BUSINESS OUTLOOK

During Holidays Machines of All Kinds and Conditions That Could Be Procured Were Disposed of—Demand Absolutely Unprecedented—Everyone Feels Optimistic Over Future—News of Month

St. Louis, Mo., January 7.—Local talking machine merchants had quite a novel experience the recent Christmas, when a good many of them sold practically all of the stock in their stores. Nearly all of them departed from their usual exclusive lines and sold other machines, some advertising these machines and others merely selling them.

In most of the Olive street stores records for the last of the Christmas trade were being demonstrated on box machines that sat upon cabinets that did not fit. In one case a large golden oak box machine was sitting on a small mahogany cabinet, and this combination sold many records. Also it helped to convince doubters that the house really was sold out, for it certainly was a grotesque combination.

There are many stories being told up and down the street about the stickers that were sold, including high priced golden oaks, which seldom sell well here, and of the high terms, especially toward the close of the rush. If a storekeeper expressed doubts as to whether he ought to let the customer have the machine because it was partially promised elsewhere, often the customer present would raise the terms as a lure to the sale, and he most often would win.

After a rush of this kind in which it seemed that pretty nearly everybody who wanted to get a machine got one of some kind or other, there has come more or less discussion as to the future.

Manager Roos, of the Columbia, said on this line: "I am advising all of our customers to get in their next Christmas orders just as soon as possible, for I certainly believe that there will be a scramble next year. I look certainly for two years' business at capacity of the standard factories. I believe that a good deal of the trade this year is merely a feeder for the trade that is to come. At our retail branch we do not exchange any machines at all. It is a straight sale or we do not make it."

This idea of business is held by many others and a good many of the local merchants already are writing orders that look to the entire year in trade. They are willing to take these machines as soon as they can get them and store them until they are needed.

Mark Silverstone, Edison jobber, said: "We

are counting upon at least a 100 per cent. increase in business for this year. We are advising our dealers to this effect and everything is being carried forth with this idea. We had a most excellent Christmas season, but toward the end it was necessary for us to talk our prospects up to \$285 instead of letting them spend what they had in mind. This was not difficult this year, because the people had money, or excellent prospects and were not afraid to let loose of it."

There have been several rumors that important employes in the various houses would be in new places after the first of the year, but at this writing only one has been announced. J. B. Sabath, manager of the talking machine department of the Kieselhorst Piano Co., has left that firm and has not yet made his new connection known. He is succeeded by Theo. W. Maetten, a long time employe of the House of Kieselhorst and a successful piano man. He will be assisted by Charles O. Thompson, the advertising man, who becomes detail man in the talking machines. Miss Emma Hammer is head of the record department.

The Victor dealers appear to be in excellent spirits over their prospects, despite the slight stocks they had for the Christmas trade. The local dealers through the Tri-State Victor Dealers' Association have been urging the Victor Co. to come out in a general advertising campaign and state plainly to the public exactly the reason for the shortage of Victor goods this season. They have wanted the recent statement to the trade by the Victor Co. made public, just as the razor and other companies have been telling the public why their products were so nearly off of the market. E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobbers, visited the Victor factory recently to present in person the request from the middle west. It has come to the dealers here that their petition has been favorably heard and such explanation will be made to the public.

Mark Silverstone, president of the Silverstone Music Co., went to Palm Beach early in January, expecting to remain there until the Edison Jobbers' convention in February. He expects to return to St. Louis about the middle of March.

A recent visitor here told of a soldier who returned to Winnipeg, Canada, while the visitor

TALKING MACHINE DEALERS

—READ THIS—

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

NYOIL

IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dep't, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless. Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

NYOIL is put up in 1oz., 3¼ oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

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

was there, and exhibited a handful of talking machine needles that had been picked from his legs and back. The story of the wounded man was that he was hurt by a shrapnel and had almost 100 small cuts. At the hospital the metal in his wounds caused much wonderment until some practical person recognized the bits of steel as talking machine needles. They were unable to tell whether or not they had been used.

The armistice signatures did not look alike to all persons. Over in the coal mining district a talking machine dealer had an order for seventy-five machines for holiday shipment placed with a St. Louis jobber. He immediately wired the jobber to cancel the order and also to revise his record order and drop all of the high priced records. At last reports, the man had just about cleaned up on his stock on hand of machines, and still had high priced records on his shelves. He saw the thing right, for the demand for coal slumped immediately and work became very scarce in the mines toward Christmas and there was none at all during the holidays. But it can be said that miners were good customers while they were getting the big money. One dealer in an Illinois town of 3,000 offered to wager that he had sold more opera records from \$3 up during the last year than any St. Louis dealer. His wager was not accepted.

Several entirely new machines have been pushed here recently and apparently have sold well. Most of these newcomers have not been listed previously, but some of them are quite well known.

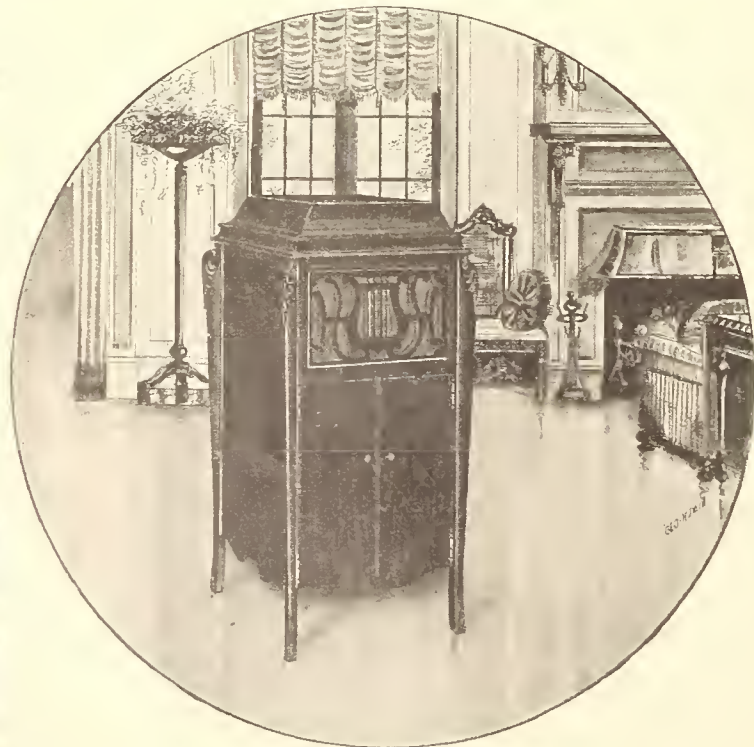
R. H. Cone, Jr., of the Artophone Co., says that the unexpected retail trade during the holiday season has somewhat upset his plans for entering the jobbing trade as freely as he expected to early this year. He was in almost as much trouble over stock for his retail trade as were the purely retail dealers, and the jobbing trade that the company has had from its beginning has been increasing its demand steadily. As a result, he does not know just when he will be in a position to extend his activities.

Along with the other good features of this brisk holiday business, most of the dealers have been insisting on more than ten per cent. down and nothing longer than ten months, or perhaps fourteen months for the complete bill of machine and records when the customer was talked up to a considerably higher priced machine than was anticipated.

COLLECTOR SAYS HE WAS ROBBED

Max Rooten, a collector for the Dell Phonograph Distributing Co., 444 Broadway, New York, reported that he had been held up and robbed of \$40 by two negroes on West 135th street, one night recently. The robbers have not yet been apprehended.

SERVICE FOR THE JOBBER



Write today

Seven Patterns in stock
STYLE FOR EVERY DEMAND

Cabinets only
or completely equipped
SELL BEFORE YOU BUY

Send us Motors; we
install and ship
your

Customer Direct

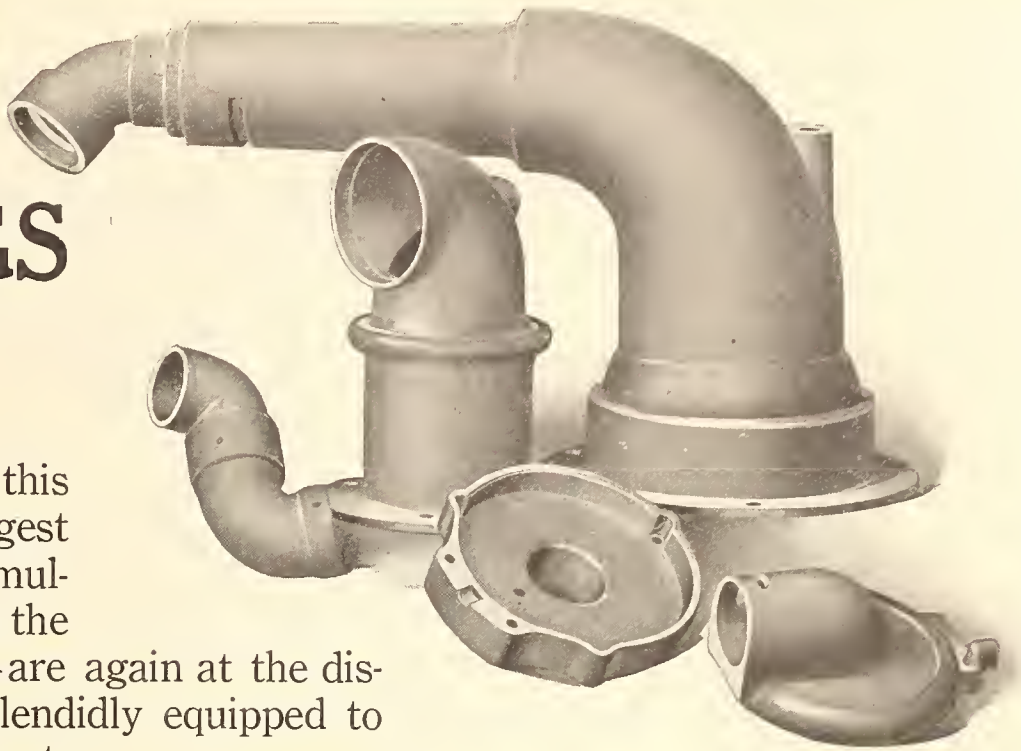
No freight
No handling
Save you \$4.00 to \$5.00
each Cabinet

Established 40 years

JOSEPH KNITTEL CO. QUINCY, ILL.

DOEHLER DIE-CASTINGS

NOW RELEASED
TO THE TRADE



THE resources and facilities of this Company, the leading and largest of its kind in the world—greatly multiplied during the war to assist the Government in its war program—are again at the disposal of the trade in general, splendidly equipped to assist in the Reconstruction of Industry.

Manufacturers of talking machines and accessories will find Doehler Quality and Doehler Service again prepared to do their bidding with greater than ever efficiency.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
NEWARK. N.J. TOLEDO. OHIO.

BUSINESS INCREASE IN NASHVILLE

O. K. Houck Piano Co. Handle Heavy Victor Trade and Expect Big Things in 1919—100 Per Cent. Columbia Increase—Excellent Business Reports From the Country Districts

NASHVILLE, TENN., January 6.—All the dealers in this city report fine holiday business and an excellent December and also the largest business in 1918 ever known. It is estimated that on an average the volume of sales for all dealers in the city increased from 50 to 100 per cent. over 1917. Individual reports from the various houses follow.

O. K. Houck Piano Co., Victor jobbers and retailers, with branches in other cities South, did a splendid December business, and were in the fortunate position of having retained a certain portion of their wholesale stock for their retail demand, and thus affording their local customers the opportunity of buying a limited portion of what they really wanted, when it was practically impossible to buy any standard make talking machine. The Houck Co. did an excellent year's business, and are so well and favorably known in Tennessee that with the probability of a somewhat larger supply of Victrolas and Victor records this year they hope to do great things in 1919.

Bond's Graphophone Shop, Columbia exclusively, through E. E. Hyde, manager, say that their business for the year just closed was practically 100 per cent. increase over 1917, and

they expect an even larger volume in 1919. They were busy up to the last minute the day before Christmas and sold every Grafonola in the store before closing. All possible endeavor is now being put forth to replenish the stock for the demand which shows no signs of slackening.

The Castner-Knott Co., Victrola exclusively, has one of the most attractive and pleasing music departments to be found anywhere. Mr. Traylor, manager of the Victrola department, tells The World that they kept "just ahead of the hounds," and were, by anticipating their requirements as far ahead as possible, able to satisfy the very large demand in a satisfactory manner. Mr. Traylor is quite sanguine over the outlook in 1919.

H. Brown & Co., Columbia exclusively, have just closed the best year since they have handled the Grafonola. Their increase was nearly 100 per cent. They occupy one of the best locations in Nashville, have a large and loyal following and are constantly on the lookout for modern methods by which they can make their Grafonola department more up to date and attractive.

The following towns in the Nashville territory all report the largest business in 1918 they have ever known: Columbia, Clarksville, Gallatine, Murfreesboro, Tracy City, Tullahoma, Lawrenceburg, Petersburg, Springfield and Winchester. In almost every one of these somewhat smaller but relatively important towns Columbia, Victor, Edison and other dealers are

preparing to make enlargements or improvements in their phonograph departments, engaging expert sales people and increasing their investment to keep pace with the constantly growing demand.

Nashville dealers and those in the towns above mentioned send New Year's greetings to The Talking Machine World and to the fraternity in general, with the hope that 1919 may be the best year in every particular that has ever been known.

INTRODUCE NEW MODEL OF CASTER

Faultless Caster Co. Having Big Call for New Model for High-Class Phonographs

EVANSVILLE, IND., January 5.—The Faultless Caster Co., of this city, one of the largest manufacturing concerns in this section of the State, has recently added to its extensive line of casters a new model, which is particularly designed for use on high-grade phonographs. This caster, which has been introduced under the name of the "New Faultless" felt caster, has many distinctive features which insure its success, particularly as the cushion tread of the wheels rolls over the floor with a quiet firmness that preserves the perfect construction of the phonograph.

The Faultless caster has won recognition from many well-known talking machine manufacturers as a material factor in the success of their instruments. These casters have been adopted for use by manufacturers in all parts of the country, and the company has received many letters of commendation from makers of talking machines.

The Faultless Caster Co. has an extensive plant in this city, and the progressiveness of the company has resulted in its products winning international popularity. Its manufacturing policy has always had one aim, namely, to make quality the predominating factor, and this "New Faultless" felt caster thoroughly reflects the principles of this policy.

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE, ST. LOUIS, MO.

**Largest Manufacturers of 3-ply
Veneer Phonograph Shipping Cases**

Ask for Prices and Samples

*Just give the Nightingale a chance to
Sing Its Own Praises*

TELL us you are willing to hear the Nightingale's own "song." We'll gladly arrange for a "recital" without expense or even obligation to yourselves. And we will count the opportunity a privilege. So may you perhaps. For the Nightingale will quickly justify its claim—

"Greatest of the 1919 Quality Profit-Makers"

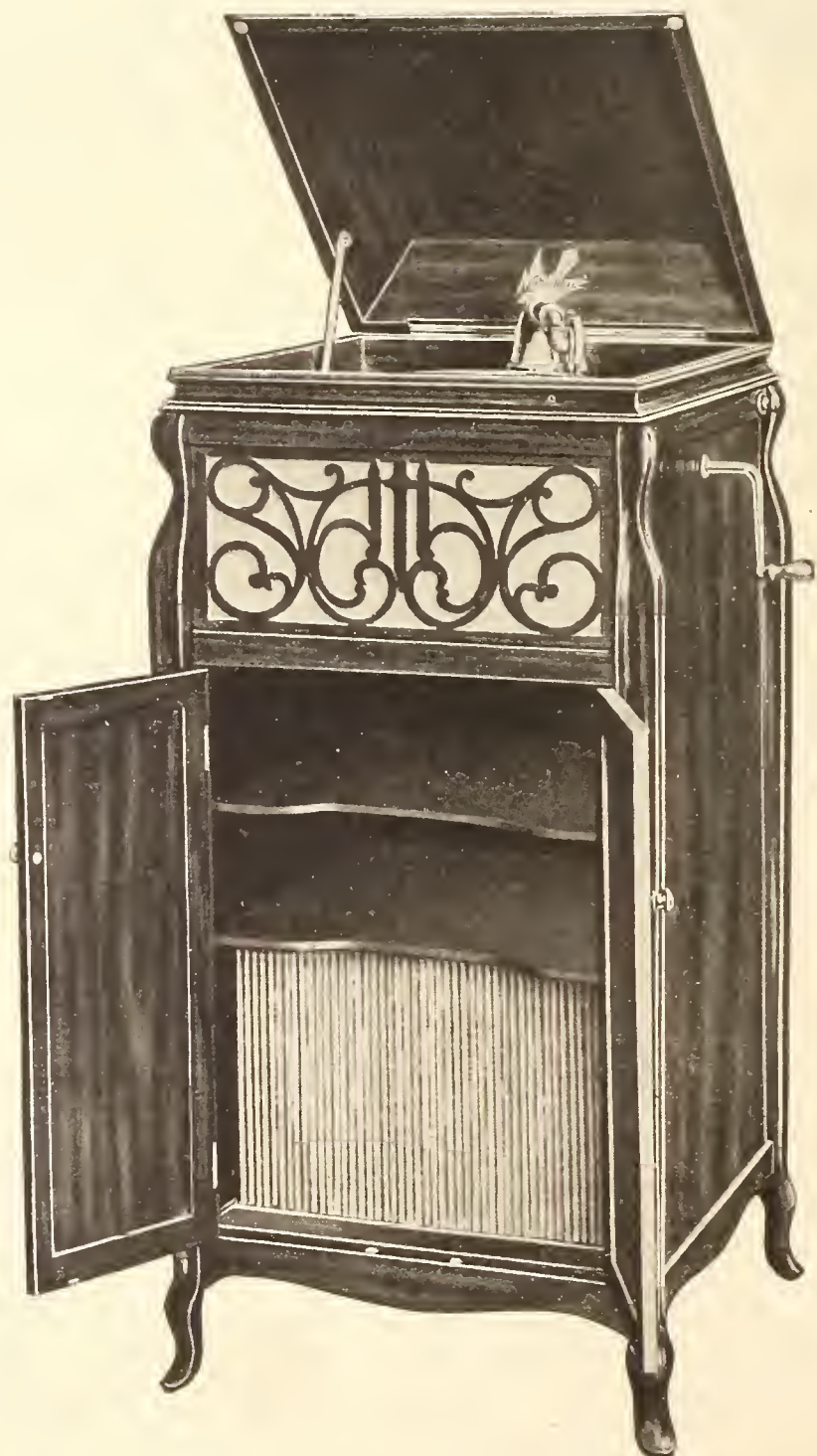


"The phonograph o sel"

Judge it by all your "pet" ideas on what you think a top-grade phonograph ought to be. See if you find the Nightingale lacking. We know you won't. And wait till you learn its price!—that will astonish you even more than its array of features and improvements.

Nightingale cabinet work with standardized design and finish. Quality all the way through. Scotford Tonearm and Reproducer, Stephenson Precision-made Motor. You know what these mean. Take our word for the rest; at least till you see the Nightingale. And don't go long without seeing it. Write today for a "try-out" shipment, and full details of our new co-operative selling plan.

**Nightingale
Manufacturing Co.**
422-426 N. Armour St.
C H I C A G O



Beautiful waltz records—a pair of them—played by the Hungarian Gypsy Orchestra, in the Columbia Foreign Language list for February. No. E-4088.

**Columbia Graphophone Co.
NEW YORK**



PRAISE FOR EDISON ADVERTISING

Warren W. Burgess Analyzes the Sort of Copy Used in Selling Edison Phonographs—Wm. Maxwell Talks on Use of "Advertising Hop"

In a recent address before the members of the Advertising Club of New York William Maxwell, vice-president of Thomas A. Edison, Inc., related most interestingly the manner in which the business of selling Edison phonographs had been stimulated, and was being stimulated by means of widespread advertising. Mr. Maxwell emphasized particularly the fact that most of the Edison copy was designed primarily to sell the products, and not simply exploit the name, and likewise had considerable to say regarding the use of sensational advertising methods, or, as he put it, the use of "advertising hop," in an effort to stimulate business. He compared the use of sensational advertising with the use of narcotics by an addict for the purpose of securing temporary stimulation without permanent benefit.

That the Edison copy has attracted the favorable attention of advertising men generally was indicated by a letter sent to *Printers' Ink* by Warren W. Burgess following the publication of Mr. Maxwell's address. In his letter Mr. Burgess said in part regarding the Edison advertising:

"We have all read Edison copy, and personally I think most of us have been impressed with what S. Roland Hall would call the 'Key Note.'

"The dominant thought in most Edison copy is that you can't tell or distinguish the Edison sound reproduction from the original.

"If this isn't selling copy, what is? To me it seems as though this 'key note' drives hard at the very best prospects there can be for Edisons. I say this because, owing to the higher price on Edison in comparison with other machines, the manufacturers must appeal to the musically educated, or perhaps I should say to the lovers of classical and near-classical music.

"It isn't likely that many Edison owners are fond of 'jazz'—their ears are attuned to softer notes—to the offerings of the most prominent operatic stars.

"If this is the case—then the copy featuring the fact that you can't tell the Edison reproduction from the original rendition is surely subtle selling copy—copy that paves the way for the higher price, because it makes the quality appeal.

"And also what would you call the copy referring to the Diamond Disc—no changing of needles? Selling copy surely.

"The mid-Western delegation doesn't know what the sales cost in percentage terms is on Edisons, but I agree with myself in thinking that Edison has used, is using, and will use selling copy—profitably.

"Really, isn't it mighty hard to write anything but sales copy—I mean 'reason why' isms?"

Don't wait for the boss. Be a self-starter.

PITTSBURGH ASSN.'S GENEROUS GIFT

Talking Machine Men Present Victrola and Player-Piano With Records and Rolls to New Soldiers' and Sailors' Club in That City

PITTSBURGH, PA., January 4.—The Talking Machine Dealers' Association of Pittsburgh again evidences its alertness and vigor in its activity towards furnishing a suite of rooms as a soldiers' and sailors' club in Pittsburgh. This club is located on one of the principal busi-



ness thoroughfares in Pittsburgh—in fact, is in the Public Safety Building and occupies the ground and the fourth floors.

The association has raised funds and has purchased for this clubroom a Victrola XIV mahogany with a large selection of records and a high-class player-piano with a fine selection of player rolls. As is shown by the accompanying photograph these instruments form the feature attraction of the very attractive room, where many

hundreds of soldiers and sailors are entertained daily.

The rooms are in charge of a central committee appointed by the Mayor of Pittsburgh and are in the opinion of some of the soldier boys who have visited similar rooms in other cities the most attractive outfit of its kind they have seen.

The instruments furnished by the association bear an attractive engraved plate stating that they were presented to the Soldiers' and Sailors' Club by the Talking Machine Dealers' Association of Pittsburgh.

MAKING EXTENSIVE TRIP

B. R. Forster, of Brilliantone Needle Fame, Bound for Pacific Coast

B. R. Forster, president of the Brilliantone Steel Needle Co., left New York for an extensive trip in the interest of the Brilliantone needle and also expecting to combine in his trip a short vacation. Mr. Forster is accompanied by Mrs. Forster. After spending some time in the Middle West they will continue to the Pacific Coast and may probably take a trip to the Hawaiian Islands. On the same date, January 2, Mr. Unger, traveling representative of the company, left for a trip through upper New York State and Canada.

Parham Werlein, head of Philip Werlein, Ltd., Victor wholesalers of New Orleans, La., was a recent visitor to New York.

For Edison Disc Records use

The

VICSONIA

Plays well -:- Looks well -:- Sells well

Fits all Victor and Columbia machines



Any dealer not already acquainted with the best reproducer for playing Edison Disc records should order NOW.

Send us your check for \$4.50 and we will send you **One N. P. Vicsonia with Sapphire Point.**

Money refunded if not satisfactory

Vicsonia Manufacturing Company, Inc.,
313 East 134th Street (Bronx) New York, N. Y

The Last Word in Phonography

CLAXTONOLA

The New Day Phonograph



Cabinet
Supremacy

Wide Range
of Models

True in Tone—Exact in Reproduction

THE BEST AGENCY PLAN IN AMERICA

1500 AGENCIES ESTABLISHED IN 1918

Progressive Dealers Write or Wire

BRENARD MANUFACTURING COMPANY

Established 1892

IOWA CITY, IOWA

VICTORY SPIRIT FOR 1919 PREVAILS IN BALTIMORE

A Great Business Year Closed Despite Shortage of Stock—Optimism and Confidence Pervade as far as the Outlook for New Year Is Concerned—The News of the Month

BALTIMORE, Md., January 7.—Baltimore talking machine dealers closed one of the best years of their careers despite the fact that throughout the year they were always short of products, but now they are optimistic and are firm in their opinion that 1919 is going to be the greatest year in the history of the trade.

Dealers declare that had the stocks come through the business done in this territory would have been at least 100 per cent. greater. The retailers all showed increases in their trading, while the distributors fell back somewhat in their wholesale dealings.

The Christmas holiday trading came with a rush and as the new year opened the business continued just as though the holiday season was still on. Many persons used records as Christmas gifts, some firms providing special holly boxes for the gifts. While in the past there has always been some gifts of records as Yuletide offerings, this year the presents in that direction were far greater than ever before.

Optimism that pervades the trade is really the best sign of conditions that are to come and without exception all of the dealers are in that frame of mind. Distributors are insisting that the small dealers who desire to handle their line equip their establishments in an up-to-date manner, otherwise they will lose the lines. This method is being used by the distributors, especially in the rural districts of the State, and is already meeting with success.

"We look forward to the greatest year we have ever had," was the comment of William S. Parks, manager of the local Columbia branch. "I say conservatively that we will do 100 per cent. more business this coming year than we did in 1918, when despite our shortage of goods from time to time we went ahead. I am advising all of our dealers that they invest all of their profits immediately in surplus stock and to begin at once to place their orders as far ahead as possible. I believe this is going to be a big year, due to many conditions."

While the Columbia Co. was not able to get sufficient machines to handle the demand, the big shipments of records that arrived late in December made possible a greater business than that done in machines and records during December, 1917.

Philip Levy Co., Columbia dealer, Norfolk, Va., has just increased his talking machine department and added three new booths. Reams, Jones & Blakenship, Roanoke; McGee-Cole Furniture Co., Lynchburg; O. M. Ramsey, Martinsburg, W. Va., and H. A. Garren, Washington, D. C., Columbia dealers, are all modernizing their talking machine departments in preparation for big business.

The Dealers' Service Department at Columbia headquarters here is being enlarged and now a double-deck show window, to produce ideas for Columbia dealers, is being arranged. A visitors' room has been arranged by Manager Parks, where the various representatives from Columbia factory and visitors to the branch may enjoy the comforts of home. Daniel DeFoldis, who is in charge of the department, was presented a real New Year's gift when the stork visited the DeFoldis home and brought Jean DeFoldis to bless the union. Mrs. Cooke, wife of S. C. Cooke, assistant Columbia manager here, is very ill, as is their young child. H. P. Wise, office manager of Columbia, is ill. He has just been appointed credit manager.

W. C. Roberts, manager of E. F. Droop & Son Co., Victor distributors, says that December was the largest retail business ever done by the firm and that the wholesale business fell off twenty per cent. The year's business wholesale and retail together broke about even with 1918. Both records and machine shortage handicapped the business. Mr. Roberts said that three out of every five customers that came to the place went away without the records they wanted and this

he says is a fair sample of general conditions.

I. Son Cohen, of Cohen & Hughes, Victor distributors, said that he would not like to make a comparison in business of this year. "We did not receive any goods worth while," he said, "and what did come to us we divided equally between our dealers and our own retail department. We did not keep any more goods for our own use than we gave to our dealers and all were treated alike. We give our trade first consideration."

A. P. Petit, manager of the talking machine department for the Brunswick-Balke-Collender Co., is enthusiastic over the reception accorded to the Brunswick, and bemoans the fact that he was not able to get nearly enough goods to handle his trade. Mr. Petit has a number of contracts waiting to be signed up but will not take on any more dealers until he is able to take good care of all those he has.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, says: "Our business was truly phenomenal and went far ahead of what we anticipated. Many of our dealers unfortunately waited for the last minute before placing some of their orders, and these were disappointed. We cleaned out every machine we had in the place and our record business was better than 500 per cent. in excess of what it was the previous year."

Henry Eisenbrandt, of H. R. Eisenbrandt & Sons Co., is ill at the Union Protestant Infirmary and his condition is critical. He was operated upon a few days ago and his case is baffling the surgeons. He was in charge of the talking machine end of the business, the firm being one of the Victor distributors. W. A. Eisenbrandt, who looks after the band instrument and small goods department of the firm, was hard put to look after all the details, but Mr. Reiser, of the wholesale department, handled

things very well. The firm was unable, like the other Victor dealers, to get near enough products to handle the demand.

Sanders & Stayman, Vocalion distributors, had prepared for a big Christmas rush with their line, but more than 100 sales for high-priced models of the Vocalion were missed because of insufficient goods to supply the trade.

'EXTRA LOUD' SONORA NEEDLE SOON

Sonora Phonograph Sales Co. Arranges to Add a Fourth Grade to Its Present Line

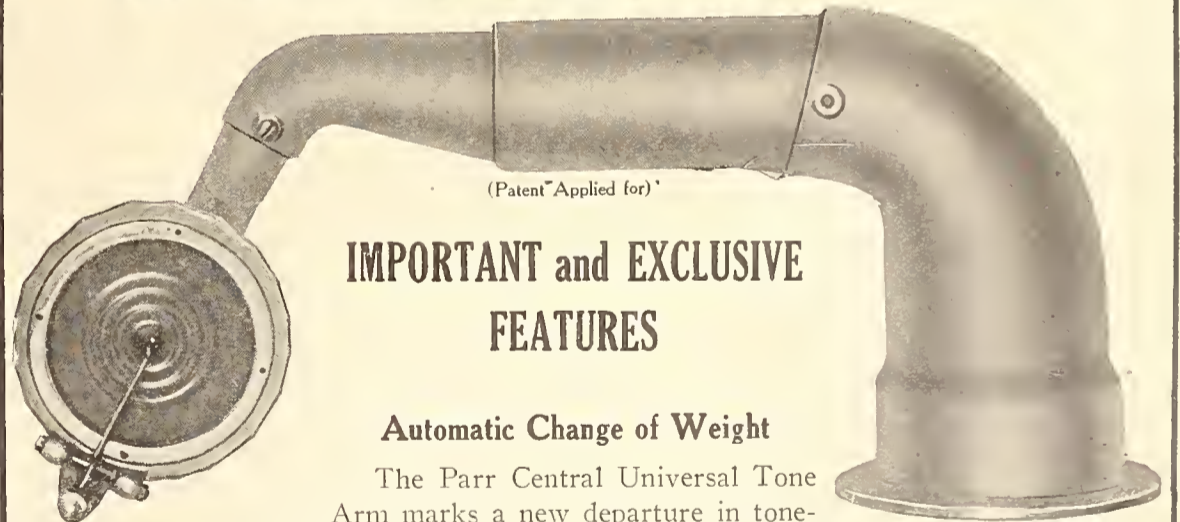
"The demand for the new Sonora needles has proven to be exceptionally fine," said an officer of the Sonora Phonograph Sales Co. in a recent chat with The World. "We are planning to introduce very shortly a fourth grade of our needle, which will be designated as 'extra loud.' This will give us a complete line, comprising the extra loud, loud, medium and soft. Quite a number of people who have visited our retail stores during the past few weeks to inquire regarding our needles have tried them out carefully and have been enthusiastic regarding them.

The advertising in behalf of this needle will be conducted on a large and extensive scale, and the opening gun in this advertising campaign will consist of a full-page advertisement in the Saturday Evening Post, which will appear on January 18. This will be followed up by advertising in a large number of national magazines, including the Red Book, American Magazine, Literary Digest, Collier's, etc.

"Our dealers tell us that their clients are very well pleased with the new Sonora needle, and have commented particularly upon their excellence of tone and their general qualities.

"We have just prepared some new counter cards for the dealers which present six packages of needles and the attractive appearance of these cards will undoubtedly create a pleasing impression upon visitors to the dealers' warerooms and will thereby act as automatic salesmen."

The Parr Central Universal Tone Arm



IMPORTANT and EXCLUSIVE FEATURES

Automatic Change of Weight

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is **automatically** and **accurately** changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does **automatically**.

Other Important Features

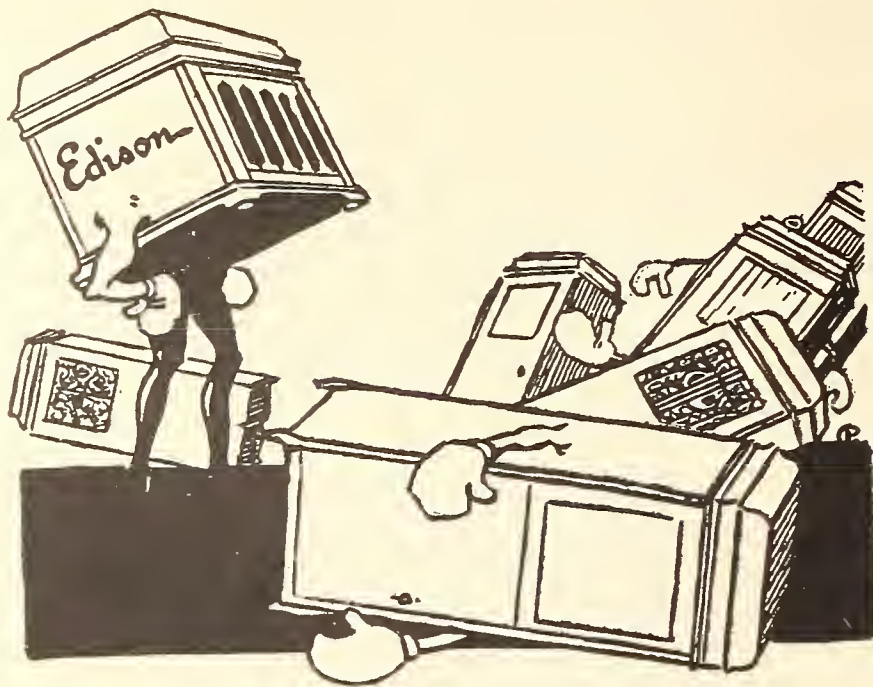
The Parr Central Universal Tone Arm is adjustable to any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer · Vibratone Diaphragm

PARR MANUFACTURING CORP.
ONE UNION SQUARE · · · NEW YORK





JACK THE GIANT KILLER UP-TO-DATE

There is a phonograph modest in size, inexpensive in price that is a Modern Jack the Giant Killer. It is called the

New

Edison Diamond Amberola

In competition with talking machines, costing three and four times as much, this little instrument has proved itself able musically to defeat all comers.

Competitive tests between the New Edison Diamond Amberola and the best known talking machines have been made behind curtains to insure absolute fairness and the result has always been the same. The New Edison Diamond Amberola has been, in most cases, unanimously voted the musical superior of its competitors by the most competent judges of phonographs and talking machines.

The little folder, "Jack the Giant Killer," tells in detail about these tests. Let us send you a copy, and tell you where you may hear this high quality, low price Edison instrument.

Thomas A. Edison, Inc.

Amberola Department

ORANGE, N. J.

THE GREENWICH VILLAGE VIEWPOINT

Genuine Villager in the Person of Ray Cummings Now a Member of Edison Force

On Thomas A. Edison's payroll is what is known as a true villager, not an habitue of the Black Cat and the erstwhile Purple Pup—not even a Brevoorter—but a person who really lives in and belongs to Greenwich Village.

William Maxwell, in speaking of Ray Cummings, special attaché to the Edison advertising



Ray Cummings

department, remarked: "We have our people who 'catch' all the shows, hobnob with the music publishers and watch their pluggers at the cabarets—those men have what we call the Broadway viewpoint. The Broadway viewpoint is all very well, but rather restricted. We went down to Greenwich Village to get a man who lived in an artistic atmosphere and possessed a point of view entirely detached from that of the Broadway philanderer—that man is Ray Cummings.

"He is a real villager, not the kind you see at the Lafayette on Saturday night, when long-haired men and short-haired women gather to be stared at by transients. Cummings lives in the village because he is artistic and because the village furnishes the ideal atmosphere for artistic development. He knows music because he is naturally musical. He writes stories (and sells them, too, by the way) because that's his idea of the best sport in the world."

An artist who is both musical and literary to write up a musical instrument for the public—could a better combination have been found?

DEMAND FOR HIGH-PRICED SONORAS

Feature of the Holiday Business Was the Willingness of the Purchasing Public to Pay Big Prices—Period Models Prove Popular

During the past few weeks the Sonora Phonograph Sales Co., Inc., has received reports from Sonora dealers in different parts of the country, which show that they have had no trouble at all during the Christmas season in selling the highest priced models of Sonora phonographs. Many of the dealers state that there is a marked tendency on the part of discriminating buyers towards the purchase of period designs, and these instruments increased steadily in popularity during the past year.

"It now looks as though period model designs will be leaders in the high-class field in a comparatively short while," said an officer of the company recently. "This does not mean that the standard upright models will disappear or lose their popularity altogether, but the music-lover who desires to spend from \$300 to \$400 for a phonograph will in many instances endeavor to secure an instrument that will harmonize with the furnishings of his home, even though the investment may be somewhat larger than he anticipated making." The Sonora Phonograph Sales Co. will give its dealers maximum co-operation during the coming year in developing their period design business.

CONVENTION OF AUDITING STAFF

Men of Columbia Co. Who Keep Tab on Audits Discuss Many Subjects of Interest—Marion Dorian Presides at the Sessions

On Monday and Tuesday of this week there was held at the Hotel McAlpin the annual convention of the auditing staff of the Columbia Graphophone Co. This convention was held under the auspices of Marion Dorian, chief auditor of the company, and was devoted to a discussion of the work of the auditing department, together with kindred subjects of practical importance. These subjects covered accounting, stock keeping, stock handling, etc., together with the incidental problems that the auditors met in their visits to the Columbia branches throughout the country.

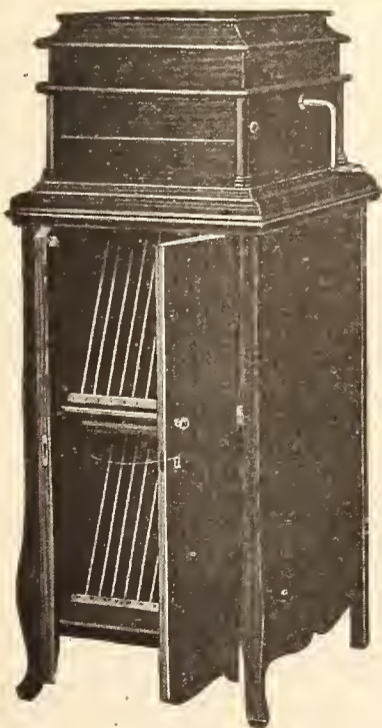
Mr. Dorian presided as chairman at this convention, and among those present were E. O. Rockwood, assistant to Mr. Dorian; Homer Reid, Hayward Cleveland, T. A. Laurie, Fred S. Burger, H. L. Moorey, W. G. Wustenfled, C. A. Klebart, W. E. C. Heim, F. P. Tonsmeire, S. S. Gilroy, Harry P. Richter and Richard A. Grant.

H. C. Cox, controller of the Columbia Graphophone Co., was the honored guest of the auditing staff, and took a keen interest in the deliberations of the conference. The auditors attended the banquet on Thursday evening, which was given by the executive office to the Columbia branch managers and Dictaphone managers, who were also in conference the past week at the Hotel McAlpin.

MAKING MOST OF A SINGLE TALENT

There are few people who can cultivate ten talents. The development and right employment of one is quite as much as most of us can accomplish. And, as a rule, the people who are of the most service to their generation, and climb highest, are not the brilliantly endowed, but those who put all their effort into making the most of a single talent.

LONG CABINETS



No. 83

In all finishes. Specially adapted for use with Columbia 50, Model "D." Front posts made to follow lines of posts on Columbia 75, Model "F."

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

**CONSTRUCTION
FINISH and
ADAPTABILITY**

Our supremacy in these essentials warrants your handling *the perfect line*.

That's why you should anticipate your wants **NOW**.



No. 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX-A.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

**THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.**

1919

A Victory Year

FOR THE

Victor Dealers

HANDLING

Lundstrom CONVERTO

Patented December 11, 1917

TALKING MACHINE CABINETS

DESIGNED TO ACCOMMODATE THE

VICTROLAS "IV" and "VI"

Reports from different sections of the country indicate that future trade conditions will be bright. This naturally will result in strong competition in all lines. The large number of new types of TALKING MACHINES appearing on the market assures the VICTOR RETAILER that competition in the Talking Machine business will be exceptionally keen. Thousands of VICTOR DEALERS have already prepared to meet the situation by adding LUNDSTROM "CONVERTO" CABINETS to their line. These cabinets not only permit them to offer a GENUINE VICTROLA with all of the ADVANTAGES OF THE CABINET TYPE AT A LOWER PRICE THAN IS USUALLY CHARGED FOR LESS KNOWN CABINET TYPE MACHINES, BUT THEY ALSO OPEN UP A VAST FIELD OF TRADE AMONG PRESENT OWNERS OF THE SMALLER VICTROLAS, WHO ARE IN A POSITION TO APPRECIATE THE ADVANTAGES WHICH THEY AFFORD. Each combination sold DOUBLES YOUR PROFITS AND INCREASES YOUR RECORD SALES.

"CONVERTO" Cabinets are sold exclusively through reliable WHOLESALERS WHO ARE WELL KNOWN TO VICTOR DEALERS throughout the United States. We therefore suggest that investigation be made through this source as to the merits of this cabinet as well as to its remarkable selling qualities.

**The C. J. Lundstrom
Mfg. Co., Little Falls, N. Y.**

Notice: Lundstrom Converto Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

STRONG SELLING POINTS

Lundstrom "Converto" Cabinets are made in OAK and MAHOGANY FINISHES and convert the smaller Victrolas into handsome cabinet types, without affecting the portability of the machines. Protects machine and records from dust. Provides receptacles for new and used needles. Places a genuine VICTROLA with the cabinet type effect into the hands of the user at a price less than is usually charged for cabinet type machines of unknown make. All orders should be placed through the WHOLESALER. See list below.



Setting Victrola into Cabinet

Sound Doors Open for Playing

Converto Wholesale Distributors

Atlanta, Ga..... Phillips & Crew Piano Co.
Austin, Tex..... The Talking Machine Co. of Texas
Baltimore, Md..... Cohen & Hughes
E. F. Droop & Sons Co.
Birmingham, Ala..... Talking Machine Co.
Boston, Mass..... Oliver Ditson Co.
The Eastern Talking Machine Co.
Brooklyn, N. Y..... American Talking Machine Co.
Buffalo, N. Y..... W. D. & C. N. Andrews.
Burlington, Vt..... American Phonograph Co.
Butte, Mont..... Orton Bros.
Chicago, Ill..... Lyon & Healy
Cincinnati, O..... The Rudolph Wurlitzer Co.
Cleveland, O..... The Collister & Sayle Co.

Columbus, O..... The Perry B. Whitsett Co.
Dallas, Tex..... Sanger Bros.
Denver, Colo..... The Knight-Campbell Music Co.
Elmira, N. Y..... Elmira Arms Co.
El Paso, Tex..... W. G. Walz Co.
Kansas City, Mo..... J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
Memphis, Tenn..... O. K. Houck Piano Co.
Milwaukee, Wis..... Badger Talking Machine Co.
Mobile, Ala..... Reynolds Music House.
Newark, N. J..... Price Talking Machine Co.
New York City, N. Y..... Emanuel Blout
J. Davega, Jr., Inc.
S. B. Davega Co.
Omaha, Neb..... Mickel Bros. Co.

Peoria, Ill..... Putnam-Page Co., Inc.
Philadelphia, Pa..... The George D. Ornstein Co.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa..... W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me..... Cressey & Allen, Inc.
Richmond, Va..... The Corley Co., Inc.
W. D. Moses & Co.
St. Paul, Minn..... W. J. Dyer & Bro.
Syracuse, N. Y..... W. D. Andrews Co.
Toledo, O..... The Whitney & Currier Co.
Washington, D. C..... Cohen & Hughes
E. F. Droop & Sons Co.

IMPORTANT POST FOR H. A. BUDLONG MURATORE ENDS WORK FOR SEASON

General Sales Manager Cromelin Announces His Connection With the "OkeH" Record Division of Heineman Phonograph Supply Co.

John A. Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., Inc., New York, announced this week the ap-



H. A. Budlong

pointment of H. A. Budlong as a member of the company's "OkeH" record division in an important administrative capacity.

Mr. Budlong is one of the veterans and pioneers of the phonograph industry, having been associated with the Columbia Graphophone Co.'s factories at Bridgeport, Conn., for more than twenty-five years. During this quarter of a century he occupied numerous important posts in the executive departments, and in recent years was assistant manager of the Columbia factories. He is thoroughly versed in all details of the record industry, and will doubtless render a great amount of invaluable service to the "OkeH" record division.

EMERSON LINE IN NEW ENGLAND

Exclusive Selling Rights in That Territory Given Over to Recently Formed Emerson New England, Inc.—Headquarters in Boston

The Emerson Phonograph Co. has given exclusive rights to the sale of its products in New England to Emerson New England, Inc., of 80 Boylston street, Boston, Mass. The general manager of the company is Oscar W. Ray, for a number of years manager of the Boston office of the Emerson Phonograph Co. This company will carry complete stocks of Emerson products in Boston, from which point all shipments to the New England trade will be made. They will endeavor to give New England dealers 100 per cent. service on the delivery and handling of Emerson records.

This new company is largely owned by Boston business men and its interests will be entirely centered in the New England trade. A careful study will be made of the particular requirements of this trade, with a view to making the Emerson record department in the stores of New England dealers one of their most profitable and satisfactory departments.

W. A. Ingalls, a member of the sales staff of the Portland, Me., branch of the Columbia Graphophone Co., was a visitor recently to the company's executive offices. Mr. Ingalls spoke enthusiastically of business conditions in Maine, and expressed the belief that the Portland, Me., branch will enjoy during 1919 the greatest year in its history, even exceeding 1918 sales totals, which from all indications will break all records.

Prominent Tenor, Suffering From Nervous Trouble, Is Ordered to Take Long Rest

Lucien Muratore, the internationally famous grand opera tenor, who makes records exclusively for the Pathé Frères Phonograph Co., will be heard no more in public this season, according to information that came from Chicago recently. While in that city Muratore was stricken with an old nervous trouble, aggravated largely by several months spent in the trenches in Europe, and by war work in this country, and was confined to his bed. When convalescent the singer was advised by physicians to take a complete rest, as the only sure means of avoiding permanent disability. Muratore, accompanied by Mme. Muratore, better known as Lina Cavalieri, sailed for his home in France last week.

Muratore has made a large number of records for the Pathé library, and his admirers will certainly be able to get much consolation out of the fact that although he will be heard in

the flesh no more this season, and perhaps very little for a short time, the golden tones of his voice are nevertheless carefully preserved on records, and may be enjoyed for years to come.

JOINS METROPOLITAN SALES FORCE

The local wholesale branch of the Columbia Graphophone Co. announced this week the addition to its staff of I. Szekely, who is preparing to give the Columbia dealers in metropolitan territory practical advice and suggestions regarding foreign records. Mr. Szekely is also planning to assist the dealers in the preparation of advertisements, circulars, follow-up letters, etc., in any of the languages in which the Columbia Graphophone Co. issues records.

This announcement is important in view of the fact that it reflects the tremendous popularity of the foreign-language records now being issued by the Columbia Co. The demand for these records has already far exceeded expectations.

No More Famine In Emerson Gold Seal Records (Large Size)

Since our appointment as sole distributors for Emerson Gold Seal Records in the Metropolitan district, dealers have recognized the fact that there need be no further trouble in procuring any numbers within short order. We have organized for quick service.



Our office is intended to serve Emerson dealers. To make it easier for them to get what they want with the least effort. We encourage telephone orders and personal visits. We want you to see how we are equipped.

The following tremendous popular hits have been on sale since December 20th

- 9103 THE ROSE OF NO MAN'S LAND. Tenor Duet. Gordon & Bruce
9102 SOME DAY WAITING WILL END. Tenor Solo. Henry Burr
I'M GLAD I CAN MAKE YOU CRY. Tenor Solo. George Gordon
9102 THE PICKANINNY'S PARADISE. Baritone and Tenor Duet. Jack & Phil Kaufman
997 OH! HOW I WISH I COULD SLEEP UNTIL MY DADDY COMES HOME. Patriotic Ballad. Henry Burr
WATCH, HOPE AND WAIT, LITTLE GIRL, TILL I COME BACK TO YOU. Vocal. Geo. Gordon & R. Bruce
995 TELL THAT TO THE MARINES. Baritone Solo. Irving Kaufman
WHY DO THEY CALL THEM BABIES? Contralto Solo. Edith King
9109 TILL WE MEET AGAIN. Tenor Duet. Burr & Campbell
A LITTLE BIRCH CANOE AND YOU. Vocal Trio. Sterling Trio
9100 MARY. Fox Trot. Emerson Military Band
I WANT A DOLL, Medley. One Step. Emerson Military Band

EMERSON RECORD SALES COMPANY
366 FIFTH AVENUE, NEW YORK, N. Y.

OF INTEREST TO ALL TALKING MACHINE DEALERS

This Full-Page \$5,000.00
Advertisement Appears in

**THE SATURDAY
EVENING POST**

ON SALE
Thursday, January 16th

Everybody is singing these **BIG SONG HITS**

AMERICA has been called a singing nation, and why should we not sing when we have such sing-compelling songs—as these three new hits from “Song Headquarters”?

During the past year, in the parks, in the theatres, in the homes, in the camps, and right on the battlefield, America was singing as she went about her business of making the world safe for democracy.

We cannot help but feel proud of our help in furnishing the songs to keep America singing. Let us review some of the “Feist” hits for 1918.

First, there was “Over There,” a song that has been nearly as popular as our national anthem, and then follow the long list of other “Feist” hits shown here.

Other Big “Feist” Song Hits

- “The Rose of No Man’s Land”
- “You’ll Find Old Dixie Land in France”
- “I Ain’t Got Weary Yet”
- “K-K-K-Katy”
- “I’m Sorry I Made You Cry”
- “My Belgian Rose”
- “Everything is Peaches Down in Georgia”
- “Just Like Washington Crossed the Delaware”
- “If He Can ‘Fight’ Like He Can Love”
- “If I’m Not At the Roll Call”
- “It’s a Long Way to Berlin”
- “Good Morning, Mr. Zip-Zip-Zip”
- “Homeward Bound”
- “Hail, Hail, the Gang’s All Here”
- “Over There”
- “At the Dark Town Strutter’s Ball”
- “Good-bye Broadway, Hello France”
- “Where Do We Go From Here?”
- “Don’t Bite the Hand That’s Feeding You”

“Mother, Here’s Your Boy”
Here’s Uncle Sam’s tribute to the Mothers of America. “Honor to whom honor is due” is its theme, and the wonderful words are set to a tune that’s full of spirit and vigor. “Mother, Here’s Your Boy”—the title tells the story—the conquering hero is delivered into the arms of his Mother. Our Soldier Boys brought us Peace—let this song bring us joy. Learn it—you’ll learn to love it. *By Sidney Mitchell, Archie Gottler and Theo. Morse.*

“MOTHER HERE’S YOUR BOY”
Copyright by LEO FEIST, Inc.

CHORUS
Moth-er, you gave your pride and joy, — Moth-er, —
— you gave your boy. — You sent him off with gun up on his
shoul-der, Glad that your lad could be a sol-dier,
He fought — just like you’d want him to, — He brought
— you peace and joy. — Now that his fight-ing days are
through, He he- longs to you, So moth-er, here’s your boy! —

ON SALE

Get them for your **Player Piano**

“The Navy Will Bring Them Back”
“Tho the Army is the clover, ’twas the Navy brought them over” is the depth bomb of this gloom destroyer. And they’ll bring them back, too, to the tune of this rollicking melody that has all the dash of a pesky submarine chaser. It’s the Navy’s “Over There”—and just like our Navy it’s full of “pep” and spirit. Hear it—sing it—play it—it will blast its way to your heart. Howard Johnson, U. S. Navy Yeoman, wrote the words, Ira Schuster the dashing melody.

“THE NAVY TOOK THEM OVER AND THE NAVY WILL BRING THEM BACK”
Copyright by LEO FEIST, Inc.

CHORUS
On the sea, we’ve oth-er be-roes, too, On the
sea, our sail-or boys in blue; With their swift De-stroy-ers,
“Sub-ma-rine An-noy-ers, They’ve been tried and true, God bless them!
Now this war is o-ver, “O-ver There,” We’ll have to take our
hats right off to Jack; — Tho’ the Army is the clo-ver, ’twas the
Na-vy brought them o-ver, and the Na-vy — will bring them back!

Take this page to your piano now and try out the melodies of these inspiring songs or next time you go where music is played, ask to hear them.

You can’t go wrong with any Feist Song

“In the Land of Beginning Again”
“I feel so happy” said the girl after a good cry,— maybe you know how that feels. Well, that’s how this wonderful “forgive and forget” ballad gets hold of you. There’s nothing sad about it—everything glad about it. It’s another “I’m Sorry I Made You Cry,” with beautiful words and a haunting melody that’s sure to “get” you. It should be in every home—it’s a peace maker and a joy bringer. *By Grant Clarke and Geo. W. Meyer.*

THE hits we produced in 1918 have only inspired us to do greater things in 1919. In announcing the three new songs on this page we believe you will agree with us that we have continued to live up to our slogan—“You Can’t Go Wrong With Any ‘Feist’ Song.”

Get these new big “Feist” Hits today!

“Over Yonder Where the Lillies Grow”	“Would You Rather Be a Colonel With an Eagle on Your Shoulder or a Private With a Chicken on Your Knee?”	“Dreaming Sweet Dreams of Mother”
“When a Blue Service Star Turns to Gold”	“Ja-Da”—Song-dance craze	“An Irishman Was Made to Love and Fight”
“Some Lonesome Night”		“The Kiss That Made Me Cry”

15c a copy, any seven for \$1 postpaid. Band or orchestra 25c each. Male or mixed voices 15c each

Remember, all these songs are published in the new convenient size, “easy-to-read” style, originated by FEIST.

“Songs of Cheer” Buy “Songs of Cheer,” a pocket size folio containing songs and choruses of over 75 popular hits and national anthems. At dealers or direct, 15c.

Get them for your **Talking Machine**

“IN THE LAND OF BEGINNING AGAIN”
Copyright by LEO FEIST, Inc.

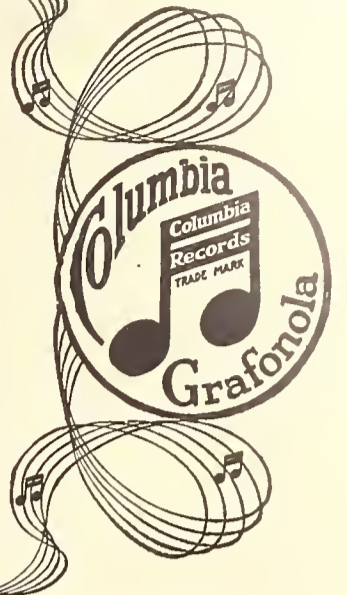
CHORUS
There’s a land of be-gin-ning a-gain, Where skies are al-ways
blue, Tho’ we’ve made mistakes that’s true, Let’s for-get the past and
start life a-new, Tho’ we’ve wandered by a riv-er of tears, Where
sun-shine won’t come through; Let’s find that Par-a-dise where
sor-row can’t live, And learn the teachings of for-get and for-give, In the
land of be-gin-ning a-gain, Where broken dreams come true

LEO FEIST, Inc. Feist Building, New York.

“THOSE PROFIT MOST—WHO CO-OPERATE MOST”

Make this your Biggest Year. You can do it—and you couldn't have any better goods to help you do it than Columbia Grafonolas and Columbia Records.

**Columbia Graphophone Co.
NEW YORK**



SELF-SERVICE RACK HELPS SALES

Eclipse Musical Co. Adopts Clever Idea With Great Success—Help to Save the Time of Both Clerks and Customers During Holiday Rush

CLEVELAND, O., January 4.—One of the features that aided materially in the handling of an immense volume of retail holiday business by the Eclipse Musical Co., this city, was the installation of a Self-Service Rack, illustrated herewith, and which accommodated forty-four records, each one prominently displayed. In the back of each record was carried a stock of that particular number, and as rapidly as the first rec-



Eclipse Co.'s Self-Service Rack

ord was moved, or sold, another one of the same title was set in place.

"During the Christmas holidays we had three times our usual number of sales people taking care of the trade," said Chas. K. Bennett, general manager of the company, "and even with this addition of help we were unable to properly handle each customer; however, the addition of this rack helped out materially, as at times we found as many as eight people selecting records from this rack at one time.

"During the three weeks prior to Christmas and from actual count taken this Self-Service rack moved 618 records, all of which was done without the aid of a sales person, and in a great many instances the records displayed were such as might be termed slow-moving records and ones that otherwise perhaps would not have been sold.

"The rack has proven so successful we have determined to keep it in our place, as we find our trade quite pleased being able to walk the length of the rack and see the records displayed, more so than they would be at merely a printed list.

"The feature of keeping the stock in back of the record display is new, as well as very practical, as it enables us to fill up the vacancies as they occur without the necessity of running back to our regular stock or surplus bins. Inasmuch as the idea seems to be new we desire to have same announced in your valuable magazine, so that other Victor dealers around the country may adopt the scheme, as the same will unquestionably prove valuable to anyone who takes it up."

REJOIN BLACKMAN CO. STAFF

A. J. Wilckens and A. D. Robbins Return to Sales Staff—J. H. Giles in Europe—H. C. Lansell's Fine Work—Is Dean of Traveling Staff

The Blackman Talking Machine Co., New York, Victor wholesaler, announced this week the return to the company's traveling staff of A. J. Wilckens and A. D. Robbins, both of whom served Uncle Sam in the recent war.

Mr. Wilckens, who was in the U. S. Navy, and who saw active service on a submarine chaser and in convoy work, will resume his visits to the Blackman clientele in New Jersey territory, and Victor dealers in this section will undoubtedly be glad to welcome the return of this popular wholesale man.

A. D. Robbins was a member of the 315th Aero Squadron, and after training in this country left for England, where he had just completed an intensive course of training when the armistice was signed. Mr. Robbins will call upon the Blackman dealers in New York and Brooklyn.

Lieutenant James H. Giles, who was also a member of the Blackman traveling staff before joining Uncle Sam's forces, is now in France, and when the armistice was signed was in the first line trenches. Lieutenant Giles has seen very severe service in France, and his many friends in the trade hope that he will soon be back in America.

H. C. Lansell, the dean of the Blackman traveling staff, and one of the most popular members of the Victor wholesale fraternity, has been rendering the Blackman clientele yeoman service during the past year, and through his extensive knowledge of the dealers' requirements has been able to assist Victor retailers in solving many important problems.

DOING GOOD WORK WITH Y. M. C. A.

R. A. Souders, the well-known talking machine man, long identified with the Columbia interests, has been doing very effective work with the American Y. M. C. A. in Winchester, England, and his efforts have been highly spoken of by the officers who frequented the officers' "hut" with which he is associated. The editor of The World in a recent communication had the privilege of receiving from Mr. Souders a very interesting volume, "Explaining the Britishers," which was written by an American. Mr. Souders, we are glad to learn, is enjoying the best of health.

PREDICTS YEAR OF PROSPERITY

A. Culp, president of the Culp Phonograph Co., New York City, producers of the Culptone line of talking machines, has just closed an exceptionally fine holiday season and predicts a year of great expansion and prosperity for the talking machine trade during 1919. A number of new dealers have recently been added and the volume of reorders assures a bright future for this new line during the coming year.

INCREASE SIZE OF TERRITORY

Smith, Kline & French Co., Sonora Distributors in Philadelphia, to Cover Large Section of Western Pennsylvania and Maryland

The Smith, Kline & French Co., wholesale distributors for the Sonora phonograph, with headquarters in Philadelphia, have recently increased the size of the territory under their supervision considerably through the addition of western Pennsylvania and Maryland. The Smith, Kline & French Co. has built up a remarkable business in Sonora products, and the sales during the past year were far beyond expectations.

The central distributing point for the Eastern section will be in Philadelphia, while the second distributing center for the Western section will be established in Pittsburgh. A competent sales staff will co-operate with Sonora dealers in this territory, and the prestige of the Smith, Kline & French Co. in mercantile circles insures the efficiency of the service.

"When alone think of your own faults, when in company seek to forget the faults of others," is a French saying which bears translation into English well, and which, translated into conduct is still better.

**INCREASE YOUR SALES
Mr. Edison Dealer, with the
KENT Attachment
and Sound Box**



Patented March 2, 1915

SIMPLE AND ACCURATE
Made by manufacturers who have specialized in Edison attachments for years.

SEND FOR ONE TODAY
Most Edison Jobbers handle our products. If yours does not send direct.

F. C. KENT & CO.
Manufacturers of Phonograph Accessories
COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.

Phonograph Accessories

Priced Below Your Present Cost

By featuring the little things that are daily required by the phonograph owner, you not only increase your profits, but you also create a following that surely leads to eventual sales for the bigger things.

LET US BE YOUR SUPPLY HOUSE

"All from one source" means quick service

STEEL PHONOGRAPH NEEDLES

American Made—Produced from the Finest Grade of Carbon Steel

We are noted for our ability to deliver the goods. Large stocks of all tones always on hand. Therefore your orders can be shipped without delay.

60c PER M IN ENVELOPES OF 100. Special prices in larger quantities



MAGNEDO STEEL PHONOGRAPH NEEDLES

The Original Multi-Playing Steel Needle with the Gold Finish

Plays 10 records. Packed in attractive two-color display cartons. Magnedo is the needle that embodies Economy, Service and Profit.

\$3.90 Per Carton (6½c Per Box) Retail For 10c. Special quantity prices

PERFECTION RECORD ALBUMS

None More Durable at Any Price

These Albums are constructed to give maximum service under constant use. The leaves are made of heavy glazed green kraft paper, protected by metal ends, bound in best grade linen cloth.

10-inch Albums 65c each

12-inch Albums 75c each

BETTER PRICES IN QUANTITIES



Other important items that we can furnish promptly at attractive prices

RECORD DELIVERY ENVELOPES
RECORD STOCK ENVELOPES
SAPPHIRE NEEDLES

FIBRE NEEDLES
FIBRE NEEDLE REPOINTERS
RECORD CLEANERS

PERFORATED MUSIC ROLLS

PLAZA MUSIC CO., 18 West 20th Street, N. Y. City

Keep your customers reminded that you have the music to make our home-coming boys happy—all the newest, brightest, snappiest songs, dances, jazes—on Columbia Records.

**Columbia Graphophone Co.
NEW YORK**



INTERESTING REVIEW OF TRADE CONDITIONS IN DETROIT

Despite Handicaps of War, Lack of Merchandise, High Prices, Etc., 1918 Was a Banner Year in Wolverine City—Great Plans Being Perfected for New Year—Few Retail Changes

DETROIT, MICH., January 8.—With the year 1918 passed into oblivion, it is necessary to say a few words only to describe the kind of a year it was for the Detroit talking machine dealers. For the past twelve months we have been telling our readers that if the manufacturers could supply the machines, dealers would sell them and lots and lots. And so they did—they sold all they could get, with order upon order unfilled as the new year arrived. We would not be expressing the feeling of the local dealers if we did not say that despite the handicaps, war, lack of merchandise, high prices, etc., 1918 was a banner year for the local industry, but, on the other hand, it would have been a phenomenal year for gross and net business and profits if conditions had been normal, and if dealers could have received as many machines as they had calls for.

Every dealer handling any nationally advertised machine, such as the Victrola, Columbia, Pathé, Sonora, Aeolian-Vocalion, Starr, Edison, Brunswick, Cheney, etc., had no trouble at all to dispose of everything available. Dealers knew all year what the condition would be at holiday time, so when there was a shortage dealers simply took their medicine, looking into the future with more optimism and hope. A few dealers fortunately received good-sized shipments the week before Christmas, which was a big help.

For 1919 there is nothing that can prevent it being the greatest of all years for Detroit talking machine dealers. Everything points to great prosperity, this being the prediction of manufacturers, wholesalers and retailers in every line of business. With the growth that is certain to take place in Detroit as a natural consequence,

new homes by the thousands are needed and will be erected, providing the men and materials are available. The hundreds of people who were disappointed in not being able to buy during 1918 are certain to be buyers during the present year. In fact, from whatever angle you view the future of the talking machine industry you cannot fail to become enthusiastic and optimistic. The business is there waiting—it is merely a case of the manufacturer producing enough of each style to supply the jobbers and dealers.

As for records, there is nothing that need be said. It was certainly a great, big year for all kinds and makes of records. Records of every kind were popular, old melodies, patriotic, operatic, classical, humorous, song and dance records. There were a number of tremendous hits during the season, one of them being "Smiles," which proved to be one of the biggest hits in many years.

Jobbers located in Detroit, selling the various nationally known machines, report that they had a good year, but, of course, nothing as compared to what they could have done under favorable conditions. Jobbers did everything to get more merchandise, but the factories simply could do no better. The same unprecedented demand existed all over the country—it was not merely a local condition. Manufacturers had every jobber yelling for goods, and assured them all that they were doing their very best to treat every jobber alike. The writer is frank in saying that several local jobbers of talking machines were "quite peeved" at not being able to secure enough machines, but this was merely because they could not rejoice in seeing good

profits lost even though it was due to conditions beyond the control of anyone.

The Detroit Talking Machine Dealers' Association expects to hold its annual meeting some time this month to elect new officers and to discuss matters and problems for the new year. When the members compare present-day methods with several years ago they are glad they organized. Principal among the good things accomplished since organization has been the unanimous charging of interest, cutting down the sending out of machines on approval and increasing the number of records taken out on approval that must be kept. Dealers have also contracted liberally for newspaper space.

There will be no change in the jobbing situation for 1919—Grinnell Bros. will continue as Victor jobbers; the Phonograph Co., of Detroit, will continue to job the Edison; the Columbia branch will continue to be maintained by the home office, which locally is in charge of Sam E. Lind; Williams, Davis, Brooks & Hinchman Sons are the Pathé jobbers, while the Sonora will continue with C. L. Marshall & Co.

Among retailers there will be few changes if any—the good old reliable dealers, who do business along business lines, and who have established themselves thoroughly, will continue with the same lines. Grinnell Bros., Victor; Wallace Brown, Brunswick; Max Strasburg, Columbia and Victor; J. L. Hudson Co., Victor, Sonora and Cheney; Detroit Music Co.; Columbia; Edison Shop, Edison; Frank Bayley, Edison; Pathé Shop, Edison; Keenan & Jahn, Aeolian-Vocalion; Woodmansee, Columbia; Cable Piano Co., Victor and Columbia; Kimball Piano Co., Pathé; Goldberg's, Victor and Columbia, and so on right down the line.

The Talking Machine World will continue to be represented by Jacob Smith with offices at 719 Free Press Building, Detroit, who will always be glad to receive news items from dealers and those in the trade.

NEW SALES COMPANY PROGRESSING

Emerson Record Sales Co., Inc., Engages Two New Representatives to Cover Territory

The Emerson Record Sales Co., Inc., which was recently formed to distribute the Emerson Gold Seal (large-sized) records in metropolitan territory, is achieving signal success, and the company has received enthusiastic praise from the dealers regarding the service it is rendering.

Messrs. Hodgkinson and Goodman, formerly covering Manhattan Island, Brooklyn and Long Island for the Emerson Phonograph Co., have been engaged to cover the same territory for the Sales Co., and satisfactory arrangements have also been made for the handling of the New Jersey and Connecticut territory.

The Gold Seal records produced by the Emerson Co. are meeting with popular favor throughout the metropolitan district, and the dealers state that the new lists are providing them with ample opportunity to develop the demand for these records.



TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE
ON ALL UNIVERSAL TONE ARM MACHINES

Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



BIG REDUCTION IN NEEDLES

A high grade trade-marked needle
which we have been selling for
80c per M. can now be had for

65c Per M.

Not an Unfinished Needle

but

**Highly Polished—Finely Pointed—
and All Uniform Length**

MADE IN U. S. A.

No Orders Accepted for More Than 100,000

Orders Subject to Prior Sale

New York Talking Machine Co.
119 West Fortieth Street

Chicago Talking Machine Co.
12 North Michigan Avenue

FROM OUR CHICAGO HEADQUARTERS
E. P. VAN HARLINGEN, Manager
World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., January 8.—When one stops to look back and figure out what kind of a year 1918 was he wonders how he managed to keep his head and go through it in the way he did. All through the year there was more or less curtailment to keep the manufacturer worried, and through the first half of 1918 there was not much of a demand from the retailer. Therefore, the curtailment at first did not worry Mr. Manufacturer to any great extent until shortly after the first half of the year, when the demand began to assert itself and the pressure began to be felt.

When word of the big victory came from across the water, however, the talking machine business really kicked over the traces and tore like a whirlwind through the balance of the year. When news of the victory came the turning point of the trade in the West also came, and reports tell us that this same spirit prevailed not only in all parts of the United States, but in Canada as well.

The demand for talking machines and records grew to amazing proportions, far greater than anyone had dared even to dream. Men a few months previous would have been regarded as crazy if they had made predictions that the demand would reach such proportions. However, when the end of the year rolled around, the same fellows who would have said the predictor was crazy were talking big enough to make him a piker.

The pre-holiday rush of business put the manufacturer in a hole so far as stocks were concerned. Orders piled up on his desk in such proportions that it will take months before he reaches the bottom.

And what brought it all about? Was it high wages? No. High wages were secondary. The primary factor that brought about the big rush of business was the saving spirit that had been taught to the country by the United States Government. Anyone who cares to look back over other years of prosperity that swept the country is always sure to find that a high mark of prosperity was always followed by more or less depression. This was simply because in other eras of prosperity the working class couldn't stand the strain of having money and not spending it. They spent it as fast as they got it, and naturally when the wave of pros-

perity had run its course the worker was broke.

The wave of prosperity we have just gone through, however, is taking an entirely different course; one that will prove a benefit, and not a detriment to the country. That is to say, owing to the Liberty Bonds and War Savings Stamps, not only the working man, but his children, have got the saving habit. The high wages were put into Liberty Bonds and War Savings Stamps. The people began to know what the color of money looked like. They knew what saving meant, and the benefits to be derived from it. However, the habit of saving has not caused the saver to become penurious. Instead he has become conservative. He has saved and at the same time has purchased what he wanted. He has purchased the necessities of life, and after that the things necessary for home enjoyment and comfort. One of the things, happily for the trade, that he has picked on as a necessity is the talking machine and the record. That is the spirit which predominated all over. Music for home comfort, education and celebration. The worker is celebrating the big victory with music as he never did before. His home comforts are better than they ever were before, and the same applies not only to his own musical education, but to that of his children.

Families who never harbored a thought of possessing a talking machine now are the proud owners of one, or will be soon. Those who already own talking machines have aroused the enthusiasm of others who are good prospects and intend to get a talking machine just as soon as there are some on the market.

The retail man has a prospect list to-day larger than he ever had before. Each prospect can be banked upon as being a sure sale. The market around the holiday season was over-running with prospects, but the dealer was cleaned out of records and talking machines and couldn't satisfy the prospect's wants. In other days when this happened to a dealer the prospect merely went down the street and got his machine some place else. This year, no matter where he went, if he wasn't one of the first buyers in line he had to wait and couldn't get a machine for love or money.

The question now is what do the manufacturers and dealers think of the demand. As

soon as the prospect lists have been satisfied will the demand die down? There isn't a man in Chicago who has a prospect list who believes this. There isn't a manufacturer in Chicago who has a good list of retail dealers on his books who believes it. The predominant belief here is that the demand will continue to grow. It is believed that no matter how hard the manufacturer works and how many instruments he puts out this year he will still be unable to accumulate a supply in excess of the demand.

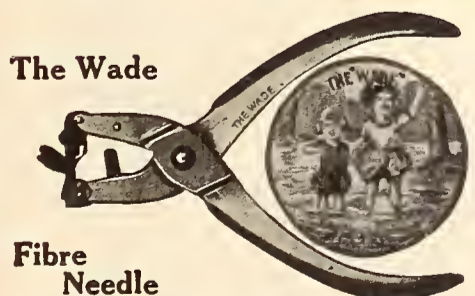
Both the wholesaler and retailer base their beliefs on this fact. When the holiday rush started it was thought that a major portion of the business done would result in payments with Liberty Bonds instead of cash. This was not a fact. Surprising as it may seem, there were very few Liberty Bonds offered in payment for instruments and records. It was nearly 100 per cent. cash basis business throughout. In banking circles it had been expected that there would be a big rush of people cashing in on Liberty Bonds in order to make payments on holiday purchases. Again all signs failed, and a round of the banking district revealed the fact that instead of a maximum business in Liberty Bonds there was a minimum business carried on. And what does all of this mean? It simply means that the people have cash besides their Liberty Bonds. It means that they must have plenty cash on hand or else they would have held onto what they had and sold their Liberty Bonds. It also means that the Liberty Bonds and cash that they still have on hand will mean big business all over the country for the year of 1919. It means that conservative saving and buying is now a habit with the public of the United States, and that the old abuse of squandering was laid to rest with the troublous times of 1918.

How About You?

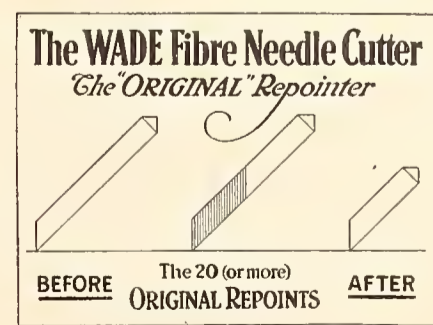
During the holiday week a World representative who was nosing around for news went into a certain shop and mingled with the many purchasers in order to find out just what kind of music the people were asking for. Instead of getting news about music he got a little tip on salesmanship by overhearing a conversation carried on between two gentlemen, whom we will call Mr. A and Mr. B. Mr. A said, "Did

(Continued on page 83)

NEW PRICES ON
THE "WADE"
FIBRE NEEDLE CUTTER

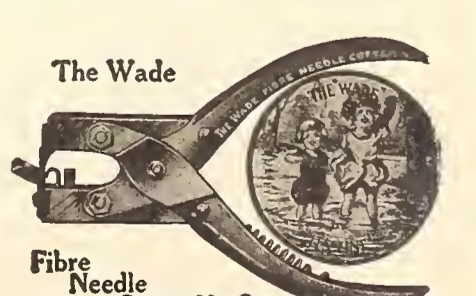


The Wade
Fibre Needle Cutter No. 1
Price \$2.00



The WADE Fibre Needle Cutter
The "ORIGINAL" Repointer

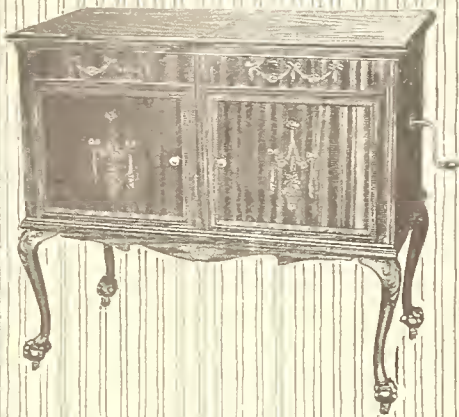
BEFORE **The 20 (or more) ORIGINAL REPOINTS** **AFTER**



The Wade
Fibre Needle Cutter No. 2
Price \$2.50

Write for samples and Trade Discounts or Order from your regular Distributor

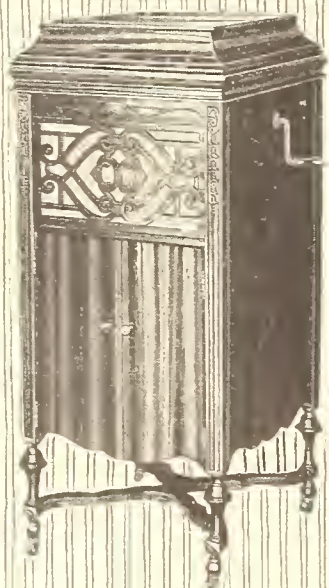
WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



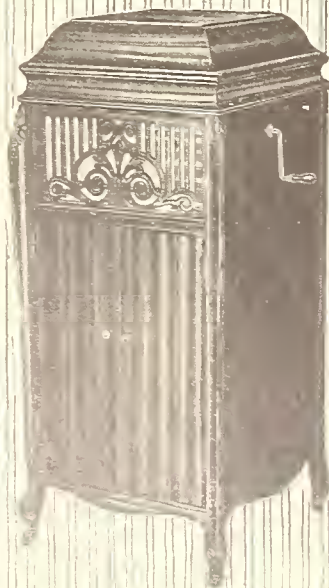
VITANOLA 17, \$300.00
Brown Mahogany



VITANOLA 12, \$160.00
Mahogany or Oak



VITANOLA 16, \$200.00
Mahogany or Oak



VITANOLA 14, \$180.00
Mahogany or Oak

THE NEW LINE OF
VITANOLA
TALKING MACHINES

Where Beauty and Quality Meet

VITANOLA
TALKING MACHINES

*continue to maintain their
high standard of quality*

THE general outlines of the *Vitanola* are the same today as at the beginning, but scarcely a month has gone by without the addition of some change, refinement or embellishment. Today we are willing to offer our line, as illustrated herewith, in competition with any other phonograph line on the American market, as to the beauty and dignity of the designs, and as to tone quality.

Concurrently with the improvement in the appearance of the *Vitanola*, there has been the same continued improvement in quality. This applies to materials, workmanship and mechanical equipment. The new models here shown are equipped with enlarged and voluminous tone chambers, improved motors, new tone arms and sound boxes. The wonderful improvement—the absolute perfection—of the tone of our new machines cannot be illustrated. It must be heard to be appreciated.

WRITE FOR PRICES AND TERMS

VITANOLA
TALKING MACHINE CO.

501-509 West 35th Street
CHICAGO : ILLINOIS



VITANOLA 10, \$120.00
Mahogany or Oak



VITANOLA 8, \$90.00
Mahogany or Oak



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

you get your machine yet?" Mr. B. replied, "Yes." Then A asked, "What was the reason that it took you so long to make up your mind?" B said, "I had my mind made up six months ago." Then A came back, "Well, why didn't you buy?" B replied, "For this reason. About six months ago I came in here with my mind made up to purchase a certain style machine. A salesman waited on me, showed me just exactly the machine I wanted, but kept me from buying by acting against my principles. I wanted that machine, had the money in my hand to pay for it, but he kept praising it so doggone much and making so many knocking comparisons with other machines that I walked out. I had been back several times and each time I came back the same thing happened. I merely wanted the salesman to get next to himself, but it seems he couldn't tumble. If he were here to-day I'd walk out again. Happily for the company he has been fired, so I bought my machine to-day from a different sales person, who praised all machines, but the one he was handling just a little bit more."

No doubt there are a great many salesmen in the field to-day who have had a prospect walk out due to no apparent reason. It would be a good idea if they would stop and go over their conversation and see if the above has not been the cause of losing a prospect.

Installing New Machinery

The business of the R. C. Wade Co., manufacturers of the well-known Tonofone semi-permanent needle, has grown to such proportions in the last two months that they have been obliged to increase the size of their present workshops. R. C. Wade, the inventor of the needle and also inventor of the automatic machine for its manufacture, has designed a new machine which will permit the making of twice the number of Tonofone needles at one operation as was formerly possible. Mr. Wade has one of these new machines at present in working order and has another one being made. Another automatic machine to be used in getting out Tonofone needles has been designed by Mr. Wade, and is said to be most ingenious. The new machine is an attachment to the stamping machine, which when in running order will not only count out, but will pack any desired number of needles in a specially constructed receptacle, and at the same time label it.

Dorchester Mapes, secretary of the company, announces that Tonofone is now represented by dealers in every State in the Union and Canada. The latter territory is being looked after most capably by Arthur K. Kempton, of Toronto.

Celebrate Anniversary

The Fuller-Morrison Drug Co. has just completed its first year as wholesale Pathé distributor. M. P. Mears, who is manager of the talking machine department for that company, is more than pleased with the results accomplished by his travelers during the twelve months that they have been handling the Pathé

line. The Fuller-Morrison Co., it will be remembered, took over the Pathé agency for Chicago and adjacent territory from the Hallet & Davis Piano Co. when the latter closed its branch in this city. The Fuller-Morrison Co. retained the already established agency of the Hallet & Davis Co., and in the past year has added about an equal number of good accounts to its already long list. They are building up a very large foreign record trade in Chicago and contiguous territory. Manager Mears is being very ably assisted by Pathé Special Representative Ely, who has been here for several weeks working along these lines.

New Chicago Companies Formed

Isaac Schiff, formerly president of the Schiff Furniture Co., Chicago, but now vice-president of the Independence State Bank, of this city, announced that he has become interested in a new \$100,000 corporation to manufacture talking machines. The new company is at present taking bids for cabinets and motors. The new company intends to assemble its instruments at first and is contemplating the purchase of a large warehouse.

Mr. Schiff has been connected with the furniture industry for the past twenty-seven years and was for four years chief buyer for the Chicago House Wrecking Co.

T. V. Garvin has been made head of a new company that will shortly be incorporated for \$50,000. The new company will manufacture and assemble its own machines, which they will shortly put on the market. Their intention is to start with three models that will be known as the Gartrola.

Mr. Garvin has been for many years connected with the mining industry and is the owner of some fine graphite and mica deposits located in Colorado.

Victor Jobbers Meet

An informal meeting of Victor jobbers was held at noon Monday, January 6, at luncheon at the Chicago Athletic Club. The jobbers met at the request of George E. Mickel, of Omaha, Neb. Those in attendance were Jas. F. Bowers, Perry B. Whitsit, of Columbus, O.; A. A. Trostler, Kansas City, Kan.; Rudolph Wurlitzer, Cincinnati, O.; A. A. Grinnell, Detroit, Mich.; Sam Goldsmith, Milwaukee; E. C. Rauth, St. Louis, and L. C. Wiswell.

Take New Plant

The first of the year finds the Wizard Talking Machine Co., of Chicago, moving from its old location at 3219 West Lake street to its new large plant at 1977 Ogden avenue. This company is adding three new models to its line.

Wm. Cummings, head of the company, announces that within a short time they expect to be able to manufacture and assemble their instruments all under one roof.

Inventory Disclosures

Inventory week in Chicago brought to light many interesting incidents. For example, last week, when the Chicago Talking Machine Co.

made its inventory, it was discovered that the stocks of both machines and records were at a very low ebb. The amount of stock on hand at the end of the year was lower than for the corresponding period ten years ago, when the company was practically in its infancy.

Death of Robert B. Gregory

Robert B. Gregory, the lamented president of Lyon & Healy, whose passing away on December 14 profoundly affected the music industry of all the country, was in many respects a most remarkable man. He had been associated with the great house of Lyon & Healy for fifty-four years and served successively as salesman, small goods manager, treasurer and president. He never lost his interest in the small goods depart-



Robert B. Gregory

ment, which had his special care during half a century of steady business activity.

A man of much charm in manner and speech, he had many warm friends and few or no enemies. Chicago loses one of her great citizens in him. His social and community activities were various. He was a main supporter of the summer concerts and opera at Ravinia Park, Chicago's famous resort on the North Shore, near which he had a country house. He was a founder and director of the Chicago Savings Bank, a director of the Legal Aid Society, a director of the Church Home for the Aged and a vestryman of Trinity Church, in this city.

(Continued on page 85)



UNIVERSAL TONE ARM



**NO SPRINGS
NOR WEIGHTS
TO ADJUST**

**MADE IN
FOUR
LENGTHS**

Patent Applied For

This splendid tone arm equipment has been adopted by many of the highest class talking machine manufacturers.

Start the New Year by using the Empire tone arm and sound box on your machine—it will give your machine prestige and increase sales. We solicit inquiries from high class manufacturers.

Address all inquiries to Chicago Office

**PLAYS ALL
MAKES
OF RECORDS
PERFECTLY**

**WRITE
US FOR
PRICES**



THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 SO. WABASH AVE., CHICAGO, ILL.
Factory: 1100-1108 W. 9th STREET, CLEVELAND, OHIO

Ideas Which Help Sell More Victrolas and Victor Records



Giant moving Victrola and Record which was the feature of Chicago's Christmas Window Displays.

Designed and Displayed by Lyon & Healy. This attraction, which occupies a space 10 feet square, may be leased. Write for Details.

THIS organization is a clearing house for new ideas. To bring about active development we organized a Victor Service Department which is unique.

It is our object to help our subscribers become as prominent in their communities as the Victor Company is in a national way.

Our cooperation covers all lines including:

Newspapers A monthly service of up-to-date illustrations.

Bill Boards Various designs of live posters.

Window Display The most attractive colored cards published.

Store Display A counter display which sells records.

Direct A monthly folder for mailing the supplements featuring the new records.

General Other forms of advertising.

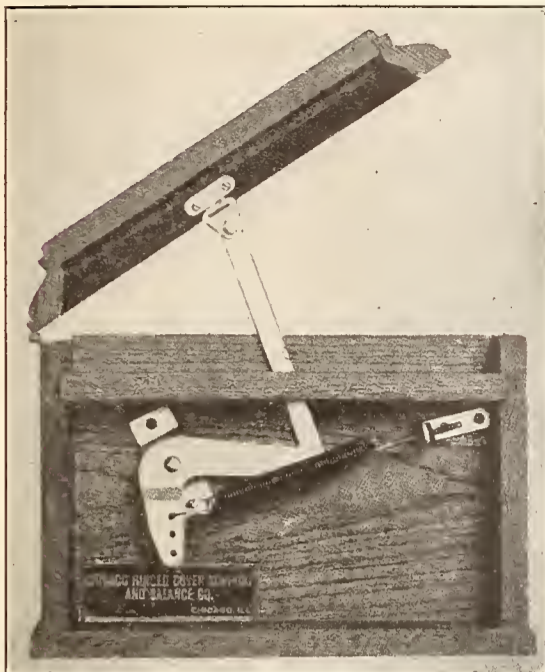
LYON & HEALY

Victrola Distributors

CHICAGO

Ask for Samples

Exclusive Use



(Pat. Applied For) COVER BALANCE No. 1

Bang! A Smashed Finger!!

And Right in the Middle of a Demonstration!

How will you explain the mishap to your customer, the falling down of the cover at the critical moment, when all attention was concentrated on the beauty of the music?

Now if your machine had only been equipped with the

Chicago Cover Balance Number 1

no excuses would be called for. Your prospect's attention would have remained *concentrated* on the beauty and desirability of your machine, not on its *defects*.

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

Chicago Hinged Cover Support and Balance Co. 2242-44 W. 69th Street
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

Robert B. Gregory was the sort of man whose powerful mind affects strongly and beneficially his whole community, but who cares nothing for self-exploitation or self-advertisement. His influence was little trumpeted, but it was everywhere felt, and everywhere for the good of his city, his house, or his business associates, as the case might be.

At the funeral, which was held from Trinity Church, the Episcopal Bishop of Chicago officiated and more than five hundred persons were present, amongst whom were to be seen almost every important music trade man of Chicago. Telegrams of sorrow and condolence were received from the Victor Talking Machine Co., from the Aeolian Co. and many other prominent Eastern houses.

Helping the Dealers

The method employed by the Brenard Mfg. Co., Iowa City, Ia., in introducing its Claxtonola models to the dealer, is something that is very unique and well worth considering. The method in vogue with this company is that when an agency has been established in a town the traveler who handled the deal is not supposed to jump on a train as soon as the ink on the contract is dry and beat it for the next place. He takes off his coat and hat and gets busy with that dealer and figures out ways and means to bring about successful sales. The dealer is taught the very latest methods of follow-up letter systems for prospects. He is taught the best methods in vogue applicable to local newspaper advertisements. Then again, he is taught the best methods to follow in laying out his talking machine department and show windows. In other words, the traveler must ascertain just how much the dealer knows about the talking machine business and whether or not he is up-to-date in his methods. He is given the very best kind of suggestions, whether he is an established dealer or a new beginner.

But the educational process of the Brenard Co. does not end with the dealer. It goes a step further. It takes into consideration the sales force. The traveler when he is through with the dealer is cautioned to find out what the sales people know about talking machines, what they know about records, what they know about customers, how to handle them and how to find out what they like. For this purpose the Brenard Co. has established what is not unlike a salesmanship correspondence school. They have printed twelve interesting little pamphlets entitled "Twelve Vital Points to Salesmanship." The sales person's name is placed upon the mailing list and he is sent book number one. After he has studied this, he is asked to write a little outline of a nature that will tell at a glance just how much of the first lesson he has absorbed. He is credited on this, and if passed the second book is sent, and so on until by the time the twelfth book has been received the sales person knows a great deal more about selling a talking machine than he thought could possibly be attached to the industry.

G. P. Ellis on Trip

Griffith P. Ellis, sales manager of the Chicago Talking Machine Shop, left on the third of the month for a two weeks' trip to New York, Philadelphia, Indianapolis, Detroit and other points in Michigan.

On the Sick List

V. K. Tremblett, who travels Indiana and Illinois for the Chicago Talking Machine Co., has been in the hospital for the past ten days. He had been suffering from a severe cold, which threatened to develop into pneumonia.

T. W. Williams, Chicago salesman for the Chicago Talking Machine Co., has been home for the past two weeks with the "flu."

Empire Business Growing

November, dating from the day the armistice was signed, and all of the month of December

found the Empire Talking Machine Co., of this city, busier than it was at any time since the foundation of the company and that month and a half the business carried on by the Empire Co. was equal in shipments to the total of the eight months immediately preceding that date. Just as soon as it was authentic that the armistice had been signed and permission was given by the Government to go full steam ahead President John H. Steinmetz sent out orders to his factory to put on all the help that could possibly be obtained. This was done, and as a consequence within a few days the Empire Co. was working three shifts per day and all day Sunday. In this way the Empire Co. was able to supply its many dealers with talking machines in time for the holiday trade. Even up until the day before Christmas in many instances orders that were received in the morning were shipped out the same day.

The Empire Black Seal records were in increased demand for the holiday season, and this demand has been steadily growing at the beginning of the New Year. The Empire Co. is well pleased over the popularity and standing of its records, and believes that within a few short months they will be known in all parts of the country.

Victor Traveler Visits

Wm. F. Fries, who represents the Victor Co. in Iowa, Minnesota and South Dakota, stopped off in Chicago recently for a visit. He was on his way to join a conference of the sales department at the Victor factory at Camden.

Vitanola Active

"Speed" has been incorporated in the name of the Vitanola Co., or if not, soon will be, unless all signs fail. A representative of The World called at their Thirty-fifth street factory recently, and when he came back to The World office he remarked that he never saw such a

(Continued on page 87)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

Two Great Selling Features Every Brunswick Dealer Appreciates

THE Brunswick Method of Reproduction has brought about an increased volume of sales. Dealers everywhere join in praising this great idea.

Most dealers realize the drawbacks to old methods of reproduction, and the public, in becoming acquainted with The Brunswick Method, is losing interest in yesterday's standards.

The House of Brunswick is educating the music-loving public to make comparisons. In its advertising in national publications The House of Brunswick is stating compelling facts—which few purchasers care to ignore.

The current advertising campaign spotlights two

features of The Brunswick Method of Reproduction: [1] The Ultona and [2] The Brunswick Amplifier.

A description of the Ultona is enough to make the average buyer anxious to see this new all-record player.

In speaking of The Brunswick Tone Amplifier, we state how The Brunswick attains superior reproduction by complying with acoustic laws, and how we avoid old conceptions.

By studying our advertising, you will note that it is pure selling copy, the exact arguments you and your salespeople can use to great advantage. It is straight from the shoulder, and presents compelling REASONS WHY.



The **Brunswick**
ALL PHONOGRAPHS IN ONE

This super-phonograph, as hundreds of Brunswick Dealers will attest, has won high rank as a profit and friend-maker. And its popularity is ever increasing

We are proud of its reception and of the fine dealer connections it has brought to The House of Brunswick. We have placed our faith and

our resources behind this phonograph and we know that an even greater future is attainable.

More and more The Brunswick is winning friends—everyone who hears it recognizes its worth. We intend to increase this appreciation of The Brunswick—and every Brunswick Dealer will profit thereby.

The Brunswick-Balke-Collender Company

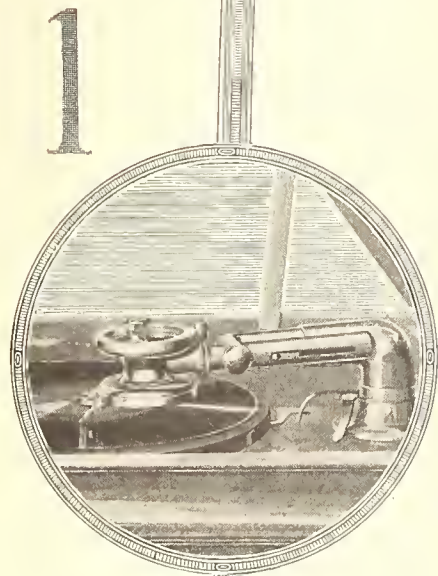
Branch Houses in Principal
Cities of United States,
Mexico and Canada

General Offices:
Chicago and New York

[Canadian Distributors]
Musical Merchandise Sales Co.
Excelsior Life Building
Toronto

The
Brunswick
Amplifier

a new idea in
tone reproduction,
departing from old-time
crudities. Tones
hitherto lost are
now brought out
in rich clarity.



The
Ultona—

a unique feature
of The Brunswick
Method of Reproduction. Now
you can play all
makes of records
at their best.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

busy bunch in his life. In every corner of the big factory, the workers were bending over their tasks, working at top speed. Manager Sam Schiff was buzzing around, here, there and everywhere, overlooking everything! major and minor, and seeing that in spite of the terrific speed at which the men were working their work was accurate and that it would comply with the quality specifications of their well-known product.

In the bookkeeping department, the clerks were busily engaged summing up the results of the past year. This work when finished disclosed the facts that supplies were plentiful, stocks of the finished Vitanola product were rather low, and that the Vitanola Co. had turned out more instruments in 1918 than in any other two years combined.

The company is working to capacity, not only on Thirty-fifth street, but in its big new plant out in Cicero. This Cicero plant, by the way, has just had completed an additional wing to the building. In both factories they are working night and day shifts and Sundays as well. This is for the purpose of trying to dig themselves out from under the immense amount of orders on hand. Manager Schiff believes that he will be able to clean up within a month or so, and then take care of the orders that come in normally.

Unique Holiday Window

One of the most interesting window displays ever made in Chicago was shown in the Jackson boulevard-Wabash avenue corner window of the Lyon & Healy Building during the holidays. This window, which faces on both the above-named streets, was taken up with a monster replica of the upper portion of a Victor talking machine, the background being the lifted lid, and the foreground, which occupied the space of about ten by twelve feet, showing the upper portion of the cabinet, together with the tone arm, reproducer and a gigantic turntable, surmounted by a Victor record. An attractive sign is pendant from the uppermost portions of the lid. It was gotten up to represent a holly wreath and the inscription contained therein was "Will There Be a Victrola in Your Home Christmas?"

Seeking Larger Quarters

J. L. Abbott, of the Chicago Hinged Cover Co., was asked this month by The World why he had no news items. Mr. Abbott replied, "Too busy." "What do you mean, busy," we asked him. "Just what I say," he replied. "Out at our plant at 2246 West Sixty-ninth street we have been working hard. I used to have time to attend to my work and still rubber around a

little and see what was going on in the trade, but orders have been coming in so fast lately, and so heavily, that all I've got a chance to do is to get home and have a sleep occasionally. We thought when we moved into our present location in September, 1916, that we had enough room for all the business we could ever expect, but last year showed us, like everyone else, that things didn't pan out in their old set way. Everything that we used to be able to bank on turned out different not only with us but with everyone. We found it out, and the result is that the prediction we made in 1916 that we had enough room was wrong. The business we are doing now necessitates additional factory space, and for that reason we are looking around for a larger building."

Cigars on Him

Wm. A. Nolan, who travels in the East for the Louis Buehn Co., of Philadelphia, recently traveled into Chicago, and while here he became the happy husband of a blushing bride, Miss Louise Sutton, who was connected with the record department of Lyon & Healy. The ceremony took place at the home of Mrs. Anne Oberndorfer, 1331 East Fiftieth street, on Tuesday, December 31, at 5 p. m. The wedding was quite a surprise to Bill's many friends in Chicago, but they got back at him with a lot of kidding, incidentally telling him that it was a good way to end the old and begin the New Year.

Full List of Red Seal Records Brings Joy

Victor dealers in Chicago were recently made happy when the Victor Co. announced that for the first time since last March they are in a position to issue a full monthly list of Red Seal records. This will apply to Victor's February Red Seal bulletin, and it is expected that orders will be filled 100 per cent.

A Souvenir

The Chicago Talking Machine Co. recently presented its dealers with a beautiful 1919 souvenir. It was a silver-handled combination letter opener and knife. The handle was beautifully embossed with the company's name and on either side in bas-relief were also a soldier and a sailor.

Catching Up With Orders

The Lakeside Supply Co. announces this month that it is still way behind in its orders on tone arms and that orders are continually coming in. Their Canadian business has received added impetus since A. B. Kempton has taken over their line of Jumbo tone arms and Lakeside rotometers.

The Fricke brothers, who are heads of the concern, have been working along lines of im-

provement for their Jumbo tone arm 5L, and now report that it has reached the highest state of efficiency. In the former Jumbo tone arms it was necessary to add an extra weight when playing Pathé and other records, but they have designed a tension set screw located at the base of the arm, which does the trick by a simple turn.

The Lakeside rotometers have had a very good demand and are now being put out gold-plated, but the price remains the same. The reason stated by this company for putting out a rotometer gold-plated without raising the price is that the overhead has been reduced to a minimum now that they are putting it out in such large quantities and that production alone makes this possible.

The Lakeside Co. also states that it has a plentiful supply of the Stephenson precision motors on hand, and that the supply of these motors has been increasing steadily in the past few weeks.

Optimism Prevails

L. C. Wiswell, manager of Lyon & Healy's Victor department, is one of the most optimistic members of the talking machine trade in Chicago. His remarks regarding the coming business year are well worth noting. "The coming year will be from a business standpoint the greatest that the talking machine industry has ever seen. The more letters we get from our dealers the more I am convinced of this fact. The sales of talking machines and records will grow to proportions greater than we have ever known, and I doubt very much whether or not the manufacturers will be able to take care of the demand. Even if the merchandise should come in larger quantities than ever before, it is the opinion of not only myself, but everyone with whom I have recently talked that the demand will exceed the supply. Further, the opinion is general that high-priced instruments will predominate, and that there will be more cash with order than ever before. The same applies to records."

Empire Phonoparts Increasing

The Empire Phonoparts Co. have recently increased their manufacturing facilities to such an extent that their output of tone arms, sound boxes, etc., has been increasing to approximately double the former production. The Empire Co. has acquired a number of new large accounts, and among them many manufacturers of high-class talking machines who assert that they will adopt the Empire models of tone arms and sound boxes as their standards for the year 1919.

C. E. Goodwin Helps Wounded Yanks

Mrs. Anne Oberndorfer, representative of the
(Continued on page 89)

We Distribute at Wholesale the OKEH RECORDS

Hill-and-dale cut. Double face, 10-inch size. Retails at 85c.

We Can Fill Your Orders

Monthly Bulletin Mailed Free for the Asking

Write Us Now!



A Full and Splendid Line of Patriotic Music, Popular Songs, Dance Hits, Musical Comedy, Grand Opera, Standard, Sacred.

GREAT ARTISTS!!

NOW READY

Magnola Talking Machine Company

General Offices
711 Milwaukee Avenue, Chicago

OTTO SCHULZ, President
CHICAGO

Southern Wholesale Branch
1530 Candler Bldg., Atlanta, Ga.

Hiawatha Greetings for 1919

To the Phonograph Dealers of the World

DEAR SIRs:—Permit us to tell you our plans for the New Year:

The real value of any phonograph you buy can only be measured by the value of its *Equipment*. We fully realize what *Quality of Motors and Tone Arms* means to you.

Now that the world-war-strain is removed, we are *resolved* to make the coming year our *greatest in point of sales* and quality of business.

We present to you therefore the

Hiawatha Phonograph

as one which you can stamp with your own seal of approval, as a *Quality Phonograph*, marketed at a fair price, manufactured and endorsed by a *responsible company*.

HIAWATHA CABINETS are built of the finest *veneers* and finished in a manner careful and artistic.

In beauty of design we satisfy the most refined and exacting taste. Every cabinet is guaranteed to last a lifetime.



Your *Initial Order* for Hiawatha Phonographs will convince you of their *Quality*, and you will agree with us in all our claims.

We cordially invite your *inquiries*, as to our complete line. Detailed information is at your disposal.

To our present dealer-friends, and to our friends-to-be alike, we extend best wishes for a prosperous year and cordial thanks for past favors.

Hiawatha Phonograph Company

209 South State Street

CHICAGO, ILL.

Start the New Year Right

Equip your talking machines with a tone arm that is absolutely perfect in every respect. The new LAKESIDE JUMBO No. 5 L telescopic tone arm embraces not only the standard length principle but it can also be lengthened or shortened as desired.

Another feature is that the tension screw (indicated in illustration) makes it adaptable for playing the Pathe records without the use of weights.



Just turn this screw for playing Pathe records.

Write us and we'll tell you about it.

The Lakeside Supply Co., Inc., 202 S. Clark Street, Chicago Phone Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

National Bureau for the Advancement of Music, who has been looking after the campaign of music in the camps started by the Chicago Piano & Organ Association last winter, recently received a telegram from a high official of the American Red Cross in Washington, requesting a shipment of 100 Edison records to the boys at the hospital at West Baden, Ind. Mrs. Oberndorfer could only find fifteen records in her stockroom, so she called up C. E. Goodwin, manager of the Phonograph Co., who has more than once come to the rescue of Uncle Sam's boys who wanted records, and told him of the situation. The result was that the West Baden Hospital received an express package containing eighty-five records, which were sent by Mr. Goodwin.

Now for Electric Signs

Now that the coal supplies are getting back to normal and the restrictions on electric signs have been removed, energetic dealers who have not already taken advantage of this excellent

means of night advertising will be anxious to equip themselves to the best advantage. The Federal Sign System (Electric), Lake and Desplaines streets, Chicago, a concern with immense facilities and long experience in the devising and construction of electric signs, make a most favorable proposition. They will supply a sign installing system on the payment of the first of twelve monthly instalments, thus making the burden of payment a very light one and enabling the dealer to start the new year with his best foot forward.

Revived Production Facilities

The many friends in the trade of the Scotford tone arms, the Superior universal reproducer and other phonograph specialties made by Barnhart Bros. & Spindler, this city, will be glad to know that now that the conditions which made it necessary for this concern to turn over practically its entire plant to the production of war munitions are over, that company, having practically finished its contracts, will soon have the production of phonograph specialties on a normal basis. R. M. McArthur, who is in sole charge of this department, and whose attention has been diverted from it because of the war work, states that now he is properly getting things in hand and that he will soon be able to take care of the trade and make deliveries.

Milwaukee Business Fine

A. Kesselman, of Kesselman & O'Driscoll, Milwaukee, was in town last week and said some mighty interesting things. He remarked that Milwaukee did more business during the last month and a half of the old year than it had done in the previous six months. "We did not know there was so much business to be done, and the Lord only knows how much more could have been done had there been goods enough to go around. The dealers here face the first of the year with empty record bins and no machines. Nevertheless, they are not downhearted because they know that the demand will be there just as soon as they get records and machines enough to go around."

Mandel Plans for 1919

M. B. Silverman, of the Mandel Mfg. Co., in a chat with The World this week stated that the company saw every reason to expect a great expansion of the talking machine business in 1919 and was preparing vigorously for it. "We had a very excellent business last year, but, of course, were compelled to move conservatively on account of the various restrictions on production and supplies," said he. "We have now arranged to utilize the productive capacity of our plants at Benton Harbor and Chicago to the utmost and have perfected an energetic sales campaign. We have enlarged our traveling forces and have arranged for further extension of our system for co-operating with the dealers, which has been a factor in the rapid growth of the business of this company."

Over the Top

C. E. Goodwin, manager of both the Phono-

graph Co. and the Edison Shop, reported that the retail shop had just completed the biggest December business in its history. Before the holidays were half over they were entirely sold out of models 150 and 200.

Corporal H. D. Buchanan, who formerly traveled Illinois and Indiana for the Phonograph Co., is still stationed at Camp Funston, Kansas. He has been there since last September and writes that he expects to be back and on the job soon, traveling his old territory.

Now a Newsman

John Thune, who formerly had charge of the advertising detail for Lyon & Healy's Victor department, left the first of the year to take a position with Petroleum Age, a magazine published in this city. His place has been filled by H. R. Mirick, who for several years has been Lyon & Healy's Victor representative in Wisconsin and northern Illinois.

B. & H. Publicity Campaign

The B. & H. Fibre Mfg. Co. are making preparations for an aggressive advertising campaign for 1919, which will have the effect of putting the merits of the B. & H. fibre needle before the public as well as the dealers more forcefully than ever before. Announcements as to the nature of this campaign will be made later. The company have now in press, however, an extremely artistic illustrated folder, which will be a convenient size for enclosing in a regular business envelope, and which will tell the fibre needle story pertinently and convincingly. It will be ready for distribution about the 15th of January, and dealers are invited to ask their jobbers for a supply for distribution to their customers.

Geo. C. Vining Passes Away

Many in the Chicago trade are mourning the recent demise of Geo. C. Vining, one of the

(Continued on page 90)

"Orotund" and "Superior" Attachments, Tone Arms and Jewel Points for PERFECT TONE

Recommended by all expert dealers and manufacturers.

The "Best" because they will play all makes of records perfectly, with the least mechanical and surface noise, also most safely.

"Orotund" and "Superior" attachments are scientifically made and perfect in action. The only attachments which will give satisfaction when operated according to instructions.

All up-to-date dealers should handle attachments as there are many favorite records in the world's library made in both hill and dale and lateral cut lines.

Attachments made to fit all standard makes of talking machines.

New universal Edison attachment now ready. Plays all makes of records with perfect safety and less surface noise than when played with the original reproducers.

Write for prices and descriptive circular.

Combination Attachment Co.
20 E. Jackson Boulevard
Chicago, Ill.

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order

State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

old-timers in Chicago. Mr. Vining had been connected with the music industry of this city for over thirty-five years, having started as a boy with the Kimball Co. over thirty-five years ago. He had been connected with some of the biggest houses in Chicago and had been in business for himself at various times. Some time ago he was appointed general office overseer for the Chicago branch of the Columbia Co., but ill health necessitated his giving up this position a few weeks prior to his death.

When Selling Records

Very often the question comes up, "What are the best methods to pursue when selling records?" This has always been a mighty hard question to answer. The method that will work wonders for one man will absolutely fall flat for another man and vice versa. Therefore, no attempt will be made by The World in this item to either advocate or condemn the following methods which were described by F. W. Clement, manager, and J. C. Fraser, Illinois representative, both of the Chicago branch of the Emerson Phonograph Co. We will merely print the argument for what it is worth to the reader.

Mr. Clements believes that every demonstration booth should have a rack therein containing samples of at least three classes of music, for example, classics, dances and songs, the latter two up-to-date and popular. The prices of each selection should be plainly exhibited. A notice should be pasted above the rack specifying that "these records are samples and are, therefore, liable to be found slightly defective, owing to improper handling. Pick out the selection you want, and we will see that the record you select is in perfect condition."

Mr. Fraser believes that the same method be pursued, but he goes one step further. He believes that the "rack" should not be a geometric contrivance, such as a series of enameled angle irons, as in general use, but that the rack should be a large cloth, attached to the wall of the booth, and should contain little pegs to hold the records, that is, a little peg that can be readily inserted through the center hole of the record.

Mr. Fraser has had much success with this method throughout central Illinois. He believes that a black record is more effective when placed against a green background, and says that in many instances he was enabled to secure a dandy background for country dealers by paying a visit to the local pool hall and purchasing the discarded billiard table cover. From time to time it is necessary for the owners of pool

THE LATEST INVENTION IN THE PHONOGRAPH INDUSTRY

"THE ALL-IN-ONE"

An attachment for VICTROLA and COLUMBIA, which, when once attached to the tonearm, plays permanently all makes of disc records without any further change of the position of the reproducer.

Retails at \$1.50. Write today to

F. J. M. KAUMANN'S, Sole Representative, :: 405 Westminster Building, CHICAGO

rooms to replace the green covering of their table with a new one, because of the fact that the resiliency of the old cover has been reduced. One is always able to make a purchase of this kind for a dollar or two.

Both gentlemen are well agreed on one thing. That is as to the number of samples the traveling man should carry with him. Both believe that a traveling man should carry as few sample records as possible. When a man goes out with a sample case loaded with records it looks as though he were going on a concert tour, instead of a record selling expedition. They believe that a traveling man should go into a retail store and spend his time telling the dealer how much money he can make off that particular line of records, or if he is already established spend some time in trying to help the dealer find out what is wrong with his department. The fellow who goes into a dealer's store with a trunk load of records and plays every one of them before talking business is not only losing time for himself, his company and the dealer, but money.

B. R. Forster a Visitor

B. R. Forster, president of the Brilliantone Steel Needle Co., of America, Inc., accompanied by Mrs. Forster, spent a few days in Chicago this week. Mr. Forster stopped off while en route to California to visit some of his Chicago friends.

Loaded Down With Orders

The Western News Co., manufacturers of the Tel-O-Tone talking machine, whose famous motto, "the soul of music dwells within," has become so familiar to the readers of The World, report themselves loaded down with orders, inquiries, and more orders, until they do not know where to turn. They are at present engaged in bringing out some new designs in cases and are expecting to make some elaborate announcements along these lines in the near future. W. Cheney Beckwith, talking machine manager of the company and father of the Tel-

O-Tone, informs The World that his company would be glad to get in touch with some good distributors who would take on entire states; meaning by this not merely state traveling salesmen, but men who are prepared to open warerooms for display of the line and also to call on every dealer in their territory. To a few such men the Western News Co. can offer an exceptionally fine proposition.

Secures Patent on Tone-Deflecting System

The Magnola Talking Machine Co., 711 Milwaukee avenue, this city, has just received its patent papers in connection with the tone-deflecting system of construction which has now for some time been a feature of all styles of Magnola. The construction is simple but effective and the company finds that by using it a clearer reproduction is obtained with less mechanical scratch and better detail. The sound waves are conducted from the tone arm along a channel which descends into the cabinet at an angle of forty-five degrees. It is then brought to a stop at a panel which is placed to form the upper side or roof of the tone chamber and which is also at an angle of forty-five degrees with reference to the channel. The tone chamber itself is shaped as a prism with the right angle in it formed by the junction of the lower side with the open end of the chamber. The other two angles are each of forty-five degrees.

The sound waves are thus reflected from the tone arm into the channel and from the end of the latter through a rectangular slit upwardly against the roof of the chamber at an angle of forty-five degrees. Thence they travel outwardly through the open side. The result appears to be to strengthen the portions of the wave which proceed from the sound box direct, whilst minimizing the incidental vibratory elements which accrue from the friction of needle against record, from the natural vibratory period of the sound box or from other disturbing causes.

The construction also allows for a very effective tone control through a shutter in the channel.

Ed. Strauss a Visitor

Ed. Strauss, manager of the Brunswick-Balke-Collender Co., of New York, is in Chicago this week. Mr. Strauss visited the main office of the Brunswick Co. for the purpose of securing more goods. He reports that the New York branch could keep a factory of its own busy, and to back up his statement he exhibited orders amounting to more than six car loads of Brunswick machines.

Brunswick Double Up

The Brunswick-Balke-Collender Co. are making plans for the year of 1919 to more than double its output. It is the aim of this company to manufacture during the coming year approximately one hundred and twenty thou-

STEEL NEEDLES

MADE IN AMERICA :: NOT MADE IN JAPAN

Extra Loud-Loud-Full-Medium-Soft Tones

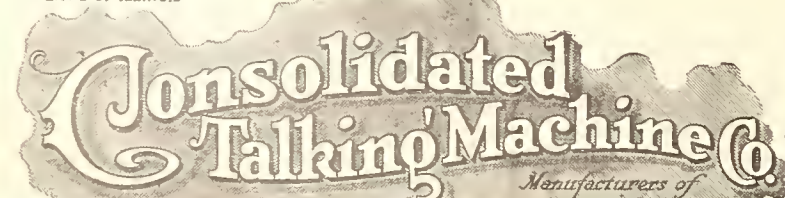
100 in a package

50,000 or more 65c. per thousand

Less than 50,000 70c. per thousand

Immediate delivery — any quantity

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill-James Co. Arctino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227. W. Lake Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

REPAIRS

Correct Repairing for the trade

Send your motors by parcel post

VAN DEMARK'S

15 Years at 305 E. 43d ST., CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 90)

sand instruments for the trade of the United States and Canada. The big north side plant of this company has been crowded to capacity and it has been necessary to take over several additional floors in the factory building in order to increase the talking machine output.

Six Best Sellers

Pathé announce the best sellers for the month as follows: "I'm Always Chasing Rainbows" and "Arabian Nights"; "Hindustan" and "Frivolity"; "Everything Is Peaches Down in Georgia" and "Good-bye, Alexander"; "Oh! How I Wish I Could Sleep Until My Daddy Comes Home" and "The Trail of the Lonesome Pine"; "Kentucky Dreams" and "Mary"; "There's Life in the Old Dog Yet" and "Me-ow!"

The six best Edison sellers for the month are: "Silver Bay" and "Sweet Hawaiian Moonlight"; "The Captive" and "Two Roses"; "Cleopatra Polka" and "Egyptia"; "Rag-a-Minor" and

"Watermelon Whispers"; "Old Virginy Days" and "When I'm Gone You'll Soon Forget"; "Fantasia" and "Second Mazurka."

Columbia announce their best sellers for the month as follows: "Tell That to the Marines" and "You Can't Beat Us"; "Oh! How I Wish I Could Sleep Until My Daddy Comes Home" and "Watch, Hope and Wait, Little Girl"; "Oh! How She Could Spanish" and "I Want a Doll"; "Hindustan" and "In the Shadow of the Desert Palm"; "My Belgian Rose" and "Beautiful Ohio"; "The Whistler and His Dog" and "The Warbler's Serenade."

The best Emerson sellers for the month are: "The Rose of No Man's Land" and "Some Day Waiting Will End"; "Till We Meet Again" and "A Little Birch Canoe and You"; "Oh! How I Wish I Could Sleep" and "Watch, Hope and Wait, Little Girl"; "Smiles" and "You Keep Sending 'Em Over"; "Castle Valse Classique"

and "Watermelon Whispers"; "Hindustan" and "Ange d'Amour."

The six best Victor sellers are: "Hatikva," "When You Come Back," "Dreaming of Home, Sweet Home" and "The Rose of No Man's Land"; "After You've Gone" and "I'm Glad I Can Make You Cry"; "A Little Birch Canoe and You" and "The Bluebird," "La Boheme."

Personals and Visitors

L. F. Bidinger, of O'Shea & Bidinger, Kenosha, Wis.; G. E. Swan, of Swan & Sons, Freeport, Ill.; Fred L. Beerman, Beerman's Music House, Muskegon, Mich.; H. Wanamaker, of the Red Cross Pharmacy, Benton Harbor, Mich.; J. B. Williams, of the Wurzburg Dry Goods Co., Grand Rapids, Mich.; A. S. Cameron, Marquette, Mich.; E. F. Schefft, of Schefft Bros., Milwaukee, Wis.; Mr. and Mrs. Howard Shillito, of John Shillito Co., Cincinnati, O.; F. Benjamin,

(Continued on page 92)



The Machine that Plays any Record



The Machine that Plays any Record

Line Up With The Empire—For 1919 And After



Model B.

The year 1919 will without question prove to be the biggest "phonograph year" that dealers will ever witness. Take a tip, Mr. Dealer, and make arrangements now to look up the Empire proposition. You can build up a profitable phonograph department with the Empire Line of machines and records.

Empire Records Are Big Sellers

Again this month we are releasing 15 new numbers. See list of these in the "record bulletin" of this paper and then send us a trial order. We now have released a total of 85 "black label" Empire records to date—a splendid selection to offer to your patrons.

Write us for our dealer proposition and catalogs.



Model A-1

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

of Benjamin's Temple of Music, Danville, Ill., were recent visitors to the trade of Chicago.

Incorporated

The Usona Talking Machine Co., Chicago, has been incorporated with capital stock of \$25,000, by J. D. Keating, G. M. Gibson, and H. M. Keating.

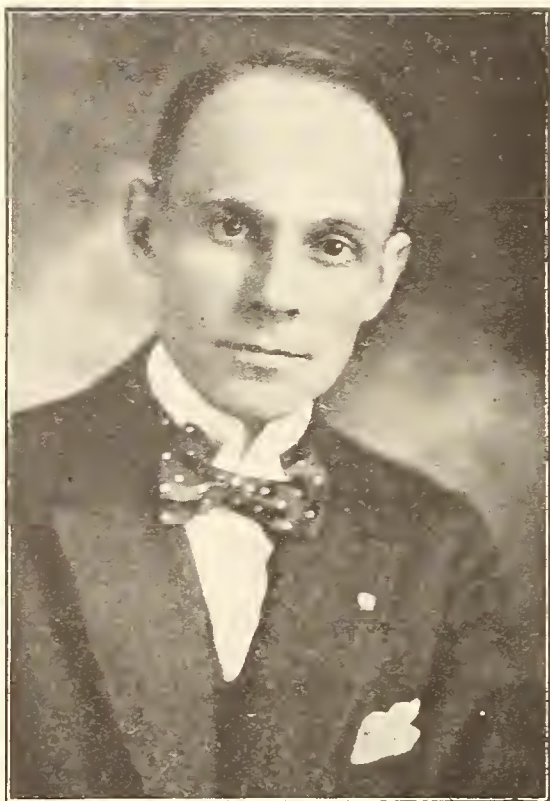
R. R. HINMAN A STEGER ENTHUSIAST

New Sales Manager of Phonograph Division of Steger & Sons Piano Mfg. Co. Sees Many Points of Salability in Their Phonographs

"We contend," said Roy R. Hinman, "that the Steger phonograph is particularly worthy of the attention of progressive dealers because of its all around excellence and distinctive selling points."

Mr. Hinman is the sales manager of the phonograph division of Steger & Sons Piano Mfg. Co., of Chicago, and Steger, Ill. A long

and extensive selling experience has given him a comprehensive knowledge of sales conditions and an appreciation of opportunities for trade



Roy R. Hinman, Sales Manager

development, that is reflected in the successful distribution and sale of these products throughout the United States and foreign countries. He was born in Kansas—and if the pep and energy that he puts into his work of interesting, enrolling and encouraging Steger phonograph representatives are due to his early environment they certainly speak well for Kansas home-grown products.

"Speaking about the Steger phonograph," suggested Mr. Hinman, "just consider that the Steger tone arm, which is protected by basic patents, permits you to play all records correctly—with the precise degree of pressure required by any particular make of records without using any attachments. Outside of needles, there are no parts to change."

"We claim," he added, "especially faithful tonal reproduction, because of the advantages afforded by the Steger tone arm and sound chamber. Some persons have a mistaken notion regarding the Steger phonograph. They do not know that it is made in immense factories exclusively devoted to its manufacture. It is constructed with the same degree of care and attention that is given to the making of art style Steger pianos, moreover the talking machine division of Steger & Sons is totally distinct and independent from the piano and player-piano divisions."

Mr. Hinman is proud of the progress that has been made in bringing the Steger phonograph to its present state of perfection. "Our organization," he added, "is made up of specialists, who have concentrated all of their ability to make the Steger represent the embodiment of artistic and constructive excellence.

"A perfect phonograph has no tone of its own," stated Mr. Hinman. "It merely is a reproducer of sound. Its worth is dependent upon its quality of reproducing a tone or sound, without adding to or detracting from it. If you hear an artist sing in a concert, you want to hear his voice reproduced on a phonograph with fidelity—and not changed by any so-called 'tone' of a talking machine. The Steger gives every sound with fidelity—tone for tone.

"We are spending thousands and thousands of dollars for national magazine advertising in 1919—to help our dealers—because their success with the Steger phonograph and our knowledge of its great selling points warrant this vast expenditure. We are daily appointing new dealers."

The accompanying cut is a reduced reproduction of one of the advertisements being run in a campaign, including the Saturday Evening Post and a number of the highest grade and most widely circulated periodicals in the country. The Steger advertising department has worked out an elaborate system of dealers' helps, including effective newspaper copy, elec-



Cabinets

or

Complete Phonographs

Built to suit your specifications or we'll submit our own

Prices to Fit Your Selling Proposition

Why Worry Along on a Hunch?
Our Knowledge is A SURE Thing

Write and tell us what sort of a phonograph proposition you want to put out.

Don't just ask
for a catalogue

We're Specialists. We Want to Be
Your Factory

WHY NOT WRITE TODAY?

Singer Talking Machine Co.
MILWAUKEE WIS.



Facsimile (Reduced) Steger Magazine Publicity prototypes, etc., enabling the merchant to "hitch up" with the national campaign in a most effective manner.

MUTUAL CO. CLOSE GREAT BUSINESS

In a chat this month with The World Wm. Phillips, president of the Mutual Talking Machine Co., New York, commented upon the excellent business closed by this house during 1918. Mr. Phillips states that Mutual tone arms and sound boxes are being used exclusively by some of the best-known manufacturers in the trade, and that these products are apparently giving splendid service to their users. During the past few months the company closed several important contracts with representative manufacturers, and in order to handle its fast-growing business Mr. Phillips is endeavoring to secure larger quarters, which will enable the company to increase its output materially during 1919.

NEEDLES
WE MANUFACTURE
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery
MERMOD & CO., 874 Broadway, N. Y.

EXCEPTIONAL BARGAIN
FOR SALE
700 Master Records, consisting of all the Paroquette 7-inch Masters and all the Majestic 7-inch Masters, in good condition.
Address Box 577, care of TALKING MACHINE WORLD, 373 Fourth Ave., New York

TRI-STATE ASSOCIATION TO MEET

Annual Session of That Organization to Be Held on February 5 in St. Louis

St. Louis, Mo., January 7.—The directors of the Tri-State Talking Machine Association have decided to call the annual meeting of that association on February 5, when a full attendance of members will be urged. This meeting was planned for October, and at later dates, but was postponed because of the influenza quarantine. It is expected that by February the Victor dealers will have much to discuss, as it is the expectation that the flow of new Victor stock will begin about that time. The details of the program for the meeting will be announced later.

USING CLEVER LOCAL PUBLICITY

The advertising department of the Otto Heineman Phonograph Supply Co., Inc., received recently the accompanying photograph from H. C. Grow, Springfield, Mass., successful phonograph dealer in that city, who is handling the "OkeH" record line manufactured by the Otto Heineman Co. Mr. Grow is featuring the "OkeH" record line to excellent advantage, and, according to his plans for the coming year, he will use considerable local publicity in behalf



Some of H. C. Grow's Publicity

of this record. He states that the new "OkeH" record lists are meeting with popular favor, and he is enthusiastic regarding the sales possibilities of this product.

E. H. LANSING VISITS NEW YORK

E. H. Lansing, well known to the trade as the originator of moving covers for the talking machine, with headquarters in Boston, was in New York over the first of the year. He expects great expansion throughout the trade during 1919 in both domestic and foreign business, although a reduction in the prices of raw materials cannot be looked for immediately. Mr. Lansing announces an enlarged production of the Lansing covers for the coming year in accordance with his optimistic predictions.



The Aristocrat of Phonographs

No other Phonograph has ever created such favorable and widespread comment in the Talking Machine World. The "Widdicomb" is now being successfully featured by the leading houses throughout the country.

Write for catalogue and trade discounts

P. PAUL GRAEF 105 W. 40th St.
Eastern Representative New York City

VAN VEEN "BED-SET" BOOTHS



We have predicted for several months that 1919 will be the greatest talking machine year in history. This prediction has "made good" already, and business is booming. Prepare to get your share of this trade by installing additional record booths.

WRITE FOR A COPY OF OUR NEW CATALOG

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE GREELEY 4749

TRADE IS ACTIVE IN WINNIPEG

Leading Dealers Report Busy Times and Splendid Prospects for the New Year

WINNIPEG, CAN., January 5.—Business in talking machine circles is most satisfactory. Arthur S. Joy, of the Phonograph Shop, says everything is splendid and cash sales are good. This firm is cutting out the small payment business and is having marked success in the change. "We are also cutting out ragtime to a great extent and are going after real music," said Mr. Joy. "People seem to be demanding the change, and we are putting ourselves in a position to accommodate them."

Robt. Shaw, of Cassidy's, Ltd., distributors of Columbia lines, says that shipments are coming forward much better now, owing to increased factory facilities, and the firm is getting in a much better position to supply the ever-increasing demands. He remarked that the business outlook was excellent.

"All I want is stock," said H. E. Sternberg, of the Musical Merchandise Sales Co. "I can sell all the Brunswick machines I can get and then some." Those utterances speak well for the volume of business done by the firm.

The Western Phonograph & Sapphire Disc Co. speak well of December business. They have disposed of a large number of OkeH records.

J. J. McLean & Co. have joined the ranks of new Sonora dealers.

T. E. Oliver, Wawota, Sask., has recently been enrolled as an Edison representative.

Mr. Conlin, of the Western Gramophone Co., is a very busy man, as is likewise the whole staff. He is expecting big things from the coming appearance of the San Carlo Opera Co., and is ready to meet the demand for Victor

grand opera records. Mr. Conlin says there has been an exceptionally big trade in educational records of late.

EXPECTS BIG CABINET DEMAND

According to the statement of Ben Ferrara, of the cabinet firm of that name, Oneida, N. Y., the demands for cabinets of both stock and specially designed models during the coming year will be heavier than during the past two seasons. His plant has already accepted several large orders, the deliveries to commence at once and continue during the balance of the year.

GAVE CHEVRONS TO FIGHTERS

The S. B. Davega Co., the well-known Victor jobbers of New York, have given their entire stock of service chevrons to soldiers, sailors and marines.

The Odon Drug Co., Odon, Ind., has opened a new music and talking machine department.

"Allenruby" Mica Diaphragms

represent the best there is in Sound Box Diaphragms.

We use only the finest grade of Brazilian Ruby Mica in our product.

Let Us Figure on Your Requirements

ALLEN MICA CO.
18 West 20th St., New York City

Sole Distributors of the Hoffay Airtight—a really wonderful machine—

for the State of Utah, Eastern Nevada, Western Wyoming, Southern and Eastern Idaho.

Geo. A. Lowe Co.
Ogden, Utah



NEW COLUMBIA ARTIST ANNOUNCED

Miss Rosa Ponselle, Dramatic Soprano of Metropolitan Opera Co., Will Record Exclusively for the Columbia Record Library

The Columbia Graphophone Co., New York, announced this week that arrangements have been consummated whereby Miss Rosa Ponselle, dramatic soprano of the Metropolitan Opera Co., who made a sensational debut recent-



Miss Rosa Ponselle

ly at the Metropolitan Opera House, will record exclusively for the Columbia library. Miss Ponselle's records will be announced in the very near future.

The rise of Rosa Ponselle in the musical world is meteoric, to say the least, as less than a year ago she was a member of the vaudeville team of Ponselle Sisters, which was then playing in the leading vaudeville houses. While this act was appearing in New York, Wm. Thorner, well-known singing teacher, chanced to hear it, and was so impressed with Miss

MICA

**NO STAINS IN OUR
DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY**

Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

Rosa Ponselle's voice that he arranged to give her a course of lessons in operatic singing. She made wonderful progress under Mr. Thorner's able teaching and was coached in the preparation of difficult operatic roles by Romano Romani, operatic conductor for the Columbia Graphophone Co. As soon as Miss Ponselle had completed her course of training, the Metropolitan Opera Co.'s musical critics assembled to hear her, and she was engaged for this famous organization after her first trial.

She appeared at the Metropolitan Opera Co. this season, making her debut in "La Forza del Destino," and newspaper critics proclaimed her as one of the musical "finds" of this generation. Her position in the operatic world has been strengthened since her debut by her successful appearances in several difficult roles.

The Columbia Graphophone Co. is to be congratulated upon the acquisition of Miss Ponselle to its recording libraries, and full credit for the consummation of this arrangement should be given to Theodore Bauer, director of the Columbia Co.'s concert and operatic department, who has been responsible for the addition of many famous artists to the Columbia recording staff.

The following newspaper comments regarding Miss Ponselle will give some idea of the remarkable beauty of her voice. The New York World said: "Seldom does a Metropolitan audience respond as warmly as this one did last night to the new singer, Rosa Ponselle. After her first act aria the people applauded in a way that showed their feelings and this happened again after the splendidly sung duet with Caruso. Miss Ponselle's voice is a dra-

matic soprano of more genuinely beautiful quality than has been heard at the Metropolitan in many a season."

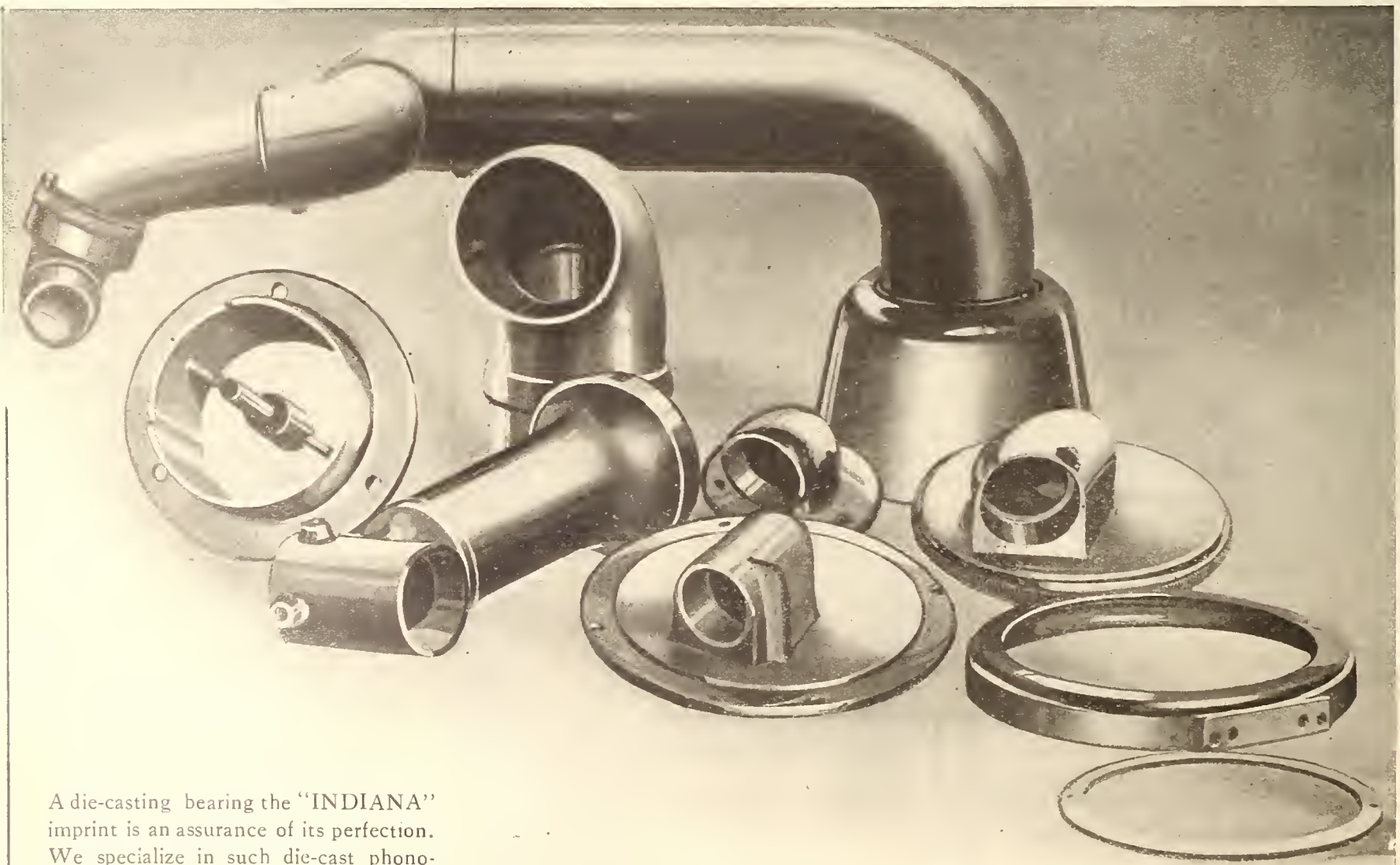
The New York Times said: "What a promising debut! Added to her personal attractiveness, she possesses a voice of natural beauty that may prove a gold mine. It is vocal gold anyhow, with its luscious lower and middle tones, dark, rich and ductile; brilliant and flexible in the upper register."

The New York Herald said: "The debut of Rosa Ponselle was a definite and pleasurable surprise, amounting to a sensation. For a girl fresh from vaudeville to come on the classic stage of the Metropolitan and sing with the poise, authority and ease of a veteran with a beautiful luscious and wonderful even voice of two octaves compass, with a tone production smooth and efficient, struck me as little short of marvelous, and I am sure the audience thought so too."

SEARCH FOR STOLEN VICTROLA

Adolph H. Meyers, the Victor dealer of 783 Ninth avenue, New York, advises the trade that a Victrola XI, mahogany, No. 498,100, distributed through the Ormes Co., was stolen from him on January 6. Any dealer, or individual, who comes across that particular Victrola, either for purposes of exchange, repair or otherwise, is requested to advise Mr. Meyers at his Ninth avenue address.

The Grote-Rankin Co., Seattle, Wash., of which O. F. Kegel is president, are building up a very satisfactory talking machine business.



A die-casting bearing the "INDIANA" imprint is an assurance of its perfection. We specialize in such die-cast phonograph parts as shown above.

"INDIANA" DIE CASTING CO.

CORNELL AVE., at 11th ST.

INDIANAPOLIS, IND.

HAROLD L. TUERS RETURNS

Former Head of Columbia Dealer Service Department Back From Duty in Texas

Harold L. Tuers, formerly head of the dealer service department of the Columbia Graphophone Co., who left for Texas some time ago to enter the Aviation Training Corps at Barron Field, returned to his desk two weeks ago and immediately resumed his former position.

Mr. Tuers is well known to dealers throughout the East, and the success of the Columbia dealer service department can be attributed in



Harold L. Tuers

a large measure to his intimate knowledge of merchandising and practical sales ability. This department, which is under the general direction of the Columbia advertising division, is planning to inaugurate an extensive campaign in 1919, which will undoubtedly be of interest to the dealers.

VERITONE PLAYER AND PHONOGRAPH

Veritone Talking Machine Co. Now Producing Two Instruments—Player Can Be Handled Profitably by Talking Machine Dealers

The Veritone Talking Machine Co., 145 West Forty-fifth street, New York, is now producing a Veritone player-piano in connection with the Veritone phonograph. The Veritone player-piano is an instrument which is equipped with a highly efficient player action, which has many individual features and can be handled profitably by talking machine dealers in connection with their regular business.

The Veritone phonograph has since its inception become a popular seller, and agencies for this instrument have been placed with many representative dealers throughout the country. The special sales plan, which has been developed by this company, has also been of interest to many dealers who have found it most profitable.

HAVE MADE A STRONG APPEAL

Ed. Usoskin, Inc., reports that a large number of Victor dealers have taken on their window display for 1919. The January issue made a particularly strong appeal, as is evidenced by the large number of congratulatory letters that they have received.

FOR SALE
50 SHARES
Victor Talking Machine Co.
Common Stock
at \$825

WILLIS O. HEARD
 LAFAYETTE BUILDING PHILADELPHIA, PA.

VANCOUVER A BRIGHT TRADE SPOT

Talking Machine Men in British Columbia Well Pleased With Present Conditions and General Prospects—Many Newcomers in the Trade

VANCOUVER, B. C., January 4.—Business prospects so far as the talking machine industry is concerned are of the brightest in this section of the Dominion. A large and satisfactory holiday trade was closed, and the New Year finds the trade as a whole most optimistic regarding the future, now that the war is ended and we are rapidly approaching normal conditions.

Kenneth Ross, the energetic Western representative of Musical Merchandise Sales Co., has been doing a fine business with the Brunswick phonograph throughout the Province of British Columbia.

Townley & Ward, who recently opened up here, are handling a large number of Columbia Grafonola sales, and are very much elated over their success.

"The Musical Physieian" is the head line of a Sonora advertisement by Fletcher Bros., who

urge the medical benefits of Music in the Home. Vancouver people admit that the Sonora is working wonders in the sick room.

The Kent Piano Co. to date have eclipsed by a large margin their last year's sales for Edison phonographs.

A British Columbia dealer in Edison disc phonographs who has recently added the Amberola line is W. R. King & Co., of Penticton.

T. A. Switzer, manager of Fletcher Bros., Ltd., recently returned from an extended trip in the East. He states his firm are doing a fine business in Columbia and Sonora lines and are most optimistic over prospects for 1919.

Walter F. Evans, Ltd., state that His Master's Voiee products are selling most freely and the outlook for the future promises big things in the talking machine field.

STODDART CO. INCORPORATED

The Stoddart Phonograph Co., New York, has been incorporated with capital stock of \$10,000, by E. Friedlander, F. R. Baumann, and H. Healian.

CABINETS and TALKING MACHINES
for WHOLESALERS, DEALERS, JOBBERS



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK



The real spirit and soul of France—it's heard in the music of the Paris Conservatory Symphony Orchestra. Two splendid numbers in their Columbia February Record No. A-6087.

**Columbia Graphophone Co.
NEW YORK**

MAXWELL TELLS WHY LABOR MUST BE KEPT PROSPEROUS

Vice-President of Thos. A. Edison, Inc., Writes in a Most Illuminating Way Regarding Reconstruction Problems Following Ending of the War—Of General Interest to Trade

"To my mind the business prosperity of the country during the first year of peace depends more upon the way labor is handled than upon any other single factor," writes William Maxwell, vice-president of Thomas A. Edison, Inc., in an article written by him and published in the Outlook Magazine. "I should like to see the redistribution of our war workers and the return of our soldiers to the pursuits of peace made the occasion for an enormous patriotic campaign, somewhat similar to a Liberty Loan drive, with every employer, from the humble truck gardener to the millionaire manufacturer, doing his bit to the best of his ability in providing employment for the men who have worked and fought to win the war. In addition to revealing fully and quickly the opportunities for labor that are in actual existence, I believe that the enthusiasm resulting from a widespread patriotic appeal would, in a considerable degree, overcome the doubts and indecision of business men, disturbed and bewildered by the first few unfavorable phenomena that attend the transition from war to peace."

Mr. Maxwell urges that the Government enter immediately upon the complete rehabilitation of the railroads, thus tending to "stabilize the price of steel and establish a post-bellum standard of wages in the steel industry." He says further: "There is no reason why the Government should not now underwrite feasible physical improvements in our transportation system on a basis

that will protect the stockholders and bondholders. It is better for the Government to buy rails at stabilizing prices, even though



William Maxwell

their cost must be subsequently depreciated than to buy shells that will never be fired."

Mr. Maxwell recommends the earliest possi-

ble resumption of public work by the Government. He also lays a similar duty on the States and cities, saying as follows:

"The States and municipalities have also an opportunity to aid in maintaining wages on a parity with the cost of living. Under the influence of Governmental example and prompted by Governmental precept, they could launch a large amount of much-needed improvements.

"Thousands on thousands of miles of good State roads are needed. There is no better investment than good roads, and, all conditions considered, there was never a better time to launch a nation-wide campaign of State-road building.

"Widespread municipal improvements, in addition to providing work for wage earners and a market for material, will tend to revive private building, although a building boom is the last thing to be desired from a financial standpoint, and I think the banks may be depended upon to prevent undue expansion in that direction.

"In passing it is perhaps well to draw a distinction between public investments and private investments which turn liquid capital into frozen capital in the face of inflation that makes the present value of a dollar considerably less than it will probably possess two years hence. In the first place, public interest and benefit provide automatic amortization of practically any depreciation of investment that results from the appreciation of the dollar, whereas only exceptional circumstances of highly profitable operation enable the individual to absorb such losses with equanimity. In the second place, the liabilities incurred by a State or municipality, for wise expenditures in useful public improvements,

HOFFAY



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly **The World's Musical Instrument** Improves All Records

"The World's Musical Instrument—not a phonograph"

Produces MUSIC out of records of all makes

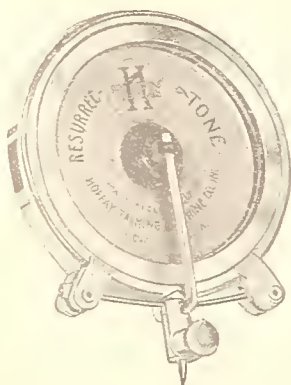
MEANS QUALITY AND MONEY. THE GOOD PART OF IT IS THAT IT LOOKS WHAT IT IS

Our 1916 sales were nothing compared to those of 1917, while those of 1918 have increased many times over.

Our perfect products, which we fully guarantee, together with our liberal proposition, make our line just what conscientious dealers anxious to sell **QUALITY** and **SERVICE** to their trade need.

WRITE AT ONCE—so we may fully provide your 1919 wants.

A Prosperous Year to You.



Height, 44
Width, 20 1/4
Depth, 20 1/4
Other Models
\$175, \$225, \$275

HOFFAY TALKING MACHINE CO., INC. 3 WEST 29TH ST. NEW YORK CITY

possess a ready negotiability and high investment value which distinguish them from individual liability incurred for the purpose of fixed investment. Nevertheless, there is a limit beyond which States and municipalities should not go at the present time in the matter of fixed investments, but I feel reasonably convinced that the impending emergency can be handled well within that limit.

"How soon the cost of living will decline to a point where wages may be decreased without disastrously curtailing the purchasing power of labor is a matter of conjecture. Corn declined on peace rumors, but the price of the 1919 wheat crop has already been guaranteed, and the average price of corn will probably reflect the price of wheat. The price of corn in turn tends to establish the average price of pork and beef. There seems little prospect of a substantial decrease in the price of bread and meat before the fall of 1920. Woollen garments should be lower after six months of peace. Cotton is at present an enigma with the paradoxical possibility that peace will result in lower prices.

Manufactured articles, on the whole, declined more rapidly in price after the close of the Civil War than basic commodities, and the same seeming phenomenon may occur again. It is possible that labor on the average could absorb a 10 per cent. decrease in wages within a year after the end of hostilities. At any rate our first six months of peace, in an extreme sense, and the second six months, in a very high degree, represent from every angle of the employment problem an emergency with which the Government must deal and with which it can probably best deal by invoking a national spirit of patriotic co-operation, rather than by an attempted perpetuation in peacetimes of the bureaucratic methods that have been cheerfully accepted as a necessity of wartimes.

"Needless to say the employment problem, although without doubt the most important peace problem, is but one of many weighty and perplexing problems.

"To work out a practicable plan by which our allies, already indebted to us some \$8,000,000,000 or \$9,000,000,000, can finance the enormous pur-

chases from us, on which we are relying, is unquestionably the greatest problem of international finance that has ever presented itself for solution.

"To decide on the wisest disposition or use of our Government-owned ships involves a principle that was a live political issue for several years, and now demands immediate reconsideration. The correction of our present system of taxation is a pressing question in the light of our other problems, and one that is full of political dynamite.

"To adapt our tariff laws to the industrial reactions, to the war, that occur in the various nations of the world is a task which should be approached in a state of mind that no previous Congress has ever manifested in respect of tariff matters.

"The foregoing are but a few of the intensely interesting problems that must be solved and that are likely to wreck many a promising political career. Will our statesmen risk their political prospects as courageously as our soldiers have risked their lives?"

REPORTS CONTINUED PROGRESS

Hoffay Co. Has Made Substantial Gains Despite War Conditions—Adopts New Slogan to Describe Product—Big Advertising Campaign

The Hoffay Talking Machine Co., Inc., New York, manufacturers of the "Hoffay Airtight," which has been specially designed to play records of all makes, continues receiving a great volume of business from dealers already established as Hoffay agents and from other dealers who are getting the company's list.

Letters accompanying the orders contain very congratulatory remarks from dealers about the selling merits of the Hoffay products, which lead the Hoffay people to look forward to the most successful year in the life of the company during 1919.

The Hoffay Co. has recently adopted a new exclusive slogan, which informs the reader that the Hoffay not only plays all records but "Produces Music Out of Records of All Makes." This clearly shows the artistic aim of the Hoffay Co., as stated by their president, Joseph Hoffay.

Mr. Hoffay says that the success of the Hoffay has not only meant to dealers the disposal of a great number of machines but has helped, and is helping, them to increase the sale of their records. He also said: "The Hoffay Co. was established in June, 1915, and the way progress has been recorded shows unmistakably that in this concern not only permanency of business is assured but that quality stands behind the Hoffay products. In no other way could the company have expanded to so great an extent during the trying war period just passed."

The advertising campaigns which the Hoffay firm has carried, and is carrying, in local papers of their agents' territory assist materially in disposing of Hoffay products. The Hoffay Co. announces that an even larger appropriation for advertising purposes, for the benefit of dealers, is available for the ensuing year.

WIN SUCCESS IN PHONOGRAPH FIELD

The F. & S. Phonograph Co., established about a year ago at 203 North Sixteenth street, Omaha, Neb., have enjoyed a most substantial trade and have developed an excellent business in that section. M. Solomon, formerly of Council Bluffs, is general manager of the company, with S. H. Ferber as sales manager.

The Govenite Co., Point Pleasant, N. J., has been incorporated with capital stock of \$125,000 to manufacture and deal in talking machines, etc., the incorporators being J. A. Hellings, R. M. Calyon and C. J. Messinger.

The American Mfg. Co., of Maryland, has been incorporated under the laws of Delaware with capital stock of \$25,000 to manufacture and sell talking machines.

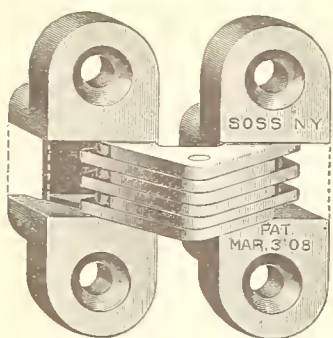
KLISE Manufacturing Co.

GRAND RAPIDS MICHIGAN

Manufacturers and Designers of

Carved Phonograph Posts, Grills, Moldings, Etc.

WE MAKE DESIGNS AND QUOTE FROM CUTS, SKETCHES OR SAMPLES



No. 103

SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

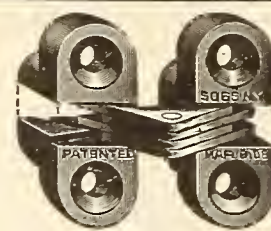
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

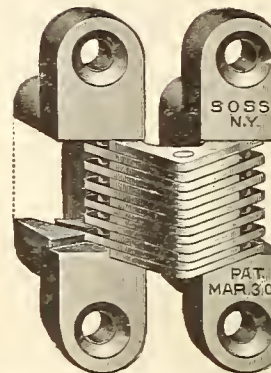
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg.
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—600 Metropolitan Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

BUFFALO TRADE HIT BY BUSINESS TORNADO AT XMAS

Only Smaller Types of Machines Left on Wareroom Floors After Holiday Rush—Early Relief Expected in Matter of Stock—What the Various Companies Have to Report

BUFFALO, N. Y., January 6.—The various talking machine stores and departments in Buffalo, after Christmas, looked as though a tornado had swept through them, that is, so far as stocks of machines and records went. There were some of the smaller types of machines still available, for the demand had been heaviest for the higher priced cabinet models, but even the smaller machines were mighty scarce in most places. Of course, there was some business lost, temporarily, through the inability of the dealers to supply the desired models but the general clean-up served to bring some real money to the retailers and, as one of them put it, also saved them much work in taking inventory at the end of the year.

Early relief from the machine shortage has been promised and as a result the local trade expects to reap a genuine harvest during 1919, particularly as there is and will be considerable industrial activity in Buffalo and vicinity for some time to come not dependent upon war conditions. A particularly pleasing feature of the business just now is that the public has been educated to the point of paying cash or very substantial instalments in order to get any machines at all and the dealers hope that the effect of the education will be felt in the peace-time business.

The wholesalers and jobbers in the various lines of machines were the first to experience cleared floors, for the demands of the dealers kept the stocks at low ebb sometime before Christmas, and it frequently happened that goods consigned to jobbers were delivered to dealers right from the railroad stations.

C. N. and W. D. Andrews, the Victor wholesalers, did their best to apportion available stock to the best advantage of their dealers and accomplished much in tiding over some of the houses until the final rush came. Despite scarcity of goods the Andrews house reported an excellent year's business and an outlook for 1919 that could not be surpassed providing the factory gets back to a normal basis soon.

"Our phonograph business in Buffalo exceeded our expectations," said J. R. Flynn, manager of the Brunswick-Balke-Collender Co.'s branch in this city. "While we tried to give good service and take fairly good care of our dealers we were one thousand machines short in filling orders. Of course, Buffalo had their allotment, but business went way ahead of expectations. However, the factory is rushing cars of phonographs and we expect to be able to catch up by the middle of January. E. W. Edwards & Son Department Store at Rochester have been handling our phonographs for some time and just recently had the line added to their Syracuse store. Their business in both stores on the Brunswick phonograph trebled their expectations. The Thomas Piano Co. of Lockport did about four times the business they expected to do. In fact all of the Brunswick dealers were over-sold in the Buffalo territory and also in Syracuse. The double Ultona reproducer has simply done wonders for the Brunswick Phonograph."

"Our year is ending," said F. A. Denison, Buffalo manager of the Columbia Graphophone Co., "with our business for October, November and December a little more than double what it was for the same three months of the previous year. We are ending without a phonograph left in our establishment and with many thousands of dollars in unfilled orders. Record shipments toward the end of the year began to come through much better and we did a phenomenal business in that department."

"Things look exceptionally bright for the new year and if our factory is able to increase its output 1919 is certainly going to be by far the biggest Columbia year that has ever happened. As far as we hear and this branch is concerned there is not a cloud in the sky and all we want is lots of machines and records and we will be able to hang up sales figures way ahead of anything this branch has ever had."

William H. Daniels, head of the big piano and talking machine house of Denton, Cottier &

Daniels, has been elected president of the Buffalo Club, an exclusive organization of business and professional men of this city.

Proprietors of talking machine firms in this city continue to give serious thought to reconstruction and peace business. With a general unanimity their patriotism will be shown in taking back into their employ all workers, with good records, who have been in military or naval service.

"Whereas there was some doubt about the efficiency of one delivery a day and the closing of the large stores in the evenings before Christmas," said Ralph R. Hudson, president of J. N. Adam & Co., Victrola dealers, "we have found that these factors have brought about a greater volume of trade distributed over a longer period. Christmas trade began briskly the day after Thanksgiving and the earliest weeks showed constantly increasing business. This was handled by the delivery system to great advantage."

Henry Jones, former head of the Jones Piano Co., of Buffalo, is among Uncle Sam's soldiers who will be mustered out shortly.

The extensive war program of the Victor Talking Machine Co. was recently emphasized in several columns of newspaper advertising by Neal, Clark & Neal, of this city.

The Buffalo Retail Clerks' Association, of which some of the talking machine salesmen are members, has expressed opposition to a return to old working conditions, whereby certain local stores are kept open every night of the week.

John Schuler had such a heavy demand for Sonoras that he cleaned out his entire holiday stock. His salesmen are W. Robert Fitzgerald, Ray Savard, Richard Nevills and Henry Marsh.

Even after what they term "an unprecedented Christmas rush," Goold Bros. continued to have a steady, normal trade right up to and after New Year's day. This concern features the Victor, Sonora and Pathé lines.

A recent Buffalo caller was Thomas P. Clancy, of the Rudolph Wurlitzer Co.

Grafonolas are handled by Lewin Bros., who recently opened a new store in Ellicott Square.

Herman Baer, formerly of the staff of the Utley Piano Co., Inc., is still in military service in Washington.

A. F. Koenig, of the Koenig Piano Co., reports that his sale of Pathé talking machines was beyond his expectations.

CRYSTAL EDGE MICA DIAPHRAGMS

M
I
C
A

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

Record Delivery
Envelopes
Safe - Swift - Secure



The heavy paper means protection; the button and cord mean speed — you can wait on more customers.

Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices.

Lewis C. Frank, 694 Book Bldg., Detroit

Second Annual Convention of Columbia Managers

Columbia Branch and Dictaphone Managers Hold Conference This Week at Hotel McAlpin—Visit Factories at Bridgeport and Discuss Important Merchandising and Manufacturing Subjects—George W. Hopkins Presides as Chairman—Gala Concert and Annual Banquet at Hotel McAlpin

The second annual conference of the branch and Dictaphone managers of the Columbia Graphophone Co. was held in New York this week, and was such a decided and emphatic success that two days were added to the original program. George W. Hopkins, general sales manager of the company, was chairman of the conference, and arranged a program which was noteworthy for the practical value of



President Francis S. Whitten

every detail. Mr. Hopkins was assisted by Frank K. Pennington, assistant general sales manager, who acted as assistant chairman at the conference, and by C. K. Woodbridge, sales manager of the Dictaphone.

When the managers left New York last year after attending their first annual conference, they expressed the opinion that it was well nigh impossible for any convention to be more valuable than their 1918 meetings. However, every visiting manager in New York this week admitted that the 1919 convention far surpassed the previous meetings in the practical strength of the programs, and the spontaneous enthusiasm of every member of the Columbia organization. The managers entered heartily into the

spirit of the conference, and Mr. Hopkins well deserved the sincere congratulations that he received from his sales force upon the completion of the week's activities. In fact, the managers stated that this convention had benefited them tremendously, and that the dealers in their respective territories would receive tangible dividends as a result of this conference in the nature of maximum service and co-operation during the coming year, plus the new ideas and thoughts that were sown at the meetings.

The 1919 conference opened on Monday evening with an informal dinner in the green room of the Hotel McAlpin, at which there were present the branch managers and the Columbia executives. This gathering consisted of a pow-wow at which the branch managers did the talking and the executives did the listening. The import of this informal talk was indicated by the fact that the meeting did not adjourn till the small hours of the morning.

Visit Bridgeport on Tuesday

On Tuesday, January 7, the branch and Dictaphone managers, together with the executives and the Columbia Co.'s department heads, left for Bridgeport to visit the immense Columbia factories in that city. Two hours were spent in a tour of the East and West plants; the branch managers devoting their activities to the former plant, and the Dictaphone managers to the latter. This factory visit was thoroughly enjoyed by the managers, as it gave them an opportunity to appreciate at first hand the wonderful efficiency and tremendous extent of the

Columbia Co.'s great manufacturing organization.

At noontime the branch and Dictaphone managers were the guests of the factory executives at a luncheon given at the Hotel Stratfield in Bridgeport. Several interesting talks were made at this luncheon; the speakers being intro-



George W. Hopkins at His Desk

duced by Mr. Hopkins, who acted as toastmaster. Among these talks were "Factory Accomplishments," C. A. Hanson, general works manager; "New Motors and the Non-Set Stop," R. R. Mead, assistant general works manager; "Keeping Them Moving," R. L. French, traffic manager; "How We Help Win," Henry C. Cox, controller; "Ordering From Factory Standpoint," Percy Brown, general superintendent of record manufacture.

During the afternoon the Dictaphone managers gathered at the West plant to listen to a practical demonstration by John J. Scully, whose subject was "Building a Dictaphone." The

(Continued on page 100)

START

Send a trial order for GLO-RITE PIANO CREAM to your jobber, so you will have the goods to begin

THE NEW YEAR
Don't Neglect the Profit Longer



The ONE and Only POLISH CLEANER and REVIVER for the Musical Inst. trade in a CREAM form and packed in tubes. Every package guaranteed to give satisfaction. "Not a Floor Oil." ALL QUALITY, Not Quantity. Limited free offer.

Packed in 15c., 30c., 50c. Tubes. Also Larger Packages

Should You Desire Sample, Communicate With

MASTER MFG. & SPECIALTY CO.

CAMDEN, N. J.

Special Representative—Clement Beecroft

NOTE.—No samples sent unless name of jobber you deal with accompanies the request



RECORD CABINETS

Made under Beecroft's Patent No. 1,244,944

Eastern Representative

The READY NEEDLE POINTER

BEST IN THE WORLD

CLEMENT BEECROFT

309 West Susquehanna Avenue

Record Envelopes

All kinds

Write for prices

PHILADELPHIA, PA.

SECOND ANNUAL CONVENTION OF COLUMBIA MANAGERS (Continued from page 99)

branch managers spent the afternoon inspecting the West plant, and the Columbia party left for New York on the 5.40 train. An informal dinner for the Dictaphone managers was held in the green room at the Hotel McAlpin, where the managers were given an opportunity to use the A-7, and the executives did the listening.

Wednesday's Joint Conference

On Wednesday morning all of the managers assembled for a joint session, and listened to a

able seat in this large and handsome room was occupied. Interesting talks were made at this meeting by R. W. Knox, advertising manager of the Columbia Co., who discussed "Advertising as Co-operation"; George W. Hopkins, who discussed "Retail Merchandising," and C. A. Hanson, general works manager, who furnished the dealers with a practical resumé of 1918 activities at the Columbia factories.

The feature event of the afternoon was the

the Columbia Co. upon securing the services of a man who is leaving nothing undone to provide for the success and prosperity of the Columbia dealers.

Dictaphone Managers' Conference Wednesday

On Wednesday afternoon the Dictaphone managers were in conference and listened to the following practical talks: "Dictaphone Selling Policy," George W. Hopkins; "Hiring Salesmen," C. K. Woodbridge; "How We Sup-



Columbia Party on the Steps of the East Plant

splendid address by Francis S. Whitten, president of the company, entitled "Another Big Vision." Mr. Whitten's talk served as an inspiration for the entire conference, and his address was followed by a number of practical talks entitled "Organization Chart," A. P. Anderson; "How to Get 100 Per Cent. From an Audit," Marion Dorian, chief auditor; "House Organs and How They Play," Paul Hayden; "What the Research Laboratory Means to Us," C. M. Goldstein; "Handling Kicks in the General Manager's Office," H. A. Yerkes; "Closer Co-operation Between Musical and Dictaphone Departments," George W. Hopkins.

The "Ideal Dealers' Meeting"

On Wednesday afternoon the branch managers were the guests of Lambert Friedl, manager of the local wholesale branch of the company, who staged for their benefit an "Ideal Dealers' Meeting." Mr. Friedl has for several months past extended invitations to the dealers in his territory to assemble as his guests and listen to the midmonth records. These meetings have proven signally successful, and on Wednesday the visiting managers were given an opportunity to view the practical side of the gatherings.

Wednesday's meeting was held in the ballroom of the Hotel McAlpin, and the interest aroused among the dealers was reflected in the fact that standees were present, as every avail-

introduction to the managers and the dealers of Rosa Ponselle, operatic soprano, who only recently joined the Columbia recording library, and will record exclusively for the Columbia Co. Miss Ponselle, who made her debut at the Metropolitan Opera House this season, has been acclaimed by critics as one of the "finds" of the present generation. She favored Wednesday's gathering with several selections, and was received so enthusiastically that she was obliged to respond with numerous encores. Every member of the Columbia organization who was present on Wednesday congratulated the executive heads of the recording division upon the acquisition of Miss Ponselle to the Columbia library, and the managers stated that her wonderful voice forms an invaluable addition to the company's record catalog.

Several other Columbia artists contributed to the enjoyment of Wednesday's program, including Arthur Fields, the popular composer and singer, and two instructors from the Hepburn Wilson Dancing Studios, who danced to the music of the new Columbia dance records.

During the course of the afternoon Irwin Kurtz, well-known Columbia dealer, presented a set of resolutions to Mr. Hopkins in behalf of the New York dealers. In these resolutions he expressed the dealers' appreciation of the indefatigable efforts made in their behalf by Mr. Hopkins and his organization, and congratulated

port Our Salesmen," C. P. Hanson; "What We Did in Washington," J. Milnor Dorey; "How to Run a Dictaphone School," Mrs. C. K. Carmichael.

The branch and Dictaphone managers, together with the members of the executive of-



An Impromptu Conference on Columbia Manufacturing Efficiency



Frank K. Pennington

ices, attended a theatre party on Wednesday evening at the Hudson Theatre, where they thoroughly enjoyed "Friendly Enemies," the biggest success on Broadway.

Thursday's Interesting Program

On Thursday morning and afternoon the



ED. USOSKIN, Inc.

VICTOR RECORD DISPLAY CARDS

The authorized monthly sign service that is in keeping with the high quality of Victor merchandise.

The Most Complete and Artistic Victor Service Offered—

Ask Your Jobber About It!

Imitation Records and Fancy Papers for Window Trimming Purposes

ED. USOSKIN, Inc., 230 W. 17th St., NEW YORK

SECOND ANNUAL CONVENTION OF COLUMBIA MANAGERS (Continued from page 100)

branch managers renewed their conferences and the program called for these talks: "What the Educational Department Has Done and Is Doing," W. A. Willson, manager educational department; "Records From General Sales Department Point of View," O. F. Benz; "Lure of Music," Olin Downes; "Foreign Language Records," R. F. Bolton, sales manager international record department; "The Artist That Makes the Records—Who and Why," Theodore H. Bauer, concert and operatic director; "Intensive Selling," Robert E. Rae; "Supremacy," F. K. Pennington; "How to Use a Dealer Service Book and the Material Provided by the Dealer Service Department," H. L. Tuers, manager dealer service department; "How to Use Our Advertising," R. W. Knox; "1919 Advertising," W. H. Johns, president George Batten Co.; "Selling Up," H. E. Speare, manager Fifth Avenue Shop; "Exporting Under Difficulties," E. F. Sause, export manager; "How to Use a Sample Case," N. B. Smith; "Scientifically Simple," George W. Hopkins.

The Dictaphone managers were also in conference on Thursday, and their program was as follows: "Preparation for the Sale," C. K. Woodbridge; "Carry and Sell Plan," George W. Hopkins; "Demonstration of a Sale," J. C. Button, manager New York Dictaphone branch; C. A. Malliete, manager Philadelphia Dictaphone branch; "Competition Arguments and How to Meet Them," W. C. Kobin; "Promotion Department," C. K. Woodbridge; "1919 Advertising," F. H. Little, vice-president George Batten Co.; "How to Use Our Advertising," R. W. Knox; "The Executive Office as a Clearing House," J. S. Baker; "Building Reputation," F. K. Pennington; "Intensive Selling," C. K. Woodbridge.

BANQUET ON THURSDAY EVENING

On Thursday evening, in accordance with its usual custom, the officials of the Columbia Graphophone Co. gave the visiting branch and Dictaphone managers a banquet. This banquet

was held in the ballroom of the Hotel McAlpin, and formed a fitting finale to the 1919 conference, which came to a close with this dinner with the exception of a two days' stay in Bridgeport by the branch managers.

There was presented at this banquet a musical concert and entertainment which in itself was well worth the cross-country tour made by some of the managers who attended the conference. This musical entertainment was provided with the idea of giving the managers a chance to hear personally some of the famous artists who record for the Columbia library, and



The Luncheon Round-Up

to visualize the superb quality of these artists' voices. E. N. Burns, vice-president of the Columbia Co., was responsible for this remarkable program, being ably assisted by Theodore H. Bauer, operatic and concert director, who introduced the different artists.

Among the artists who were the guests of honor at this banquet were Mme. Amparito Farrar, Mme. Barbara Maurel, Josef Hofmann, Oscar Seagle, F. Castellani, Arthur Fields, Billy Murray, Lieutenant Gitz-Rice and his brother, Lieutenant Robert Rice, the Peerless Quartet and the Stellar Quartet, comprising Albert Campbell, Henry Burr, John Meyer, Chas. Harrison, Andrea Sarto and Frank Croxton; Prince's Orchestra, with Charles Prince conducting; Robert Hood Bowers and Romano Romani.

Each of these artists rendered several selections, but in every instance was obliged to give

numerous encores in response to the enthusiastic and insistent applause of the diners. The artists entered heartily into the spirit of the occasion, and added additional selections and choruses in order to satisfy the guests at the banquet. This part of the program made the dinner a memorable one, for such a gathering of artists on a single occasion would undoubtedly attract a record-breaking audience in the country's largest auditorium. Incidentally it might be mentioned that this was the first performance ever given in the Hotel McAlpin by Josef Hofmann, the world-famous pianist, and exclusive Columbia artist.

During the course of the banquet Mr. Hopkins as toastmaster introduced several of the company's officials who made timely and interesting addresses that were enthusiastically received by the diners.

The first speaker of the evening was President Whitten, who paid a tribute to the splendid personnel of the Columbia organization, stating that their co-operation and hard work had enabled the company to go "over the top" in 1918. He asked that every member of the organization consider the Columbia Co. as "his company," and in closing expressed his appreciation of the co-operation that the Columbia Co. had been given by its many artists.

Mr. Hopkins then proposed that a toast, followed by three rousing cheers, be given to H. L. Willson, vice-president and general manager of the company. Mr. Willson has been away from New York the past few weeks recuperating from the terrific strain under which he worked during 1918. He is now spending a fortnight in the South, and, although he personally desired to make the trip to New York to attend the convention, contrary to the advice of his physician, he was finally prevailed upon to give his health the first consideration, and remain in the South in order to regain his usual vigor and energy. His enforced absence from the convention was deeply regretted by every one of his associates, and this regret was reflected

(Continued on page 102)



Style 1 Sheraton



Style 2 Sheraton



Style 3 Hepplewhite



Style 4 William and Mary



Style 5 Georgian



Style 110 Sheraton

This beautiful model is representative of the splendid line of Cheney Art Models in accepted Period Designs.

Selected by Discriminating Trade

Discriminating phonograph dealers have selected the Cheney Phonograph because it is a line of distinction with qualities which appeal to buyers of the better class.

The CHENEY PHONOGRAPH
Plays all records—better

The Cheney is the one instrument in which is embodied the true principles of perfect tone reproduction. It is hailed by the music-loving public as the supreme achievement in phonographs.

The Cheney Tonal System is fittingly enshrined in cabinets of unusual beauty and distinction.

Our exceptional Agency Proposition will interest you

CHENEY TALKING MACHINE COMPANY, Marshall Field Annex Building Chicago

SECOND ANNUAL CONVENTION OF COLUMBIA MANAGERS (Continued from page 101)

in the sincerity and volume of the cheers which were given in response to Mr. Hopkins' suggestion.

Mr. Willson's Message

In the frontispiece of the official program for the banquet there was presented Mr. Willson's 1919 message to the Columbia organization.

In closing Mr. Willson expressed his deep regret at his enforced absence, stating to his associates, "I have abundant confidence in you and the New Year."

One of the most interesting talks of the evening was made by Edward N. Burns, vice-president of the company, who is recognized as one

operation the coming year, as a result of this talk.

C. W. Woddrop, treasurer of the company, told the diners that he had recently conferred with some of the most prominent bankers in the country regarding the outlook for 1919. Every one of these financiers told him that the



Annual Banquet to Columbia Branch and Dictaphone Managers at Hotel McAlpin, January 9

This message, which is typical of Mr. Willson's strength and force of character, reads as follows:

"If you think you're beaten, you are;
If you think you dare not, you don't;
If you'd like to win, but think you can't
It's almost a cinch you won't.

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

Life's battles don't always go
To the stronger or faster man;
But sooner or later the man who wins
Is the man who thinks he can."

of the keenest students of recording and records in this country. Mr. Burns' address was intensely practical, and he offered important suggestions to the managers which they will undoubtedly adopt during the coming year. These suggestions, which were based on Mr. Burns' extensive knowledge of the talking machine industry, were noteworthy for their logic and sales value, and every manager, at the close of Mr. Burns' address, stated that their dealers will receive 100 per cent. plus in record co-

Columbia Co. is destined to enjoy during the next twelve months the greatest era of prosperity in its successful history. Mr. Woddrop presented facts and figures which served to emphasize the truth of this prediction.

Among the other Columbia executives whose addresses added to the pleasure of the evening were C. A. Hanson, Marion Dorian, C. K. Woodbridge, F. K. Pennington and George W. Hopkins. Mr. Hopkins, as the final speaker, gave a resumé of the accomplishments of the

Supertone Talking Machines

*"A Super-Quality Machine
At Sub-Standard Prices"*

THE SUPERTONE TALKING MACHINE represents the best that can be produced by the Phonograph Industry.

In point of cabinet construction, design and finish, equipment, and tone quality, these machines are recognized as the essence of quality.

Our prices, nevertheless, are extremely low, consistent with Supertone Quality.

The great measure of success achieved by our customers during 1918 is the best assurance that we can offer that you also can realize equally satisfactory results.

We invite inquiries from wholesalers and dealers, with a view to establishing connections on our product throughout the country.



LIST PRICES

No. 3, \$100

No. 4, \$125

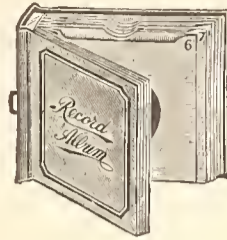
No. 5, \$150

SUPERTONE TALKING MACHINE CO.

18 West 20th Street, New York City



**This Trade-Mark
on a Record Album
Stands for Quality**



A complete line of albums—from the lowest-priced good album to the finest metal back album made.

Write for sample of our 3 grades

New York Album & Card Co., 23-25 Lispenard St., New York

conference, and in behalf of the general sales manager's office expressed his sincere appreciation of the wonderful results achieved by the branch managers and their sales organizations during 1918, closing with the prediction that 1919 will be a record-breaking "Columbia year," both in sales and prestige.

It had been originally intended to bring the conference to a close with this banquet, but the visit to the factories on Tuesday had served to demonstrate the desirability of a two days' stay in Bridgeport in order to give the branch managers and the factory executives an opportunity for an intimate exchange of ideas. These two days were utilized to excellent advantage, and the managers left New York Sunday night imbued with renewed determination to make the coming year the greatest in the history of the Columbia Co., and filled with ideas that will enable their respective branches to help Columbia dealers along the most profitable lines.

Among the branch managers who attended this conference were the following: Westervelt Terhune, Atlanta, Ga.; W. F. Parks, Baltimore, Md.; Fred E. Mann, Boston, Mass.; F. A. Denison, Buffalo, N. Y.; W. C. Fuhri, Chicago, Ill.; F. F. Dawson, Cincinnati, O.; J. L. Dubreil, Cleveland, O.; Fred Erisman, Dallas, Tex.; S. E. Lind, Detroit, Mich.; B. L. Brown, Indianapolis, Ind.; E. A. McMurtry, Kansas City, Mo.; W. F. Stidham, Los Angeles, Cal.; W. L. Sprague, Minneapolis, Minn.; H. M. Blakeborough, New Haven, Conn.; W. F. Standke, New Orleans, La.; Lambert Friedl, New York, N. Y.; A. J. Heath, Philadelphia, Pa.; S. H. Nichols, Pittsburgh, Pa.; E. P. Donnelly, Portland, Me.; N. F. Milnor, San Francisco, Cal.; Frank Dorian, Seattle, Wash.; A. W. Roos, St. Louis, Mo.

The visitors from Canada included James P. Bradt, general manager of the Columbia Co.'s Canadian business; A. E. Landon, assistant to Mr. Bradt; John A. Sabine, Music Supply Co., Toronto; Robert Shaw, Cassidy's, Ltd., Winnipeg, Man.

Several of the Columbia Co.'s jobbers accepted Mr. Hopkins' invitation to participate in this conference, and the following were present: C. A. Dalzell, Columbia Stores Co., Denver, Colo.; D. H. Dalzell, Columbia Stores Co., Salt Lake City, Utah; C. F. Schafsarzik, Columbia Stores Co., Spokane, Wash.; Thos. F. Parker, manager Columbia department, Schmoller & Mueller Piano Co., Omaha, Neb.

**OF INTEREST TO
EDISON DEALERS**

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of our service. We took care of every dealer's machine order in 1918, and gave excellent service on records. We carried in stock at all times ninety per cent. of entire catalog selections.

Contrary to the general impression the cylinder line is not a thing of the past. We assure you of the best possible cylinder service.

JAMES I. LYONS
25 West Lake St., Chicago, Ill.

MUSICAL INSTRUMENTS FROM JAPAN

Australian Imports From Japan Increased From \$2,672 to \$26,990 in Four Years

According to a recent report by the Canadian Department of Trade and Commerce regarding Australian imports from Japan, interesting information was offered to the effect that, although Australia imported musical instruments to the value of only \$2,672, from Japan in 1913, the imports of musical instruments jumped to \$26,990 during the fiscal year of 1916-17.

John and Oscar Jenssen, proprietors of the Brunswick Shop, Terre Haute, Ind., have arranged to move to larger quarters at 527 Wash-ash avenue, that city, on February 1.

BILLY MURRAY WITH COLUMBIA CO.

Records by Popular Artist the Latest Addition to the Growing Columbia Library

The Columbia Graphophone Co. announced this week that Billy Murray, one of the most popular recording artists of the present day, had joined the Columbia recording staff. Mr. Murray has been a prime favorite with talking machine owners for many years, and his records have won countrywide success. He specializes on the rendition of Irish songs and rapid-fire comic songs, and his records of topical selections, including popular sentimental songs and dialect specialties, have won the commendation of talking machine dealers everywhere. His addition to the Columbia library will be welcome news for Columbia dealers.

CLOSED BIG BUSINESS IN 1918

DETROIT, MICH., January 9.—Dealers in Cheney talking machines report excellent sales. The local dealers are the J. L. Hudson music store, 68 Library avenue; A. Posselius, 430 Gratiot avenue; Noble Piano Co., 971 Woodward avenue; Deinzer Bros., 1013 Mack avenue; J. F. Ratke, 206 Thirty-first street, and Gardner & White, Mack and Mt. Elliott avenues.

The Union Outfitting Co., of Omaha, Neb., is handling talking machines with success.



**NICKEL
PLATED
35 CENTS**

**THE
IMPROVED
No. 10**



Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending

**RECORD
BRUSH**



**GOLD
PLATED
75 CENTS**

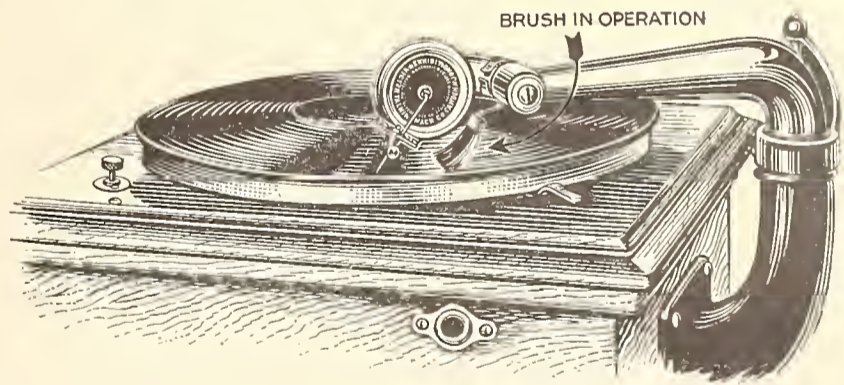
For Victor Victrolas

Automatically

CLEANS RECORDS

and insures

A CLEAR REPRODUCTION



An article needed by every Victrola owner

Order a Supply from Your Distributer

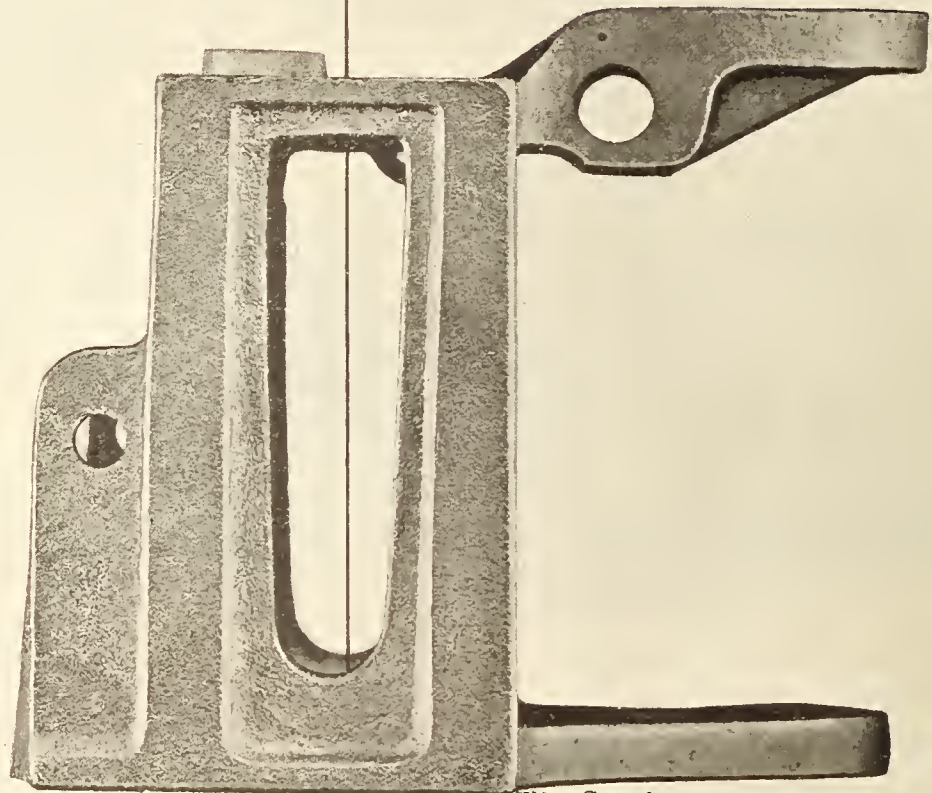
Manufactured by

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

Victor Distributers



Perfect Alignment



*The Stephenson
one piece frame*

of bearings is an absolute necessity in a phonograph motor *if* the motor is always to run smoothly and quietly . . . perfect alignment not only when the motor is *new* but after it has seen years of service.

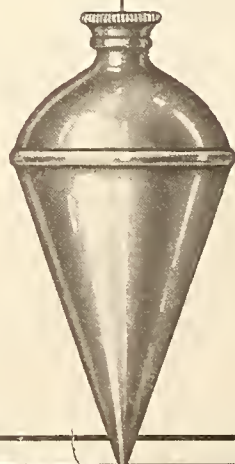
Drilling of all bearing holes in one operation makes perfect alignment possible when the motor is new

. . . the same operation on a *one piece solid frame* casting insures that perfect alignment *shall always be maintained.*

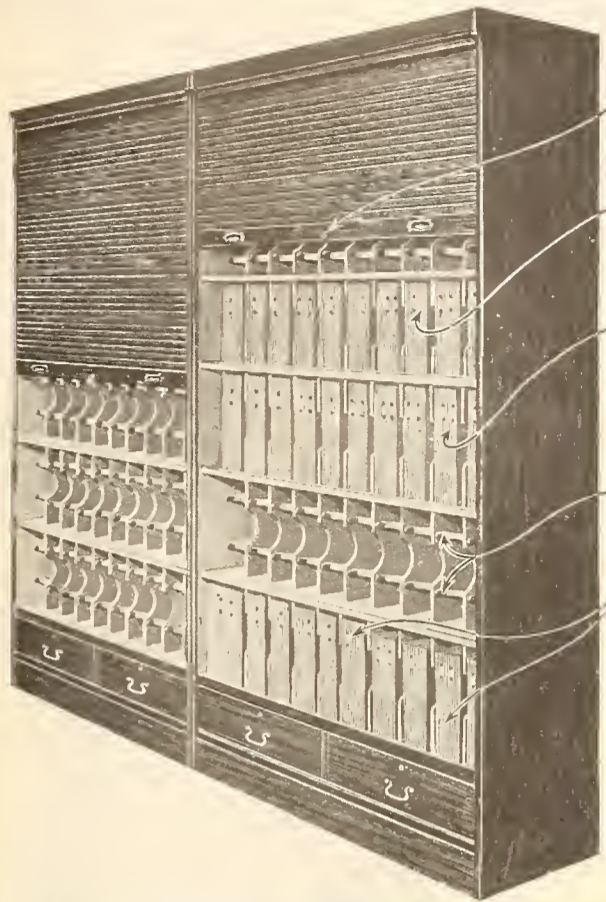
And the solid frame, the one piece casting is *exclusive* with the Stephenson Precision Made Motor.

One reason why it is a Precision Made Motor.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City



GUARANTEED



Locking Roll Top Prevents Dust and Theft.

350 10" Records on each shelf. Filed in Sales System Covers and Index Guides.

350 10" or 12" Records on this shelf.

Soft Flat Supporting Springs Prevents Warping (Patented).

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

2150 Thin Records in Each Unit. 4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.

LYNCHBURG, VA.

File Your Records So You Can Sell Them

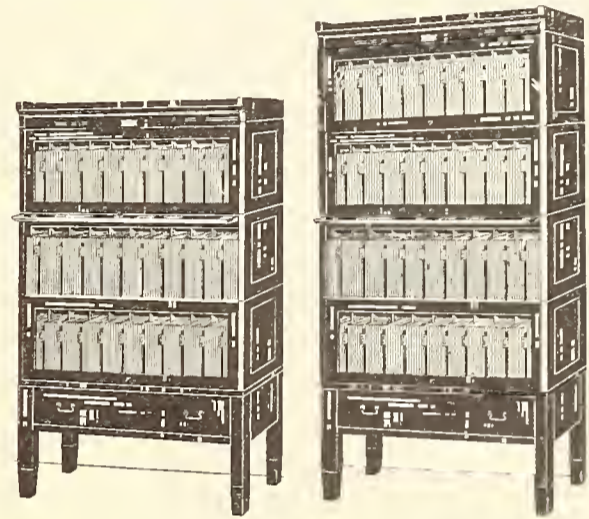
Increased Sales will pay for this System in six months.

Automatically Re-orders All "Sold Out" Records. Every Record Located Instantly as Simple as 1-2-3.

PRICES, Model No. 2150 D. D. and L. C.

QUAR. OAK ROLL CURTAIN	Leather	\$60.00
	Wood and Lock	65 00
BIRCH MAHOG. ROLL CURTAIN	Leather	65.00
	Wood and Lock	70.00

Adding Sections When Required Helps You Grow. Sectional Models Fit Any Size Stock.



The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

VISITED EDISON HEADQUARTERS

Albert A. Buehn, treasurer of the Buehn Phonograph Co., Edison jobber at Pittsburgh, was in New York recently after visiting the Edison

laboratory at West Orange, N. J. Mr. Buehn reports that they are selling everything that they can get in Pittsburgh. He also reported that he had been invited to attend a meeting of the Pittsburgh Literary Society, at which Mary Roberts Rinehart is to be the guest of honor. Mr. Buehn was also requested to furnish for the meeting an Edison instrument, with a girl to play it, as his contribution to the program.

TALKING MACHINE MEN TO MEET

The Talking Machine Men, Inc., are scheduled to meet in the assembly room of the Merchants' Association, Woolworth-Building, at 2 p. m., Wednesday, January 15.

An iron will is all right if it isn't pig iron.

Pre-War Prices ON PHONOGRAPH PARTS

Motors, double springs cpt. with 12" T. T., each.....	5.00
Motors, single spring cpt. with 10" T. T., each.....	2.25
Tonearms, universal, with mica soundbox No. K-1, each.....	1.75
Tonearms, universal, No. H2, Sonora style, each.....	2.75
Soundbox, fit Victor tonearm, No. H-1, each.....	1.50
Soundbox, fit Standard tonearm, No. K-5, each.....	0.75
Main springs for Edison disc, 1 1/2", each.....	1.75
Main springs for Columbia disc, 1", each.....	0.60
Main springs, 3/8" oblong hole, each.....	0.35
Main springs for Columbia disc, 3/4" round hole, each.....	0.30
Main springs, 5/8" x 0.20 x 8", each.....	0.30
Main springs, 1 1/4", fit Victor, each.....	0.70
Governor springs for Columbia motor, each 2c.; per 100.....	1.20
Governor springs for Victor motor, each 2c.; per 100.....	1.20
Governor screws for Columbia motor, each 1c.; per 100.....	0.50
Governor shafts for Blick or Wonder motor, each.....	0.15
Governor shafts for Heineman No. 0 or 11, each.....	0.20
Steel needles, full tone, in envelopes, per 1,000 needles.....	0.60
Sapphire needles for Edison disc, each.....	0.30
Sapphire needles for Pathé disc, each.....	0.30
Genuine Edison diamond for disc, each.....	2.25
Mica diaphragms, 1st for Victor soundbox, each.....	0.15
Mica diaphragms, 1st for Columbia soundbox, each.....	0.25
Mica diaphragms, 1st for all Standard soundboxes, each.....	0.22
Mica diaphragms, for Pathé and Brunswick, each.....	0.50
Turn-table, felt green, 10", each.....	0.15
Turn-table, felt green, 12", each.....	0.20
Barrels, assembled, for Blick or Triton motors, each.....	0.60
Barrel, bottom gears, Blick or Triton motors, each.....	0.15
Needle cups, fit on Columbia, per 100.....	2.25
Needle cups, with covers, for used needles, per 100.....	3.75

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue Brooklyn, N. Y.

PETITIONED INTO BANKRUPTCY

Two petitions in bankruptcy were filed Saturday against Leonard Markels, manufacturer of motors, 165 William street, by various creditors. The attorney for the company stated this week that the liabilities are \$40,000 and assets \$25,000.

HEIM BUSINESS TO BE CONTINUED

Wm. C. Heim, proprietor of Heim's music store, Danbury, Conn., died on January 1. The business will be continued by the widow, with Leroy Jackson in charge of the Victrola department, and Frank Hanson in charge of the piano department. The business is in excellent financial condition and prospects generally are satisfactory.

The All-Records Phonograph Co., Indianapolis, Ind., has increased its capital stock from \$30,000 to \$60,000 in order to develop the business on a more extensive basis.

THE BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



550 Needles to a box and they retail at 10c. per Box. 60 Boxes to a package \$6.00. This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway Brooklyn, N. Y.
Manufacturers of Musical Instruments
Canadian Wholesale Agent, H. A. BEMISTER
10 Victoria St., Montreal, Can.
Western Distributor: WALTER S. GRAY
530 Chronicle Bldg. San Francisco, Cal.

75,000 SINGLE SPRING MOTORS IMMEDIATE DELIVERIES

Will sell all or part of 75,000 durable single spring motors at a very low price.

Write at once for prices stating the amount you can use.

Address Box 578, care of The Talking Machine World, 373 Fourth Ave., New York.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO. JERSEY CITY, N. J.

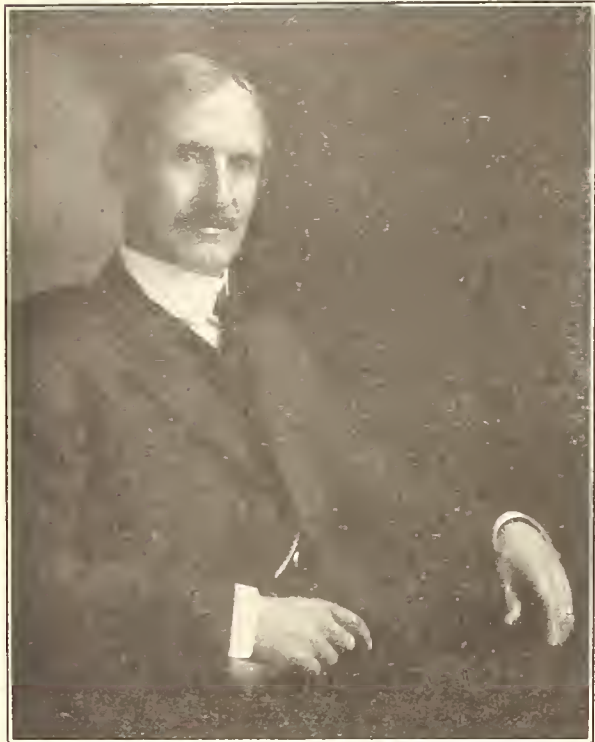
C. H. WILSON ON LONG VACATION

First Vice-President of Thos. A. Edison, Inc., Starts on Extended Southern Trip

Carl H. Wilson, first vice-president and general manager of Thomas A. Edison, Inc., and the Edison phonograph works, and a director of these and other companies of the Edison industries, is beginning an extended vacation from his active duties at the West Orange plant.

Mr. Wilson plans to go South for an extended stay and a reception was tendered the departing official at the Edison laboratory by division and department managers last week.

Men prominent in the Edison organization attended the reception and bade Mr. Wilson God-



Carl H. Wilson

speed. Charles Edison, in a brief address, spoke of the great affection that Mr. Wilson had earned from his employes, and William Maxwell, vice-president and division manager of the musical phonograph division, on behalf of Mr. Wilson's associates, presented him with a wardrobe trunk, traveling bag and leather case.

Mr. Maxwell also spoke feelingly of Mr. Wilson's many fine qualities and the latter responded briefly, thanking his associates. Three cheers and a tiger were led by Charles Edison and Thomas A. Edison.

DEATH OF FRED H. GARNER

Fred H. Garner, manager of the Victrola department of the Mullin & Co. stores, Cedar Rapids, Ia., died recently in that city following an attack of influenza. Mr. Garner was only thirty years old, but had achieved material success in his chosen field. He came to Cedar Rapids in 1911, and joined the Mullin & Co. forces two years later. He is survived by a widow and three-year-old daughter.

IMPORT RESTRICTIONS LIFTED

Among the items recently announced by the War Trade Board as having been removed from the list of restricted imports were included phonographs, gramophones, records and parts thereof, as well as musical instruments generally. Licenses are now issued for the importation of such goods when shipped from overseas market.

A VISITOR FROM ATLANTA

Porter Langston, secretary and treasurer, Atlanta Talking Machine Co., was a recent visitor to The World sanctum and spoke enthusiastically regarding conditions in his territory. Money is abundant, labor well employed, and there is an increasing demand for the Aeolian-Vocilion and Columbia lines which are handled in Atlanta, Ga., by his house. Mr. Langston looks for a large volume of business in 1919.

**BUY YOUR ALBUMS
DIRECT FROM
THE MANUFACTURER**

Pat. Dec. 15, 1914



**THIS ALBUM MADE
US FAMOUS BY
SELLING IT.
WHY
DON'T YOU TRY?**

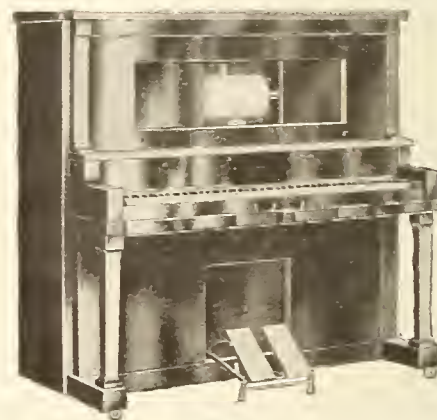
BOSTON BOOK COMPANY, Inc.
43-51 Fourth Avenue, New York, N. Y.

LEVERICH BACK WITH COLUMBIA CO.

Lester L. Leverich, formerly assistant advertising manager of the Columbia Graphophone Co., who resigned from the company's service some time ago to join the U. S. Army, has re-

sumed his connection with the advertising division. Mr. Leverich has been identified with the Columbia advertising department for eight years, and his many friends in the organization will be glad to learn that he is "back on the job" with renewed vigor and energy.

**AN IDEAL
COMBINATION
FOR THE
LIVE DEALER**



Model 750. Price \$750

The
VERITONE
PHONOGRAPH and PLAYER PIANO

*Both these instruments
assure the dealer a
large margin of profit*

The Phonograph is not only mechanically efficient, but is built in six artistic designs, retailing from \$55.00 to \$215.00.

The Player Piano embodies superior tone quality, combined with a player action of the highest mechanical development, equipped with many individual features.

WRITE FOR PARTICULARS



Model 115. Price \$115

Veritone Talking Machine Co.

WALTER B. CRAIGHEAD, Pres.

145 WEST 45th STREET

NEW YORK CITY

WAR SERVICES OF E. G. SCHLOSS

General Manager of Schloss Bros., Inc., Highly Praised for Work as Veneer Expert for Bureau of Aircraft Production—Now Free to Resume Activities in Civilian Fields

Edwin G. Schloss, general manager of Schloss Bros., Inc., New York, the well-known manufacturers of talking machine record and music roll cabinets, who has been in the service of the Government since the beginning of the war as an inspector of veneers in the Bureau of Aircraft Production, has now been released from his official duties and is now again able to devote his entire attention to the Schloss Bros. business.

Mr. Schloss, who is considered an expert on veneers and cabinet work generally, proved most valuable to the Government in passing on work of that character and his duties carried him to practically all sections of the country where airplane contracts were being filed. That his services were fully appreciated by the Bureau of Aircraft Production is indicated by the following letter sent to Mr. Schloss by Major H. B. Oakleaf, Chief of the Wood Section, who wrote:

"As Chief of the Wood Section and in the name of the Inspection Department, the writer wishes to express this organization's deep and sincere appreciation of the services you have rendered your country during the war.

"As President Wilson has said, it was as much the untiring efforts and wonderful support of the War Department's representatives at home as the courage and valor of our troops that brought victory to the United States and



Edwin G. Schloss

the Allies, and it was fear of the human and industrial energies so rapidly gaining momentum in this country that hastened the collapse of the German military machine.

"The writer also wishes to express his personal gratitude for the loyal, generous and effective support you have given him in the effort to make the Wood Inspection program a success."

WALL-KANE NEEDLES REDUCED

Lower Prices for Those Needles Announced as Result of After-War Conditions

D. Tauber, president of the Progressive Phonographic Supply Co., sole distributor for Wall-Kane steel needles, announced recently that the wholesale cost of this needle has been reduced, and that hereafter the price of Wall-Kane steel needles to the dealer will be considerably less than heretofore.

Regarding this change Mr. Tauber said: "As the trade knows, the Wall-Kane steel needle was the first to be increased in price when conditions necessitated such an increase, and with the return of approximately normal conditions we are the first to reduce these prices.

"The needles will retail at 15 cents per package of fifty as they have during the past year, but there will be a larger margin for profit for the jobber and retailer than there has been in the past. We have kept in close touch with the raw material market, and feel justified in reducing these prices in order to give our trade the full benefit of the present improved situation."

Leonard Markels, manufacturer of phonograph motors at 105 William street, New York City, has made an assignment to Marcus Helfrand.

Herman O. Eibel & Sons have purchased the Sonora Music Shop, South Bend, Ind.

BUSINESS SITUATION IN FLORIDA

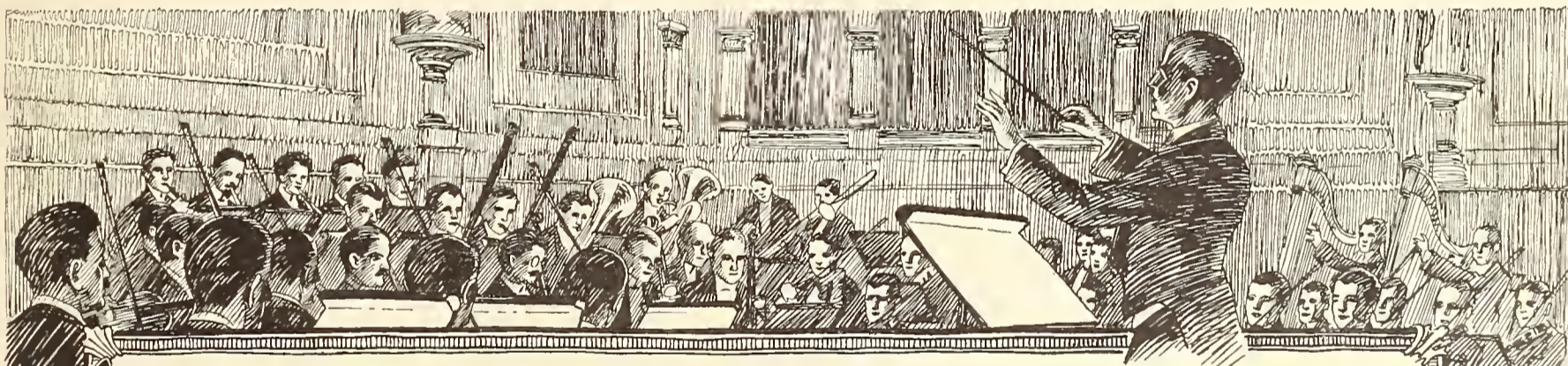
Trade Conditions in That State Excellent, Reports S. Ernest Philpitt, Who Introduces His Son, Marshall S., to New York Trade

S. Ernest Philpitt, the well-known piano, Victrola and music dealer of Miami, Tampa and Jacksonville, Fla., and who also operates the music department in the store of E. F. Droop & Sons Co., Washington, D. C., visited New York this week and introduced to the trade his son, Marshall S. Philpitt, who, although only seventeen years old, has for the past year been acting most successfully as manager of the Philpitt store in Miami. During the holiday season just past the Miami store, under the direction of Marshall Philpitt, handled a business that exceeded in volume that of the Jacksonville and Tampa stores combined.

Mr. Philpitt, Sr., who handles Victrolas and the Steinway and other prominent makes of pianos at his various stores, reports that the business situation in Florida, and particularly in Miami, is most encouraging, although possible totals have been cut down somewhat, due to a shortage of Victor machines and records. The location in Florida of army and navy aviation schools and gunnery schools has served to help business somewhat, but as there was little manufacturing of war supplies done in that State there will be avoided some of the problems of the reconstruction period. Between the war and the "flu" there was a scarcity of help during the past year, but as the young men are coming back from the service this trouble is being overcome.

A very good proportion of the business now being done in Florida is for cash and the balance is in short-time instalments.

Mr. Philpitt and his son stopped in Washington and Philadelphia on the way North and will return to Washington, journeying to Florida from that city by automobile.



A TYPICAL EMERSON BIG HIT RECORD

ON SALE FEBRUARY 1st No. 9118 Emerson Gold Seal (nine-inch)

TILL WE MEET AGAIN—Waltz—Emerson Military Band... THE ROSE OF NO MAN'S LAND—Fox Trot—Emerson Military Band

No more fascinating or dreamy waltz has appeared in years than "TILL WE MEET AGAIN," recorded by the Emerson Military Band, using a remarkable special Emerson orchestration.

"THE ROSE OF NO MAN'S LAND" done by the Emerson Military Band as a Fox Trot. The arrangement by Mr. Selling is a characteristic Emerson Fox Trot—full of "pep" and snap; brass predominating to put in the "zip" which has made Emerson the "Premier Dance Records."

OTHER EMERSON HITS NOW ON SALE

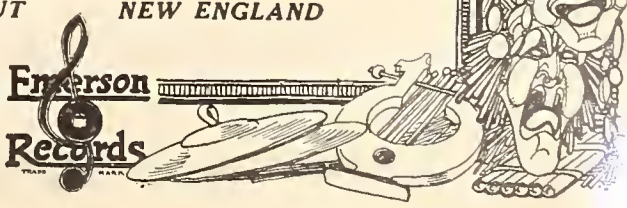
- 9103 { The Rose of No Man's Land—Tenor Duet...Gordon & Bruce } Till We Meet Again—Tenor Duet.....Burr & Campbell
9102 { I'M Glad I Can Make You Cry—Tenor Solo...George Gordon } A Little Birch Canoe and You—Vocal Trio.....Sterling Trio
960 { Smiles—Fox Trot.....Emerson Military Band } Since I Met Wonderful You—One Step,Emerson Military Band } Smiles—Baritone Solo.....Geo. Beaver
982 { Pickaninny's Paradise—Baritone and Tenor Duet, Jack & Phil Kaufman } You Keep Sending 'Em Over—Patriotic Solo.....Eddie Nelson
985 { Hindustan—Fox Trot.....Emerson Military Band } Ange D'Amour (Angel of Love)—Waltz,Emerson Military Band

A COMPLETE STOCK AND IMMEDIATE SHIPMENT OF ALL EMERSON RECORDS from

Emerson New England INC.

80 Boylston Street Boston, Mass.

DISTRIBUTORS FOR EMERSON RECORDS THROUGHOUT NEW ENGLAND



"INSTRUMENTS OF THE ORCHESTRA"

Latest Educational Work Issued by Victor Talking Machine Co. of Particular Interest to Schools—Exploitation Campaign Started

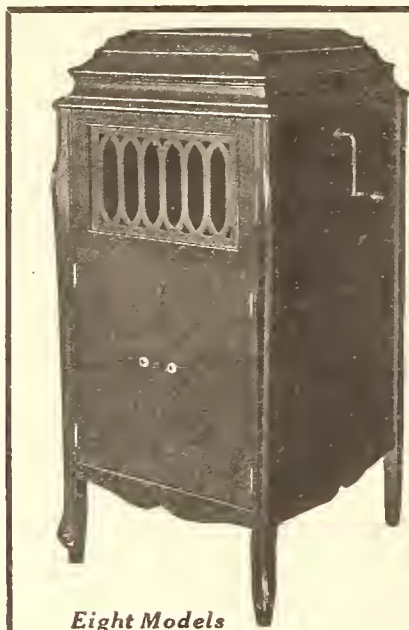
The Victor Talking Machine Co. has just announced the publication of their new "Instruments of the Orchestra" charts and accompanying booklet, the latest, and, be it said, the most valuable, addition to the Victor library of musical works of an instructive nature.

These charts are the result of several years' thought and experiment. Taken in conjunction with Victor records No. 35,670 and No. 35,671 and the descriptive booklet included with the charts, they give for the first time a complete presentation of the instruments for use in schools and colleges, amateur orchestras and by the interested musician.

The charts show the instruments in their natural colors (the playing position in photographic insert); the history, development and particular uses of each in expressing certain thought and emotion, and illustrations of their being so used by various composers are given in the booklet, while on the records are reproduced the exact tones of each instrument singly, in family groups, and in full ensemble. In the list of records given may be heard every possible combination of tone and infinite variety of coloring. The charts are tinted differently for each family of instruments and so numbered as to make it convenient to display each group together.

The complete set of "Instruments of the Orchestra" consists of eighteen charts showing the various instruments in detail and color with a fifty-two-page booklet of supplementary information attractively packed in a cardboard box. Additional booklets are listed at 35 cents each.

The Victor Co. has started immediately a strong campaign exploiting the new charts, and have mailed 65,000 descriptive folders to school



Eight Models
Retailing from \$30 to \$275

SONA-TONE

"The tone you can't forget"

The phonograph that is making Piano and Violin Records Famous.

No better constructed and equipped instrument—with a tone not equaled by any. We invite your critical investigation.

Eight models retailing at from \$30.00 to \$275.00.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

SONA-TONE PHONOGRAPH, Inc.

322 Livingston Street

Brooklyn, N. Y.

authorities and others throughout the country. The special folder offers some interesting information regarding the charts, and reproduces in miniature several of the pages of the charts in the booklet.

CRIPPLED MEN WHO MADE GOOD

Instances Where Loss of Limbs Has Not Interfered With Business Success

The great victories at Chateau-Thierry, at St. Quentin, in the St. Mihiel salient, and throughout the Argonne sector, cost the limbs of many of our bravest men. It is probable that quite a few of these war cripples will find their way into the music industry. Certainly these men need not feel discouraged, for the study of the lives of many cripples shows that success has often been attained because of and not in spite of a physical defection. System Magazine recently carried a two-page story showing the

pictures of a number of men who have won a large measure of success even though physically imperfect. The pictures included that of M. J. Dowling, a man without either hands or feet, who became president of the Olivia State Bank of Olivia, Minn.; David B. Stansbury, a cripple since boyhood, who is one of Chicago's leading lawyers; Thos. D. Schall, who, though blind, is a representative in Congress from Minnesota; Otto J. Schwartz, who has lost both legs, but is a division correspondent for Sears, Roebuck & Co.; Henry Smith, of Grand Rapids, Mich., who is paralyzed from his hips down, but who is a very successful farmer; John J. Arnold, a man who lost both his feet, but who has become vice-president of the First National Bank of Chicago, and W. J. Roth, who at the age of fourteen lost his left arm, but at the age of thirty-two has attained the position of sales manager of the Stenotype Co. From the records of such men our war heroes should derive a powerful inspiration.

Announcement

THE S. B. DAVEGA CO., WHOLESALERS OF VICTOR PRODUCTS, will in the future

Wholesale Exclusively

THE S. B. DAVEGA CO. has no connection either direct or indirect with any store retailing talking machines.

S. B. DAVEGA CO.

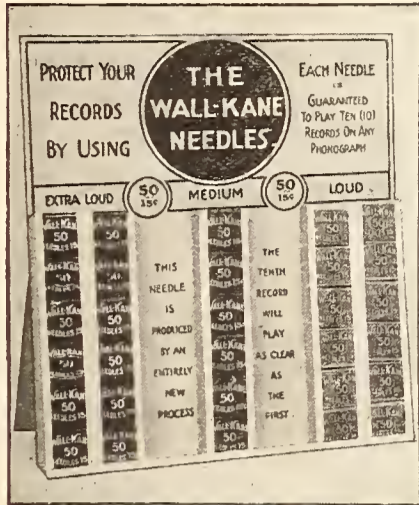
831 BROADWAY

NEW YORK

IMPORTANT ANNOUNCEMENT

Dealers' Price of WALL-KANE steel needles is reduced to 7½c per package of 50; the retail price remaining at 15c.

WARNING



Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, cost the dealer 7½c; 8c in the Far West. JOBBING TERRITORIES OPEN

WALL-KANE STEEL NEEDLES (*made in America, of American steel, and by American workmen*) are the standard trade-marked needles of the phonograph industry. Like any article that is a proven success, WALL-KANE STEEL NEEDLES are being imitated.

The genuine WALL-KANE NEEDLES are manufactured by intricate, chemical processes, and possess the quality of playing ten records perfectly, the last one as well at the first. They also improve the wearing qualities of the record.

Make this test to convince yourself of the superiority of WALL-KANE STEEL NEEDLES and to protect your customers and yourself from the damage caused by the use of imitations.

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle, play the other record, the same selection, ten times, but with ten new, full-tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., 145 West 45th Street NEW YORK

G. P. ELLIS VISITING THE EAST

G. P. Ellis, sales manager of the Chicago Talking Machine Co., Victor wholesaler, was a visitor this week to the offices of the New York Talking Machine Co. Mr. Ellis left Chicago for a short trip through different sections of his company's territory, and also spent two days at the Victor factories in Camden. He states that the business outlook in the Middle West is excellent, the indications all pointing to a record-

breaking year, provided sufficient merchandise is available to take care of the dealers' needs.

NEW VICTOR NUMERICAL CATALOG

The Victor Co. this week sent out their new numerical catalog for the year 1919 listing all records in numerical order announced prior to the January, 1919, supplement. In this volume space is provided for inserting the new numerical pasters each month for the entire year 1919.

HOLD OLD-FASHIONED XMAS PARTY

New York Talking Machine Co. Have Tree and Gifts for Employes—A Beautiful Sentiment

In accordance with its usual custom the New York Talking Machine Co., Victor wholesalers of this city, gave its employes an old-fashioned Christmas party on Christmas Eve, a mammoth Christmas tree being the center of attraction. This year's celebration was particularly enjoyable in view of the fact that many of the company's former employes, who have been serving their country during the past year, are expected back in the very near future.

There was the usual interchange of gifts among the employes, and in addition there were semi-humorous gifts on the Christmas tree, which were pertinent to the fads and fancies of the recipients. The company entered heartily into the spirit of the occasion, and every employe received a substantial bonus check as a Christmas gift, as a mark of the company's appreciation of their untiring efforts and loyalty during the past year.

This Christmas party served to strengthen the bond of good-fellowship and personal friendship which has long been an outstanding feature of the New York Talking Machine Co.'s organization, and which has undoubtedly been an important factor in the success achieved by this company.

SOLOIST AT ORGAN RECITAL

At one of the organ recitals given recently by John Knowles Kendall in College Chapel, Tulsa, Okla., he lightened a very interesting program by including an Edison Re-Creation of the "Ave Maria" adopted from the "Cavalleria Rusticana Intermezzo," sung by Frieda Hempel, which he accompanied on the organ. Needless to say the innovation made quite a hit, particularly as Miss Hempel is well known in the Southwest, having made a tour last November which opened in Oklahoma.



503

503—Golden Oak, Mahogany. Nickel plated trimmings. Lock and key, pin box. Height, 33 inches. Top, 17 x 17 inches. Holds 162 twelve-inch Records. For Victrola IV, VI, Columbia A. B. and C. Average weight, crated, 50 pounds.

Cabinets

That are popular with the smaller type.

Machines

You will find the best material construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

Schloss Bros.
637 West 55th Street
NEW YORK

Tel. Columbus 7947

Immediate Deliveries



506

506—Golden Oak, Mahogany. Nickel plated trimmings. Lock and key, pin box. Height, 33 inches. Top, 15½ x 16½ inches. Holds 162 twelve-inch Records. Matches Victrola VI. Top has countersunk holes to accommodate rubber humpers on machine. Average weight, crated, 60 pounds.
505—Same Cabinet to match Columbia B. Golden Oak, Mahogany. Top, 15½ inches square.



Stracciari, Al Jolson, Lashanska, Van and Schenck, Toscha Seidel, French Army Band, Homer Rodeheaver—all in February Columbia Records. That's hitting the high spots!

**Columbia Graphophone Co.
NEW YORK**

SOME MORE STRIKING PUBLICITY

Elaborate Feist Advertising Campaign on Featured Numbers Planned for Near Future—Will Include Special Announcements in the Saturday Evening Post and Other Publications

On Sunday, January 19, Leo Feist, Inc., will have a full-page advertisement in the Rotogravure Section of the New York Tribune featuring three songs from their catalog. In addition they will also carry a full-page announcement in the Saturday Evening Post, issue of January 18.

"The Navy Took Them Over and the Navy Will Bring Them Back," "Mother, Here's Your Boy" and "In the Land of Beginning Again" are the songs receiving this publicity, and each of them has already been made popular on the vaudeville stage and other places of entertainment.

In all the announcements special prominence is given to the fact that not only can these songs be had at all sheet music stores, but they can be procured for the player-piano and talking machine. This is of special interest to all talking machine dealers. During the year just past Leo Feist, Inc., have carried out some enormous advertising campaigns and with the above announcement it appears they are to carry publicity in behalf of their songs for the year 1919 on an even larger scale. As a matter of fact, national advertising to help sell songs in sheet music, talking machine records and player roll

form has been a feature each season for a number of years past with that house, and there is no doubt that at the present time when they make an announcement to the trade of a forthcoming campaign all the dealers will co-operate. This not only includes sheet music dealers, but also those handling talking machine records and player rolls.

HENRY BURR A MUSIC PUBLISHER

Well-Known Talking Machine Artist Opens Studio in New York—Lieutenant Gitz-Rice Associated With the Company

The talking machine trade will be interested to know that Henry Burr, whose name is well known to millions of record users throughout the country, has organized the Henry Burr Music Corp., with offices at 1604 Broadway, New York. Associated with Mr. Burr is Lieutenant Gitz-Rice, the very successful song writer, who has recently been responsible for "Keep Your Head Down, Fritzie Boy," and other hits. Others well known in the music world will also be connected with the company, which will confine itself to the publication of music of the better sort.

Harry Friedburg has resigned from the People's Furniture Co., Clarksburg, W. Va., and opened a new talking machine store in that city under the name of the Columbia Music Co., located in the new Clifford Building on Fourth street.

SOLVING THE WAR LABOR PROBLEM

One Talking Machine Concern Drafted Chinamen and Aged Women to Fill the Gaps in Its Plant With Considerable Success

Now that the war is over, and some of the problems being eliminated, the public learns to what extremes manufacturers were driven in order to secure labor and maintain production. One talking machine manufacturer located in New York, despairing of getting Americans or Europeans, or even negroes, to work in the record department, went down to the Chinatown district of New York and managed by the offer of high wages to secure the services of a score or more Chinese. Incidentally, they proved very satisfactory workmen. Although lacking initiative, they proved wonderful imitators and every motion made by their instructor was followed exactly in the work. If his hand slipped accidentally, or some other false motion was made, the Chinaman performed the operation in exactly the same way.

Not only were the services of Chinamen utilized in this particular factory, but being unable to get sufficient female labor young enough to be termed girls, to work in certain departments, the manager turned to middle-aged, and even old, but active women, to fill the gaps, and says he is inclined to cater somewhat to that class in the future, inasmuch as they appeared much more satisfied with their jobs than the younger element, were steadier, and not at all inclined to skylark and waste time. Also there was sufficient light work around the factory that they could handle easily and comfortably.

The Star Trading Co., New York, has been incorporated with capital stock of \$20,000 to deal in furniture, pianos and player-pianos, talking machines, etc. The incorporators are S. Gevirtzman, J. S. Ritter and S. Lipshitz.

**1919 Will Be A
Banner Phonograph Year**

Prepare Now To Give

YOUR CUSTOMERS THE BEST POSSIBLE

By Getting

Pathe Phonographs and Pathe Records

Through

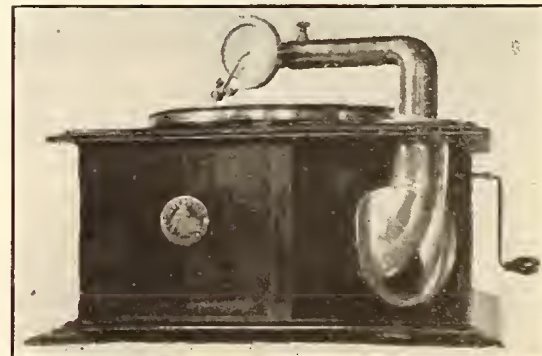
The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.

**TO CLOSE OUT
ALL MAESTROLA MACHINES
\$5 each or \$4.50 each in dozen lots**



Best American Steel Needles at 60c. per thousand.
Motors, Tone-arms and Supplies at the lowest price.

10 inch lateral cut records at 40c. per hundred;
cash with order.

**FULTON TALKING MACHINE COMPANY
640 Broadway
New York City, N. Y.**

**MOST PROSPEROUS SEASON
IN SOUTHERN CALIFORNIA**

Talking Machine Trade Overcomes in Good Shape the Handicaps of Poor Transportation, Scarcity of Stock and Epidemic of Influenza

LOS ANGELES, CAL., January 5.—In spite of all kinds of handicaps—transportation troubles, influenza epidemic, shortage of goods, etc., Los Angeles has just passed through the most prosperous holiday season in the talking machine business since the introduction of that commodity on the Coast. After the last mad scramble on Christmas Eve most of the music stores looked like they were just ending a very successful special sale and the late comers got very poor "pickings" in both records and machines. This was a great year also for the new type universal machines as many persons purchased them when unable to obtain one of the older makes. The Victor dealers were the hardest hit, and to-day few dealers have anything in stock with the exception of styles IV, VI, XVI and XVII.

The Columbia dealers were in nearly as bad a fix and only some of the most expensive models were in stock after Christmas.

The best sellers in the Edison Disc were the models 150 and 250, and many dealers ran short in those two designs.

Very few machines were "loaned" this year, and in many instances people were glad to take the model they wanted in any finish.

The record business this season was tremendous, and all of the stores were crowded for days with record buyers, and in many of the larger places it was necessary to establish a waiting list for the record booths.

The Retail Talking Machine Dealers' Association has not had a meeting since October. However, one is scheduled for this month, at which several important subjects will be discussed and adjusted. The membership now includes practically all of the dealers in the city.

Harold Jackson, manager of the talking machine department for the Wiley B. Allen Co., has been very ill with the "flu," but is now on the road to recovery. Mr. Jackson unfortunately was taken sick just before Christmas, but this did not prevent the company from having the biggest holiday business in the history of the house.

Sibley G. Pease, who has been identified with the talking machine business for the last fifteen years, is leaving it to go into the automobile line.

During his many years of service in this city Mr. Pease has been connected with the Columbia Co., the Fitzgerald Music Co., the Bartlett Music Co., the Talking Machine Co., Pease & Foote Talking Machine Co., Holmes Music Co. and the Andrews Talking Machine Co., which latter company he is leaving to enter the new field. Mr. Pease, beside being an experienced talking machine salesman, is also an accomplished musician, having for many years held the position of organist in one of the prominent Los Angeles churches. Mr. Pease is joining the sales staff of Washburn Bros., South Pasadena—a Los Angeles suburb—and will have charge of the accessory department for them.

Herman Beck, manager for the George J. Birkel Music Co., says his department looks

like a Kansas cornfield after a grasshopper invasion and declares he has only two Victrolas left—a IV and XXII. Mr. Beck says their December business was wonderful and easily broke all previous records.

The Southern California Music Co. had a most prosperous business during December, and like all of the other dealers ran out of many models in all of the different makes they handle. W. H. Richardson, manager for the talking machine department, says they sold everything in Victrolas from the style VI to XVII.

MUST OBSERVE INTRA-STATE RATES

State Commissions Cannot Alter Tariffs, Says McAdoo, But May File Complaints

WASHINGTON, D. C., January 6.—Orders of State Commissions prescribing intra-state rates instead of those initiated by the Director-General and injunctions by State Courts forbidding the application of the initiated rates to State shipments cannot be observed by railroads un-

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

der federal control, Director-General McAdoo announced to-day.

The Director-General said he could not conceive that any State would be placed at a practical disadvantage by the initiated rates, since the State itself or the commission of the State or any citizen is free to file a complaint against any rates considered unjust or unfair.

OPENS NEW STORE

P. S. Berrie has opened a new music store in the Nickerson Block, Moulton, Me.

WE ARE DISTRIBUTORS FOR



The Most Popular Hill and Dale Record on the Market

*All the Latest Hits
Efficient Service
Guaranteed Quality
All Double-Faced Discs
Played with Sapphire or Steel Needle
Retail at 85 Cents*



The New OKEH Record Supplements Contain the Best Selling Popular, Instrumental, Patriotic, and Dance Hits.

Write for Attractive Dealer Proposition

The Gartford Mfg. Co., Elyria, Ohio

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
Brooklyn, N.Y.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

CORPORATION being formed to manufacture phonograph desires to hear from one capable of becoming superintendent of plant. Applications treated confidentially. State full particulars as to age, experience and salary desired. Address "Box 585," care The Talking Machine World, 373 Fourth Ave., New York.

LARGE and well financed phonograph company just formed wants best quotations on parts, cabinets, motors and tone arms, etc., in large quantities. In position to pay cash. Future success assured. Contemplate erecting modern factory unsurpassed by any in United States. Give full information to insure quick action. Address "Box 586," care The Talking Machine World, 373 Fourth Ave., New York.

AN EXCEPTIONAL opportunity is offered to a man with some capital who can act as sales manager in a going organization manufacturing cabinets and assembled machines. Concern has large accounts and the best shipping facilities. Partner recently retired on account of ill health. Finances good condition. Address "Box 579," care The Talking Machine World, 373 Fourth Ave., New York.

SONORA distributors for Colorado, Idaho, Utah and Wyoming can use a road salesman. Only thoroughly experienced man considered. In writing give age, present employment, sales record and compensation desired. Address Strevell-Paterson Hardware Co., Salt Lake City, Utah.

TRAVELING SALESMAN—Am an experienced talking machine man and in a position to promote a good line of trade through South-eastern States in connection with present affiliation. Non-conflicting. Retail, wholesale and two years as factory representative. In reply state proposition in full. Address "Box 587," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—New and second-hand Victor and Columbia talking machines and records. Spot cash paid for them. Deninger Cycle Co., Rochester, N. Y.

TRAVELING representative promoting an educational work of high merit and thoroughly acquainted with the talking machine business wishes to connect with manufacturer or producer for handling line through Southern territory. Address "Box 588," care The Talking Machine World, 373 Fourth Ave., New York.

RECORDER and wax maker, etc., wants position. Able to handle any branch of manufacturing in the record line. Address "Box 589," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced Edison salesman and manager desires a situation on the Pacific Coast. Age thirty-one, married. Address "Box 590," care The Talking Machine World, 373 Fourth Ave., New York.

A LIVE salesman calling on phonograph and furniture trade; we have a good side line proposition. Reliable Purchasing Co., 133 Mercer St., New York.

WANTED—Phonograph salesman to sell standard make records to dealers as a side line. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

SITUATION WANTED—Experienced wholesale piano and phonograph man desires change. Well acquainted with trade in Middle West. Can manage retail store. Reference A1. Prefers position east of Chicago, or a retail manager position in New York State or New England. Address "Box 592," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG married man (thirty-two) just released from Government work, who has had several years' experience in Victor retailing, is open for position in Victor line. Able to handle all details of business and with good record in building successful business on permanent basis. Address "Box 593," care The Talking Machine World, 373 Fourth Ave., New York.

MAN (thirty-five), married, five years' experience with Victor, Columbia, Edison, wishes permanent position. Capable of taking charge of department. Can furnish best of reference. Address "Box 594," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN wanted to carry as side line talking machine repair parts and accessories on commission basis. State territory and references. Address "Box 591," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman (thirty-five) acquainted with every angle of business. Phonographs, records and sundries, desires to represent a progressive firm in Cuba, where there is a wonderful market which has access to South American markets also. Will establish showrooms in Havana. Weekly drawing account. Address "Phonographs," 22 East 125th St., New York.

SALESMAN WANTED—We are Pathé distributors and have an opening for a live-wire phonograph man. Tell us your history for the past ten years. Address "Box 10," care The Talking Machine World, 373 Fourth Ave., New York.

YOUR OPPORTUNITY

Are you the man with the means and desire to become interested in the manufacture of the regular steel phonograph needles, also the so-called semi-permanent needles, with a man who has designed and built superior machines for their manufacture on a large scale? A man having several years' acquaintance with this class of goods. Such machines and knowledge cannot be purchased in the open market. Address "Box 595," care The Talking Machine World, 373 Fourth Ave., New York.

- FOR SALE

700 Meisselbach tone arms and sound boxes No. 66. Also 3,000 mica mostly 123/32.

KIMBERLEY PHONOGRAPH CO., INC.
206 Broadway, New York, N. Y.

FOR SALE

At an attractive price, several hundred Emerson and Par-o-Ket 7-in. records in perfect condition. Address "J. N. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

Attention Dealers

SPOT CASH for Your Overstock Records. Any Brand. All correspondence strictly confidential. No Quantity too large or small.
ILLINOIS RECORD SERVICE
COMMERCIAL BLDG., Lake and Dearborn Sts., Chicago, Ill.

SPECIAL BARGAIN

TROUVILLE Records are lateral cut records. **A1 band numbers of standard selections. Price 29c each in 100 lots; 26c each in 1000 lots.**
MORTON J. ROSS MUSIC CO.
54 W. Lake Street Chicago, Ill.

BUSINESS OPPORTUNITY

Piano and Talking Machine Store for rent, account sickness. Splendid chance for live man to step into money making place. Location has been music store for years. Only one in city of 10,000. Rent \$40.00. Six months free. Sheet music department owned by another party.

THE DEMING MUSIC CO.
Deming Building Redlands, California.

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER
3064 Albany-Crescent Ave. New York

MANUFACTURERS ATTENTION

Englishman with many years' Canadian and English experience in the manufacturing phonograph business is returning to England and desires to get in touch with concerns manufacturing complete machines, motors and general hardware, who are looking for export trade connection. Only first-class firms entertained. For the American manufacturer England offers a good sound market. Write "Advertiser," 739 Broadview Ave., Toronto, Canada.

FOR SALE

Fine talking machine demonstrating rooms, made by Unit Construction Co., double soundproof, mahogany. Cheap for cash. Write for full description. Act quick. Buchanan's, 106 West Freemason St., Norfolk, Va.

Wanted—Spot Cash Paid

Any amount of records in all languages. Talking machines, horn or hornless. Parts of all makes, record cabinets, etc.
VICTORIA RECORD EXCHANGE,
2104 Third Ave. New York.
Phone Harlem 7848.

FOR SALE

Phonograph store—carrying records, machines, leather goods. Doing good business. Reason for selling on account of another large business. Apply "C," P. O. Box 123, Hoboken, N. J.

WANTED RECORDS

Edison standard two-minute records.
Edison Blue Amberol records.
Will pay cash for any amount, old or up-to-date.
WELLS CURIOSITY SHOP,
20 South Second St. Philadelphia, Pa.

Cabinet Factory Wants Work

Well equipped factory located in New Jersey wants cabinet work. Prices very reasonable. For information address M. Mark, 113 North Ninth St., Philadelphia, Pa.

FOR SALE

Two gear cutting machines and one worm cutting machine, suitable for making motor gears. Address "Box 581," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Twelve-inch stamped steel turntables and flat motor springs. Address "Box 582," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Phonograph manufacturing business; well established and a money maker is for sale on account of outside interests. Write for further particulars. Address "Box 583," care The Talking Machine World, 373 Fourth Ave., New York.

Salesman or jobber. If you can reach phonograph trade anywhere and want a good line, we have an interesting proposition that will pay you. Also have taken over a few million standard needles—all tones—in bulk and packages formerly made by a high-grade manufacturer which we will close to the highest bidder at cash, or thirty days to firm of Dun's high rating. Samples mailed to satisfactory first offers. Large or small lots. Address "H. A.," Room 211, 157 Federal St., Boston, Mass.

FOR SALE

Best American steel needles at the lowest prices. Ask for quotations. Address "Box 584," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED CABINET WORK

Large woodworking establishment equipped for first-class work is prepared to figure with manufacturers of phonographs for their cabinet requirements. Large volume only desired. Address "Box 580," c/o The Talking Machine World, 373 Fourth Ave., New York.

A Jobber's Opportunity

☐ Company making high grade phonographs desires to connect with responsible house whose sales organization is qualified to sell to merchants a phonograph that for tone, workmanship, appearance and price will successfully compete with other standard makes.

☐ Dealer's discounts are liberal, and there is a good profit on each sale for the jobber.

☐ Jobber will receive financial and advertising co-operation, and will be assisted with a well known advertised line of disc records.

☐ A business of exceptional stability and increasing profit possibilities can be created.

☐ Exclusive territory can be had under specially advantageous arrangements.

Address L. R., 2007B
130 W. 42nd St., New York City

FOR SALE

One Million loud tone needles (natural steel) packed one hundred to an envelope, fifty-five cents per thousand, cash. Made in America. Write to Box 596, Talking Machine World, 373 Fourth avenue, New York, N. Y.

WANTED

Victor and Columbia records, new and second-hand. State condition.

PLAYER ROLL & RECORD EXCHANGE
901-903 Marquette Ave. Minneapolis, Minn.

WANTED

Victor talking machines and records. Highest cash prices paid. No quantity too large. Call, write or phone.

TERMINAL EXCHANGE
1208 Filbert Street, Philadelphia, Pa.
Bell Phone, Locust 5716 Always Open

SELF-SERVICE RECORD CABINET

Adopted by Many Prominent Dealers Is a Great Trade Stimulator and Worth Knowing

One of the most novel methods introduced lately by the Victor retailer is the "Self-Service Record Cabinet," which has been adopted by many prominent dealers. Shortage of clerks first led to its inception, though like many other schemes devised to meet wartime conditions it will undoubtedly become a fixture in those departments where it is now being used, says The Voice of the Victor.

The accompanying illustration shows the "Self-Service Cabinet" of the Talking Machine Shop, of Chicago, and will serve as a good model for all dealers who may care to install such a cabinet in their store. It is a one-tier record rack, much on the order of those used in record stockrooms, in each compartment of which the dealer places four or five records of the same selection. A small card is tacked over each compartment or bin, on which is printed the catalog number of the selection contained on the records in that bin and the title of the selection. The cabinet should be placed on a counter—as shown in the illustration—or on a table, so that the customer will not be obliged to stoop when selecting records from it.

The customer who wishes to avail himself of the privilege can select his own records from the cabinet, take them into an unoccupied demonstrating-room and play them over without any interference whatsoever. He then has merely to hand his selection of records to the cashier, who wraps them up and takes his money. Thus they are not only "self-service" but also "quick service" record cabinets.

The "Self-Service Cabinet" is not intended to—nor will it ever—do away with the individual service of the record salesman, as there are many people who rely on the salesman's suggestions entirely in selecting new records. The Talking Machine Shop has found it a great help, especially during a rush, and contemplates adding another tier to the cabinet shown in the accompanying illustration. So far this com-

pany has only featured quick sellers and records of the current issue in the "Self-Service Cabinet," though undoubtedly some of the less familiar records will be added as soon as customers become accustomed to the new service.

In installing such a cabinet care should be taken to place it in the front part of the store and near the demonstrating-rooms. It is also of imperative importance that you have some sort of sign—as the one used by the Talking Machine Shop—to acquaint your customers with the fact that the service is only meant to supplement your regular individual service and that the records contained in the cabinet are only a few of the many Victor records in your stock.

Otherwise, a great many people, especially those who enter your store for the first time, will get the impression that you employ no clerks to wait on customers and that the records contained in the cabinet represent your entire stock. For the purpose of explaining away these very natural conclusions it would be well to mention in all your advertisements that the new "Self-Service Cabinet" is only an auxiliary help and that your clerks will continue to give



Illustration of the Self-Service Record Cabinet

their individual attention to all who wish them to do so. It is important to emphasize this viewpoint.

HOLIDAY REMINDERS APPRECIATED

The New York Talking Machine Co., New York, Victor wholesaler, has just forwarded to its friends in the trade an artistic Christmas gift in the form of a combination paper cutter and a pen knife. As this gift embodies attractiveness and practicability, it will undoubtedly receive a hearty welcome from the trade, and the New York Talking Machine Co. has already received many letters of appreciation from the recipients of this Christmas token. It may be mentioned incidentally that this company also forwarded to its dealers handsome 1919 calendars, presenting oil painting reproductions of General John J. Pershing, Marshal Foch and Marshal Joffre.

To JOBBERS, RETAILERS and SALESMEN of "HILL and DALE" RECORDS

We have a brand new attachment which goes on the Victor sound box, and remains there permanently, which a child can attach and operate, and which when used makes the Victor a universal machine, enabling it to play all records with equal beauty of reproduction without removing or turning the sound box—thus making

Every Victor User a Potential Customer
of Your Records

We are preparing to manufacture this attachment in quantities and would be glad to hear from any jobber, retailer or salesman who feel they would like to handle it.

Address: SANDERS, Dept. 6

::

56 West 45th Street, New York City

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors ^{Manufactured} **Mermod Freres** ^{St. Croix}
By ^{Switzerland}

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Problems of Reconstruction Period Now Demanding Attention—Demand for Heavy Import Duties to Protect Native Manufacturers—Some Interesting Opinions—A Genuine Battle Record Produced—Electioneering Records Feature of Recent Campaign—Output of Popular Records to Be Doubled—What the New Record Lists Offer—Death of Wm. C. Gaisberg, Chief Recorder of Gramophone Co., Ltd.

LONDON, E. C., ENGLAND, December 31.—In retrospect the past year presents a vista as materially remarkable in itself as in its reflection of the social and commercial development that is, we firmly believe, to progressively crystallize during this and the years ahead. We pay sorrowful tribute in memory of the thousands of brave lives sacrificed on the altar of Prussian criminality, and we look back to the spring and the early summer days with mixed feelings. Though we knew it not, even in those dark days the Herald of Peace was already on the wing to tell us ere long that the valorous arms of civilization would be triumphant. It is a great and glorious result. Hand in hand with the coming of peace is the nation's determination to repair the ravages of war and reconstruct socially and commercially along lines that will make for progress in all walks of life based upon the lessons which Armageddon has taught. It is, of course, not an easy matter; there are many industrial problems to solve, some being of a political aspect which exert a particular bearing upon such industries as the musical instrument trade which, in pre-war times, was dominated by foreign activities. The question of free trade versus tariffs has yet to be decided. As a tem-

porary war measure imports of gramophone goods, for instance, carry a tariff of 33½ per cent., but this cannot be accepted as any criterion of future official action. The least that can be expected, however, is that the Government will protect our industry and others from the threatened dumping of German and Austrian goods on the English and Colonial markets. Any attempt of this nature will very likely be done under the guise of and through neutral manufacturers—Switzerland and Holland, for instance. That is what we have to guard against. It has already been mooted in official quarters that the Government is alive to such a possibility and that suitable steps may early be taken to counteract it. There is an urgent call for legislation other than, and in addition to, the maintenance of the present import duty, as it is thought that the latter alone will not effectually prevent a rush to this market of German manufacturers anxious to unload their wartime accumulation of gramophones and parts, etc., at practically cost prices to secure a turnover. This big question is receiving the attention it deserves at the hands of our trade association and certain proposals will no doubt be laid before the Board of Trade. To inspire the necessary confidence among the dealers, especially those who have decided not to handle again goods of Teutonic origin, we think it a matter of public interest that the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers should at once make known whether all its members are prepared to undertake not to directly or indirectly import German goods again. We are aware that the association petitioned for an embargo on imports of musical instruments from enemy coun-

tries for a period of five years after the war, and it is at this stage important to know if all the members individually subscribed or had the opportunity to declare allegiance thereto. We hope and believe it is so, as unity in this direction must exert a big influence not only with the dealer, but with prospective British manufacturers of gramophone goods.

Important Opinion on After-War Problems

The following instructive views on the present and future conditions of the talking machine trade, contributed by key men of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers, are of world-wide interest:

M. E. Ricketts, president, writes: With the conclusion of the armistice it is well to keep in mind that the mere signing of this important document does not mean brushing away all the irksome regulations that it has been the duty of the Government to impose upon the industry, and, although the majority of metals have been made free to purchase, it is only if one can get them. The industry is in the fortunate position of still being able to issue priority certificates, and in this case has received permission through the rationing authority to double the previous ration, with the exception of steel wire, and this item is being gone into by the Ministry to see what relief can be given to the industry.

With regard to timber, this is a very difficult matter, as the Government requirements are likely to be as heavy for the next two years as they have been in the past, owing to the large number of schemes under the reconstruction plan. I believe that timber will be rationed for years to come yet, and suggest for the consid-

(Continued on page 116)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frithavnen, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL **WINNER** GRAMOPHONE RECORDS

TRADE MARK

CABLE "PHONOKINO, LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH DOUBLE SIDED NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH
Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from page 115)

eration of the industry that in every possible case, where there is a great shortage of a particular timber, substitutes should be experimented with as there is, naturally, a greater freedom in home-grown timber than in imported varieties.

The governing feature of the whole question of reconstruction is that of shipping, and, as stated by Sir Chiozza Money in the House of Commons, our shipping will not be completely rebuilt for five years. Too rosy a view must not be taken as to the immediate possibilities of an enormous resumption of manufacture, but this, I believe, will all be in the best interests of the industry, insomuch as every house and every country in the world will only be able to advance in the same ratio and, therefore, it will give more time to the consolidation of the gains made during the next twelve months.

I do suggest as watchwords to the industry that we should strive for one thing, and always keep it firmly in front of us—to make such good goods at such a price that competition from any part of the world will fail to stop us from attaining the foremost place in commerce. It must be remembered that in the fierce fight for trade that is now starting there will be no room for sentiment, and people will not buy goods because they are British alone; they must not only be British, they must be the best.

Frank Samuel, vice-president, writes: It is well to consider in so far as is possible the effect which a gradual return to peace conditions is likely to have upon the various branches of our industry. There appears to be in certain circles a lack of imagination and a desire to minimize the difficulties which our industries will have to continue to overcome before normal peace conditions once again obtain.

Little doubt exists that a certain measure of Government control of industry will be essen-

tial for some time to come, and for this reason alone the activities of the association must continue to watch over and protect the interests of the trade in the matter of the allocation and supply of raw materials and, where necessary, the obtaining of import permits.

It may possibly not be realized to the full extent that this association is prepared to do everything which lies in its power to assist its members in creating and fostering any branch of manufacture previously carried on in enemy countries. Those of our members who may have schemes for development in hand are particularly requested to place themselves in touch with the secretary with a view to obtaining the backing and support of the association's organization. In many cases representations made to Government departments relative to concrete schemes for the development of our industry within the Empire are bound to have beneficial results, but the association cannot act unless members will state their views fully.

Whilst wishing to avoid any question of political controversy, the question of tariffs is one which before many months have passed will have to be considered with very great care, for upon the decisions come to upon this all important question the future development of our industries will largely depend.

There can be no doubt that in the future the Government intends to consult industries through their representative associations before taking steps vitally affecting the interests of the trades concerned. In this sense your association will in the near future have placed upon it the onerous responsibility of expressing the views of the industry upon the all-important matters above referred to.

To give your committee the fullest opportunity of acting upon every occasion in a manner best calculated to foster and develop the gramophone and musical instrument trade in this

country, it is to be devoutly hoped that members, realizing to the full the opportunities and responsibilities which devolve upon them, will not be backward in freely expressing their views and aspirations to the association, formed and carried on for their benefit and that of the industry in general.

Louis Sterling writes: The present is, I think, an opportune moment to refer to the conditions that will immediately follow the conclusion of peace. While the impression may not be general that manufacturing and selling conditions will automatically become "easy" it does exist, and to a wider extent there is an optimism that misleads many into thinking that our affairs will revert to normal in a comparatively short time.

This false idea of an early resumption of anything approximately to pre-war conditions may easily lead to the abandonment—perhaps unconsciously—of the rigorous economies and other wartime measures at present observed, and such abandonment is the subject of this warning.

For some time (how long it is impossible to estimate) after the signing of peace, our trade will be faced with the identical problems that have confronted us during the four years of war; there may even be times when they become more acute.

Shipping facilities will be restricted as surely as they are to-day. Internal production and distribution will be as difficult as now. The labor problem is an intricate one, and finding individual solutions to it will not tend to lighten the general trade situation in the process.

So far from being the pessimist these reflections may suggest I view the future with confidence, but feel the need for sounding a warning lest any relaxation of individual or collec-



YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
"Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS"
SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

Address: **SOUND RECORDING CO., Ltd.**
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox"
London
QUOTATIONS CABLED FREE

POINTS

- Repertoire Approx 2,000 Titles
- Superb Selection, Bands and Orchestras
- Lightning Shipments under Government Export License
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

FROM OUR LONDON HEADQUARTERS—(Continued from page 116)

REX GRAMOPHONE CO.
are making a Specialty of
EXPORT
in
Horn, Hornless & Portable Disc Machines
 REX GRAMOPHONE CO. 2 Elizabeth Place
 Rivington Street, LONDON, E.C. 2
 Cable Address "Lyrecodisc, London" Enquiries Solicited.

tive efforts to "carry on" may result from the impression that with peace will at once come plenty. We must make up our minds to continue without anticipating for some little time any lessened stringency of our present "rationed" existence.

If that determination moulds our actions we shall be contributing materially towards expediting the day when things begin actively to shape themselves towards resuming the normal.

A Real Blood and Iron War Record

A Bismarckian touch surrounds the issue of a real battle record by the "His Master's Voice" Co. All sorts of unique things and noises have at times been "impressed" for the purpose of imitation, but there is no fake about this war disc; it is an actual record made on the battlefield of the R. G. A. gas shell bombardment of the Huns just prior to the British capture of Lille. The report of the guns, the screaming and whistling of the shells as they winged their way through space towards the German lines, is all terribly and faithfully real. It is the most marvelous piece of recording even accomplished. The profits derived from the sale of this war disc are to be devoted to merciful purposes—the King's Fund for the Disabled.

A Musical Peace Xmas Celebration

The peace Xmas at home has been a musical one if the rush for records is any criterion. Determined purchasers packed the shops. The record supply held out well, except in the more recently popular airs redolent of the spirit of this Xmas tide. Machines were at a premium, and as was foreseen most dealers keenly felt the great shortage of supplies. H. M. V. agents made good use of the fine series of publicity literature, window pictures, etc., issued by this company to concentrate attention upon their great range of dance and other suitable music for Xmas enjoyment. There was a remarkable absence of advertising of the usual carol and sacred selections.

British Ministers Make Electioneering Records

The Gramophone Co. announce the issue of four special records by Winston Churchill, Walter H. Long, George H. Roberts and J. R. Clynes. The records carry speeches by these Rt. Honorable gentlemen to the British nation. We have not heard the records and cannot therefore speak as to their merit, but in any case it may be anticipated that such historical mementos of the Parliamentary election will be much sought after.

Trade With Holland Resumed

Export trade can now be resumed with Holland under license. Applications will be considered by the War Trade Department.

Records Made of Rubbish From Dust Bins

The above interesting if somewhat misleading statement figures in the propaganda publicity of the Salvage Exhibition authorities. With "there is no such thing as rubbish" as a kind of slogan, the exhibition at the Savoy Hotel, London, was held to demonstrate the many useful things that may be made from rubbish salvaged from our dust bins. As an example, among other articles on show, were some gramophone records made from waste cotton clippings. It, of course, takes more than that to make a record, and my readers will doubtless know that the waste in question is merely a substitute for the cotton flock ordinarily used for "binding" the record material. Instructive work, nevertheless!

Output of "Popular" Records to Be Doubled

With the suspension of hostilities—the virtual termination of the war—British gramophone and record manufacturers are on the move. Owing to the demand being so much ahead of supply there has not been overmuch time for the development of plans, but now that the boys are returning and official restrictions are being gradually lifted, things are expected to progress quickly.

The Sound Recording Co., who are makers of the "Popular" brand of records, have enterprisingly committed themselves to a big expansion. In conversation with the manager I learn that the whole record-pressing plant is being duplicated at the factory and will be in running order about the middle of February. This development, it is hoped, will enable the company to successfully grapple with the enormously increasing demand for Popular records from buyers all over the world. The recording department has fortunately been kept running full steam ahead, and there will be scores of new up-to-date titles, including a budget of new "Victory" marches, ready within the near future. Welcome news, indeed!

The World Covers the Universe

A letter received from the Sound Recording Co., Ltd., this city, pays unsolicited tribute to the value of advertising expenditure in The Talking Machine World. Under date of December 7 Mr. Chapman, the general manager of the company, writes in part as follows: "We have pleasure in advising you . . . that we can now renew our advertisement in your paper. It was with regret that we had to stop our advertisement for October, November and December, but we deemed it advisable, as we were being snowed under with orders from every quarter. . . . We have actually had to shut down orders for hundreds of thousands of records during these last few months, as it was utterly impossible to accept business from new houses. We have fortunately been able to handle busi-

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.
 45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

ness from our established circle of factors and dealers. . . . We propose addressing a letter of thanks to our oversea friends through the columns of The Talking Machine World, as we have found your journal circulates over a wide area from Norway to Argentina, Africa and our other colonies in addition to the U. S. A., Canada, etc., a great number of our patrons having the journal regularly sent them."

It need hardly be said that it has always been the endeavor of the proprietors to create for The World a cosmopolitan news and advertisement service that represents a real value to its readers. We believe we have succeeded. Our subscribers are numbered in thousands over every part of the world, and if ever there was a time when British manufacturers should appeal to them, with every prospect of excellent results, it is without qualification NOW!

Is the Luxury Tax Abandoned?

Owing to a general impression that this measure has been officially abandoned the Gramophone Association has circulated the trade and profession urging that there shall be no relaxation of effort on this important question.

The "Winner" Victory Records

As was to be expected under the happy circumstances, the different record companies are vying with each other in friendly competition by the issue of records of a triumphantly martial flavor, not forgetting the several airs which have obtained popularity with the joyous crowds of merrymakers. In this type of issue the Winner Co. is particularly strong this month. A special band number is 3277, bearing a potpourri of standard songs of the "Home, Sweet Home" class, military marches and national an-

(Continued on page 118)



"Popular" Records are London's Leading Value

TO ALL OUR OVERSEA CUSTOMER FRIENDS

December, 1918

We know that a great number of our Oversea friends are Subscribers to this Journal, we are therefore using this space to tender everyone our very best thanks for the courteous consideration which has been given us during the last few months in regard to some unavoidable delay in clearing our Shipments.

The coming Year 1919 now gives great promise of a quick return to something approaching normal labour conditions and Supplies of Raw materials, together with better facilities for ocean Transit and reduced Insurance premiums. We may say that the phenomenal growth demand for our Products, especially the "POPULAR" brand of RECORDS, has previously taxed the factory to its fullest capacity,

but the Pressing Plant has been duplicated, and we hope same will be in running order within the next few weeks; we therefore expect to be efficiently equipped to handle and promptly ship all Cabled or mailed orders reaching us during the coming Year 1919, and give our friends lower quotations than those at present ruling.

THE SOUND RECORDING COMPANY LIMITED, Swallow Street, LONDON, ENGLAND CABLES "Grammavox" London

FROM OUR LONDON HEADQUARTERS—(Continued from page 117)

them, with bell effects. It is a fine record. "The Dawn of Victory," records Nos. 3271 and 3272, also carries a medley of well-known items suitable to the occasion, and 3276 is a fox-trot record of "For Me and My Gal" and "Omar Khayyam." All these fine instrumental issues are rendered by the Band of H. M. Irish Guards, exclusive to Winner's. Another special issue is propaganda record No. 3273, "The Likes of They," sung by Charles Tree. This is dedicated to J. Havelock Wilson, M.P., and president of the Sailors' and Firemen's Union. The words of the song echo the union's threat not to unload or handle any German ships for a number of years. With each record a printed copy of the complete song is given. On the reverse side is coupled "Hats Off to the Stoker," also sung by Mr. Tree. It is certainly a good record, both titles being of the vigorous order, stirringly rendered by a baritone of great repute.

Restoration of German Trade After the War

The Plauen (Germany) Chamber of Commerce, which is largely interested in export trade, has made a number of suggestions for the re-establishment of German trade following the war. It is suggested that German Chambers of Commerce in foreign countries should be instituted and that they should be modeled on the English plan, but avoiding any impression that they are Government led. It is further proposed that banks should be set up to form a network over each foreign country, with a central establishment, and branches in all important towns. Further, that a commercial periodical should be commenced in the interests of German trade. Finally, it is also urged, an export directory should be forthwith prepared, and that the cinematograph should be used as an important agency of propaganda.

The Gramophone Association has strongly urged its members to exercise every possible endeavor and every unit of influence to counteract this insidious scheme.

Patriotic and Peacetime Issues on Zonophone

The British Zonophone Co. announces its intention to shortly issue a special grand list of records along the lines suggested by the above caption. I mention this matter in advance because the list will have been issued by the time this note is published, and because of the fact that from all I hear it is going to be the finest program of such titles ever issued by this up-to-date firm. And that is saying a lot when one considers the uniformly high quality and value of Zonos.

Meantime, attention is drawn to the issue of a varied list of marches, popular melodies and operatic overtures by the Black Diamond Band, which, by the way, is exclusive to Zonophones. The company boldly claims that this is the finest recording band in the world. There is certainly much in the band's own view in substitution, for its efforts reflect a uniformly high quality of rendition, no matter how varied and intricate the music may be. Evidence thereof

in abundance is found in their brilliant contributions to the list in question, which comprises such marches as, for instance, "Sambre et Meuse," "Fire and Sword," "Semper Fidelis," V. C. march, "Victory Overture," etc., many recent musical comedy or revue compositions, and operatic selections of well-known overtures—"Ballet Egyptian," "Maritana," "I Pagliacci," "A Dream of Delight," etc. All the foregoing are exclusive of the usual acceptable batch of monthly issues, representing a mine of good sales for home and oversea buyers.

An Extraordinary Coincidence!

This war has produced many strange coincidences, and it is now the turn of our industry to contribute one in which is concerned Charles Norton, the comedian.

On war service he was lying ill at a hospital in Rouen and the patients of the next ward were playing gramophone records, when suddenly Mr. Norton had the extraordinary experience of hearing his own voice in his "Regal" record, "Pros at the Races," without a soul in the building being aware that the actual performer was himself lying ill in the next ward! Mr. Norton says the record cheered him no end, for it was a distinct reminder that there was a world which still took an interest in his work. But the remarkable coincidence impressed him more than he could explain.

Recording Superintendent Dead

The mysterious after-war malady which, for want of a better diagnosis, is still known as influenza, and is so often followed by septic pneumonia, continues to take its toll of victims. To this cause is ascribed the death of Wm. C. Gaisberg, the chief recorder for the Gramophone Co., Ltd., with which firm he had been loyally connected for close upon a score of years. His was the responsibility for this highly technical duty and, by the testimony of the very high standard of quality of the "His Master's Voice" records, right well did Mr. Gaisberg accomplish his artistic work. His musical ability and great skill rendered his services of priceless worth to the company and it will keenly feel his loss, as will all who came into contact with this genial and kindly soul. His was a sunny disposition that will be sadly missed by an exceptionally wide circle of friends in the trade and the musical profession. We all mourn his passing.

New Columbia Records Well Received

It is difficult to estimate the excellent impression created upon trade and public by the new issues of Columbia records. We are given to understand, and it is confirmed by all we hear, that never has a list of new records been received with such high approval and acclamation. Indeed, apart from the unique circumstances of its production, it is a wonderful "quality" list for all tastes, and we are not surprised that so complete a welcome has been accorded it. It cannot be too highly emphasized that this list is strictly in keeping with the avowed Colum-

HARDWARE

Agent well in with best wholesalers in United Kingdom is prepared to take up American fancy and general lines at close of war. Mail particulars to G. Stewart, 111 Keith Road, Barking, Essex, England.

bia policy of elevating the taste of the gramophone public, without neglecting the "populars." **Getting Our Trade Back**

Speaking recently upon the speeding up of the demobilization of the services, Dr. Addison, the Minister of Reconstructions, incidentally remarked that our policy now was to bring back freedom to the export trade. There had already been released from the export prohibition about 300 different articles. Production on a big basis was possible in the future. As regards the raw materials of which we were short, an agreed program of shipping tonnage was given out last month. In respect to many material supplies the prospect was good so far as quantities were concerned. One of the biggest dangers to the rapid restoration of industries is the very considerable measure of hesitation noticeable in placing contracts, doubtless because of the fear of a drop in prices later. If this cautiousness is exercised too freely it will tend to serious unemployment and a paralysis of effort. Apropos the export trade outlook it is interesting to know that there are under construction 2,144 ships of a total tonnage well over 6,000,000, of which over 2,000,000 tons represent the share of the British Empire.

A Pantomimic Dark Horse

What the publishers describe as their "dark horse for pantomime" is the song "Maryland," created by Miss Beatrice Lillie in "Tabs" at the Vaudeville Theatre. The success of Miss Lillie's Columbia record of that swinging song is certainly the strongest evidence of its pantomime potentialities. The trade and public should take note.

Armistice Influences Columbia Record Sales

We are informed that the special issues of "Tails Up" and "Tabs" revues on Columbia records have been a conspicuous success. The merit of the records and the enterprise they typified were in themselves sufficient to insure this, but the fact of their issue having so closely synchronized with the armistice celebrations brought thousands of the public clamoring for the newest revue records—and these were they.

Friendly Trade Rivalry

Plans are maturing for the institution of a line of steamers from San Francisco to New Zealand, etc., which may possibly result in the diversion of a certain amount of trade from the United Kingdom to America, especially having regard to the shorter sea route as compared with the United Kingdom and the consequential lower freight rate. In this connection the Gramophone Association fathers a warning to its members urging them to take steps to strengthen our commercial relations with New Zealand.

GUARDSMAN RECORDS

REGISTERED

10 inch and 12 inch Lateral Cut

We can ship you *immediately*, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

WIDE SELECTION OF CLASSICAL AND POPULAR TITLES

The Latest American and British works are promptly recorded by the best artists of the day.

Get a trial lot at once (your regular orders will follow) and secure yourself for the coming season's trade.

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—SOUND RECORD AND MEANS AND METHOD FOR PRODUCING THE SAME.—James K. Reynard, New York. Patent No. 1,283,903.

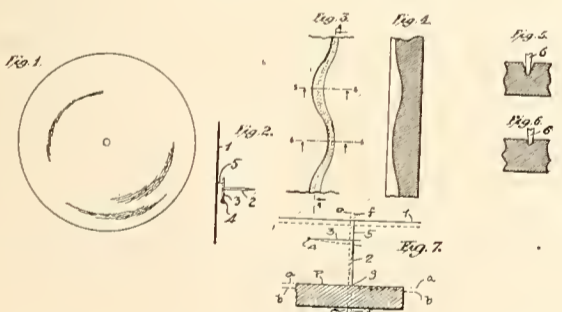
This invention relates to a new and improved sound record for phonographs and the like, and also to a new means for producing such a record. The object is to produce a record having a groove of unique and advantageous characteristics.

At the present time there are three types of grooves. One is known as the "hill and dale" type; another as the "zig-zag" type; and a third is referred to as the oblique cut or "Emerson" type.

In order to use records having the "hill and dale" cut to the best advantage, it is essential that the diaphragm of the reproducing instrument should be placed in a plane inclined obliquely to the surface of the record and extending transversely of the line or direction of the groove so that the point of the needle or stylus may freely and accurately trail over the undulations of the bottom of the groove, whereby it will impart corresponding vibrations to the diaphragm.

In order to use a groove of the "zig-zag" type to the greatest advantage it is essential that the reproducing diaphragm shall be placed in a plane substantially vertical to the plane of the record and as closely as possible in, or parallel to, the line of travel of the record groove under the stylus, whereby the opposite side walls of said groove will uniformly engage the sides of the stylus near the point to impart the proper vibrations to said diaphragm. While it is possible in some instances to place the diaphragm in a different position, in connection with its use with a groove of the "zig-zag" type, and to thereby secure sound reproduction, such reproduction is very subdued in volume and is inferior and wholly unsatisfactory from the standpoint of artistic merit.

The aforesaid oblique cut, or "Emerson" type of groove, may be said to be a compromise between the "zig-zag" and the "hill and dale" types of grooves which makes it possible to use a diaphragm placed in either of the aforesaid positions and to get approximately the same results



in either position so far as sound reproduction is concerned, but at a sacrifice of quality and detail as compared with the results attained by the use of either one of the first mentioned types of grooves. It is neither a full "hill and dale" nor a full "lateral" cut.

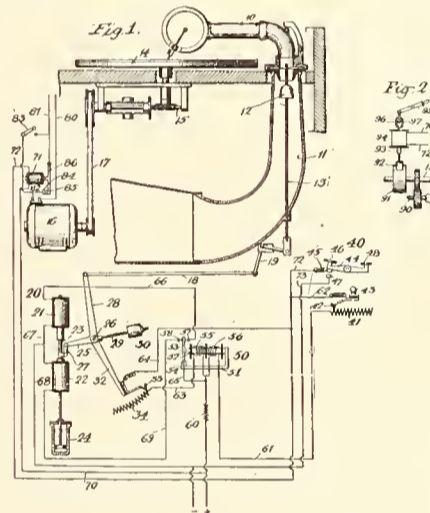
It is the purpose of the invention to construct a cut which, instead of being a compromise between the two first mentioned types of grooves at the sacrifice of quality or detail, might be referred to as a composite of both the "hill and dale" and the "zig-zag" grooves so that a reproducing diaphragm may be used therewith in either of the aforesaid positions or in any intermediate position, with substantially equally good results and substantially as good results as are obtained by the use of a strictly "hill and dale" groove or a "lateral" groove, and without sacrifice to quality or detail in sound reproduction. As a result of this improvement a disc record may be produced which may be used to the utmost satisfaction with a phonograph equipped with a sound box especially designed

and positioned for use for a record having a "hill and dale" groove, or with another phonograph equipped with a sound box especially designed and positioned for a record having a "zig-zag" groove.

Figure 1 is a plan view of a record of the disc type, the same being conventionally shown. Fig. 2 is a view of the essential parts of the music recording or groove cutting means, these parts likewise being conventionally shown and diagrammatic in character. Fig. 3 is a plan view of a short length of the record groove conventionally shown, and greatly enlarged. Fig. 4 is a longitudinal section through said groove on the dotted line 4-4 of Fig. 3. Fig. 5 is a cross section of the groove on the line 5-5 of Fig. 3. Fig. 6 is a cross section of the groove on the line 6-6 of Fig. 3. Fig. 7 is a diagrammatic view including part of a diaphragm and platen in which latter part of the record groove is shown as having been engraved.

REMOTE CONTROL DEVICE.—Harry T. Goss, Rutherford, N. J., assignor to the Aeolian Co., New York. Patent No. 1,283,734.

This invention relates to improvements in remote control for phonographs or other motor driven musical instruments, and more specifically for electrically actuated means for controlling the driving motors and expression devices for



such instruments, such, for example, as a valve for varying the volume of sound produced by a phonograph.

Its object is to provide a simple, efficient and sensitive electro-responsive actuating mechanism for starting the driving motor of a phonograph and for actuating an expression device therefor, with a manually operable remote control device by means of which a person at any desired distance from such an instrument may start and stop the instrument and may also control the expression device therefor, at will.

Figure 1 is a side elevation partly in section, of certain parts of a phonograph or the like, with its driving motor and with actuating and control devices embodying the invention applied thereto, the latter being shown diagrammatically. Fig. 2 is an elevation of certain parts of a phonograph driven by a spring motor with certain parts of the present invention applied thereto, this figure showing certain modifications in construction which are made to adapt the invention to this type of motor drive.

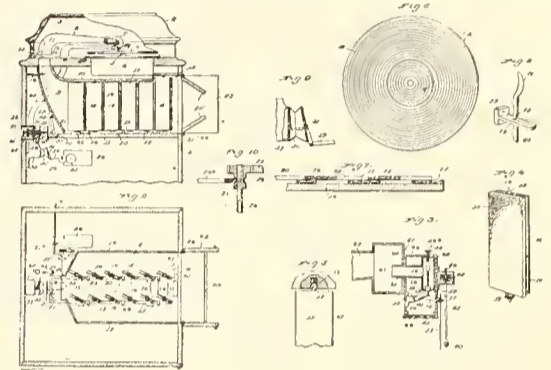
SOUND CONTROLLING MACHINE.—Charles M. Heck, Raleigh, N. C. Patent No. 1,283,510.

This invention relates to sound controlling machines, designed more especially for improving tone qualities. One of the primary objects is to provide a resonance chamber of improved construction, adapted to deaden undesirable overtones, and to amplify the desirable tones, as well as novel means whereby the resonance properties of the usual megaphone or sound amplifying horn in sound producing machines may be accurately varied during the operation of the machine.

A further object of the invention is to provide means whereby the resonance properties of the sound producing machine may be automatically adjusted, varied, and controlled by means operatively associated with a record surface, to the end that the sounds as emitted to the audience will be clear and free from unnaturalness, intensified and softened as required, and otherwise more nearly approach the natural sound desired to be reproduced.

Further, the invention includes a sound amplifying device or megaphone having therewithin adjustable sound absorption surfaces, and means for adjusting said surfaces to modify the sounds.

The invention also includes means for lengthwise adjusting the area or capacity of the resonance chamber, and in carrying out this feature of the invention advantage is preferably taken

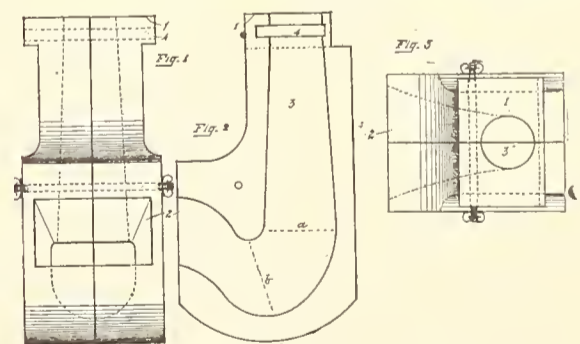


of a novel construction and arrangement of doors for the outlet end of said resonance chamber.

Figure 1 is a vertical section of a sound producing apparatus with the improvements applied, certain parts being shown in elevation; Fig. 2 is a horizontal section; Fig. 3 is an enlarged section of the valve mechanism; Fig. 4 is a detail perspective of one of the adjustable wings for the resonance chamber, enlarged; Fig. 5 is a detail of the same, cut away, and illustrating the yieldable connection therefor; Fig. 6 is an enlarged plan view of a record disc; Fig. 7 is an enlarged detail view of the adjustable felt surfaces; Fig. 8 is an enlarged perspective of parts of the hand operating means; Fig. 9 is an enlarged detail view of the bellows pump, and Fig. 10 is an enlarged detail view of parts of the releasing mechanism for the motor drive.

PHONOGRAPH ATTACHMENT.—Oscar Wm. Schauz, Adrian, Mich. Patent No. 1,283,571.

This invention relates to a device for amplifying the tone of a phonograph, and for rendering more distinct the annunciation in phonographic reproductions, as well as for reducing the usual



annoying scratching effect accompanying such reproductions.

Figure 1 is a front elevation of the device; Fig. 2 a side elevation of one of the halves of the device, seen from its inner side, and Fig. 3 is a top plan view of the device.

TALKING MACHINE.—Mark Jay Samuels, New York, assignor to Lyraphone Co., of America, Washington, D. C. Patent No. 1,284,467.

One object of this invention is to provide a talking machine which will effect a true, pure and accurate reproduction of tones or sounds, without the production of the false, harsh noises so often noticed in the operation of instruments of this character.

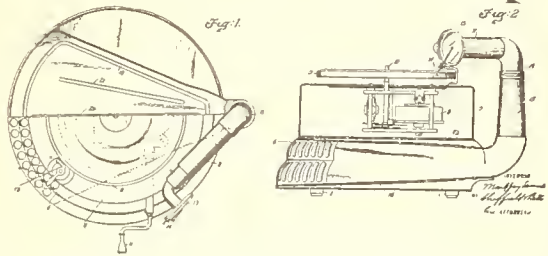
Another object is to increase the volume of sound emitted, by constructing the entire case and the sound amplifier of sheet metal, and

(Continued on page 120)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 119)

so connecting these parts that the case will vibrate in unison with the amplifier.

Another object is to construct the sound amplifier in such a way that it will have the requisite stability and at the same time will be readily responsive to vibrations of various frequencies. Still another object is to provide air



cushions for the vibrations of the amplifier, and thus eliminate all harshness of tone.

Referring to the drawing, Figure 1 is a plan view, partly in section, of this improved talking machine, and Fig. 2 is a side elevation thereof, partly in section.

STYLUS FOR SOUND REPRODUCING MACHINES.—Angelo M. Tozzi, Bayonne, N. J. Patent No. 1,284,820.

This invention relates to a stylus for sound reproducing machines; the object being to provide a hard durable stylus whereby tone quality is preserved and whereby wide variability of tone volume may be attained.

Accordingly the invention, generally stated, comprises a stylus composed of a stem or tang merging with a tapering concavo-convex portion terminating in a track point.

Figure 1 is a side elevation of a stylus embodying the preferred form of the invention, the device being illustrated as associated with a sound box and in playing position upon a record. Fig. 2 is a transverse section through the stem or tang of the stylus, as on the line 2—2 of Fig. 1. Fig. 3 is a similar section through the concavo-convex extension, as on the line 3—3 of

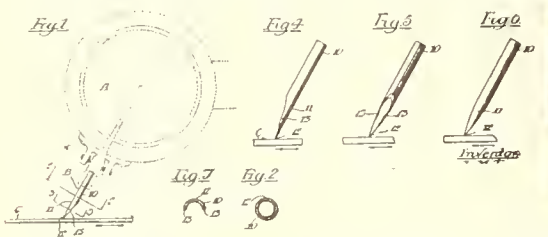


Fig. 1. Figs. 4, 5 and 6 are elevations of the stylus, on a larger scale, showing it in different playing positions which vary the tone volume.

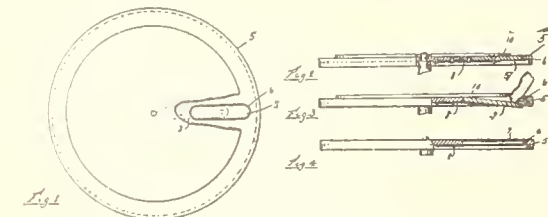
TALKING MACHINE TABLE.—George R. Cudlipp, Los Angeles, Cal. Patent No. 1,284,249.

This invention relates to talking machines in which the records used are disc shaped, which discs are mounted horizontally upon a flat rotating table when in use on the machine.

Heretofore in the use of talking machines of the above character it has been found both difficult and awkward in removing the discs from the table after the same have been in use.

It is the object of the invention to provide means for easily and quickly removing the discs from the tables of talking machines.

Figure 1 is a top plan of a table equipped with the invention. Fig. 2 is an edge elevation, partly broken away, of Fig. 1. Fig. 3 is a view



similar to Fig. 2, showing a disc being removed. Fig. 4 is an edge elevation, partly broken away, of Fig. 1, with a modified form of the invention.

TONE-ARM MOUNTING FOR TALKING MACHINES.—Henry H. Murray, Riverton, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,285,320.

This invention has to do with a form of mounting and bracket for a sound conduit

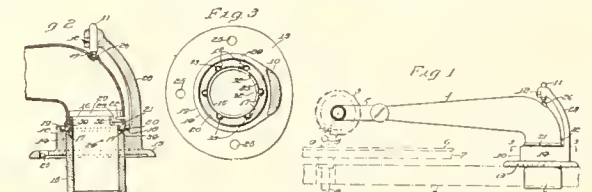
forming a part of well-known talking machine apparatus. In particular, the device is used on talking machine apparatus wherein the tone arm is positioned upon a horizontal part of the cabinet and joins a sound amplifier there below, the amplifier and tone arm being placed with regard to each other so that an unobstructed sound conduit from the free end of the tone arm to the amplifier is provided.

In the apparatus to which this invention is applied the tone arm is maintained to freely move without substantial friction about a vertical axis in a fixed horizontal plane and therefore embodies coating parts which provide for said movement and at the same time restrain the moving parts from any displacement whatever vertically or horizontally.

The movement upon the vertical axis of those parts and that of those disposed to move in the horizontal plane are accommodated without requiring any introduction of parts within the interior of the tone arm. At the same time all parts are rigidly maintained in position while in motion and as well while not in action.

An object of this invention is to provide an antifriction bearing between the tone arm and its support, and to prevent any other movement of the tone arm on its bearing other than that about a vertical axis. As the tone arm carries at one end a sound box and is not supported except at its pivoted end, a considerable eccentric thrust is imposed on a mounting of this sort, the bad effect of which is offset in a complete way by the form of bearing herein described.

It is apparent that it is desirable that the mounting must be so formed and assembled as to permit the tone arm to move from one side to another of its path with the least amount of resistance, and it has been an object of these improvements to provide means of supplying and maintaining delicate adjustment as shown hereafter. Should any material resistance be present in this sort of a mounting it will seriously disarrange the action of the sound box upon the end of the tone arm. It is well known that such sound boxes, through the needle attached thereto, are moved across a record by reason of contact with a very delicate groove containing therein the recorded sound. Any substantial resistance in the mounting will necessarily tend to seriously interfere with the delicate action of the sound box and produce an undesirable result in the reproduction, and another



object of the invention is to provide a uniformly smooth uninterrupted motion of the tone arm.

A further object of the invention is to mount the tone arm firmly so that no exterior vibrations can reproduce themselves in the parts of the mounting and thus impair the quality of the reproduced sound.

In the drawings accompanying this specification, and relating thereto, Figure 1 shows a tone arm in place in the mounting. At the other end of the tone arm a sound box is represented by dotted lines in contact with a record upon a turntable in position upon a motor board or other part of a talking machine cabinet. Fig. 2 shows an enlarged detail section for the most

part of the large end of the tone arm in place in the mounting. Fig. 3 is a section upon line 3—3 of Fig. 1 with the tone arm removed.

SOUND REPRODUCER.—William Lindsay, Chicago, Ill. Patent No. 1,285,258.

The object of this invention is to provide a sound reproducer for use upon phonographs which, in addition to cheapness and simplicity of construction, shall have its elements so arranged and combined as to adapt themselves to accurate adjustment in such a way as to take up all lost motion while at the same time insuring the maximum delicacy, sensitiveness and freedom of action in the several movable parts, and that notwithstanding ordinary imperfections of construction.

Figure 1 indicates a face view of a reproducer embodying the features of the invention. Fig. 2, an edge view thereof. Fig. 3 is an enlarged view of a portion of said reproducer taken upon the line 3—3, Fig. 1, viewed in the direction of the arrows there shown, a portion being in section. Fig. 4 is a plan view of a portion of the stylus lever and the cross-bar by which it is supported. Fig. 5 is a detail view in plan of the grooved end of the screw controlled adjusting member.

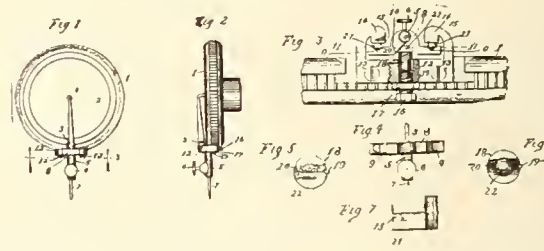


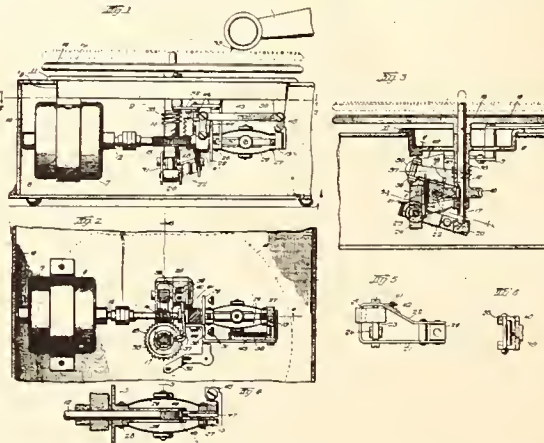
Fig. 6 is a like view of said member showing a ball as it would appear when resting in the groove, and Fig. 7, an enlarged bottom view of one of the bearing extensions or arms of the bracket.

DRIVING MECHANISM FOR PHONOGRAPHS.—William W. Kideney, Chicago, Ill., assignor to American Electric Co., same place. Patent No. 1,285,221.

This invention relates to an improvement in driving mechanism for phonographs and particularly to improved means for bringing the record automatically into engagement with the needle when the machine is started into operation and for likewise automatically separating these elements when the machine is stopped.

This invention is in the nature of an improvement on the structure shown in application, Serial No. 124,463, filed October 9, 1916. By the present construction the use is avoided of the counter-weight shown in the previous construction and other advantages in construction and operation are obtained which will be more clearly understood by having reference to the accompanying drawings in which is illustrated the preferred embodiment of the invention.

Figure 1 is a side elevation of the driving mechanism showing the inclosed casing in section. Fig. 2 is a sectional view taken on the



line 2—2 of Fig. 1 looking in the direction of the arrows. Fig. 3 is a sectional view taken on the line 3—3 of Fig. 2 looking in the direction of the arrows. Fig. 4 is an enlarged detailed sectional view taken on the line 4—4 of Fig. 2. Fig. 5 is a detailed sectional view taken on the line 5—5 of Fig. 3, looking in the direction of the arrows. Fig. 6 is a detailed sectional view taken on the line 6—6 of Fig. 3.

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RECORD BULLETINS FOR FEBRUARY, 1919

COLUMBIA GRAPHOPHONE CO.

- A6087*Prelude to "The Deluge." Incidental violin solo by Alfred Brun. Under the direction of Andre Messager, Paris Conservatory Symphony Orchestra 12
Le Rouet D'Omphale (Poeme Symphonique). Under the direction of Andre Messager, Paris Conservatory Symphony Orchestra 12
A6083*Marche Lorraine. Under the direction of Captain Gabriel Pares. French Army Band 12
Le Pere La Victoire March. Under the direction of Captain Gabriel Pares, French Army Band 12
49454*Humoresque (Dvorak).....Toscha Seidel 12
49364* Louise. Depuis Le Jour (Ever Since the Day). Soprano solo.....Lashanska 12
POPULAR HITS
A2671*I Wonder Why She Kept on Saying "Si-Si-Señor," from "Sinbad".....Al Jolson 10
Oh! Susie, Behave.....Irving Kaufman
HUMOROUS SONGS OF THE DAY
A2672 The Worst Is Yet to Come.....Peerless Quartet 10
Ja-Da (Ja Da, Ja Da, Jing Jing!) Arthur Fields 10
SONGS OF SENTIMENT
A2666*Take Me Back to That Rose Covered Shack, Don't You Remember the Day.....Lewis James 10
DANCE RECORDS OF THE MONTH
A6084 It's a Long Way to Dear Old Broadway—Medley one-step. Intro. (2) Good-bye, Barney Boy; (3) A Rainbow from the U. S. A.; (4) I Want to Be a Soldier Like My Dad, Prince's Band 12
Muslin Rag—Fox-trot.....Prince's Band 12
A6085 A Little Birch Canoe and You—Waltz, Prince's Orchestra 12
Tiger Rose—Waltz.....Prince's Orchestra 12
BILLY SUNDAY'S FAMOUS SINGERS
A2667 In the Garden, Virginia Asher and Homer Rodeheaver 10
When the Roll Is Called Up Yonder, Chautauqua Preachers' Quartet 10
FOREIGN LANGUAGE GEMS AND NOVELTY RECORDS
E4088 The Nightingale Waltz.....Gypsy Orchestra 10
A La Soisson Waltz.....Gypsy Orchestra 10
JANUARY MID-MONTH LIST ON SALE JANUARY
These are the regular February records which go on sale January 10 and will go on sale again January 20. Watch your supplies of these popular numbers.
49517*There's a Long, Long Trail, Stracciarri and Columbia Stellar Quartet 12
A2668 Till We Meet Again.....Campbell and Burr 10
Dreaming of Home, Sweet Home.....Sterling Trio 10
A2670*The Rose of No Man's Land.....Hugh Donovan 10
Over Yonder Where the Lilies Grow.....Henry Burr 10
A2665*You'll Find Old Dixie Land in France, Van and Schenck 10
When Tony Goes Over the Top.....Van and Schenck 10
A2669 I Ain't Got Weary Yet, Arthur Fields and Peerless Quartet 10
Would You Rather Be a Colonel With an Eagle on Your Shoulder, or a Private With a Chicken on Your Knee.....Eugene Buckley 10
DANCE RECORDS
A6086 The Pickaninny's Paradise—Medley fox-trot. Intro. (2) You Don't Know What You're Missing; (3) In the Good Old Irish Way; (4) It Gets a Little Shorter Every Day, Prince's Band 12
My Baby Boy—Medley one-step. Intro. (2) The Yanks With the Tanks (Will Go Through the German Ranks); (3) There's Nobody Home But Me.....Prince's Band 12

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18512 Rock-a-Bye Your Baby With a Dixie Melody, Vernon Dalhart 10
The Pickaninny's Paradise.....Sterling Trio 10
18514 Good-bye France.....Peerless Quartet 10
The Navy Will Bring Them Back! Peerless Quartet 10
18515 The Worst is Yet to Come.....Billy Murray 10
Can You Tame Wild Wimmen....Billy Murray 10
18516 It's Never Too Late to Be Sorry, Harry Macdonough 10
Don't Cry, Little Girl, Don't Cry...Henry Burr 10
18517 Mother, Here's Your Boy, Lewis James and Shannon Four 10
Watch, Hope and Wait, Little Girl...Charles Hart 10
18518 Till We Meet Again...Charles Hart-Lewis James 10
Have a Smile for Everyone You Meet, Sterling Trio 10
DANCE RECORDS
18511 Oh! Frenchy—Medley one-step, Joseph C. Smith's Orchestra 10
Me-ow—One-step....Joseph C. Smith's Orchestra 10
18513 Mournin' Blues—Fox-trot, Original Dixieland Jazz Band 10
Clarinet Marmalade Blues—One-step, Original Dixieland Jazz Band 10
A NEW LAUDER RECORD
70122 Don't Let Us Sing Anymore About War, Just Let Us Sing of Love.....Harry Lauder 12
RED SEAL RECORDS
EMILIO DE GORGORZA, Baritone
64794 Could I.....F. Paolo Tosti 10
GERALDINE FARRAR, Soprano
87289 Boat Song.....G. Romilli 10
FLONZALEY QUARTET
74580 Molly on the Shore—Irish Reel, Percy Aldridge Grainger 12
AMELITA GALLI-CURCI, Soprano—In Italian
64792 La Capinera (The Wren). Flute obligato by Manuel Berenguer.....Sir Julius Benedict 10
ALMA GLUCK, Soprano
64793 Bring Back My Bonnie to Me. (With Orpheus Quartet)..... 10
JASCHA HEFFETZ, Violinist
74581 Moto Perpetuo (Perpetual Motion) (Allegro de Concert, Op. 11). Pianoforte by Andre Benoit.....Paganini 12

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29017 The Americans Come! (Foster). Baritone solo, orch. accomp.....Arthur Middleton 10
29014 L'ultima Canzone (The Last Song) (Tosti). Baritone solo, in Italian, orch. accomp., Taurino Parvis 10
29016 Ninety and Nine (Sankey). Contralto solo, orch. accomp.....Christine Miller 10
REGULAR LIST
3658 A Little Birch Canoe and You (Roberts). Tenor solo, orch. accomp.....Manuel Romain 10
3648 Andante—Concerto, No. 2, in D Minor (Goltermann). Violoncello, piano accomp. by Josef Adler.....Willem Willeke 10

- 3647 Artist's Life Waltz (Strauss), American Symphony Orchestra
3652 Creole Belle (Lampe), and Soldiers in the Park March (Monckton).....New York Military Band
3644 Dear Spirit, Lead Thou Me (Miles). Orch. accomp.....Metropolitan Quartet
3640 Everything is Hunky Dory Down in Honky Tonky Town, "Everything," New York Hippodrome (Tierney). Orch. accomp., Arthur Collins and Byron G. Harlan
3650 Girl Behind the Gun—One-step (Caryll), for Dancing.....Jaudas' Society Orchestra
3656 Hawaiian Nights—Waltz (Roberts), Waikiki Hawaiian Orchestra (with Louise and Ferera)
3645 Hindustan—Fox-trot (Wallace-Weeks). Saxophone, xylophone and piano, for dancing, All Star Trio
3646 I'm Always Chasing Rainbows, "Oh, Look!" (Harry Carroll). Tenor solo, orch. accomp., Harvey Hindermeyer
3655 I'm Sorry I Made You Cry (Clesi). Violin, piano accomp. by John F. Burckhardt, Herbert Soman
3649 Ja-Da (Ja Da, Ja Da, Jing Jing) (Bob Carleton). Baritone and male voices, orch. accomp.....Arthur Fields and Chorus
3657 Jealous Moon (Zamecnik). Soprano solo, orch. accomp.....Leola Lucey
3660 Out of the East—Oriental Fox-trot (Rosey), for Dancing.....Jaudas' Society Orchestra
3638 Soldier Songs, No. 2.....Chorus of Male Voices
3651 Sweet 'n Pretty (Geel I Wish You Were Mine) (Creamer-Layton). Orch. accomp., Arthur Collins and Byron G. Harlan
3653 That Dreamy, Dreamy Lullaby (Mills-Wynne-Scott). Tenor solo with mandolin accomp. by Alesios De Filippis.....Vernon Dalhart
3654 Wee Hoose 'Mang the Heather (Elton-Lauder). Orch. accomp.....Glen Ellison
3637 When Shadows Fall (Keithley). Baritone solo, orch. accomp.....Waltzin B. Blix
3659 You'll Find Old Dixieland in France (Clarke-Meyer). Baritone solo, orch. accomp. Arthur Fields
TWO FRENCH RECORDS
27184 L'Adieu du Matin (Farewell at Morning) (Emile Pessard), and Priez aimez, chantez (Prayer Love Song) (Gregh). Tenor solo in French, orch. accomp.....P. A. Asselin
27185 O Salutaris (O Saving Victim!) (Salome). Tenor solo in Latin, orch. accomp.....P. A. Asselin

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
22018*Would You Rather Be a Colonel With an Eagle on Your Shoulder (Mitchell-Gottler). Baritone solo.....Arthur Fields 10
When Tony Goes Over the Top (Marr-Frisch-Fletcher). Baritone solo.....Arthur Collins 10
22019*The Rose of No Man's Land (Brennan). Tenor solo.....Harry McClaskey 10
It's Never Too Late to be Sorry (Burke). Tenor solo.....Harry McClaskey 10
22017*I'm Crazy About My Daddy (McCarron-Morgan), The Harber Girls 10
Ja-Da (Carleton) (A Musical Humoresque). Baritone solo.....Arthur Fields 10
29225*I'm Glad I Can Make You Cry (McCarron-Morgan).....Campbell and Burr 12
Honey Lamb (Johns).....Acme Male Quartet 12
29226*Indianola (Onivas).....Invincible Four 12
Mummy Mine (Rose).....Sterling Trio 12
40145 Sammy Lad, Sung and accomp. by composer, Lieut. Gitz-Rice 12
On the Road That Leads Back Home. Sung and accomp. by composer.....Lieut. Gitz-Rice 12
STANDARD BALLADS SUNG IN ENGLISH
27508 Forever and Forever (Tosti). Contralto solo, Kathleen Howard 10
Long, Long Ago (Bayly). Contralto solo, Kathleen Howard 10
25022 Morning (Lehman). Soprano solo.....Grace Hoffman 10
Summer (Chaminade). Soprano solo, Grace Hoffman 10
22030 In An Old Fashioned Town (Squire). Tenor solo.....Lewis James 10
When Shadows Gather (Marshall). Tenor solo, Lewis James 10
40146 Annie Laurie (Scott). Piano accomp., Shannon Four 12
Ye Banks and Braes o' Bonnie Doon (Scott). Tenor solo.....Lewis James 12
59061 Polonaise Militaire (Chopin). Piano solo, Rudolph Ganz 12
Valse, Op. 64 No. 2 (Chopin). Piano solo, Rudolph Ganz 12
NEW PATHE "DE LUXE" DANCE RECORDS
29227*Hit Medley—Fox-trot. Intro. (1) "Oh, How I Hate to Get Up in the Morning"; (2) "When Alexander Takes His Ragtime Band to France"; (3) "You Keep Sending 'Em Over and We'll Keep Knocking 'Em Down," American Republic Band 12
"Hit Medley—One-step. Intro. (1) "We Don't Want the Bacon"; (2) "Three Wonderful Letters From Home"; (3) "Dreaming of Home, Sweet Home," American Republic Band 12
22016*I'm Always Chasing Rainbows (from "Oh! Look!") (Carroll)—Fox-trot, American Republic Band 10
Arabian Nights (David-Hewitt)—One-step, American Republic Band 10
22022*Beautiful Ohio (Earl)—Waltz, American Republic Band 10
Some Dance (Foresio-Hunting)—One-step, American Republic Band 10
NEW INSTRUMENTAL RECORDS
40147 Romance (Rubinstein)—Violin solo, piano accomp.....Charles Herman 12
Spring Song (Mendelssohn)—Violin solo, piano accomp.....Charles Herman 12
22020 Aunt Patsy (Richardson)—One-step, saxophone solo, piano accomp.....Duane Sawyer 10
Over the Top (Romberg-Timberg)—Fox-trot, saxophone solo, piano accomp.....Duane Sawyer 10
22027 Erwin, Part I (Meister)—Fantaisie for Clarinet.....Pathé Freres Orchestra 10
Erwin, Part II (Meister)—Fantaisie for Clarinet.....Pathé Freres Orchestra 10
22028 Serenade (Schuhert)—Cornet solo, Sergeant Leggett 10
Marie My Gal (Aitken)—Cornet solo, Sergeant Leggett 10
NEW OPERATIC AND CLASSIC RECORDS (Single Face)
54004 Fedora (Giordano) "Amor ti vieta" (My Love Forbids), in Italian. Tenor solo, Lucien Muratore 12
54023 Le Chant du Depart (Mehul), in French. Tenor solo.....Lucien Muratore 12
54024 Angel's Serenade (Braga). Soprano solo, violin obligato.....Claudia Muzio 12
NEW BAND AND ORCHESTRA RECORDS
40148 March Lorraine (Ganne),

- Garde Republicaine Band of France 12
March Russe (Ganne), Garde Republicaine Band of France 12
22024 Over There (Cohan)—March, Pathé Military Band 10
The B'Hoys of Tipperary (Amers)—March, Pathé Military Band 10
22023 Coronation March (Weaver), Canadian Dominion Band 10
United Empire March (Hughes), Canadian Dominion Band 10
22025 Hoka Hama (Thiele-Savino)—Intermezzo, Pathé Concert Orchestra 10
After Vespers (Moret)—Intermezzo, Pathé Concert Orchestra 10

All records in this list marked with a star (*) are for immediate release.

STARR PIANO CO.

- JANUARY-FEBRUARY LIST
15003 Famous Variations (Proch). Sung in Italian, col. sop., accomp. by Florida's Concert Orch., Mme. Nadina Legat
Swiss Echo Song (Echert). Sung in French, col. sop., accomp. by Florida's Concert Orch., Mme. Nadina Legat
8531 Those Songs My Mother Used to Sing (H. Wakefield Smith). Tenor with orch. accomp., Harry McClaskey
The Sweetest Story Ever Told (R. M. Stults). Soprano with orch. accomp.....Tonika Frese
11010 Aloha Oc (Farewell to Thee). Cornet solo, accomp. by Dante's Concert Band, Pietro Capodiferro
Coronation March (G. Meyerbeer), Dante's Concert Band, Dante himself conducting
8532 Cohen Telephones the Gas Company. Comic monologue.....Geo. Thompson
Cohen in a Restaurant. Comic monologue, Geo. Thompson
11011 Berceuse from "Jocelyn" (Hoffman). Violinist-Gaaragusi, Piano-Longo Flute-Laucella, Gennett Trio
Tales of Hoffman—Intermezzo Elegante (Les Contes D'Hoffman) (J. Offenbach)...Gennett Trio
8533 Wee Wee Marie.....Arthur Hall
I Ain't Got Weary Yet.....Arthur Fields
8534 The Rose of No Man's Land.....Henry Burr
Oh! How I Wish I Could Sleep Until My Daddy Comes Home.....Henry Burr
11012 Some Lonesome Night Medley—Fox-trot Medley.....Cody's Band
When You Come Back Medley—One-step Medley.....Gennett Band
8553 Everything Is Peaches Down in Georgia (Ager and Meyer).....Conklin's Novelty Orchestra
Motor Boat One-step. (Conducted by the composer).....Italian Dance Orchestra

N. Y. RECORDING LABORATORIES

- POPULAR SONGS
30085 Till We Meet Again (Egan-Whiting)—Vocal Duet.....Campbell and Burr
Mickey (Williams-Moret)—Tenor Solo...Henry Burr
30086 Over Yonder Where the Lilies Grow—Tenor Solo.....Charles Hart
Kisses (Sullivan-Cowan)—Contralto-Tenor Duet, Helen Clark and Charles Hart
30087 Good-bye, France (Irving Berlin)—Quartet, Peerless Quartet
The Navy Will Bring Them Back—Solo. Arthur Fields
RECORDS FOR DANCING
30088 Hindustan (Wallace-Weeks)—Fox-trot, Saxophone Sextet
Sweet 'n Pretty—Medley Fox-trot..Saxophone Sextet
30089 Nona (Vandersloot)—Waltz, Paramount Dance Orchestra
Roses at Twilight (Herbert Marple)—Waltz, Paramount Dance Orchestra
INSTRUMENTAL
30090 Victorious America (Clarence Jones)—March, Roger's Band
Officer of the Day (R. B. Hall)—March, Roger's Band
30091 My Waikiki Mermaid—Medley...Hawaiian Orchestra
Drowsy Waters (Jack Ailan)—Tenor Solo, orch. accomp.....Hawaiian Orchestra
HOME SONGS
30092 Sweet Genevieve (Tucker)—Tenor Solo, Horace Vernon
Carry Me Back to Old Virginny (Bland)—Soprano with Quartet.....Marie Tiffany

EMERSON PHONOGRAPH CO.

- THE NEW GOLD SEAL (LARGE SIZE) RECORDS
PATRIOTIC AND POPULAR SONG HITS
9119 Good-bye, France (Irving Berlin). Baritone solo, orch. accomp.....Arthur Fields
Good-bye, Shot and Shell (Spero-Peck). Baritone solo, orch. accomp.....Warwick Williams
9114 Mother, Here's Your Boy (Mitchell-Gottler-Morse). Baritone solo, orch. accomp. Arthur Fields
Good-bye, Old Khaki Kid (Walker-Lamont). Baritone solo, orch. accomp.....Irving Kaufman
9111 Come on, Papa (Leslie-Ruby). Character song, orch. accomp.....Irving Kaufman
Have a Smile for Everyone You Meet and They Will Have a Smile for You (Brennan-Cunningham-Rule). Male trio, orch. accomp., Sterling Trio
9120 Oh, You, La! La! (Brown-Moran-Tush). Character song, orch. accomp.....Arthur Fields
Has Anybody Seen My Corinne? (Graham-Johnson). Character song, orch. accomp. Ernest Hare
9113 Kisses (The Sweetest Kisses of All) (Sullivan-Cowan). Male trio, orch. accomp. Sterling Trio
Bring Back the Roses, Kathleen Mayourne (McCarthy-Bryan-Fisher). Tenor solo, orch. accomp.....Will Oakland
9115 Jim, Jim, I Always Knew That You'd Win (Von Tilzer-Ryan-Hanlon). Baritone solo, orch. accomp.....Arthur Fields
Welcome Home (Ed. Nelson). Tenor solo, orch. accomp.....Henry Burr
9112 Oh, Death, Where is Thy Sting? (Clarence A. Stout). Character song, orch. accomp., Ernest Hare
A Good Man is Hard to Find (Eddie Green). Character song, orch. accomp.....Ernest Hare
LATEST DANCE HITS
9118 Till We Meet Again (Richard A. Whiting). Waltz.....Emerson Military Band
The Rose of No Man's Land (Caddigan-Brennan). Fox-trot.....Emerson Military Band
9122 Good-bye France Medley (Berlin-Leslie-Ruby)—One-step. Banjo, piano and saxophone, Van Eps-Banta Trio
Round the Town (John Victor Arden)—Fox-trot, hanjo, piano and saxophone, Van Eps-Banta Trio
9121 The Canary (Ivan Caryll). Fox-trot, Emerson Military Band
Better 'Ole Medley (Knight-Darewski-Heard-Gideon). One-step.....Emerson Military Band
(Continued on page 122)

RECORD BULLETINS FOR FEBRUARY

(Continued from page 121)

- STANDARD AND NOVELTY SELECTIONS
- 9123 Sundown in Birdland (Fred W. Hager). Descriptive, bird voices, orch. accomp. Sybil Sanderson Fagan
 - The Boy and the Birds (Fred W. Hager). Descriptive, bird voices, orch. accomp. Sybil Sanderson Fagan
 - 9116 Pipi Ku. Native Hawaiian melody, accomp. by ukulele and guitars. Biltmore Hawaiian Quintet
 - Moani Keala. Native Hawaiian melody, accomp. by ukulele and guitars. Biltmore Hawaiian Quintet
 - 9124 At Dawning I Love You (Eberhart-Cadman). Tenor solo, orch. accomp. Harvey Hindermeyer
 - A Stein Song (Hovey-Bullard). Baritone solo, orch. accomp. Royal Dadmun
 - 9117 Silver Threads Among the Gold (H. P. Danks). Male quartet. Liberty Quartet
 - For You Alone (O'Reilly-Goehel). Tenor solo, orch. accomp. Stassio Berini

EMERSON PHONOGRAPH CO.

- THE NEW SEVEN-INCH RECORDS
BIG PATRIOTIC AND POPULAR HITS
- 7442 Good-bye, France (Irving Berlin)—Baritone Solo, orch. accomp. Eddie Nelson
 - Welcome Home (Ed. Nelson)—Tenor Solo, orch. accomp. Robert Rice
 - 7443 Mother, Here's Your Boy! (Mitchell-Gottler-Morse)—Baritone Solo, orch. accomp. D. (Bud) Bernie
 - Good-bye, Old Khaki Kid (Walker-Lamont)—Patriotic Gang Song, orch. accomp. George Beaver
 - 7444 You Don't Know (Callahan-Roberts)—Tenor Solo, orch. accomp. William Sloane
 - I'll Be Back in the Springtime, Molly (Ring-Hager-Ash)—Tenor Solo, orch. accomp. William Sloane
 - 7445 Oh! Helen (McCarron-Morgan)—Character Song, orch. accomp. Eddie Nelson
 - A Good Man Is Hard to Find (Eddie Green)—Character Song, orch. accomp. Ernest Hare
 - 7446 Madelon (I'll Be True to the Whole Regiment) (Camille Robert)—French War Song, orch. accomp. D. (Bud) Bernie
 - When I Come Home to You (Callahan-Frey)—Male Quartet, orch. accomp. Liberty Quartet
 - 7447 Jim, Jim, I Always Knew That You'd Win (Von Tilzer-Ryan-Hanlon)—Baritone Solo, orch. accomp. D. (Bud) Bernie
 - Ja Da, Ja Da, Ja Da, Jing, Jing, Jing! (Bob Carleton)—Baritone Solo, orch. accomp. D. (Bud) Bernie
 - 7448 Kisses (The Sweetest Kisses of All) (Sullivan-Cowan)—Male Trio, orch. accomp. Sterling Trio
 - Sweet 'n Pretty (Gee; I Wish You Were Mine) (Creamer-Layton)—Character Song, orch. accomp. Collins and Harlan
- DANCE SELECTIONS
- 7449 Kentucky Dream (Henry-Onivas)—Waltz, Emerson Military Band
 - Red Moon Rays (Cole-Johnson)—Two-step, Emerson Military Band
 - 7450 The Canary (Ivan Caryll)—Fox-trot, Emerson Military Band
 - Gravel Walk (Herman Avery Wade)—Fox-trot, Emerson Military Band
 - 7451 Madelon (Camille Robert)—French Poilu, March and One-step, Emerson Military Band
 - Mummy Mine (Coburn-Rose)—Fox-trot, Emerson Military Band

EMPIRE TALKING MACHINE CO.

- POPULAR HITS OF THE DAY
- 6259 Oh, How I Hate to Get Up in the Morning (Berlin). Orch. accomp. Arthur Fields
 - Would You Rather be a Colonel with an Eagle on Your Shoulder (Mitchell-Gottler). Orch. accomp. Ben Pilgrim
 - 6271 I Ain't Got Weary Yet (Wenrich). Orch. accomp. Arthur Fields
 - On the Level, You're a Little Devil (from Winter Garden Show). Orch. accomp. Louis Winsch
 - 6272 Liza Jane (Creamer-Layton). Orch. accomp. Arthur Fields
 - Ja-Da (Carlton). A musical humpresque. Orch. accomp. Arthur Fields
 - 6273 Sally in Our Alley (Carey). Unaccomp. University Quartet
 - Mammy's Little Coal Black Rose (Whiting). Ruth Royce and Louis Winsch
 - 6274 Come Where My Love Lies Dreaming (Foster). Orch. accomp. Louis Jamison
 - Because I Love You, Dear (Stanton-Hawley). Orch. accomp. James Stanwood
 - 6275 There's a Green Hill Out in Flanders (Flynn). Orch. accomp. Henry Burr
 - The Last Long Mile (Breitenfeld). Orch. accomp. Arthur Fields
- COMIC SELECTIONS
- 6276 Girls, If You Ever Get Married (Stamper). Orch. accomp. Joe Remington
 - Hello, I've Been Looking for You (Golden-Hubbell). Orch. accomp. Louis Winsch
 - 6277 Cohen Telephones His Tailor—Humorous monologue. Morris Briel
 - A Love Sick Coon—Humorous dialogue, Golden and Marlowe
- DANCE SELECTIONS
- 6278 Beautiful Ohio (Earl). Waltz. Empire Military Band
 - Arabian Nights (David-Hewitt). One-step, Empire Military Band
 - 6279 We Don't Want the Bacon—Medley one-step, intro.: Three Wonderful Letters from Home; Dreaming of Home, Sweet Home, Empire Military Band
 - Some Dance (Foresio-Hunting). One-step, Empire Military Band
 - 6280 Me-Ow (Kaufman). One-step. Empire Military Band
 - I'm Always Chasing Rainbows, from "Oh, Look"—Fox-trot. Empire Band
- HAWAIIAN SELECTIONS
- 6281—Hilena Waltz. Hawaiian guitars. Louise and Ferera
 - He Lei Kaiulani—Hawaiian Medley. Hawaiian guitars. Louise and Ferera
 - 6282 Oloha Oe (Farewell to Thee). Soprano solo. Hawaiian guitar accomp. Mary Ryan
 - Samoa (Halsey Mohr). Hawaiian guitar accomp. Ben Pilgrim
- INSTRUMENTAL SELECTIONS
- 6283 Cavalleria Rusticana (Mascagni)—Intermezzo. Violin, piano accomp. Jan Rubini
 - The Blush Rose (O'Hara). Violin solo, piano accomp. Jan Rubini
- STANDARD VOCAL SELECTIONS
- 6284 Asleep in the Deep (Lamb-Petrie). Basso, orch. accomp. Robert Winter
 - Sweet Genevieve (Cooper-Tucker). Orch. accomp. James Stanwood
 - The Church in the Wildwood (Pitts). Unaccomp. Chautauqua Preachers' Quartet
 - In the Sweet Bye and Bye (Webster). Unaccomp. Chautauqua Preachers' Quartet

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

REGARDING SOUND BOXES

(Continued)

The Parr Sound Box

The Parr sound box differs from the usual pivoted sound box in the following way: The edge of the body of the box is scalloped, giving it a very attractive appearance, the diaphragm is of a special composition and the needle arm is assisted in its vibrating action by means of a horseshoe magnet, fastened to the back of the sound box, with the magnetic force exerted at the end of the needle bar, opposite the thumb screw.

The Pathé Sound Box

The deep cut of the Pathé record necessitated the designing of a very heavy sound box, and in what is known to the trade as the French Pathé sound box, we have the heaviest sound box now in use. Its weight does not attract our attention so pointedly as does the size of the diaphragm which measures two and five-sixteenths of an inch in diameter and is about eleven one thousandth of an inch thick. This is only six sixteenth of an inch less than twice the diameter of the diaphragm in the Victor Exhibition sound box, so familiar to us all. The stylus arm is made in a peculiar way, and is set at an angle to the surface of the diaphragm. The sapphire stylus is held in position by means of a nut, engaging a taper thread cut on the end of the arm, which is drilled deep enough to receive the shank of the sapphire mounting. The pivot mountings of the box are much larger than usual and the pivot screws are held firmly in position by lock nuts. If it is not fitted with a universal joint, the angle of the stylus arm and the size of the pivot mountings prevent the use of this sound box on lateral cut records.

The Bliss Sound Box

It appears that the often disputed question of the relative merits of rubber tubing and flat rubber washers for use as gaskets in a sound box is conclusively settled in the way the Bliss sound box is constructed, for it does not use either.

The chemically treated silk diaphragm is stretched over a metal ring and held in position in a manner similar to the way a banjo or drumhead is made. The silk is in this way pulled taut, and is ready to receive the vibrations from the pivoted needle arm.

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Newly Established Edison Dealer Meets With Amazing Success

Frank E. Bolway & Son, Inc., Edison jobbers at Syracuse, N. Y., report the establishment of a new Edison dealer who obtained truly amazing results. This dealer is located in a small town named Attica, N. Y. He was rather a hard man to convince, but finally placed an initial order for one each of the various models and a complete assortment of re-creations. The order was placed about the first of last November, and was received by him about the 8th. On November 18 he telephoned the jobber—long distance—and asked him to have their representative call immediately as he had sold out his complete stock of instruments. Every one sold for cash, and two of them never were taken out of the crate. This is what J. G. Brown, general sales manager of Frank E. Bolway & Son, Inc., calls a "real 'jazz' dealer."



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We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO
Two points of supply; order from the nearer

TEST IT. 

OUR VICTOR

Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.



Yahr & Lange Drug Co.
MILWAUKEE, WIS.

Wholesale Distributors for
THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

in Wisconsin
and Upper Michigan

W. J. DYER & BRO.
NORTHWESTERN DISTRIBUTORS
OF THE

 **VICTOR**
Machines, Records and Supplies

Shipped Promptly to all
Points in the Northwest

**STARR Phonographs
and GENNETT Records**

Complete Stock and REAL Service

Crafts-Starr
PHONOGRAPH CO.

Factory Distributors
218-220 NORTH SECOND STREET, RICHMOND, VIRGINIA
Write for Dealers' Proposition

Smith, Kline & French Co.
PHILADELPHIA

Wholesale Distributors for
THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

In PENNSYLVANIA, NEW JERSEY
and DELAWARE

Hillman & Son Phonograph Co.
Wheeling, West Virginia

Exclusive Wholesale Distributors for West
Virginia and Virginia

THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

All models shipped promptly from our large
warehouse, 1126 Main Street
Diamond Needles and Sapphire Needles for Sale

Strevell-Paterson Hdw. Co.
Wholesale Distributors
for
Utah, Idaho, Colorado, Wyoming
and New Mexico

THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

Complete Stock on Hand at All Times
SALT LAKE CITY UTAH

C. L. Marshall & Co.
Wholesale Distributors
for Michigan

THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

The Ohio Sales Company, Inc.
Wholesale Distributors
for Ohio

810-11 EMPIRE BLDG., DETROIT, MICH.

Mickel Bros. Co.

Omaha, Nebraska
Des Moines, Iowa

Victor Distributors

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.


Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS OF
VICTOR PRODUCTS

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

ROUNTREE-CHERRY
RICHMOND VIRGINIA

Wholesale Distributors for
THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

YOU
Above all must be satisfied!

IN NORTH AND SOUTH CAROLINA

The Electric Supply & Equipment Co.
Exclusive Wholesale Distributors for
Southern New England

THE INSTRUMENT OF QUALITY

Sonora 
CLEAR AS A BELL

Complete stocks carried in Boston and Hartford

221 Columbia Ave. 103 Allyn St.
BOSTON, MASS. HARTFORD, CONN.

*Have You Noted the Growth of
This Department?*

**Special Rates for Jobbers' Directory
on Application**

During the past six months this Jobbers'
Directory has grown steadily in importance.
It affords progressive jobbers an opportunity
to keep their names before the dealers consistently
and regularly, and provides representation
in the Jobbers' Directory of the
publication which is the recognized authority
of the industry.
Join the progressive jobbers on this page
next month.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

THE NEW EDISON



A Master Product of A Master Mind

JOBBER'S OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Phonographs, Ltd.
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Denver Dry Goods Co.

CONNECTICUT
New Haven—Pardee-Ellenberger Co., Ltd.

GEORGIA
Atlanta—Kagnographs, Inc.

ILLINOIS
Chicago—The Phonograph Co.
James I. Lyons. (Amberola only.)

INDIANA
Indianapolis—Kipp Phonograph Co.

IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Paterson—James K. O'Dea (Amberola only).

NEW YORK
Albany—American Phonograph Co.

New York—The Phonograph Corp. of Manhattan.

Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only.)

Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)

OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buchn Phonograph Co.
Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only.)

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. H. Thorne & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.

Calgary—R. S. Williams & Sons Co., Ltd.

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, February 15, 1919



The best-known trade-mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—*Collier's Weekly*.

Supreme



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Invincible



A Magnificent Tone!

WHEN you hear the Sonora you get a new idea as to the beauty of tone which it is possible to obtain in a phonograph.

The Sonora tone is famous for its wonderful charm, for its naturalness of expression, for its crystal clearness and for its rich, velvety smoothness.

All that you possibly expect of a phonograph—*and more*—is realized in the wonderful Sonora!

The Sonora gives your customers the biggest value for their money, and this means splendid business for you.

An unequaled line of standard upright and period models is available.

Prices \$50 to \$1000

Sonora Phonograph Sales Company, Inc.

George E. Brightson, *President*

Executive Offices: 279 Broadway, New York

Export Dept., 417 West 28th Street, New York

TORONTO: Ryrie Building



Grand

*The Highest Class Talking
Machine in the World*



Baby Grand

The Talking Machine World

Vol. 15. No. 2

New York, February 15, 1919

Price Twenty-five Cents

THE MAKING OF PERSONAL RECORDS INCREASES IN FAVOR

Prominent Members of the Trade Believe That the Actual Record of the Voice Will Soon Take Its Place Alongside the Photograph in the Favor of People in the Home

According to the opinion of a man who has long played an active part in the development of the talking machine industry to its present high position, there are to be expected some moves for the enlargement of the appeal of talking machines and records along entirely new or practically new lines. One of the most interesting points of his prophecy is that within a comparatively short time the personal talking machine record will be almost as common as the high-class photograph. In other words, that in addition to preserving a physical likeness of a loved one, people of sentiment will demand, and have offered to them, the opportunity of obtaining and preserving a record of the voice—a record that in most respects would have far greater value than even the most treasured family album.

There have been in the past efforts made along the line of encouraging the making of personal records, but those concerns in a position to take up the work, so far as equipment went, have found that all their facilities were required in meeting the general demand for their products, and that the time devoted to making a personal record at a reasonable price could be devoted with far more profit to the production of a rec-

ord that would prove salable on the general market.

With the broadening of the industry, however, it is the belief that the personal record will again be taken up, and with more success than in the past. To start off, this service will, of course, be only for those who can afford the luxury, for recording work is expensive, and where only a dozen or so records are to be pressed from the masters those dozen records must command a price that will cover recording expense, and likewise leave a profit. Where this work is specialized in, however, it is believed that a sufficient demand could be created, especially among the wealthier people in the larger cities, to put the plan on a paying basis.

The talking machine man in question even goes so far in his belief as to hold that if the plan was properly exploited, and inquiries carefully classified and grouped, the recording experts with their apparatus can make a very profitable tour of the country, stopping for necessary periods in the various cities and finishing their work of producing the final records upon their return to the laboratories. It is an interesting thought regardless of its ultimate practical value.

TO HANDLE EXPORT BUSINESS

Emerson International, Inc., Organized With C. L. Seiler as President to Develop Foreign and Domestic Trade—L. D. Rosenfield on Staff

Emerson International, Inc., was incorporated this month for the purpose of handling and developing the export business of Emerson products and to handle the International Emerson



Louis D. Rosenfield

records in domestic markets. The offices of the new company will be located at 366 Fifth avenue, New York.

The officers of Emerson International, Inc., are C. L. Seiler, president; Robert Clifford, secretary, and Benj. E. Smythe, treasurer. Mr. Seiler was previously associated with the Emerson Phonograph Co., and is well known in talking machine circles. Mr. Clifford was formerly connected with several prominent Chicago houses in a sales executive capacity. Mr. Smythe is first vice-president of the Scandinavian Trust Co., New York.

Louis D. Rosenfield, formerly manager of the Emerson Phonograph Co.'s international record department, and a recognized authority in this branch of the industry, has joined this new company and will be in charge of the merchandising end of the business. He will also be responsible for the production of the company's catalog, and he states his detailed plans will be announced in the near future.

THE POLICY TO WHICH TO ADHERE

One price! The fixed, uniform, fair price is the one strong protection of the small dealer against his big competitors who can afford to slaughter prices to control trade. Price-cutting in its essence is in restraint of trade. Let Congress make note of this fact.

BUSINESS DEPENDS LARGELY UPON YOUR SALES EFFORTS

Wm. Maxwell, Vice-President of Thos. A. Edison, Inc., Tells How Dealers Can Be Patriotic and Also Expand Their Business by Helping Uncle Sam's Returning Soldiers Become Salesmen

"Under the stimulus of the war there was practically no sacrifice which we were unwilling to make. Patriotic fervor ran high, and, while there were a few human cooties who profiteered, they were an almost inappreciable minority. Taken in the aggregate, our wartime patriotism was practically above reproach, but a lot of us seem to feel that the necessity for patriotism ceased on the day the armistice was signed. The soldiers quit fighting that day and the work of transition from war to peace began. The responsibility was shifted from General Pershing to you and me. What are we going to do about it?" asks Wm. Maxwell, vice-president of Thos. A. Edison, Inc., in a recent statement.

"During the war your business and my business were not regarded as very important. You and I, however patriotic we may have been and no matter how much money we invested in bonds or gave to the Red Cross, probably did not contribute a great deal to the winning of the war. Certainly our respective contributions were relatively insignificant when we are compared with the boys who wore the uniform.

"Those boys are now coming back from camp and overseas. It's going to be a burning shame if a single one of them has to wait for a job. This is your chance and mine to demonstrate that our patriotism did not come to an end with the end of hostilities. Every soldier salesman we put on not only makes a job for that man, but if he turns out to be a good salesman his work makes work for others.

"Of course, you are going to take back all of your former employes who went to war—unless there are gold stars on your service flag. But that isn't enough. The man who has ten good salesmen working for him makes more

profits and does more business than the man who has only one.

"This year gives every promise of being a banner year. The merchant, particularly the phonograph merchant, who doesn't put on additional salesmen to plant the seed and reap the harvest of orders that 1919 holds in store for him has probably nothing but sheer laziness as an excuse.

"Once in a while a merchant tells me that he would like to hire a salesman if he could get a good one. In other words, he is too lazy to take a little initial pains in training and directing the work of a green salesman. If farmers were too lazy to 'break' colts what would happen to agriculture? Many of you merchants consider the farmer unprogressive, but there are some merchants who are equally lacking in progressiveness.

"Uncle Sam took stunted, narrow-chested East Side boys and made fighting wildcats of them. There is practically no kind of an American or Canadian who cannot be made into a good fighting man, and there is certainly no American or Canadian, of reasonably suitable type, who cannot be made into a salesman.

"Training a salesman is one of the most profitable things a merchant can do. I know that it takes time, but it is time which you can well afford. I am sure you are now spending a portion of your time on work not one-half so important to the success of your business as the hiring and training of a few salesmen.

"Every Edison dealer has plenty of elbow room and ample population on which to work. The size of your business depends principally upon the size of your sales effort. How much sales effort will you put forth this year?"

HOMEWARD BOUND TO NEW ZEALAND

Louis M. Nathan, of Auckland, N. Z., in New York After Long Service in British Army

Among the many interesting visitors to the city the past few weeks was Louis M. Nathan, of the firm of Arthur H. Nathan, Ltd., Auckland, New Zealand, who handles the Grafonola and Dictaphone lines through the London office of the Columbia Co. He was en route to San Francisco after spending two years in the British Army, and naturally had many interesting experiences during his long and distinguished service. He stated that during the past year he had received splendid reports through New Zealand regarding the business outlook, and is now ready to enter a campaign for new achievements in the Antipodes.

TALKER LURES WILD DUCKS

Oregon Attorney Adopts a Modern Form of Decoy With Much Success

PORTLAND, ORE., February 3.—Luring wild ducks with a phonograph brought Ben Woolner, former Oakland City attorney, the legal limit in 15 minutes on the marshes of California. Woolner has a dictagraph in his office. He procured a duck and let it squawk into the transmitter, making a record of its sounds. Then, with a shotgun, the machine and some friends for witnesses, he set out for the marshes. The machine was placed in position and the "duck" record was put on. As soon as the squawks began to issue forth wild game mobilized from all points of the compass. Woolner shot his limit and came home. He has called his device the "Duckwerfer." It has a range of 1,000 yards.

[No affidavits accompany this story.—Editor.]

Why the Self-Service Idea in Record Selling Tends to Increase the Volume of Business

One development of the recent abnormal holiday demand for talking machines and records, coupled with the scarcity of help in most stores, has been the adoption of the self-service idea in record selling, and we find that the idea worked out in many stores in a variety of ways. In fact, one concern has gone so far as to patent a special self-service system for records.

Whether the dealer takes one of the established systems or evolves a plan of his own, there would seem to be much to recommend a general adoption of the self-service plan, for normal times as well as during the holiday rush, not alone as a matter of economy, but as a means for enabling customers to make selections at their leisure and get in touch with slow-moving records that apparently would be hidden from them in the regular record racks.

There are many people right now who select their new records at random from the catalogs or monthly supplements who would make larger purchases had they the opportunity of looking over and testing a selection of records at their leisure, and without interference. These same people feel that if they take up a salesman's time by inspecting or trying out a dozen records they are under obligations to make some purchase whether or not they are particularly stuck on the selection offered. With forty or fifty records prominently displayed in the rack the customer can look them over comfortably and perhaps find several records among the lot which would prove most desirable to him, but of which he was in ignorance, owing to the fact that he had overlooked them in the rack and nobody had called his attention to their existence.

The self-service system, however, should not replace the catalog or supplant general selling plans, but rather should supplement the system. Those who purchase their records from the printed title or through the appeal of the artist's name should be encouraged to continue that practice and should at the same time be encouraged to spend a few moments at the self-service rack, with a view to finding something therein that is desirable.

On the rack, however, in normal times there should be found not only the popular hits of the day, or the records that are big sellers, but records of lesser fame, records that in the ordinary course of events must be actually sold to

the customer. There are many concert songs of the better class and folk songs and many instrumental numbers of great musical value that are much appreciated by those of high musical culture which remain in the record racks because the customer does not ask for them, and the sales person does not take the trouble to bring them into view.

A talking machine dealer might learn a lesson from the methods pursued in the ordinary book store, where there are, of course, clerks to

Self-Service Supplements But Does Not Supplant the Ordinary Sales Work

wait upon those in search of a special volume, but where the practice is to keep away from the customer and let him browse among the various volumes until he indicates that he has come across something he desires to inquire about, or purchase. After one or two books are purchased it will be found almost invariably that the sales person is inclined to offer other books of the same general character, because he has learned the customer's trend of thought and works along the line of satisfying that trend. When the patron of the self-service record system finds one or two records that appeal to him, then it is up to the salesman to make his approach and endeavor to interest the customer in other records of the same general character that may not happen to be displayed.

The self-service system does not take the place of salesmanship. It simply supplements it. There is just as much opportunity for the salesman to take the customer into a booth and try over a dozen records for him as there ever was, but even the most versatile or active salesman cannot run the whole gamut of record se-

lections in the limited time he can allot to one customer, that is, if the store is at all busy. He can, however, sell to the limit in the booth and then while the customer is waiting for change perhaps—and making change can be delayed for a period in an emergency—call attention to a group of records on display. If every customer can be induced to look over those records and select at least one, then the service is a mighty profitable inducement, for the cost of installation is comparatively small, and the cost of maintenance, that of time, which might otherwise be wasted.

DELIVERY VAN AD BRINGS TRADE

E. E. Koontz, Moundsville, W. Va., Has Traced Over One Hundred Machine Sales to Advertising Matter Appearing on His Wagon

E. E. Koontz, of 224 Jefferson avenue, Moundsville, W. Va., has found the demand for the Edison in that section increasing so rapidly that he has been compelled to put a brand-new automobile delivery van in service. The van was made to special order and bears some attractive advertising on the sides, including a picture of Edison, and Mr. Koontz's address prominently displayed. Mr. Koontz declares that sales of over 100 Edison Diamond Disc phonographs have been traced directly to the advertising appearing on the company's van, which is kept constantly on the move throughout the country around Moundsville. Increase of business likewise forced Mr. Koontz to secure new quarters recently, and he now has one of the best stores in the city, the population of which is about 10,000.

RECIPE FOR GOOD HUMOR

Take twenty-four hours; mix thoroughly with the milk of human kindness, and spice of life to suit the taste; a little discretion, some common sense; knead with the hand of friendship and bake in the open hearth of love; do not allow it to cool too quickly by trouble, or become sour by affliction; serve with generous sauce and a bright smile.

Many a deckle-edged, rough-finished man has a better fibre than his evenly enameled rival. It doesn't pay to judge by appearances.

The Spirit of 1919 in DITSON Service

VICTOR
Exclusively

Keeping adjusted to the ever-changing conditions of the Reconstruction Period—overcoming with as little delay as possible existing stock and shipping problems—co-operating with our dealers in every possible way.

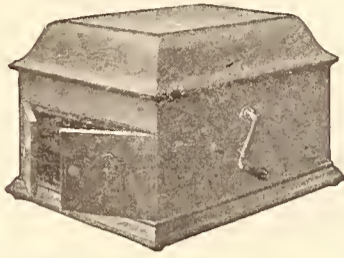
Our Object Is to Help Our Dealers Make 1919 a REAL VICTORY YEAR.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$90
Mahogany or oak

Victor Supremacy

The enormous public demand for the Victrola is an endorsement of its supremacy.

Victor retailers are successful because they give the public what it wants.

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

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.

Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victor Wholesalers

Albany, N. Y....Gately-Haire Co., Inc.
Atlanta, Ga.....Elyea-Austell Co.
Phillips & Crew Piano Co.
Austin, Tex.....The Talking Machine Co., of
Texas.
Baltimore, Md....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Bangor, Me.....Andrews Music House Co.
Birmingham, Ala.Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine
Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y...American Talking Mch. Co.
G. T. Williams.
Buffalo, N. Y.....W. D. & C. N. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons
Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Knight-Campbell Music
Co.

Des Moines, Ia....Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H....Bergstrom Music Co., Ltd.
Houston, Tex.....Thos. Goggan & Bro.
Indianapolis, Ind..Stewart Talking Machine Co.
Jacksonville, Fla..Florida Talking Machine Co.
Kansas City, Mo..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Nebr....Ross P. Curtice Co.
Little Rock, Ark..O. K. Houck Piano Co.
Los Angeles, Cal..Sherman, Clay & Co.
Memphis, Tenn...O. K. Houck Piano Co.
Milwaukee, Wis...Badger Talking Machine Co.
Minneapolis, Minn.Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds.
Montreal, Can....Berliner Gramophone Co.,
Ltd.
Nashville, Tenn...O. K. Houck Piano Co.
Newark, N. J.....Price Talking Machine Co.
New Haven, Conn.The Horton-Gallo-Creamer
Co.
New Orleans, La...Philip Werlein, Ltd.
New York, N. Y...Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa..Louis Buehn Co., Inc.
C. J. Hepp & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen, Inc.
Portland, Ore....Sherman, Clay & Co.
Providence, R. I...J. Samuels & Bro., Inc.
Richmond, Va.....The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U. Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex.Thos. Goggan & Bros.
San Francisco, Cal.Sherman, Clay & Co.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D..Talking Machine Exchange.
Spokane, Wash...Sherman, Clay & Co.
St. Louis, Mo....Koerber-Brenner Music Co.
St. Paul, Minn...W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Whitney & Currier Co.
Washington, D. C. Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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



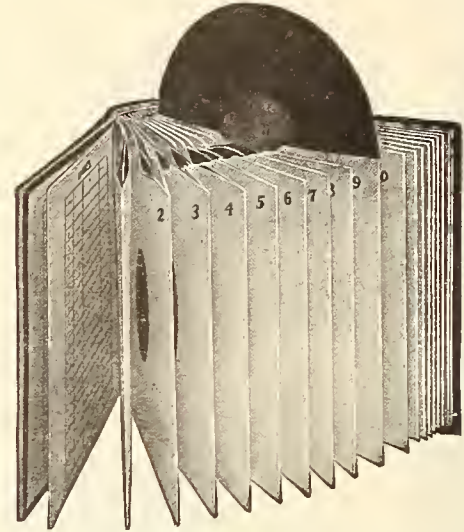
MAKING THEIR SELECTION

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



THE ALBUM

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



THE PERFECT PLAN

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

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

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

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

VICTOR CO. EXPLAINS REASONS FOR SHORTAGE OF STOCK

Victor Talking Machine Co. Runs Full-Page Advertisement in Leading Newspapers to Enlighten the Public as to the Reasons for the Recent Shortage of Machines and Records

Victor dealers throughout the country were distinctly gratified this month to see a full-page advertisement run by the Victor Talking Machine Co. in the leading newspapers, explaining to the public the real cause for the shortage of Victor products during the period of the war. The advertisement, of great typographical strength, and bearing a composite view of the great Victor plant at the bottom, reads:

"Don't blame the dealer for the shortage of Victor products—the Government needed us!

"To the thousands of people who have been temporarily inconvenienced through their inability to get the Victrola and Victor records they wanted; to Victor dealers everywhere who in the face of this extreme shortage stood loyally by us and steadfastly refused to offer inferior substitutes, we feel that an explanation is due for this scarcity of Victor products.

"Upon the entrance of the United States into the great world war the Victor Co. immediately decided to do its utmost in making war materials. It voluntarily offered its entire plant whole-heartedly to the Government, regardless of the fact that its regular production would be seriously curtailed, regardless of the setback which would temporarily result to the business it took years to build up, regardless of the profits which would necessarily be sacrificed.

"It would have been possible to hold off—to keep right on with our regular work and let others do war work. But the Victor Co. is a thoroughly American concern, and it does things in the big characteristic American way. It chose to help the Government to the very limit of its resources.

"The Government recognized the high state of perfection and thoroughly modern equipment of the gigantic Victor factories, and made more use of them until as much as 90 per

cent. of the plant was at one time engaged in war work. If it were possible to disclose Government secrets and tell of the scientific experiments which were conducted and of the devices and products which were manufactured, the public would appreciate what a valuable help the Victor plant was to the Government in winning the war.

"Those parts of the Victor factories which continued to produce Victrolas and Victor records could not, of course, supply even a reasonable amount of Victor products to the public. And the shortage was made even more pronounced because thousands of Victrolas and still more thousands of Victor records were diverted to the use of America's fighting forces on land and sea—to entertaining and inspiring them, as well as to teaching them French and wireless telegraphy through the Victor special study courses.

"Great though the sacrifices were which the Victor Co. willingly made to help its country in its hour of need, we would not have it otherwise. And though the inability to get Victor products was exasperating to the public, we do not believe they would have had us shirk our duty. We count it an honor that we were able to serve our country. We are gratified that the Government found our factories of such value.

"And with the coming of peace we recognize the great task that devolves upon us. It is imperative that we supply as quickly as possible those people who, rather than accept inferior substitutes, decided to wait patiently until they could get the genuine Victor products they wanted. Added to this there is the increased demand that will come from new sources, for thousands of our returning heroes have learned to appreciate what the Victrola means in their daily lives. The demand upon our resources will be greater than ever, but we return to our

chosen work with full confidence in our ability to meet the needs of the future.

"So while the Victor plant did its full share in helping to win the war, it is now again bending its energies to supplying the musical needs of the nation—of the whole world. From a gigantic beehive of wartime activities the Victor plant again resumes as the greatest musical industry in the entire world."

Some men climb the ladder of success. Others hold it. It's largely a matter of initiative—or the lack of it.



Be Fair to Yourself

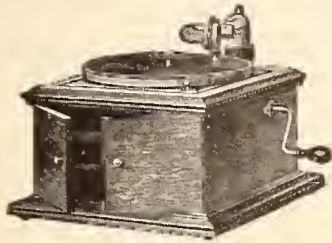
Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

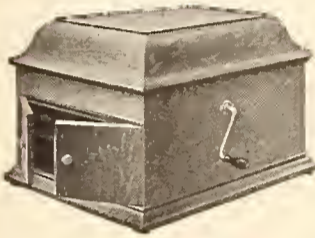
The Cortina Academy
12 East 46th Street :: New York



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

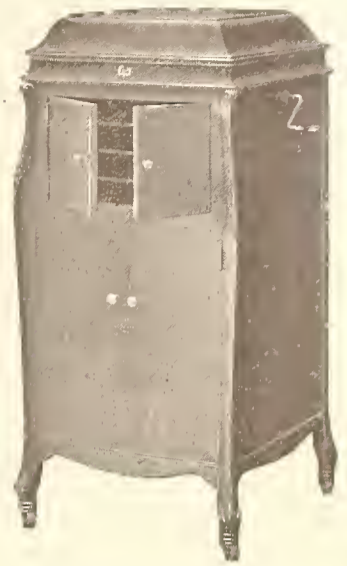
Victor Supremacy

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

The prosperity of the music trade, the success of Victor retailers, are the natural result of this overwhelming supremacy.

Victor Talking Machine Co.

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



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.



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



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NEW YORK, FEBRUARY 15, 1919

WITHOUT regard for any uncertainty or hesitancy with which men in other industries may view the reconstruction period, and its problems, in the talking machine trade there has been a quick move to go ahead and to make up as rapidly as possible for the period of semi-inactivity. We find the established companies working out new and larger plans for the exploitation of their products along new lines. We find them increasing their advertising appropriation and preparing for big things both in the fields of production and distribution, in the very near future.

Of course they have a logical reason for thus putting forth every effort to make up for the past year or so. There is unquestionably an unsatisfied demand for both machines and records, a large proportion of which will exist until it is ultimately satisfied.

No less authorities than the investigators for the American Steel & Wire Co., who cover the country most thoroughly, have estimated that the existing demand for pianos alone is at least 50 per cent. in excess of available supplies. When it is considered that the price of the cheapest piano compares with what might be considered a high-priced talking machine—we do not refer to the period or special models—and when it is likewise considered that hundreds of families purchase talking machines who hesitate to purchase a piano, then the report gives reason to believe that in the talking machine field the demand is well over 100 per cent. in excess of available supplies.

This excess demand serves two purposes. First, it offers the opportunity for bringing production back to normal, or better, as soon as possible, with a certainty of finding a market for the output of the factories, and on the other hand gives the manufacturers and dealers something definite to realize on while concentrating a good proportion of effort in building for the future—stimulating a demand for the time when the present demand is satisfied.

Not only are old established companies showing great activity, but newer concerns in the field, many of whom have been practically dormant for the past two years, have shown signs of returning life, and it is safe to say that in view of existing conditions we may look for unparalleled development in all branches of the trade during the coming twelve months.

Each year for a decade or more, there have been those who have prophesied that the peak of the demand for talking machines and records had been reached, that the annual percentage of business would show a decline, and that such a large proportion of the population had been supplied with machines and records that the

demand that remained, or might be stimulated, would just be sufficient to absorb a normal output of products, and make the talking machine business an average, but not a phenomenal business to be in.

Each year this prophecy has been made, and each year it has proven unfounded. With many manufacturers, wholesalers and dealers reporting that they held their own, and in some cases registering an increase for the period of the war, it will be a reckless man indeed who claims to foresee anything but a record-breaking year for the industry in 1919.

NOW is the time to take up seriously the question of organizing a permanent and national association of talking machine and talking machine supply manufacturers, for it has been proven that in time of emergency the members of the trade have been able to get together and co-operate with success. The War Service Committee, which has accomplished so much for the protection of the trade during the stress of war, might be used most effectively as a nucleus around which to build up a permanent organization. The members of the committee are representative men of the industry, and have had the experience of working together, which means much.

Having been brought together for protection during war time, it would seem inconsistent for the members of the industry to separate and travel along their several paths as in pre-war days. This period of reconstruction is bringing up many problems that the manufacturers can meet most successfully by co-operative effort. There will probably be legislation that must be watched and combated. There may possibly be some conditions in the supply field and in the export situation that will require organized consideration, or opposition.

The members of the National Association should not in any way interfere with the right of the individual to conduct his business as he sees fit, provided his efforts are within the law. The situation in the trade is such that the question of credits, terms and other matters may be handled by each company according to its own ideas, but there are many matters of such general scope and importance that every member of the trade has a legitimate interest therein, and it is for the consideration of these matters that an Association should be formed.

It has already been proven that members of the trade can be brought together in an emergency, and it should be comparatively easy to prove that they can be kept together after that emergency has passed for the purpose of presenting a united front in the field of industry. Now is the time to give the matter consideration.

It is also pertinent at this time to take up the question of the formation of local associations, preferably associations taking in dealers in all lines of machines, but if necessary confined to dealers in one make.

In practically every city or State where local associations have been formed there has resulted a general improvement in the quality of the trade in that immediate locality. This is due primarily to the fact that, owing to increasing intercourse as members of the Association, the individual merchants have managed to eliminate many evils and bad practices, and have thereby been able to do business on a better plane and for greater profit.

This would appear to be the time when a local association should prove most helpful in aiding the individual dealers in meeting the problems of the day and preparing for the future. To accomplish the result, however, the Association must be representative, must include the strong men of the trade, and must above all be an active factor. Too many organizations are simply social in character, when what is needed is an association composed of members who are ready to meet and solve business questions in a business way.

THE statement of the Victor Talking Machine Co. given to the public through full-page advertisements in the leading newspapers of the country, and setting forth facts regarding the manner in which the company handled war work, should prove of distinct benefit to Victor retailers, particularly as the caption read: "Don't Blame the Dealer For the Shortage of Victor Products. The Government Needed Us."

The patriotic spirit of the country did not die with the end of the war, and there are a host of people who will not only accept the Victor Co.'s statement at its full value, but will be moved to consider more closely the Victor product and have a more general appreciation of Victor ideals.

Conditions during the past year with the company's dealers were not in any sense the rosiest, but they for the most part appreciated the fact that the situation was an extraordinary one, and must be viewed from that angle. Through it all the majority of the dealers were unflinching in their loyalty, acting as a barrier so to speak between the public and the factory. They made no secret of their desire that the Victor Co. inform the public of the reasons for the stock shortage, and were particularly gratified when the company came forward with such a frank statement of conditions so prominently and admirably displayed throughout the country.

IN taking account of business problems of the year, and particularly of the cost of doing business, talking machine men must, of a necessity, give heed to the provisions of the new War Revenue bill which at this writing is practically in shape for the signature of the President, and prepare to meet the demands of the law when it is finally in force. The new law will place an additional financial burden on the members of the music industry—a burden not as heavy perhaps as was threatened for a time—but nevertheless sufficiently heavy to make the average business man pause and reflect seriously as how best to conduct his business in order to provide the necessary funds to meet the increased taxation without straining his business unduly. Not only must he consider the direct taxes on the talking machines and records themselves, but must likewise take due note of what the Government will demand from him in the matter of income and excess profit taxes.

The time to study the problem is not at the last moment when payments are actually due, but right now when there is the chance for a little leeway to gather together the necessary funds. The amounts involved will in most cases be heavy, and cannot be taken from the average business at a moment's notice. For those who are in doubt as to how they are to figure the tax liability under the new law, The World is in a position to offer advice which will be gladly given free of any obligation.

IN business life to-day it is being recognized more and more that service is the great essential to success. Handling the best and most satisfying products is absolutely necessary, but the best store

in town must have, besides, the best sales force made up of people from the head down who never relax in their painstaking and courteous treatment of customers—in their desire to serve and help.

That is where the shoe pinches with a great many stores—the indifferent attitude of the sales force, who are not proof against wearing a frown if the prospective customer does not look like a certain buyer. The feeling, of course, is natural; it is a human weakness, but it is one that must be conquered if real success is desired.

It is in truth a great thing in the making of the best store in town to be first always with the best goods, and the latest designs, the best displays—the store where honesty and fair dealing never relax—but it must have that other great essential for its completeness to be the best store in town—an atmosphere of welcome and cheerfulness, with an unflinching attitude of attention that on its face shows pleasure and a desire to serve and help.

In the perfection and equipment of a store there are some things that can be borrowed and copied from the experience of others to the advantage of any merchant who travels and studies, but the big factors of service, good attention and courtesy must be developed in the store that is to benefit by them. And they must start with the man who undertakes to make the best store in his town—for with this fundamental policy in mind he is sure to command the support and respect of the public.

THE victories of business, as in life, are won not in the marts, nor in the fields where the decisive struggle takes place, but in the obscure and forgotten hours of preparation. Success or failure lies in the hands of the individual long before the final test comes, and this is particularly true in all lines of trade in America to-day, for the greatest test of business will come now that the war is ended. The business man who, believing in the value of his name and his product, has maintained his position before the public is now more than ever prepared to reap the reward of increased business and increased appreciation for his product. The recuperative powers of business are beyond comparison greater than in any former time. The seed sown by advertisers to-day is falling on fertile ground, and the harvest will be plentiful.



VICTOR SUPREMACY

is firmly established on a basis of great things actually accomplished.

Our supremacy in Victor Monthly Record Display Service is based on the great number of Victor Jobbers who have endorsed it as the best Victor Retailers' Sign Service marketed.

ED. USOSKIN, Inc.

230 West 17th Street :-: New York City

ORDER YOUR SERVICE THROUGH ANY OF THESE JOBBERS

- Austin, Tex.....The Talking Machine Co. of Texas.
- Baltimore, Md....Cohen & Hughes.
H. R. Eisenbrandt Sons, Inc.
- Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
- Brooklyn, N. Y....American Talking Mach. Co.
G. T. Williams.
- Buffalo, N. Y....W. D. & C. N. Andrews.
Neal, Clark & Neal Co.
- Chicago, Ill.....Lyon & Healy.
Chicago Talking Machine Co.
- Cleveland, O.....The Collister & Sayle Co.
The Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsit Co.
- Dallas, Tex.....Sanger Bros.
- Denver, Colo.....The Knight-Campbell Music Co.
- Des Moines, Ia...Mickel Bros. Co.

- Detroit, Mich....Grinnell Bros.
- El Paso, Tex....W. G. Walz Co.
- Indianapolis, Ind.Stewart Talking Machine Co.
- Kansas City, Mo..J. W. Jenkins Sons Music Co.
- Newark, N. J....Price Talking Machine Co.
- New Haven, Conn.The Horton-Gallo-Creamer Co.
- New York, N. Y..Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Charles H. Ditson & Co.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.
- Omaha, Nebr....Mickel Bros. Co.
- Peoria, Ill.....Putnam-Page Co., Inc.
- Philadelphia, Pa..Louis Buehn Co., Inc.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.

- Pittsburgh, Pa...W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me....Cressey & Allen, Inc.
- Portland, Ore....Sherman, Clay & Co.
- Providence, R. I..J. Samuels & Bro., Inc.
- Salt Lake City, U.The John Elliott Clark Co.
- Spokane, Wash...Sherman, Clay & Co.
- St. Louis, Mo....Koerber-Brenner Music Co.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y...W. D. Andrews Co.
- Toledo, O.....The Whitney & Currier Co.
- Washington, D. C.E. F. Droop & Sons Co.
Robt. C. Rogers Co.

CANADA

- Toronto, Can....His Master's Voice, Ltd.
- Montreal, Can....Berliner Gramophone Co., Ltd.
- Winnipeg, Man...Western Gramophone Co.



The Spirit of Young America

Soul-stirring martial music—its need in every home—makes the phonograph indispensable.

Aggressive dealers know this.

They are developing the market that lies at their doors, and adding to the revenue of their business.

Have *you* surveyed your market for selling talking machines?

The MANDEL

Not merely assembled—but built in its entirety by us. The name MANDEL on every machine means the backing of the manufacturer. Every ultimate purchaser must be satisfied.

Because of the efficiency of the mechanical equipment; because of the massiveness and beauty of the cabinet design; because of the low retail prices; and because of the large profits to the dealer—

You Should Investigate the MANDEL Today

MANDEL MANUFACTURING COMPANY

501-511 South Laflin Street

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::

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Chicago, Illinois

IMPORTANT PATHE DEAL

E. A. Widmann, President of Pathé Frères Co., Secures Interest in C. B. French Cabinet Co.—Two Companies Will Be Closely Associated

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., announced recently that he had secured a large interest in the C. B. French Cabinet Co., Brooklyn, N. Y., and that arrangements had been completed whereby Pathéphone cabinets for the Eastern trade will hereafter be manufactured at the C. B. French plant. The close association of the two companies is indicated in the fact that Mr. Widmann will be elected chairman of the executive committee of the C. B. French Cabinet Co. within a few days.

This important deal will be of considerable interest to Pathé jobbers and dealers, as it marks the inauguration of an era of intensive co-operation between the Pathé Frères and the C. B. French interests. The C. B. French Co. occupies one of the finest cabinet manufacturing and woodworking plants east of the Mississippi, this plant covering fully four acres. It is ideally equipped to turn out quality cabinets of artistic design.

IMPORTANCE OF CREDITS

Necessity of Ever Being on the Alert in Order to Keep Business on a Healthy Basis

Good will is your most precious asset as regards those to whom you sell; credit as regards those of whom you buy and borrow. With an A1 credit there is no limit to your success. Without credit, or poor credit, and condemned to a cash-in-hand basis of dealing you'll never grow to any size. A fine credit standing is built up by years of integrity, and may be blasted by one reckless or wild transaction.

Don't dodge your creditors. That arouses suspicion. Meet them frankly and confidently. That begets faith in you. Always pay on the date you promised, or say why. Absence of check, and ominous silence, breeds suspicion of many things unfounded.

Trust sparingly. Insist that your debtors meet their obligations promptly. Be on hand to see they do. Never let an account drag. When it falls due, get the money or an explanation. Never threaten action and then fail to carry it out. Once a debtor knows he can string you he will.

The All-Records Phonograph Co., Indianapolis, Ind., has increased its capital stock from \$30,000 to \$60,000.

KEEPING TRACK OF FINANCES AND TALKING MACHINE STOCK

Many Systems Have Been Evolved, But That Used by the Pontiac Music Shop Is of Particular Interest to Our Readers, Because It Has Proven Its Practicability

There have been at various times numerous systems designed for keeping track of the finances and the stocks of talking machine stores. Some of these systems have been evolved by manufacturers, and covered records or machines alone. Other systems took charge of instalment accounts, and so on. In a good many cases, talking machine houses evolved their own systems of stock keeping, and have shown an inclination to keep the details in the dark, so far as it came to passing the information along to a competitor.

One system that has proven its practicability is that adopted by the Pontiac Music Shop, Pontiac, Ill. It is so arranged that there is presented on one card a complete report not only of the finances of the talking machine department, but also of the stock received, and the stock on hand. It represents a daily report that proves of inestimable value in keeping in close touch with the business. The Pontiac Music Shop realizing from experi-

ence the success of their system for daily reports, passes the information along to readers of The World that they may profit thereby.

PONTIAC MUSIC SHOP

DAILY REPORT PONTIAC, ILL. 191

Cash in Register		Cash Record		
Pennies		Paid Out	Received on Account	Net Cash Sales
Nickles		To Date		
Dimes		To Day		
Quarters		Total		
Halves		Charge Record		
Silver Dollars		Net Charge Sales	Outstanding Charges	Total Net Sales
Currency		To Date		
Gold		To Day		
Checks		Total		
Total Cash in Drawer		Bank Account		
Cash paid out		To Date		Needles
Total taken in		To Day		To Date
Money Rec'd. Acct.		Total		To Day
Cash sales today				Total
Refund on cash sales				
Net cash sales				
Credit sales				
Credit sales returned				
Net credit sales				
Total sales today				

RECORD STOCK															
	10 DP 15	11 DP 15	10 PT 15	11 PL 15	10 RL 15	11 DL 15	10 BS 15	10 RS 15	10 RS 20	10 RS 30	11 RS 15	11 RS 20	11 RS 30	11 RS 40	11 RS 50
To Date															
Received from shipper today															
Total															
Sales Today															
Total															
On approval today															
Returned in from approval															
Amount of goods out on approval															
Total goods on hand															
	No. 1	No. 5	No. 9	No. 10	No. 11	No. 14	No. 16	No. 18							
To Date															
Received from shipper today															
Total															
Sales today															
Total															
On approval today															
Returned in from approval															
Amount of goods out on approval															
Total goods on hand															

REMARKS:

SIGNED

C. H. LANE WITH COLUMBIA CO.

Charles H. Lane, who for more than a year was in charge of the Bridgeport, Conn., office of the Department of Justice, has been appointed supervisor of personnel of the factories of the Columbia Graphophone Mfg. Co. in Bridgeport.

Mr. Lane has now retired from the Govern-

ment service after thirteen years, and his work for Uncle Sam included visits to Mexico, South America, Canada and Europe. While he will not be directly connected with Federal affairs Mr. Lane will act in an advisory capacity at the Bridgeport office of the Department of Justice. His previous experience ideally qualifies him to achieve unlimited success in his new post with the Columbia Graphophone Co.



Welcome Back

“Hats Off” to our Soldiers. They sure did a great service in Europe.

Pearsall Service, too, is returning to you —full of pep—and ready to help you make 1919 your big year.

Silas E. Pearsall Co.

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street

NEW YORK

Introducing the
BRILLIANTONE
"PEACE BABY"

Your Jobber will tell you how you can get one of these Counter Displays **ABSOLUTELY FREE**. It is made to contain an assortment of **BRILLIANTONE**

"All Quality"
STEEL
NEEDLES

Simply sign your name and address to this coupon and mail it to your Jobber or direct to us.

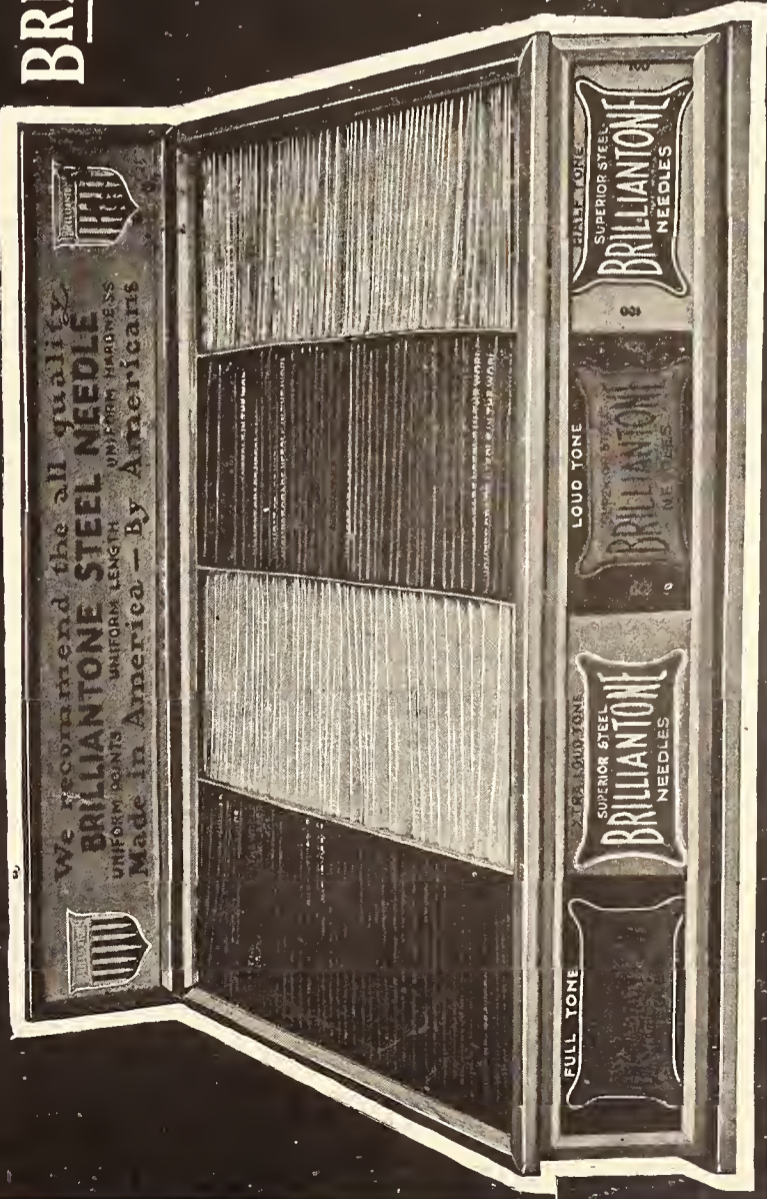


Made in America by Americans

THE BRILLIANTONE "PEACEBABY"



saves the time of your sales force
and suggests to your customers to
buy an assortment, instead of only
one package of Needles at a time.



BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INCORPORATED

B. R. FORSTER, President

Suite 655-657-659,
Marbridge Building,
Broadway at 34th Street,
NEW YORK CITY

Pacific Coast District
WALTER S. GRAY
530 Chronicle Bldg.,
San Francisco, Cal.

Please
tell us how
we can get a
BRILLIANTONE
"PEACEBABY" with-
out cost. We are inter-
ested.

NAME

ADDRESS





For the real music connoisseurs among your customers—Delibes' Sylvania Ballet Music, entrancingly played by the Paris Conservatory's Symphony Orchestra. Columbia A-6090.

Columbia Graphophone Co.
NEW YORK

SERGT. TRESTRAIL VISITS TORONTO

Former Advertising and Sales Manager of R. S. Williams & Sons Co. Now Serving in the Medical Corps of the U. S. Army

TORONTO, ONT., January 31.—B. A. Trestrail, formerly advertising and sales manager of the R. S. Williams & Sons Co., Ltd., prominent Edi-



Enjoying Sergt. Trestrail's Visit

son phonograph distributors of this city, and now a sergeant in the Medical Corps of the U. S. Army, paid a short visit to his home here last week, while on furlough, after coming back with several hundred mental patients.

A delegation from the store met Sergeant Trestrail upon his arrival, and his friends listened with much interest to his recital of his experiences in France, he having gone abroad last May and had much work to do in hospitals

close behind the line. His special work was in connection with victims of shell shock. One of Sergeant Trestrail's interesting stories concerned a "fake" aviation field with dummy planes and hangars to which the German flyers gave much attention, and which was bombed almost every night.

After his brief visit here Sergeant Trestrail returned to Newport News and expects to sail again for France in the near future. The accompanying photograph was snapped during Sergeant Trestrail's visit in the R. S. Williams & Sons Co. store. Those seen in the picture are from left to right: J. A. Hassall, manager retail piano department; "Jeff" D. Ford, manager retail phonograph department; Miss Adele Clarke, phonograph sales department (with ukulele), and seated are Sergt. B. A. Trestrail and Miss Bernice Donner, retail phonograph record department.

KEEP TRADE IN THE HOME TOWN

One often hears complaint of the large amount of shopping that is done outside of home towns. A number of these towns are allowing railroad fares with a certain amount of goods bought in their city. Perhaps local merchants' associations are overlooking a good bit in connection with this matter. With the proper advertising and activity of the local merchant it is feasible to curb this drain of business, and it can be demonstrated that people can buy as cheaply in their home town as they can in larger cities.

VEECO ELECTRIC MOTORS ARE DURABLE

In Witness Whereof:

We have received the following from a party connected with one of the large and extensively advertised talking machine manufacturers, stating, "I received the Veeeco motor and think it is a little wonder and a perfect product, etc., etc." Another writes, "We have been using this motor in our factory for the past year continually, at least four or five hours a day steady, and have never had any trouble with same." (This would equal at least ten years' work for the motor in the average home.)

The above extracts from unsolicited letters go to prove that Veeeco motors are not only satisfactory at the start, but are durable.

Doesn't that indicate durability?

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

FOREIGN TRADE COUNCIL TO MEET

National Organization to Hold Annual Convention in Chicago in April—Many Important Topics Ament Export Trade to Be Handled

The National Foreign Trade Council will hold its sixth national foreign trade convention at the Congress Hotel, Chicago, on Thursday, Friday and Saturday, April 24, 25 and 26, 1919. The formal call will be issued shortly by the chairman of the council, James A. Farrell, president of the United States Steel Corp.

In the past these conventions have drawn an increasingly large number of the prominent business men of the country, representing all forms of industry, commerce, finance and transportation. To these will now be added the representatives of labor. In this way the delegates are supplied with a broad view of the business situation, with specific information to meet their individual needs, and with advice and inspiration for the coming year.

The convention in April will deal with foreign trade as a factor in stabilizing American industry—problems involving the conversion of war industries to the needs of peace; development of our foreign trade to provide employment for our soldiers, sailors and war workers, and the formation of a definite shipping policy.

The procedure of the convention will be along the lines that have proved so successful in the past: general sessions with prepared papers by the leading authorities, followed by discussion; group sessions, consisting mainly of discussion, in which the special interests of different types of business are treated; individual conferences with Government and trade representatives.

It is expected that the attendance this year will be unusually large. There is a growing realization throughout the country that foreign trade is essential to continued prosperity, and many concerns are turning to the foreign field for the first time. For these the convention offers an unusual opportunity to profit by the experience of older export firms and to learn the general policies of the country in respect to foreign trade.

J. W. M. Witt, who is running a talking machine repair shop in Albertville, Ala., reports excellent business prospects in his locality.



The Art of Attracting Customers to Your Place of Business and Holding Them :: By W. Webb

Where is your store located? Do you value it at its true worth, and what are you doing to make it appeal? There is an art in attracting customers to your place of business, and this is one of the vital matters that every dealer should keep well in mind. Your location is only of nominal value to you if the store itself does not attract. Can you not cite some instances where the fault in this respect is glaring? Can you not look about you and see wherein the error is being made that cuts down the profits on sales, and that actually curtails sales to a great degree? Stop and think just a moment, then.

Ask yourself this question, "Is my store properly located for the sale of talking machines and records? If so, does it attract so that the sales are as large as they can be made?" You are the only judge in this way, and if your opinion is at fault where will you turn for a better judge? You know what your annual sales amount to; you understand what your overhead is and what your possibilities are. Is your nearest competitor—not in distance, but in the amount of influence he has on the public—hurting you? If so, why? There is the big question mark, and you are the man who must answer it.

Now the sale of talking machines and records is not so complicated a matter that the public cannot be induced to seek the store where there is a reason for so doing. The customers are more eager to get service, stock selection, price and to enter an inviting store than they care very much about the location. The latter, of course, is a vital matter. The out-of-the-way street with its limited number of pedestrians, or its fewer autos, is not likely to be found a desirable section for many lines of merchandise retailed. There is, however, the more active thoroughfare with its attractive shops and larger number of passersby, and its life and hum of trade that offers a stronger location for your place of business. But even this is not going to force the public to seek you.

The upstairs shop can be made more attractive than the floor facing the street if the dealer is not fully alive to the public's keen interest in the properly conducted store. The power to appeal, the art to make the public seek you, the interest-arousing windows, the magnet that simply forces the public to enter, what and where are these to be found and what is the real secret that makes this a realization? We see it demonstrated in many cases. Why do we, for instance, go to a certain store?

Well, we will say, there are often many reasons. The store that does appeal, however, and that makes us feel that there is a double welcome has a great deal to do with it at times. We go many times because the invitation is so

strong that it is hard to resist. These stores are not always in the very heart of the city. No, sometimes they are located on a street that is not noted for the number of people who pass a given point in every twenty-four hours. But the store has made itself known, and we simply go there with confidence and assurance of a right royal welcome, and with the knowledge that there will be nothing to cause us any serious disappointment.

But how did the store of this kind gain its reputation? Well, the instances vary with the

Good Location, Publicity, Equipment, Stock, Service—All Factors Most Essential in Winning Out

individual cases, and the success did not come overnight. It was often gradual. It came from several reasons, however, that involved the means for building a foundation that was based on service, stock selection, and attraction.

Publicity had something to do with this larger success. This is a help, but it must be looked upon as a means only to an end, and if it is not conducted in the right manner it may just as well be left alone. By publicity in this connection we mean not simply newspaper advertising, poster announcements, circular letters and kindred methods, but store publicity, as we noted above, that will attract. Then there is the other and the more practical kind. This is very closely allied with service, for the pleased customer becomes your advance agent for larger sales.

Yes, there is the kind of store publicity that the dealer should place a very high value on—the type of advertising that keeps his store in the public mind, which prompt and regular customers will not forget. If he can give them a cause for seeking him he has the best possible asset in the matter of larger sales. Where shall we go for a talking machine? Who has the best selection of records, the kind that includes the latest as well as the best? This is what the buyers want to know, and if you can take care of these needs the public is going to seek you,

even though you are not located in a big, high-priced heart-of-the-city store, where crowds continually pass your door.

Now take a personal stock of yourself and see if you can fulfil these requirements; see if you are doing so now. If you are not, the big, heart-of-the-city store might become to you a rather heavy burden, because the expense of upkeep and the not over large sales will soon make the overhead so topheavy as to cut into your profits in a way that will hurt. You want to give service. Do you understand what the meaning of this very significant term really means?

If you do and are willing to make it a feature of your location there will not be any logical reason for your sales not being good. Your location is going to help you only if the other factors are at work to make success a practical idea. The fact that you are located in a downtown section; have a big store and plenty of show without anything to really back this up is not enough to insure your larger success. That is why some of the dealers with the smaller stores wherein the attractions are worth while do make good.

Take into consideration your overhead. This is a mighty big profit devourer. It fairly eats the profits with the appetite of a giant. The smaller, attractive store that has the merchandise and the store that gives the real service can count on a nice business and the profits are real, too, not the imaginary kind. Keep that thought in mind at all times. Keep the questions of decreased overhead with its many entangling alliances well in the foremost part of your head. Then you can sit back and smile and take your profits and make your sales and keep your good customers while the man who tries to outdo you with the big show is losing his hard cash.

The value of your location is only part of the game you are playing. There are other matters that demand your attention. If you are going to keep these in mind and are really in earnest about making them a part of your line of action you can be assured that the outcome will be all that you can hope for, and that is success in its real meaning.

BRUNSWICK DIVIDEND INCREASE

The Brunswick-Balke-Collender Co., which recently sold an issue of short-term notes, announced recently a dividend of 1¼ per cent. on the common stock, which places the issue on a 7 per cent. yearly basis. The last previous dividend on the common stock was 1½ per cent.



EXACT SIZE

If you have not heard the

FLETCHER REPRODUCER

Order a sample and be convinced of its superiority.
Your satisfaction or money refunded.

Samples \$4.00.

FLETCHER-WICKES CO.
6 E. LAKE STREET CHICAGO, ILL.

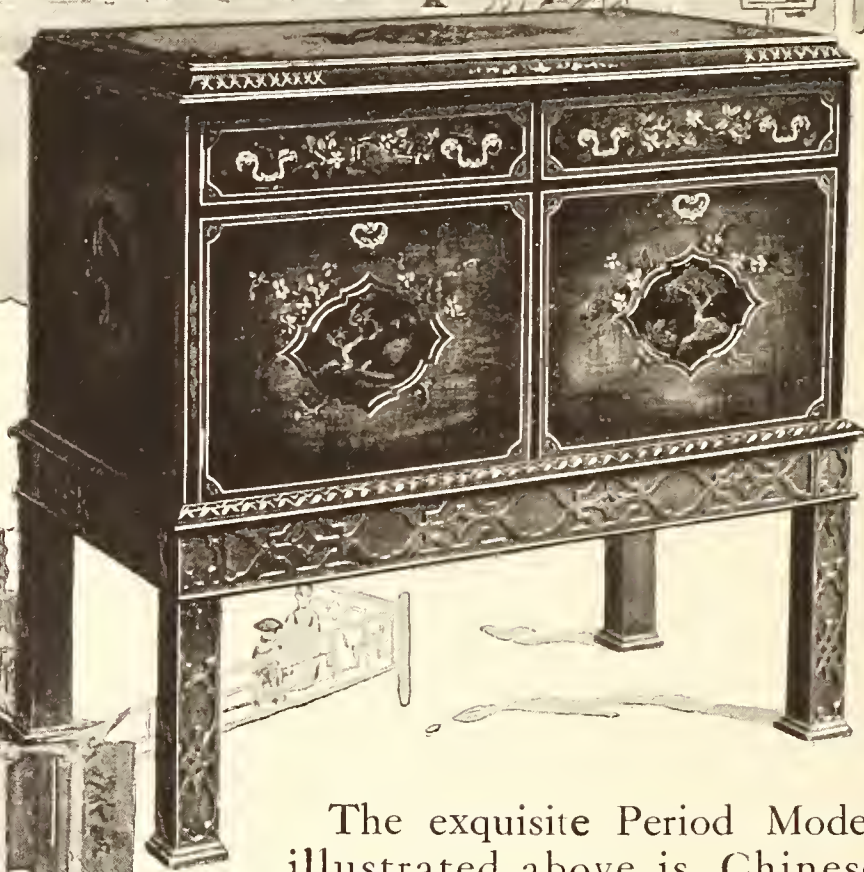
Columbia Grafonola

in Period designs



*How joyously guests are welcomed
when beauty fills the home!*

The superb records of Columbia artists place at your instant command the unrivaled charm of good music. The graceful loveliness expressed in the Grafonola Period Designs gives the added delight of artistic excellence in form and color.

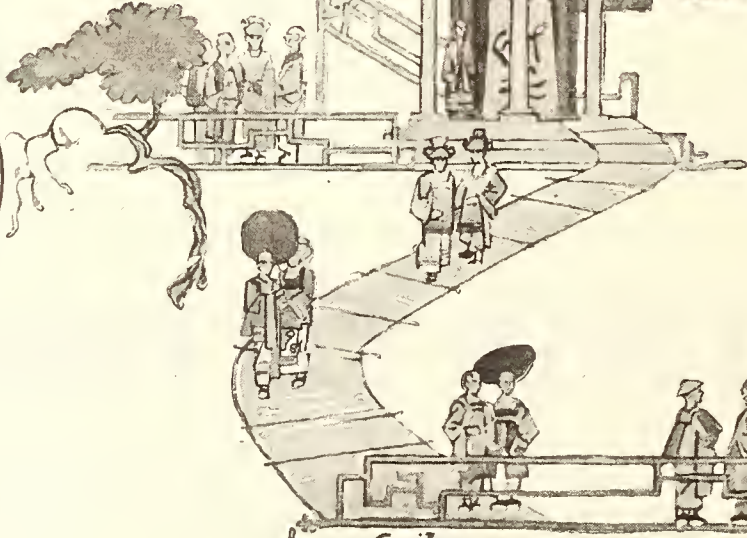


The exquisite Period Model illustrated above is Chinese Chippendale. There are 26 other distinctive Columbia designs, expressing the individual beauty of every artistic period. A handsome illustrated catalog of Period Grafonolas sent upon request.

Columbia Grafonolas in Period Designs from \$250 to \$2100. Standard Models up to \$300.

**COLUMBIA GRAPHOPHONE COMPANY
NEW YORK**

London Office: 102 Clerkenwell Road, E. C.

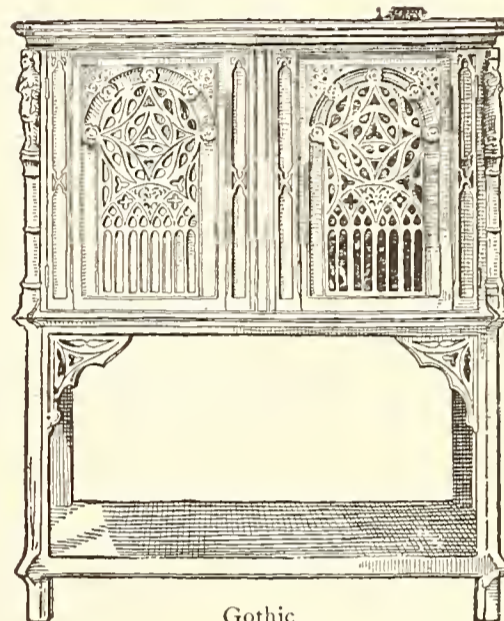


Columbia Grafonola

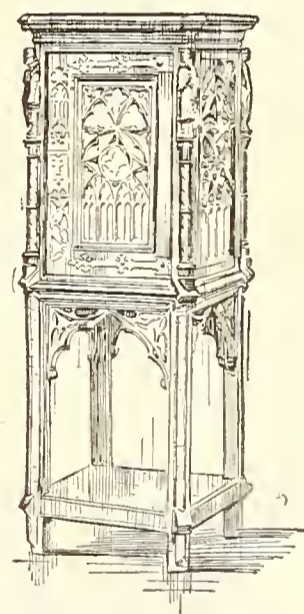
THE advertisement on the opposite page is appearing, in color, in the leading national publications—Ladies' Home Journal, Saturday Evening Post, Delineator, Pictorial Review, Life, Vanity Fair, Literary Digest, and many others equally prominent—a total circulation of over 15,000,000.

It tells the story of Columbia Period Designs to several times this number of readers, who are the very cream of the American buying public—the families who not only want the best music, and the newest music, but who also appreciate the twofold appeal of a musical instrument which adds, through its grace and charm, to the joy of artistic home furnishing and decoration.

A beautiful Chinese Chippendale design is shown in the advertisement. Other models, priced from \$250 to \$2100, represent correctly every important period in art. Some are shown on this page.



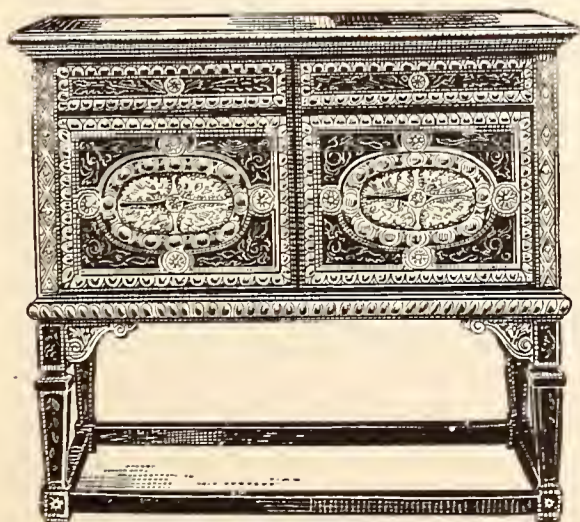
Gothic



Italian Gothic



Adam



Italian Renaissance

Display these beautiful Period Models in your store and in your window. They show that you handle the most distinctively artistic line of talking machines that is made.

Show them to your customer—if he hasn't a place for one of them in his home, he will be pleased because you thought he might have.

Furthermore, you will attract to your store the people who want an unusually fine instrument, and have the money to buy it.

*This is a good time to feature Foreign Language Records.
Why not put in a line? The cost is small—profits big.
Write for particulars*

How to Celebrate the Return of Our Soldiers and Incidentally Develop Business :: By W. E. Dewell

Mgr. Kilian Co., Cedar Rapids, Ia.

Much has been written and said about phonograph business after the war. I have talked with many dealers who feel that the readjustment of labor conditions and the return of the soldiers may have an ill effect on the 1919 phonograph sales. It may have some ill effect that will, however, be offset by other favorable influences that will assist the sales in a remarkable way. 1919 should be the banner year in the phonograph industry. Its volume of business should far exceed that of any previous year, and I submit the following reasons why I think it should be:

Every phonograph manufacturer, jobber and dealer, especially the successful ones, agree that the selling of phonographs is largely a creative business. We must first create that desire to possess before we can sell. In the past that has been accomplished through many sources; by beautiful home illustrations, showing the family group enjoying the selections from the great operas, or perhaps a scene in home dancing, through the tone tests, by bringing a famous artist to the town or through advertising that you may keep the artist in your own home if you own a phonograph. Thus every effort has been one of creating a desire to possess an instrument.

In the past eighteen months the greatest of all creative agencies has been busy creating sales for the phonograph, I refer to the war. For example, the young man from the farm who goes to camp (and I have talked with many) finds that the first weeks there are indeed lonely ones for him. Naturally he turns to the first source of amusement that is available to him, the camp phonograph. Many pleasant hours are spent listening to the records he learns to love as dear companions. When that young man is once more back on the farm in the long quiet evenings he will crave to hear those old records he became so familiar with in camp. Thus the desire is created there that only can be satisfied with owning an instrument, and that means a sale for some live dealer. Consequently, more phonographs will go into rural homes in 1919 than have been placed there in any two previous years.

Then, again, the young man of the city who never stayed home in the evenings has learned

the lesson of being kept at camp to spend his evenings and he is going to be more content to be at home. He also learned to love the music of the camp phonograph, and will not be satisfied until he can have one placed in his own home.

Many artists famous in the concert and operatic worlds have given their services to entertain in the camps. Many of the boys, hearing the very best talent we have in music, will want the voices of these famous artists in their own homes when they return. The one and only medium open to them is the phonograph.

Thus if it is true that the selling of instruments is a creative business we can well see that much has been accomplished in that direction. Far more has been done than advertising could possibly do in the same period of

time. So to link our efforts with what has been done through these channels and work with a big year in view, the ultimate outcome will be the biggest year for every dealer in the country.

In your selling campaign this year I suggest that you secure the name of every family in the county that is represented on the honor roll and start a vigorous mail campaign. At present every thought is given to homecoming receptions to welcome home the boys. Why not enter into the spirit and when you learn of the return of a soldier boy help the family to celebrate by sending an instrument to the home to furnish the music? Do it whether or not you think there is a sale in sight. If this is followed out in dead earnest we will surprise ourselves with the results obtained.

REVIEW THE TALKING MACHINE SITUATION IN AUSTRALIA

U. S. Consular Agent in Melbourne Tells of Opportunity for the Establishment of a Talking Machine Record Factory—Some Figures on Import Trade That Are Interesting

According to the U. S. Consular agent in Melbourne, Australia, there appears to be an unusual opportunity just now for the establishment of a talking machine factory, and particularly a record-making plant in that country. At the present time the bulk of machines are imported from the United States and England, but duties and freight rates combine to make the prices high. There have been some attempts made to assemble cheaper grades of machines in Australia from imported parts, but these assembled machines have not met with any great amount of success. Talking machines in Australia, in proportion to the population, are not nearly so numerous as they are in the United States and other countries, although it would seem that if attractively priced and properly exploited good machines should find a ready market.

Customs receipts for the fiscal year ended June 30, 1917, show that talking machines to the value of £55,000 were imported from the United States. During the continuance of the war, other countries are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem.

It is understood that the small manufacturers who assemble parts into cheap machines desire to have this duty increased, for local protection. No energetic effort has been made to push the sale of talking machines until within the past year. Hitherto, phonographs have been carried as a side line by dealers in pianos and other musical instruments and, until recently, no one has undertaken to handle them exclusively. A Melbourne firm, which carries nothing but talking machines, stated that within the past year it has imported 300 machines of the make it handles, and it further states that the more expensive styles sell more readily than the cheaper grades. The attempt to sell the more expensive cabinet gramophones is a comparatively recent venture, as formerly the horn machine was the favored type. As yet, the talking machine trade is in its infancy in Australia, and there is a good opportunity for the introduction of such instruments, for the people are very musical; but, owing to the lack of development of this trade, piano players, which are much more expensive, have gained the preference.

The present is seemingly an opportune time for establishing a plant for the manufacture of records in Australia. The situation is peculiar. Australia is so remote from other countries that it comprises almost a world of its own in musical matters. Artists from Europe and America usually remain many months, returning again and again to the same places if they become popular. Operettas, pantomimes, and musical comedies generally run from eight to ten weeks in each city. The rights to produce American and European musical successes in Australia are usually obtained soon after they become established at home, and local favorites present them in Australian theatres. Local musicians of ability are very popular, and visiting artists who meet with success are made much of, socially and otherwise, with the result that records made by such people would have a large sale if they could be made locally.

Imported records sell at prices greatly in advance of those obtained in America, and records could be made in Australia that would bring a lower price, and still yield a good profit to the manufacturers. The sale of such records would do more toward increasing the use of talking machines than any other instrumentality. It is important, however, that the material of which the records is made be such as to insure a perfectly smooth surface, and the best possible reproduction. Information as to the existence in Australia of raw materials for the manufacture of records is something that would have to be obtained by the manufacturers themselves, inasmuch as the composition of records is a trade secret.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "WARD New London" quality.

Write for prices

BRISTOL & BARBER CO., INC.

111 EAST 114th STREET
NEW YORK CITY

Eastern Distributors

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

The Impressive Campaign of Advertising FOR THE AEOLIAN-VOCALION

ONE of the important factors in The Aeolian Company's success has been the character of its advertising. For many years this has been maintained at the highest level and has set the standard not only for advertisers in the music trade, but for practically all others using magazine and newspaper space.

Aeolian instruments are natural leaders in their various lines by right of intrinsic superiority. At the same time, Aeolian advertising has contributed essentially to the widespread and ready acceptance of this leadership.

Aeolian-Vocalion publicity is typically Aeolian. Strong, dignified and convincing, it is as far above the level of ordinary phonograph advertising as the Vocalion itself towers above ordinary phonographs.

Dealers who handle the Aeolian-Vocalion and new Vocalion Record, are aware of this. They are directly benefited by the national publicity of the Vocalion and indirectly by the newspaper campaigns conducted in mediums with large spheres

of influence outside of their immediate environments. Likewise, the provision made by The Aeolian Company, whereby dealers may profit through participation in the national publicity is an added advantage to those who handle the Vocalion.

Reproductions of Vocalion and Vocalion Record advertisements appear on the three pages following. These reflect the general character of Vocalion publicity and are current at the moment.

The advertisements on the two next pages are reproductions of the full pages in color appearing monthly in the "Saturday Evening Post". The one following is one of the newspaper advertisements appearing in different large cities.

The unquestioned superiority of the Aeolian-Vocalion; its many advantages and selling features; the extraordinary character of the new Vocalion Record; the exceptional service rendered to dealers; and the unapproached quality of Vocalion publicity, make the representation of this instrument an invaluable asset to every progressive music merchant.

Catalog and complete information sent upon request

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK

ROSA RAISA

Prima Donna Soprano of the Chicago Opera Association

A PUPIL and protege of Mme. Campanini, she has already achieved sensational successes in London, Milan, Buenos Aires, Mexico, Chicago, and New York though still in her twenties. A leading Chicago critic has called Raisa "the greatest dramatic soprano in the world."

Raisa is one of the famous group of brilliant artists who are recording for the Vocalion Record exclusively. Her record of the celebrated aria from Il Trovatore "D'amor sull' ah' rosee" is a splendid example both of the superb quality of her voice and the wonderful new system used in making Vocalion Records.



The

A Wonderful Voice—A Wonderful New Record and—the World Famous Phonograph—

AEOLIAN=VOCALION



ON A CERTAIN SUNDAY afternoon last March, Rosa Raisa, prima donna soprano of the Chicago Opera Association, sang at a concert given in the Hippodrome in New York. No man, woman or child who attended that concert will ever forget it. They had heard what the critic of one of the leading New York papers called "the most marvelous, most glorious voice of any kind or character" which had come under his observation in many years.

THAT CONCERT, last Easter Sunday, is a memory. The tones that stirred its great audience to a "frenzy of enthusiasm" live only in the thoughts of those who heard.

In the beautiful Vocalion Studio on West 43rd Street in New York, however, Rosa Raisa has since sung many times. No great audience has been there to applaud, but the melodious notes of that wonderful voice have been preserved to thrill an infinitely vaster audience than any opera house or concert hall could hold.

Rosa Raisa is one of the great singers who are committing their art to the new Vocalion Record. In this Record, and the wonderful new system under which it is produced, are the means by which the world at last may gain a full measure of enjoyment from its gifted ones. Never before the Vocalion Record was perfected had the human voice been reproduced to do it actual justice.

THE new Vocalion Record has followed as a natural consequence the production four years ago of the Aeolian-Vocalion itself. Here was a great phonograph—an extraordinary scientific

instrument, capable of playing records as records had never been played before.

Such improvement in the instrument suggested the possibility of further development of the record, and the new Vocalion Record is the successful result of the efforts in this direction. In combination, these two—Vocalion instrument, Vocalion record—represent the ultimate in phonograph development—the highest point to which the art of phonograph reproduction has yet been brought.

THE Aeolian-Vocalion is today supreme in the musical world. Its leadership rests on definite features of superiority, as follows:

VOCALION FEATURES

TONE—Due to its advanced and more scientific construction, the Vocalion produces richer, deeper, more beautiful and more natural tones than have hitherto been heard from the phonograph.

TONE-CONTROL—The Graduola—the artistic and exclusive tone-controlling feature of the Vocalion, enables the performer to shade and color the music as he will. It enables anyone to participate in the playing of the record, to give voice to his own musical ideas and to prevent monotony by slight changes in the record's stereotyped expression.

APPEARANCE—In both outline and finish, the regular upright models of the Vocalion establish an entirely new standard of beauty for the phonograph. The beautiful Period Styles, though inexpensive, are the most unusual and artistic phonographs ever displayed.

MECHANICAL PERFECTION—The Automatic Stop on the Vocalion is an example of the perfection in mechanical detail characterizing this instrument. Simple, direct and absolutely dependable, this device is the most satisfactory of its kind yet invented.

And The New

UNIVERSAL TONE-ARM—This great feature of the Vocalion, is a notable tribute to the skill and resource of the Aeolian staff. It provides the means by which every make of record can be played upon the Vocalion. With the record situation as it is today—with so many different manufacturers making records—this is the only way that all the great artists can be heard. Moreover, so well has this feature been designed that each make of record is played exactly as intended, thus producing from each the best results of which it is capable.

VOCALION PRICES

Style 500, illustrated at left, price \$175. Period model 1493, below, price \$325. Conventional models, with Graduola, from \$115 upwards; without Graduola, from \$50. Many beautiful Period models, from \$240. All prices subject to change.



The AEOLIAN COMPANY

LONDON—PARIS AEOLIAN HALL, NEW YORK CITY MADRID—SYDNEY

Branches and Representatives in every Principal City of the World.

Canadian Distributors: THE NORDHEIMER PIANO AND MUSIC Co., Ltd. Toronto



The AEOLIAN-VOCALION

*The Phonograph Made By Musical Experts
- For Musical People -*

The Aeolian Company are the world's masters in the art of musical instrument building. The magnificent *Pipe-organs* built by this firm—the most pretentious and costliest instruments ever constructed—are installed in hundreds of the palaces of *Europe* and residences of wealth in this country.

The *Steinway* and the *Weber Duo-Art Pianos* and *Grand Pianolas*, are unapproached in the realm of the pianoforte. All the productions of this great house are distinctive, distinguished and supreme, each in its field.

The *Aeolian-Vocalion* is far more than has hitherto been conveyed by the word "phonograph." It is a true musical instrument, designed for, and appealing to, people of cultured taste and discernment.

Its tone has the richness, depth, purity and beauty that people with such taste demand and appreciate. Its cases exhibit the simplicity of true art, the appropriateness to their surroundings, that only knowledge and experience in fine instrument designing can produce.

Its many important and exclusive features, such as the *Graduola*, giving personal control of tone effects; the *Universal Tone-Arm*, giving access to all the different standard makes of records, and the *Automatic Stop*, providing a simple and precise means for starting the music and stopping it at desired points; all add their value to the sum of its completeness.

Today, the *Aeolian-Vocalion* with its extraordinary qualities emphasized and enhanced by the

production of the new and revolutionary *Vocalion Record*, occupies a position in the phonograph field that is a true reflection of the standing and character of the distinguished *Music House* that builds it.

The three instruments illustrated above exemplify the tastefulness and distinction of *Vocalion* cases. That in the center is *Period Model No. 1497* in *William & Mary* design. Its price is \$340. The instrument on the left is *Conventional Model No. 600*, Price \$225. The one on the right is *No. 800*, Price \$350.

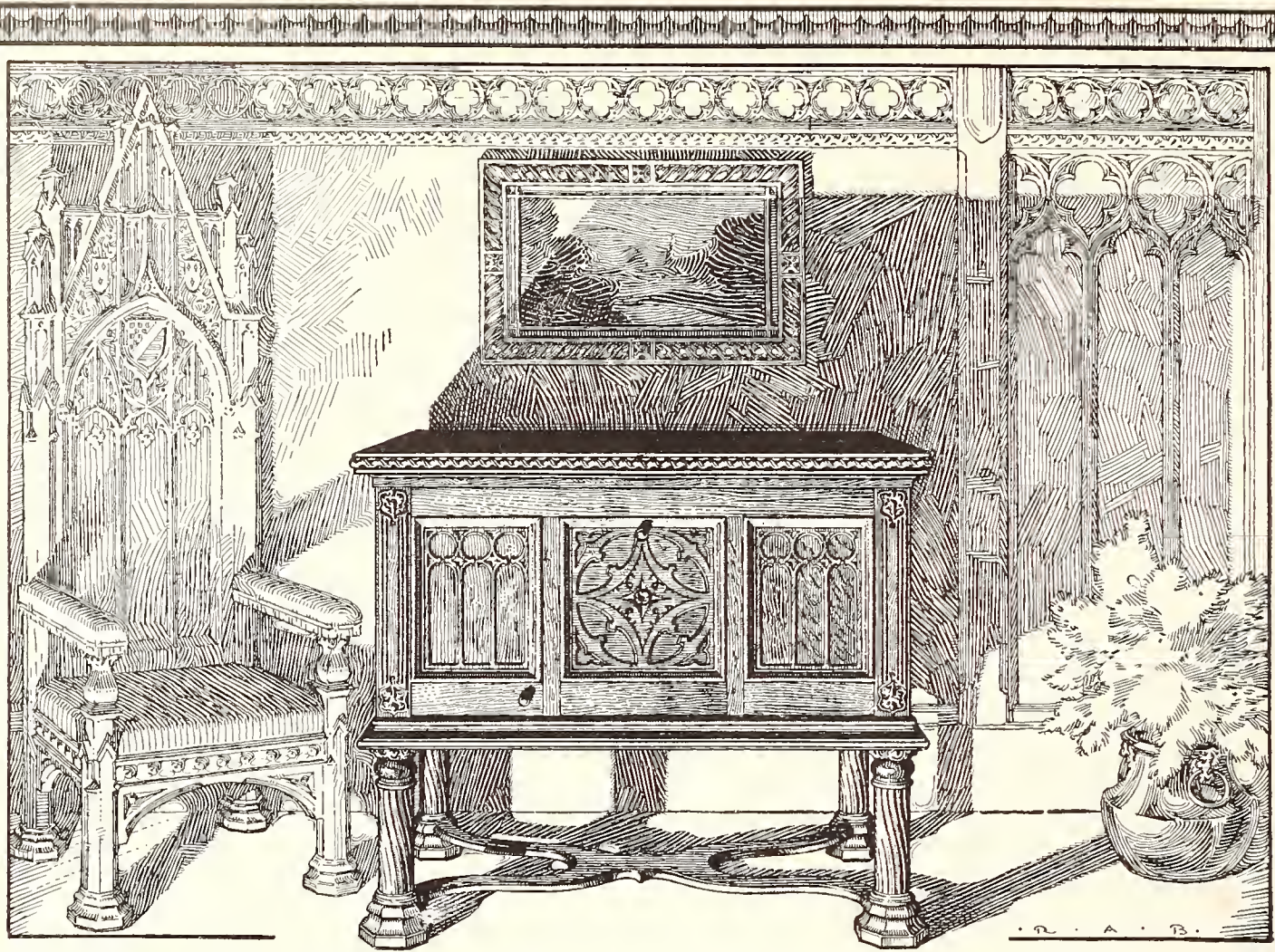
Conventional Models of the *Vocalion* cost, with the *Graduola*, from \$115 upwards; without *Graduola* from \$50. There are many beautiful *Period Models* from \$240 upwards. All prices subject to change.

The AEOLIAN CO., *Aeolian Hall*, NEW YORK CITY

Branches or representatives in all principal cities of the world

Canadian Distributors:
The Nordheimer Piano and Music Company, Ltd., Toronto





Keep Your Home Cheerful With The Music of the Vocalion

WITH music's inspiration so all-pervading as it is at this time, is not an improved, refined, artistic phonograph for your home something to be seriously considered?

With its remarkable new record to augment its own advantages, the Vocalion offers music reproduction that is years in advance of other instruments of its type. The Vocalion reproduces musical tones in a clear and colorful manner unknown to phonographs before.

The modern trend in house-furnishing being to conform to some period of the historic past, we are now offering a group of sixteen exquisite Period Style Vocalions. Contrary to the expectation of those who examine the remarkable beauty of their cases, these Period Vocalions are *extremely moderate in price*. They are purchasable on a convenient monthly payment plan and liberal allowances will be made for phonographs taken in exchange.

The two Period models illustrated exemplify the tastefulness and distinction of the line of Period Vocalions.

The picture across the top illustrates Style 1515 of Gothic design, price \$425. At the left is shown Style 1494, developed in the graceful Adam manner, price \$360. At the right is illustrated the beautiful Style 800, which heads the Conventional Vocalion line, price \$350.

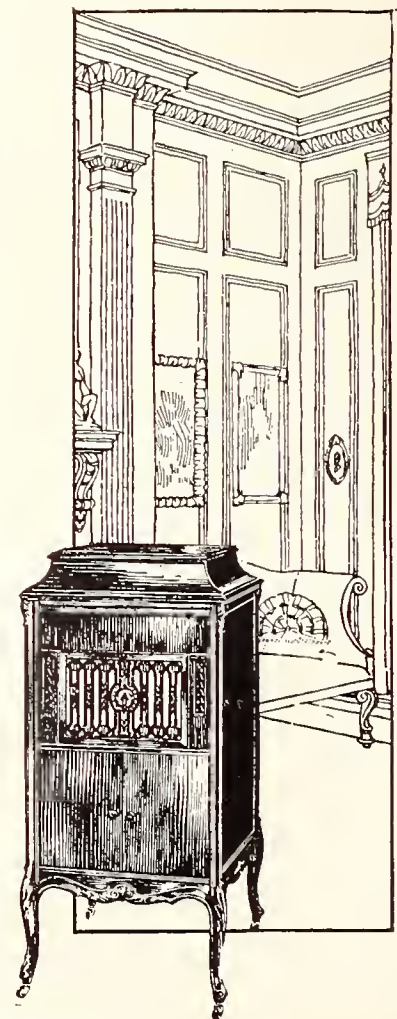
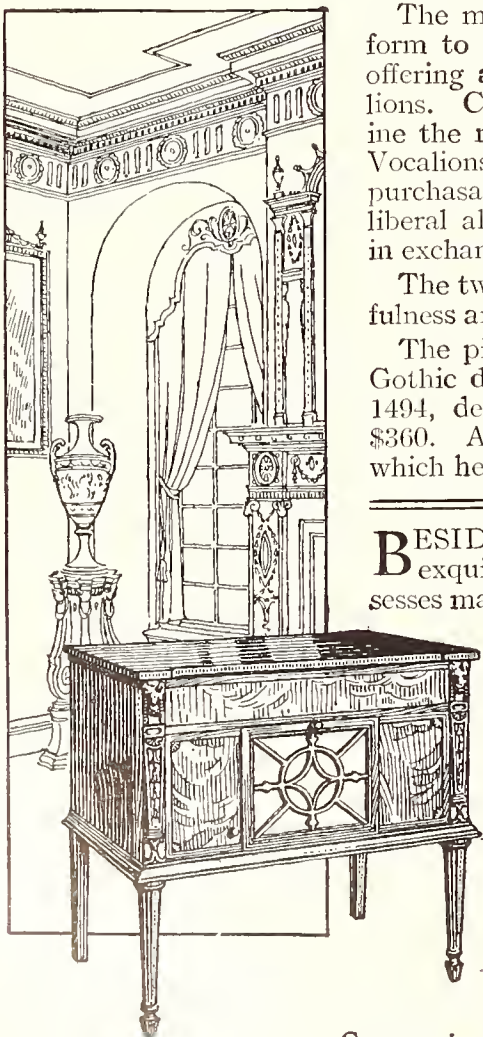
BESIDE its power to reproduce all musical tones in an exquisitely pure and realistic manner, the Vocalion possesses many other distinct advantages. Among these are:

- 1—The advantage of playing the NEW VOCALION RECORD—the most beautiful phonograph music ever produced.
- 2—The advantage of playing every other standard phonograph record with greater beauty and naturalness.
- 3—The advantage of the fascinating GRADUOLA, with which you may vary the expression of your records at will.
- 4—The advantage of harmonizing with and enhancing the appearance of any room wherein it is placed.

Prices of Period Models from \$240

Prices of Conventional Models from \$50

Convenient initial payment and monthly terms if desired



THE AEOLIAN COMPANY

Makers of the Duo-Art Pianola-Piano. Largest Manufacturers of Musical Instruments in the World

In MANHATTAN
29 West 42nd Street

In THE BRONX
367 East 149th Street

In BROOKLYN
11 Flatbush Avenue

In NEWARK
895 Broad Street

TRADE EXCELLENT IN ATLANTA

Increasing Quantity of Stock Is Received by Talking Machine Houses and Is Quickly Absorbed by Public—Reports Indicate That Prosperity Has Strong Grip in South

ATLANTA, GA., February 4.—Talking machine dealers in Atlanta generally report fine business in the month of January. In most instances the amount of business done was limited only by the shortage of stock. Detailed reports follow:

The Atlanta Talking Machine Co., who sell the Columbia line and the Vocalion, and have the oldest name in the Columbia retail business in Atlanta, have been running large space in the local papers, advertising the Columbia records, and their record business has increased amazingly as a result. They state also that their sales of talking machines have held up excellently, and that many parties who could not buy during the Christmas season have been able to fill their wants since. With the probability that the situation with the Columbia Co. will steadily improve from now on, they think that the volume of their business will be larger than ever.

The Cable Piano Co., possibly the largest retailers of the Victor line in the South, through Mr. Salter, manager of the Victrola department, report the volume of business to be very satisfactory, the public seeming quite as eager to buy as before Christmas, and the demand for both Victrolas and Victor records is very active. Mr. Salter looks for an indefinite continuance of this activity.

The Haverty Furniture Co., Columbia dealers, who also sell the Pathé line, through Mr. Wilson, manager of the talking machine department, say that their business is quite up to expectations, their record sales being particularly gratifying. They have taken on the Columbia line of foreign records, for which there is quite a demand in this city, and expect to do a sub-

stantial business with this addition. They say that their stores in Columbia and Charleston, S. C.; Birmingham, Ala.; Memphis, Tenn.; Savannah, Ga.; and Dallas and Houston, Tex., all report fine business in their phonograph departments.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, and the original and pioneer Victor house in Atlanta, wholesale and retail, say that their business is in excellent condition. They were fortunate in receiving early in the new year a substantial shipment of the popular Victrolas, and were thus able to satisfy many of those who had waited until after Christmas to get just what they wanted. They have recently been featuring the Victor records in the local papers, and have enjoyed a very fine record business.

With the probability that the Victor Co. will be able to make heavier deliveries in the next few weeks, they hope to be able to supply each and every one of their customers who have waited patiently for just the model they wish.

Phonographs, Inc., Edison jobbers and retailers, are continuing a fine business. The New Edison is becoming increasingly popular even in the smaller towns in the South, and as the rural people have money to buy almost anything they wish, this high-class instrument is selling readily both in Atlanta and in the smaller centers.

The Delpheon Shop, Columbia dealers, and who also sell the Delpheon, through Mr. Sunderland, state that their business is constantly increasing and expanding. Their sales are 100 per cent. ahead of 1918 and the outlook with them is very bright. Mr. Sunderland is active, aggressive and wideawake in the conduct of his business, and the result obtained recently with the Columbia line shows for itself.

The Elyea-Austell Co., Victor wholesalers, are already planning considerable development of their dealers' service program in anticipation of increased shipments of machines and records from the factory that will tend in the near fu-

ture to place their business on a normal basis. E. N. Upshaw, of the company, recently attended the meeting of Victor jobbers held in Philadelphia, and took occasion while there to visit the Victor factories in Camden.

Chamberlin-Johnson-DuBose Co., Victor and Sonora dealers, say through Edward Brotherton, manager of the department, that their business is showing and has shown an increase every month for the past ten. The proprietors of the store are much pleased with the sales in this department and with Mr. Brotherton's capable management. The Sonora is gaining strength in Atlanta every month.

Dealers in various lines in towns adjacent to or tributary to Atlanta are reported by traveling salesmen to be selling quantities of phonographs and records. This includes Savannah, Macon, Columbus, Augusta and numerous other cities and towns.

RETURNS AS GENERAL MANAGER

F. W. Corley Out of Naval Aviation Service and Resumes Management of Wholesale Talking Machine Department of Corley Co.

RICHMOND, VA., January 29.—Frank W. Corley, son of John G. Corley founder of the Corley Co., Victor wholesalers, is back at his accustomed place as general manager of the wholesale department of "The House That Made Richmond Musical." At the outbreak of the war Mr. Corley entered the Naval Aviation Service and served until a very short time ago. While not yet too fully detailing their plans for 1919, it may be stated that the Corley Co. will energetically maintain their former high records for dealer service and pursue the accepted idea of expansion prevalent throughout big business in this country.

Some men stand all their lives vainly rattling the doors to success and wondering where those inside got their keys.

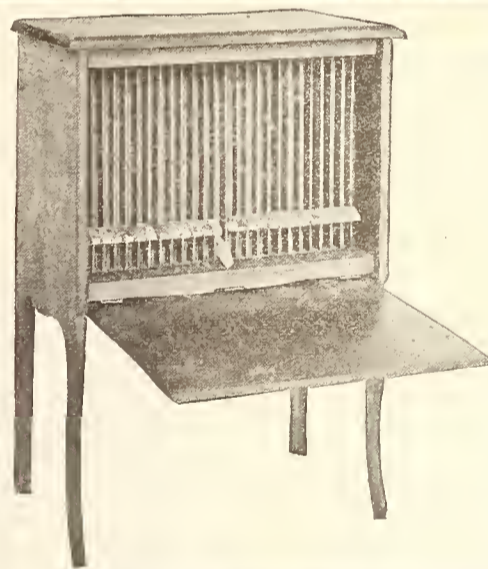


\$15.00 to Dealers

Top 20 x 22

A beauty—something for those discriminating customers.

We have other cabinets.



Price to Dealers

Size (top) 17 x 19

\$10.50

Size (top) 20 x 22

\$12.00

A leader of popular leaders for efficiency and beauty.

Equipped with the genuine Eject-o-file.

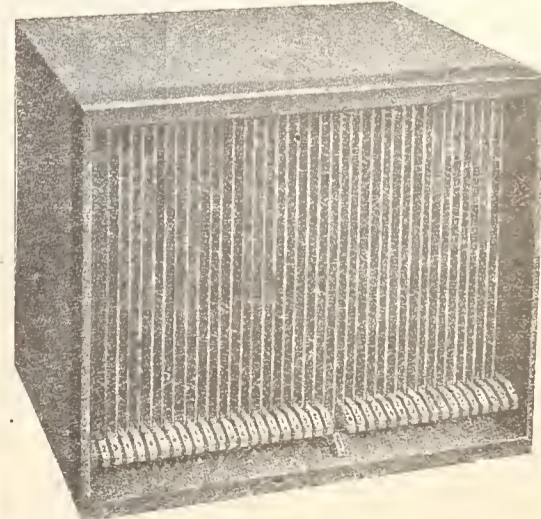
In oak or mahogany.

You need these products in your business.

We need your money in our business.

Let's get together.

All goods thoroughly guaranteed



Built to fit
VOCALION
Style F, G, H, I, J, K
and
EDISON
C-150

Manufacturers--
can install in any
size machine.

We have an attractive proposition.

EJECT-O-FILE SALES CO. 216 W. Saratoga Street BALTIMORE, MD.

Edison Message No. 35

Patriotic Profits

Every day the wheels of industry are turning faster; every day the industrial activities of the nation are becoming more important. The moment the armistice was signed a vast responsibility shifted from General Pershing to you, and other merchants.

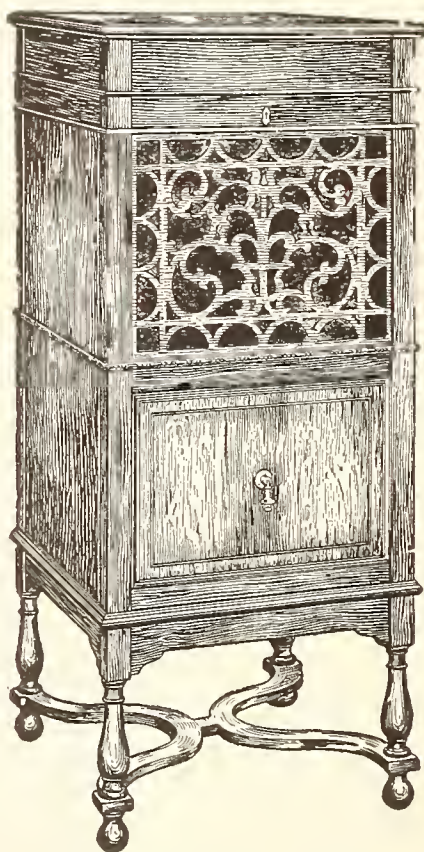
Of course, you are going to take back all of your former employees who went to war—unless there are gold stars on your service flag. But that isn't enough. It isn't patriotic

enough, and it isn't profitable enough.

This will be a banner year for your business; all the signs promise that. Additional salesmen are not only advisable, they are necessary. And a soldier makes a good salesman. He is a trained fighter, and will fight for orders as he fought for Liberty—with all his heart and soul.

So hire a soldier-salesman and begin to gather in the patriotic profits that are coming to you.

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



Official Laboratory Model New
Edison—William and Mary Cabinet.

How Best to Advertise Successfully a Retail Talking Machine Business :: :: By Joseph H. Moorehouse

There is so much written and spoken on the subject of advertising that the retail talking machine dealer who really wants to go about the advertising of his business in an effective and result-producing manner is somewhat at a loss as to how to begin and, after beginning, how to stay within the limits of safety in setting aside and spending, or rather, investing, his advertising appropriation.

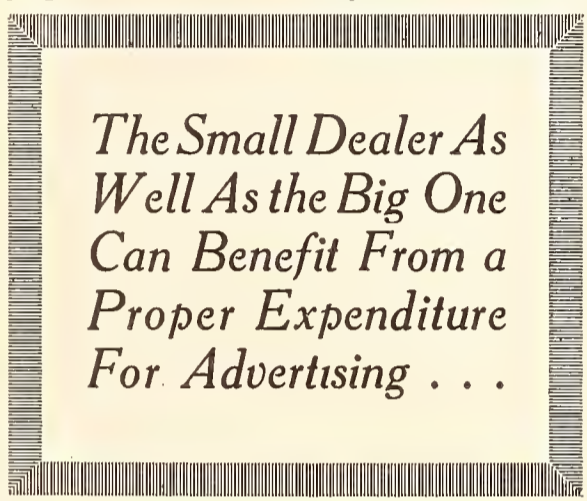
Some of the advertising authorities have advocated the setting aside of a sum representing as low as 2 per cent. of the year's gross business for advertising. Others have advocated 5, 10 and even 20 per cent., and John Wanamaker, the merchant prince, is credited with the statement that if he had \$25 to begin business with he would spend \$20 of it in advertising.

All this naturally appears very confusing to the average retail dealer who is unable to retain and pay for expert advertising advice, but if he wants to get the real value for his money and at the same time be conservative he will realize the fact that much of what is written about advertising is based upon generalities, and that his advertising problems rest largely upon the local conditions he is called upon to meet, the prominence of the papers in his locality and the amount of publicity a specified sum will buy.

There is little that is haphazard about present-day advertising in the matter of selecting mediums, deciding upon space and, in fact, mapping out an entire campaign though it cannot be denied that there is and always will be considerable uncertainty regarding the effect of certain kinds of copy. The main fact to be considered is that advertising should be a fixed factor in the business—an investment that is in every way as essential as rent and, in fact, a trifle more essential.

The dealer should first consider the mediums, in other words the daily and weekly newspapers that cover the territory in which he operates, and then secure reliable information regarding rates, circulation and other factors. In this work the honest solicitor for the local newspaper, if he knows his business, should prove of material assistance for he can map out a tentative campaign for the dealer, which, while including his own paper, will also make use of other mediums that cover the same field at different times, in different ways or reach a different class of people.

The average dealer with only a small appropriation for advertising is frequently discouraged by the fact that some of his larger competitors can use advertising space that is beyond his means, but he is prone to forget that small space used consistently and with the proper kind of copy is as effective in the long run as pages and half pages used intermittently. The old story to the effect that the constant dropping of water will wear away the hardest stone



was never better illustrated than in the case of advertising.

In the great majority of papers the advertiser can contract for a substantial amount of space at a surprising reduction from the one time rate or can contract for the appearance of a ten or twenty-line advertisement to appear daily, semi-weekly or weekly for the year, the rate of the daily insertion being, naturally, much lower. Space bought on this basis is generally known as a "rate maker" and gives the advertiser the privilege of increasing his space for any single issue at the same rate per line paid for the regular advertisement. This method has the advantage of giving the advertiser a special long-time low rate for single spreads of particular announcements and at the same time keeps his name before the readers of the paper every day when he has no special advertisement to run.

The dealer who really gives earnest attention to his advertising can, by the selection and arrangement of his copy cause even a comparatively small announcement to stand out from a page of advertisements and attract attention. The ability to select attractive type and borders

and lay-out the display properly and attractively is as great an asset to the business of the dealer as his ability to close a hard sale.

It is the dealer who has something to say and says it who finds that advertising pays and not the man who is content with the time-worn copy "John Smith, fine talking machines, 12 Blank street, Jonesville." The latter almost throws his money away, for the local directory will give the same information without cost to those who are looking for a talking machine. If such copy is run daily or weekly year in and year out it may possibly impress some constant readers with the fact that Smith handles talking machines, but that is about all.

Talking machine or piano advertising, like all other kinds of publicity, is, or should be, simply a selling talk and should be developed on that basis. The language should be good, the arguments forceful and convincing and every effort made to put in the paper as attractively as possible just what a salesman would be expected to say to the prospective customer who made a personal call at the wareroom. The dealer who tells his reader through his advertisement just what he would expect to tell the same reader were he to meet him face to face in the store, will find that his advertisements will attract more profitable attention than when any other system is used.

There are two factors that make for value in advertising and they are price and name with the price keeping a trifle to the front. There are some talking machines, the names of which are so well known that the mention of the fact that the dealer is the agent for the line will interest the readers. Others, however, are interesting to newspaper readers only from the viewpoint of price, and in such cases prices should be made the basis of the printed selling talk.

Facts about the tone and the various structural features may be presented in an untechnical manner and serve to impress the reader with the qualities of the instruments offered even though he may not fully appreciate the significance of the various features.

An advertising campaign based on the system of selling and with the facts about the instruments told frankly is bound to prove a success if followed out consistently and intelligently. Good copy, attractive but dignified display and persistence are the elements that count.

VICTROLAS=VICTOR RECORDS

*Get them when you want them from us=
Orders shipped the day received=We're
on the main line of the Erie, Lackawanna,
Lehigh and Pennsylvania Railroads.
Service always here, for "He Profits Most
Who Serves Best."* :: :: :: ::

ELMIRA ARMS CO.

Retail 117 Main Street, Elmira, N. Y. Wholesale

OPTIMISM PREVAILS IN NASHVILLE

Wholesalers and Dealers in That Section Making Preparations to Market the Increased Stocks Which They Expect Soon to Arrive

NASHVILLE, TENN., February 4.—Castner-Knott Co., Victrola exclusively, are quoted through Forrest Traylor, department manager, as saying that they are in every respect pleased with the sales in this department except that if they could get more stock they could do a much greater volume of business. Detailed reports of their December business show that it was the largest December they ever enjoyed as to amount of sales. Their department is one of the most attractive your correspondent has ever seen, spacious, neat and well arranged.

Mr. Traylor is optimistic as regards business for the coming year, and is making preparations to get his full share. He recently made a rather extended tour of Northern cities.

Mr. Lawrence, manager for O. K. Houck Co., in the retail Victor department, says that even with the shortage of goods December, 1918, was ahead of any December they have ever experienced, and all things considered he is well pleased with results obtained. The Houck Co., who are also Victor jobbers, expect shipments from the factory to arrive shortly, and their many customers, both retailers and individuals, can then be supplied with Victor product.

At Bond's Graphophone Shop E. E. Hyde, manager, reports January as being well up to the standard of previous years. Shipments from the Columbia distributing headquarters in Atlanta have improved, and Mr. Hyde says if the service now afforded continues he will make a new record for 1919. The sale of records is particularly fine with this concern, their sales now being three times what they were a year ago.

M. F. Shea, dealer in the New Edison, is having a gratifying business, and this high-class phonograph, which for some months was not on sale in Nashville, having had no representa-

tion for a while there, is increasing every month.

H. Brown & Co., Columbia exclusively, say, through Mr. Stelzer, firm member, and who has the department under his immediate supervision, that they are much pleased with the way sales are going. Mr. Stelzer speaks in terms of high praise of the new model Grafonolas.

Reports from fifteen smaller centers near here are "all to the good," and every one in the fraternity seems to regard the outlook as altogether favorable to a prosperous year for those in the talking machine business.

VISITING PACIFIC COAST TRADE

Frank J. Coupe, director of sales and advertising for the Sonora Phonograph Sales Co., New York, is now en route to the Pacific Coast, and according to his present plans will be away about five or six weeks. Mr. Coupe is visiting the Sonora jobbers throughout the country, and his reports to date indicate a record-breaking Sonora business everywhere.

Joseph Wolff, secretary of the Sonora Phonograph Sales Co., spent a few days at Sagamore, Mich., recently, visiting one of the Sonora cabinet factories in that city.

THOS. NILES WITH COLUMBIA CO.

The general sales department of the Columbia Graphophone Co. announced recently that Thomas Niles had been appointed a member of the general sales division with headquarters at the executive offices in New York. Mr. Niles succeeds Norman B. Smith, who has been appointed assistant manager of the Columbia branch in Cincinnati. Mr. Niles was recently discharged from the U. S. Army with the rank of captain, and prior to entering the service of Uncle Sam was associated with the American Chicle Co.

Greatness is never thrust upon a man who leads an aimless life.

NEW POST FOR N. B. SMITH

Becomes Assistant Manager of Cincinnati Branch of the Columbia Graphophone Co.

The general sales department of the Columbia Graphophone Co., New York, has just announced the appointment of Norman B. Smith as assistant manager of the company's Cincinnati branch. Mr. Smith, who assumes his new duties this week, succeeds G. H. Williams, who has resigned from the company's service.

In making this appointment, the Columbia Co. sales department has given a well-deserved promotion to Mr. Smith, for during his year's connection with the sales department at the executive offices Mr. Smith has won the esteem and admiration of all of his co-workers. Thoroughly versed in all details of Columbia merchandise and enthusiastic regarding Columbia quality, Mr. Smith will undoubtedly prove an invaluable assistant to F. F. Dawson, manager of the Cincinnati branch.

DISCHARGED FROM THE ARMY

Russell Hunting, Jr., well known in local recording circles, was discharged from the U. S. Army last week, with the rank of lieutenant. Mr. Hunting was stationed at Camp Upton and was preparing to leave for France when the armistice was signed. He has not made any definite announcement regarding his plans for the future, but in all probability will become associated, with one of the prominent record companies, as he has had several years' experience in the technical end of recording. Mr. Hunting is a son of Russell Hunting, special adviser to the Pathé Frères Phonograph Co.'s recording division.

The Ampliphone Phonograph Co., of Brazil, Ind., whose plant was recently destroyed by fire, have temporary offices in the Citizens' Bank Building. They will occupy temporarily part of the Brinkerhoff Piano Co.'s plant.

Dayton Motors

Best in the World

Possess all the sterling qualities that go to build up a successful phonograph business. They are sold to builders of all the high-grade talking machines, and give universal satisfaction to the user.

We are in position to take care of your orders promptly. Our factory is running day and night and we employ only the most skilled mechanics.

Build satisfaction into your products by using the Quality Line

Dayton Motors

Dayton Tone Arms

Dayton Reproducers

Sold all over the world and used in the highest class talking machines. Write for particulars.



Unico



System

Designs and Construction
Patented

THE SALES BUILDER

Unico Equipment
Excels from Every
Standpoint

- Design** . . . Six standard styles
 . . . Special period styles
- Construction** . . . Patented, Interlocking
 . . . Portable Units
 . . . Sound Insulated
- Finish** . . . All standard Oak,
 . . . Mahogany and Enamels
- Efficiency** . . . Increased sales at lower
 . . . cost per sale
- Economy** . . . Moderate first cost
 . . . Always an Asset
 . . . Adaptable any location
- Delivery** . . . Prompt shipments from
 . . . stock ready for immediate use



Prepare
Stupendous 1919 demand for
Talking Machines and Records

Victory
Huge sales and profits will reward
the wise Dealer who installs a
modern Unico department

Peace
will make ample stocks available

**ENLARGE YOUR
DEPARTMENT NOW**

Install a Complete Unico Department

- U** DEMONSTRATING ROOMS
- R** RECORD RACKS
- J** RECORD COUNTERS
- C** DISPLAY ROOMS
- D** DECORATIONS-FURNISHINGS

The Unico System has
Increased Sales and Profits
for almost 1000 dealers



Send to-day dimensions of your available space. Plans and estimates for a complete department will reach you promptly. By acting now you can complete your improvements in season to be ready for **THE BIG BUSINESS.**

THE UNIT CONSTRUCTION COMPANY.

RAYBURN CLARK SMITH, President

Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.
NEW YORK OFFICE, 299 MADISON AVE. (CORNER 41st STREET)

STOCK SCARCITY STILL PREVAILS IN PORTLAND TRADE

Dealers and Jobbers Alike Anxiously Awaiting Shipments of Machines and Records to Meet Immediate Demands—A Busy Oregon City—An Interesting Budget of Trade News

PORTLAND, ORE., February 8.—The big business done by the Hyatt Talking Machine Co. since they moved into the new store, and particularly during the holiday season, has diminished the stock to such an extent that Mr. Hyatt is anxiously looking for new shipments. Victrolas and records are scarce and the demand as great as ever.

The Stradivara Co. is starting off the year 1919 splendidly. There has been no falling off in the trade since Christmas. The Okeh records are in great demand.

A customer came into the salesrooms of C. Guy Wakefield and bought four phonographs at retail at one time, selecting one Pathé, one Stradivara and two Americans.

The Seiberling & Lucas Music Co. are increasing their floor space and adding to the sales force. Business doubled itself last year, and a still more prosperous year is looked for in 1919.

J. I. Chisholm, who has been a piano salesman with the Portland branch of the Bush & Lane Co., has resigned and gone into business for himself on West Park street. In addition to a piano department Mr. Chisholm will carry the Stradivara talking machine.

The Record Shop, a tiny shop situated next to the Orpheum Building, is busy selling Lucy Gates records. A concert given by the Apollo Club in the Auditorium on January 9 had Miss Gates as its soloist, and the delightful impression made by her beautiful voice stimulated the sale of her records.

Cheney machines are still being called for at the G. F. Johnson Piano Co.'s store. The trade since Christmas has been of unusual activity.

Miss Eva Wachtell, of New York, has joined the sales force of the talking machine department of the G. F. Johnson Piano Co.

L. C. Callahan, who was in an officers' train-

ing camp at Eugene, Ore., and then at the Bremerton Navy Yard in the aviation service, has returned to Portland and resumed his position as manager of the Columbia Dictaphone Co. J. R. Haight was in charge of the department during Mr. Callahan's absence.

A shipment of Victrolas and Cheney talking machines is eagerly awaited by the G. F. Johnson Piano Co., as all machines on hand were cleaned out during the holidays.

The Bush & Lane Piano Co. allow no records to go out on approval. James L. Loder, in charge, says the rule is rigidly adhered to, no approvals or exchanges being permitted. He says this rule will be of advantage to customers as well as to the firm, insuring them fresh goods in every instance.

The "Portland Music House" is the name given by Chisholm & Moffet to their new store at 163 West Park street. They handle the Stradivara line.

"The Lure of Music" was too much for L. P. Older, who left the Columbia Grafonola Co. to enter the shipyards three months ago. He has resumed his former position with the Columbia Co.

Interesting advertisements of the Brunswick phonograph are issued by Frye's Sporting Goods Store of Baker, Ore.

The Wakefield Music Co., under the management of C. Guy Wakefield, just sent a dozen machines to St. Helens, Ore., where a new branch store has been established. The Brunswick and Pathé machines are carried. W. S. Glover has joined the sales force.

The talking machine department of the Reed-French Co. is doing a big business in its new location on Washington street.

Paul B. Norris, of Wiley B. Allen Co., says this year is starting out much better than last year. People have more money and are buy-

ing better machines. When cash sales are not made—and they are the rule—the first payments are big. Victors, Edisons and Brunswicks are handled.

Only enough talking machines to display one or two in the windows and to use in demonstration rooms remain of the big stock of G. F. Johnson Piano Co. Victrolas and Cheney's are sold out.

Donald Smith has returned to Portland after a brief military experience at the officers' training camp at Corvallis, Ore., and intends going into the phonograph business again.

W. B. Maxwell, manager of the talking machine department of the Powers Furniture Store, has recovered from a severe attack of influenza and is again on duty in his department.

Paul B. Norris, manager of the talking machine department of the Wiley B. Allen Co., who had been very ill with influenza, has returned to work, but has lost 16 pounds in weight. He is as busy as ever, however, selling machines and is optimistic over business.

"FLU" DELAYS PORTLAND MEETING

PORTLAND, ORE., February 3.—The prevalence of the "flu" and the number of people in the talking machine business who are suffering with it was the cause of the postponement of the monthly meeting of the Talking Machine Dealers' Association. It is quite probable that no meeting will be held until the second Tuesday in February. By that time it is hoped the epidemic will be over. The great interest manifested by all members of the association increases instead of diminishes as time goes on. Arrangements are being made by Taylor C. White, vice-president, and other members who are on a committee with him to make the next meeting the best ever. Speakers of eminence, who can speak with authority on the talking machine business and on business in general, are promised by the committee, and if all goes well the February meeting will be a most important and profitable one.

STRADIVARA

Art Phonograph

PATENTED

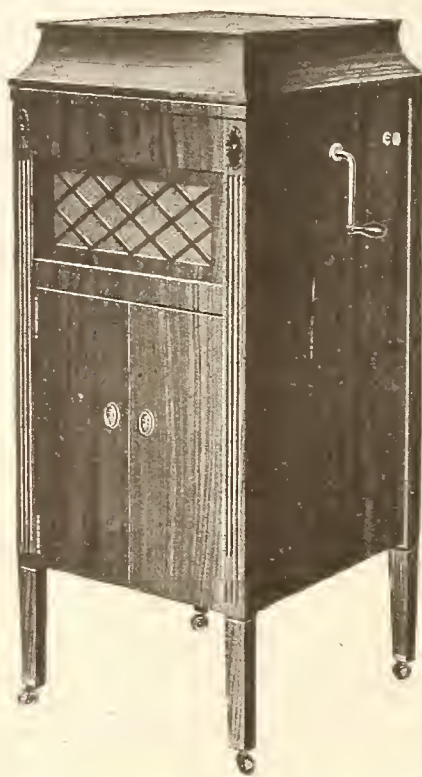
"KNOWN FOR TONE"



TO convey to you by mere type and ink the real exquisite beauty and artistic worth of the Stradivara is beyond our power. Highly scented compliments, self-paid, have, by their commonness, lost all meaning.

The only possible way for you to realize the fact that the Stradivara is actually different and superior is to see and hear it. This alone will bring to you an appreciation of the skill, the masterful attention to detail, the idealism and the dreams that are embodied in this product.

We know the Stradivara is different and superior. We want you to know it. See it, hear it and test it. The more critical you are the more quickly will you recognize its superiority.



No. 95.—List Price \$95.00

It wins by comparison

Other Models from \$60 to \$250

Write us. It will pay you.

The COMPTON-PRICE COMPANY
COSHOCKTON, OHIO

REG. U.S. PAT. OFF.

Paramount Records

Double Disc



Records of the Hour!

Paramount is the popular all-hit line of Independent Records.

The Ideal Seller for dealer and jobber alike.

No weak selections that stock up on your shelves and eat your well-earned profits.

An independent line that you can afford to push, because it is well advertised and yields liberal profits.

The most profitable of Broadway's latest hits.

THE NEW YORK RECORDING LABORATORIES, Inc.
PORT WASHINGTON WISCONSIN

It's the
Greatest
Record
Proposition
in America
Today

Dealers write today for further details and our late catalog.

Some choice territory is still open. Send this coupon for full information.
Name _____
Address _____



When you play the "Spirit of Victory" March, you sell it. Prince's Band—Columbia A-7535.

Columbia Graphophone Co.
NEW YORK

CHRONICALLY SLOW ACCOUNTS AN EXPENSIVE BURDEN

When Cost of Carrying Slow Accounts Approaches the Gross Profit Figure It Is Time That the Account Was Closed, Says N. H. Tatman—Hints for Collection Department

The collection department should keep an accurate record of the additional cost of carrying slow accounts to determine definitely the cost entailed, such cost to be offset by the gross profit. When the account reaches a point where it is within 5 per cent. of the profit the account should be closed. A letter should be sent the customer, if a representative cannot call, setting out clearly and firmly why the account is no longer desirable. The amount figured as loss should be charged to loss account and not to expense.

The collection department should keep accurate records showing the additional cost of collection which will consist of clerical work in checking over accounts, making extra statements and cost of drafts if drawn, traveler's time taken from his regular duties, attorney fees if incurred and interest on account if not collected.

The customer who is chronically slow is as certain to be overtaken with failure as the sickly body is with fatal disease. Slow payments are habits formed which if allowed to go unchecked become permanent and will surely cause failure. It is a habit which if not corrected in time will prove fatal. One remedy would be to get the names of the slow customer's creditors and by trade inquiry develop his exact status. When the creditor who has the largest amount at risk or who has had the longest acquaintance with the delinquent has gathered the facts he should call upon the slow account, presenting the whole situation, making it plain there is no cause for alarm but that the creditors' representative is merely calling in the interest of the customer to show him the error of his ways and where these errors will bring him. If he fails to get a friendly reception, the creditor should firmly make it plain to the debtor that his procrastination cannot continue; that he is empowered to force a change. The large majority of slow accounts can be turned into desirable customers, but if not, a creditors' meeting should be immediately called to determine the best, quickest and most economical manner of bringing the account to an end, thereby stopping the drain.

Credit men who have carefully analyzed the

slow account are sure to arrive at the conclusion that if the disease cannot be cured the best thing to do is to withdraw, for the longer the customer remains on the books the greater the loss.

The credit man can go into the affairs of the slow customer where others cannot, for he can appear as a friend desirous of helping his customer. This is not wholly an unselfish motive and the customer can be made to see that it is for the benefit of creditors as well as the debtor that the credit man is so solicitous of the debtor's welfare. If the slow customer is taken care of in time and does not have too many other faults, he can be put on the road to suc-

ISSUE NEW RECORD CATALOG

Complete List of OkeH Records to Be Found in Well-Arranged Volume Just Issued by the Otto Heineman Phonograph Supply Co.

The Otto Heineman Phonograph Supply Co., of New York, has just issued a complete catalog of OkeH records, and this new publication indicates the rapid strides which this popular record library has made within the past few months.

The cover of the catalog presents the well-known "Victory" illustration that the company has used in its general OkeH record publicity during the past few weeks. This illustration not only appears on the new catalog, but is also featured on hanger supplements, motion picture slides, etc. The color scheme is red, white and blue, and this design is followed throughout the catalog.

The records are listed according to classes, among these being dances, heart songs, instrumental selections, popular songs, patriotic, standard songs, etc., etc. The diversity of this catalog indicates the possibilities for developing OkeH record business, and the hearty reception accorded these records bears testimony to their merit and sales value.

Among the popular artists who are represented in this new catalog are Joseph Phillips, Collins and Harlan, Henry Burr, Lewis James,

cess, thereby saving the debtor's assets as well as making a profitable customer for the house. Whether or not it will pay the house to spend the necessary time and money to save a customer all depends upon the customer having the capacity, character and capital to acquit himself well when put on the right track. This must be decided in each individual case.

In conclusion, it is urged upon all credit grantors that they have the moral courage to close an account on their books which is slow and unprofitable. A credit man is doing his house as well as fellow credit men an injustice if he permits the slow account to continue to operate. The symptoms are so plain that none can fail to see the first effects of the slow account and right then and there is the time to apply the remedy before it becomes a fixed habit, the purpose being either to cure it or wind it up to prevent greater loss.

Arthur Fields, Arthur Campbell, Reed Miller and others. There are a number of 'cello numbers played by Vladimir Dubinsky, and Paul Eisler has contributed piano records to the OkeH library, which have met with marked favor. The Berkshire String Orchestra, well known in musical circles, also records for the OkeH library, and the dance records include selections by the Fred Van Eps Quartet, Majestic Hotel Dance Orchestra and other successful organizations.

ECONOMY WORTH CONTINUING

Probably one of the war economies which has been most widely adopted and is still most worthy of continuation is the plan of using the back of original letters for the carbon copy of the answer thereto, instead of making a carbon copy on a separate sheet of paper. This plan serves to save paper on the one hand, and makes for efficiency on the other, in that an answer-letter cannot possibly become separated from the communication to which it is a response.



COTTON FLOCKS

.. FOR ..

Record Manufacturing

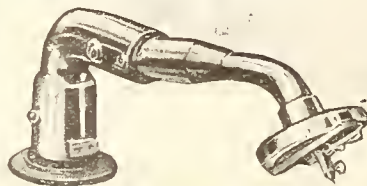
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.



Style 900

THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

THE REGINA CO. 47 West 34th Street, NEW YORK
209 S. Wabash Ave., CHICAGO, ILL.

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.



10-inch Double-Discs
Play with either a sapphire or steel needle

TO THE TRADE

FOR THE DEALER

OkeH Records afford dealers unlimited possibilities for developing a profitable record business.

OkeH Records have achieved phenomenal success during the past few months. They are being distributed by responsible houses throughout the country, and this distributing organization is growing stronger every day.

OkeH Records comprise the best selling hits in the phonograph industry. Our jobbers are ready to ship them promptly and immediately upon receipt of your orders. There are no "lost" sales for the **OkeH** dealer. He has the records in stock when they are needed.

FOR THE JOBBER

We have some desirable territory open just now for responsible and progressive houses who are equipped to handle the **OkeH** line as distributors.

This is a big proposition, and we will consider applications for jobbing territory from concerns who are ready to give this proposition intensive consideration.

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th St., New York



The Application of Period Decoration to Talking Machine Cabinets—The Louis XVI Style

In our article on the application of period decorative art in *The World* last month we dwelt at some length upon the style of Louis XV, which can be held as representing the peak in French decorative art—that is, so far as flamboyance and extravagance are concerned. In the study of the French decorative arts, the development from the severe ecclesiastical lines of the Gothic, through the Renaissance, and the reigns of the Henri's, Charles, Francois, etc., to the time of the Louis, shows us a constant tendency towards greater elaborateness, although that tendency up to the time of Louis XV was held more or less within bounds.

It is the law of Nature that every action must be followed by a corresponding reaction, and it is, therefore, but natural that this law be followed out in the history of France, and in the history of her decorative arts, for art follows history. The constant development of court extravagance, which reached its climax during the reign of Louis XVI, naturally placed added burdens upon the population in general, and at the end of his reign the rumblings of revolution were coming closer and closer to the throne. It was but natural that realizing conditions Louis XVI should take steps to do

away with court extravagance so far as possible, and to cater more strongly to the common people.

passé, but interest was turned towards the boudoir and intimate home apartments, and here the tendency toward conservatism made itself felt in the adoption of many classic details of the daintier order. No style has ever so well deserved the word "dainty" as that of Louis XVI. In fact, it seems a very feminine style, and has the appearance of less permanence than most of the other styles, due to the minor part played by the architectural construction. The modest taste of Marie Antoinette made itself felt upon decorative art even before she became Queen, and when she finally ascended the throne the tendency towards the classic was already well established.

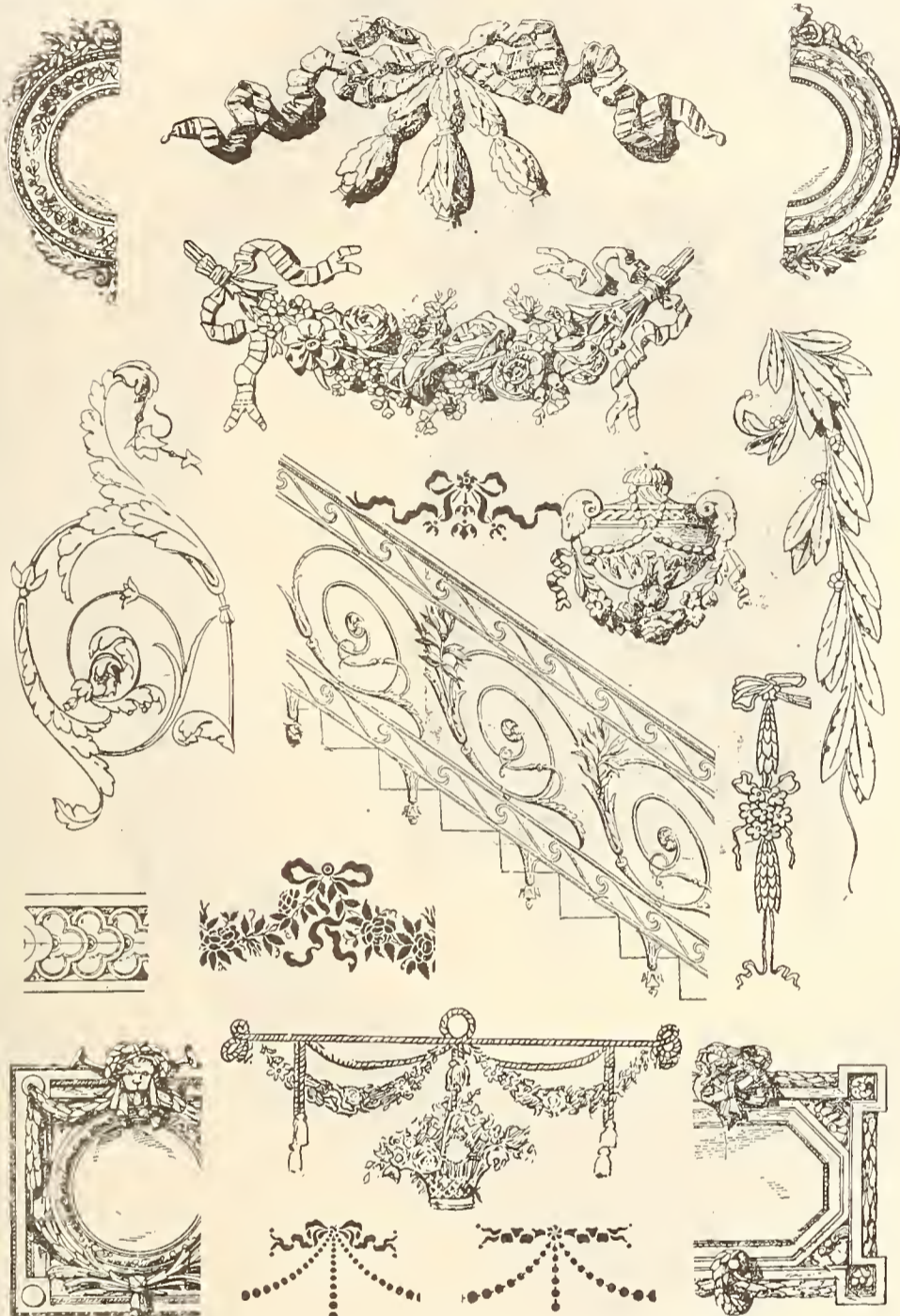
In furniture, from which the modern cabinet makers would naturally get their ideas, there was a demand for the lighter styles, but with rich ornamentation copied to a considerable extent from the ancient Greeks. The scrolls once so common in French styles were replaced by straight lines, and the carved legs, columns, etc., by flutings. These flutings were often relieved by quills and husks partly filling them, some extending from the bottom part way up, and others from top and bottom, leaving a space of plain fluting in the center, the whole modestly decorated with plain gold or gold mixed with silver, which gave the appearance of red or green gold. In many cases the plain fluted legs of tables, desks and cabinets were relieved by stretchers.

Where panels were possible in harmony with the design they were filled by studies closely following nature and chaste grouping of Cupids, but with a total disregard for the mythical. The chief furniture and cabinet maker of the period was Reisener, who was established at the Bureau du Roi, Louvre, and who for twenty years worked for Marie Antoinette. His chief styles were in marqueterie, and these were adorned with metal work by Gouthiere.

The advancement of the French classical school of design received a check in the midst of the reforming process by the beginning of the Revolution, although it was partially resurrected during the first of the Empire period by the masters of the school, many of the chief having survived the turmoil of revolution after greater or less terms of imprisonment.

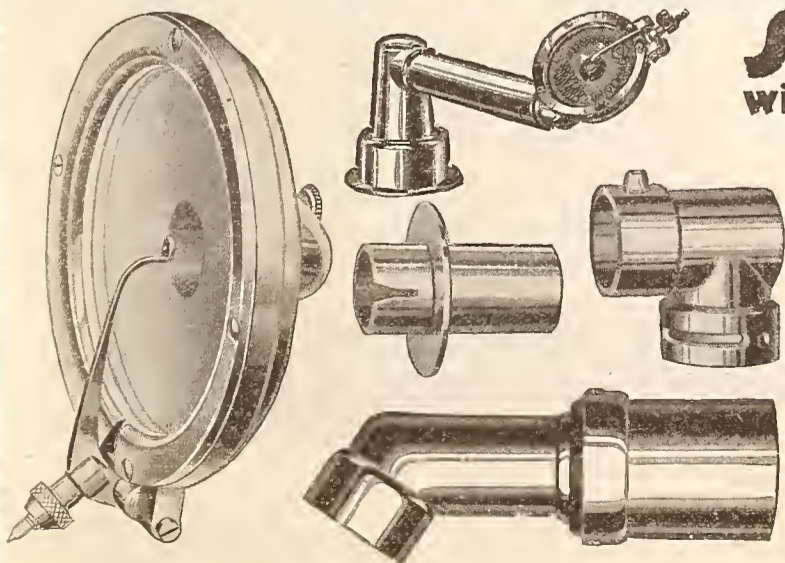
Interior decoration in France during the Louis XVI period reflected more than at any other time the personal style of one or two master decorators. Herewith are shown a number of decorative details quite frequently used in the period. They will all be easily recognized as to some extent typical of the style in question.

The flowing, undulating ribbon ends and grace—
(Continued on page 29)



Louis XVI Decoration Will Fit Modern Requirements

Louis XVI had good intentions, but little force of character, and his Queen had force of character but no means of making it felt. The result of this reform work, therefore, was that the courtiers and nobles played at being simple, and the elaborate court functions were given up. The heavy court decorations, therefore, became



Superior Die Castings will Cut Your Costs and Increase Your Sales

Tonearm and Reproducer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line



Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago, Illinois



STEGER

THE Steger Talking Machine is the finest reproducing Phonograph in the world. No matter what artist makes the record, the Steger Phonograph will reproduce every sound perfectly. It is the universal Phonograph, that plays all records *correctly*. There are no parts to change.

The Steger is the Phonograph that you have always said someone, some day would build. The patented Steger tone arm has revolutionized the Talking Machine world. It gives the correct pressure when playing any record. The patented Steger sound chamber is made of violin-wood and affords perfect resonance. The Steger record container is unique.

STEGER & SONS PIANO MFG. CO.

Steger Bldg., N. W. Cor. Wabash & Jackson
Chicago, Illinois

Factories - Steger, Illinois
On the "Dixie Highway"

APPLICATION OF PERIOD DESIGN

(Continued from page 27)

ful bowknots are among the most typical of the Louis XVI decorative bits. Ribbons and bows have been used for centuries in decoration, but always with a certain attempted dignity. The Louis XVI ribbons and bowknots do not try to be dignified. Like all else in that style they merely wish to be dainty, pretty and graceful, and the designers attempted to give the ribbons an appearance of motion, as if a breeze shook the ribbon ends. The result is that Louis XVI ribbon ornaments are usually peculiarly crinkled, but they are no less pleasing on that account.

So, too, we notice in the floral and leaf festoons an attempt to embody lightness and grace rather than severity or dignity, and the lightness is gained, not by making the festoons and garlands thin and unnatural, as in the Regency style, but by keeping the color and shadows light, and by neutralizing the naturally staid lines of the festoon by close juxtaposition of light fantastic ribbons.

The Louis XVI scroll is also a type seen but seldom elsewhere. It is not a rounded scroll, but a flattened scroll, so that the effect is not that of a circle, but of an ellipse. This is a subtle method of suggesting the same delicate lightness that seems to have been the main desire of the decorators of that time. A circle suggests strength of resistance. An ellipse seems about to flatten out or break down, and the idea of something caught while in movement is what the decorator desired to suggest.

Nearly all the more delicate Greek decorative mouldings and decorative details were freely used. In fact, the entire Louis XVI style is an idyllic Greek. It is a Greek pastoral, but with the shepherds and shepherdesses in full dress. It is an attempt to combine a classic style with a romantic mode of thought, and the result is just what might be expected—a dainty, pretty bit of play acting in the lives of the people and an appropriate stage-setting.

More than any of its predecessors the Louis XVI was a style suitable for home life, and yet it was superb enough for a royal palace. By varying the fabrics and the amount of detail in the decoration, it could be made enormously expensive or to meet the needs of average wealth. It shows pieces depending on sheer beauty rather than on elaborate effects for their attractiveness and is a style that proves most interesting and satisfying to-day. A number of talking machine cabinet designers have already adapted the Louis XVI with great success and others are learning constantly of its value. The design is one of the most popular and lends itself most admirably to interior decorative schemes.

It's far easier to take things as they come than to chase after them when they've gone.

See how the jobbers in *The World* can supply your wants.

NEW UDELL CATALOG ISSUED

Handsome Volume of Nearly Thirty Pages Devoted Entirely to Illustrations and Descriptive Matter About Udell Record Cabinets—1918 Business Sets New Record for This House

A handsome new Udell catalog, which may be most appropriately termed a "Blue Book of Dependable Record Cabinets," has just been issued by the Udell Works, Indianapolis, the entire booklet, embracing twenty-eight pages and cover, being devoted entirely to Udell cabinets, designed especially for use with the most popular models of table machines of the leading makes, including Victrolas and Grafonolas, Pathéphones and Aeolian-Vocalions.

Each cabinet model is illustrated on a page by itself, with the appropriate machine placed thereon, and accompanied by detailed descriptive matter regarding the cabinet, its size, finish, capacity, weight, etc. Horizontal, vertical and felt interiors are provided for the various cabinets as desired. The descriptive matter has been compiled in such a way that the buyer can order from the catalog with a perfect knowledge of what he is getting, and that fact should prove of distinct value in increasing the sales of dealers.

The Udell Works have not taken any space in the catalog to blow their own horn, as it were, in the belief that Udell reputation for quality that has been maintained for so many years is sufficiently well known to make reiteration unnecessary, and that the principal desire of the user of the catalog is to learn something regarding the cabinets themselves. All the cabinets shown have already proven their popularity by demand.

One of the interesting features of the catalog is the page of newspaper cuts designed for the use of the retailer in his local advertising, electrotypes being supplied by the Udell Works at actual cost. The cuts are designed for use in column width advertisements, and include detailed sketches showing the use of the patented hinge rim at the back which serves to make the talking machine and cabinet appear as one complete whole.

So far as is known, this is the first attempt of a talking machine cabinet manufacturer to supply advertising material to his dealers, and opens a new avenue for dealer service.

According to Tom Griffith, sales manager of the Udell Works—who, by the way, has just returned from a most enjoyable vacation spent in Florida—that company is at present enjoying a big business, with absolutely no let-up following the holiday demand. As a matter of fact, a large part of the present output of the factory is being used to fill orders that have had to stand since before Christmas. The year 1918 was the best in the history of the Udell Works, and despite war conditions the prospects are that 1919 will prove even better.

"Right here we want to acknowledge that our advertising in *The Talking Machine World* has contributed very generously to our success,"

CARVED PHONOGRAPH POSTS, GRILLS, MOLDINGS, ETC.

We manufacture and design carved period posts, grills, moldings, carvings, etc. Can quote from cuts, sketches or samples.

Catalogue on request

KLISE MANUFACTURING CO. GRAND RAPIDS, MICH.

declares Mr. Griffith. "We mean that we get splendid results from our advertising, and most of these prospects that see our advertising in *The World* become customers." While Mr. Griffith was in Florida he was gratified to find Udell cabinets in the leading music stores in the various Florida cities.

THE "SONORA BELL" INTERESTS

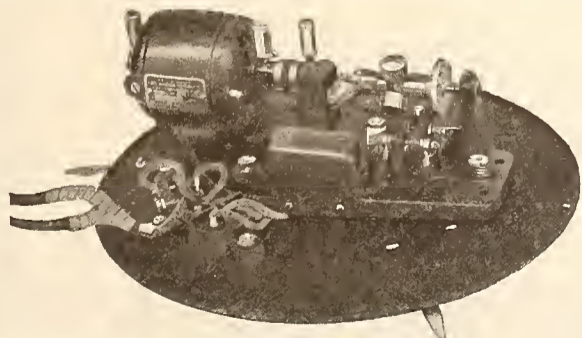
House Organ of Sonora Phonograph Co. Appears in New Dress With Timely Articles

The "Sonora Bell," the house organ published monthly by the Sonora Phonograph Sales Co., New York, appears in a new dress for its January issue, and in its present form is one of the most up-to-date and attractive publications issued in the talking machine field. It has been revised, enlarged and generally improved, and contains a world of information that can be utilized to practical advantage by Sonora readers.

One of the most interesting articles in the January issue is contributed by George E. Brightson, president of the Sonora Phonograph Sales Co., who points out concisely and informatively the distinctive merits of the Sonora phonograph. There are numerous items referring to the advertising campaigns recently inaugurated by the Sonora advertising division, and particular mention is made of the pleasing success that has already been achieved by the Sonora semi-permanent silvcred needle.

Two pages are devoted to artistic illustrations of Sonora period models, and the suggestion is advanced that the dealers and their sales people acquaint themselves with the important features of these models and familiarize themselves with their selling points. The instruments presented in these two pages include the following Sonora period models, Louis XV, Duncan Phylc, Colonial and Gothic.

Edison once said he "could excuse an ignorant man groping in the dark," but he, "had no time to waste on a man that knew he was in the dark and didn't find his way out." Know your business thoroughly—try and learn the methods by which some men conduct business profitably—apply them so far as you can to your business—learn why some men fail and try to avoid their mistakes.



Works on any current: D. C., A. C. 25 or A. C. 60 cycle

The New Model "B" DIRECT DRIVE Johnson ELECTRIC MOTOR

Is now ready for the trade. It contains the latest improvements, is noiseless, and maintains perfect speed under all conditions either D. C. or A. C. current. A reliable electric talking machine motor is a valuable asset to any dealer who seeks "live" business. The Johnson Electric Motor Co. manufactures RELIABLE Electric Motors. They are now ready for immediate delivery. Write for particulars today.

JOHNSON MOTOR COMPANY

3233 West Lake Street

Telephone, Garfield 6724

CHICAGO, ILL.

KRAFT, BATES & SPENCER, Inc.

156 Boylston St., Boston, Mass.

are pleased to announce that they
are now wholesale distributors
in the New England States for

The
Brunswick
ALL PHONOGRAPHS IN ONE

The Brunswick-Balke-Collender Co., *Manufacturers*

having established a separate and complete
wholesale department, the sole purpose of
which is to serve Brunswick dealers with
the high standard of service which such
a department assures.

Pending the call of one of our representa-
tives, we invite your correspondence. When
in Boston, you are invited to visit our
Brunswick Wholesale Department, where we
will gladly take care of your requirements.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., February 2.—January has certainly been some busy month in the local talking machine business. It has been the old story, difficulty of getting sufficient goods, and now that the ban is off on so many departments of war necessities money is flowing into channels which were more or less dammed up before while war activities were on. The general surmise that factories would be back to normal about March 1 has now given way to a new prediction, that it is more likely to be May, or even midsummer, as one dealer said to-day, one, too, who had just returned from one of the large factories. Of course, conditions have improved considerably over December and November, but the scarcity of goods is still a serious problem, especially in the face of greatly increased sales. With things as they are it is no easy task, in fact it calls for the exercise of great tact and good humor, for distributors to keep the trade at all satisfied.

Need of Wide Organization

Your correspondent has heard considerable talk since the last issue of *The World* reached town of the possibility, some say probability, of the trade soon getting together to effect some kind of a trade organization, such as was advocated in this department. The great trouble seems to be that no one wants to start the ball rolling; many are eager to fall into line if only some one will come forth and be the leader. One thing your correspondent has learned is this: That if the trade does not take the initiative soon, representatives of the Boston Chamber of Commerce will call upon the talking machine trade to declare themselves in favor of organization, for it is the determined purpose of the governing board of the Chamber to get as rapidly into line all trades and departments of

business not already organized. By this means the trade will get a certain recognition from the Chamber which they do not now have, because unorganized. It is understood that the Chamber is going at this thing very seriously, and your correspondent knows for a fact that the talking machine business has been named to one of the governing board as one line of activity that needs attention. To be properly organized means a general solidifying of business all along the line, and with a concert of purpose, all for mutual good it is not inconceivable that occasions may arise when the support of one line of industry may be badly needed by another. Quite outside of the business advantages, there is the social side that might be advanced as one good reason for organization. A dinner once a month, or even bi-monthly, such as some of the organizations have, is one means of pleasant comradeship and would prove a valuable medium for members of the talking machine business to know each other better. As intimated last month, the arguments are entirely in favor of organization; there are few, if any, to offset them.

Incorporated Under Laws of Massachusetts

The Eastern Talking Machine Co. of Massachusetts was formally incorporated a week ago in accordance with the laws of this commonwealth. The capital stock is named as \$300,000, and the incorporators are Charles H. Farnsworth, of Cambridge; George A. Dodge, of Boston, and James A. Morse, of Hull. Mr. Dodge, as already announced, is practically the head of the concern, which plans a big expansion of business. Under the name of the Eastern the company has been doing business here for a number of years. Originally it was incorporated under the laws of West Virginia, but one of the

first things that Mr. Dodge arranged for when he took hold was to incorporate under the laws of Massachusetts, as this plan was from every point of view more advantageous to a broad conduct of business and with less hampering of influences than could have been possible under the old incorporation. Mr. Dodge has a great admiration for the Victor Company and its methods of doing business, and being distributors of that company's product it is his ambition to keep pace with it in every way possible.

Warren A. Batchelder's New Post

It will be good news to the local trade to learn that Warren A. Batchelder has come back into the trade after having been with one branch of war work since last summer. Mr. Batchelder has been at Newport News, Va., acting in an official capacity for the Motion Picture Bureau, which has been operated under the auspices of the Y. M. C. A. On the first of the month Mr. Batchelder assumed his new duties as manager of the retail store which has heretofore been known as the Eastern, but which will soon be known to the public by some other name, something that will be more distinctively representative of the Victor-Victrola line. Mr. Batchelder is thoroughly acquainted with the business and has a host of friends which he made while with Chickering & Sons, the Henry F. Miller Co. and the Hume Piano Co. Meantime, a number of advantageous changes have been made in the retail establishment in Tremont Street and more are under contemplation, especially on the ground floor.

Makes Most Auspicious Start

Manager Oscar W. Ray, of the newly-formed Emerson New England, Inc., reports that his concern has made a most auspicious start and

(Continued on page 32)

EASTERN TALKING MACHINE CO., WHOLE-
SALEERS OF VICTOR PRODUCTS,
will in the future .

WHOLESALE EXCLUSIVELY

From their new quarters in the Heart of the
Wholesale Section of Boston.

EASTERN TALKING MACHINE CO.

Location: Second Street Off Essex Street, Going Toward South Station

180 OXFORD ST.

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 31)

everything is looking rosy for a big year. His house has been appointed distributing agents for the Q R S player rolls and it is the plan of this concern to give twenty-four hour service, which means that all orders received will be given immediate attention. It has also been made distributing agents for the Brilliantone needles for all of New England, and an entirely new and original feature in the record industry is the flexible indestructible records in the shape of toys and talking books for children, which are largely for educational purposes. Several new people have been added to the office staff, and more will be taken on from time to time as the development of the business demands.

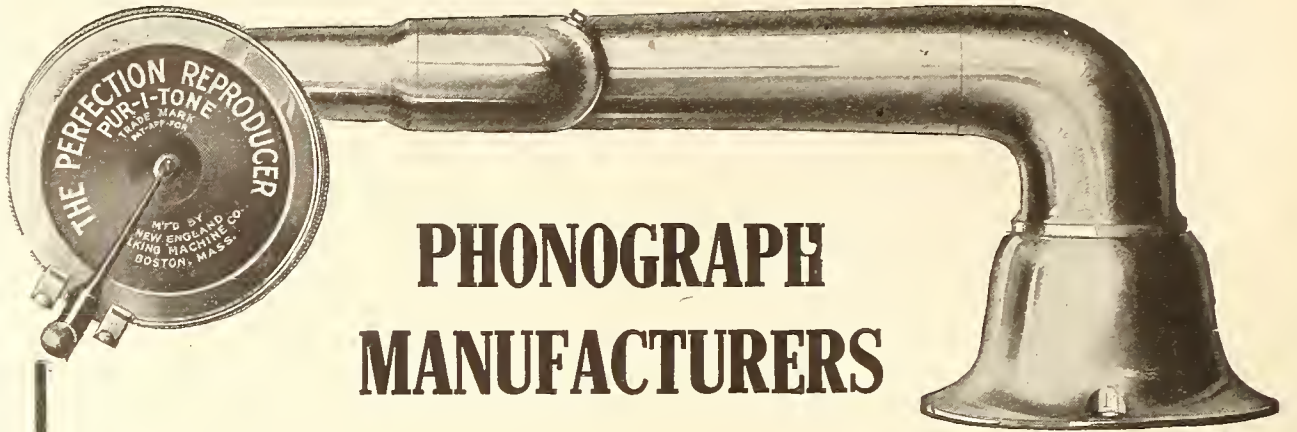
On Wednesday, January 22, all the local staff, with the exception of the traveling men, dined together at the Engineers' Club in Arlington Street. Arthur H. Cushman, president of the company, came over from New York. Another dinner soon will be arranged for at the same place, at which there will be present George Bliss, of the Q R S; A. H. Carlisle, vice-president of the Talking Book & Toy Corporation, and H. W. Acton, representing the Brilliantone needle. All the salesmen will also be present on this occasion.

Developing Brunswick Trade "Down East"

Now that the jobbing representation of the Brunswick phonograph has been taken over by Kraft, Bates & Spencer, Inc., every effort is being made to push this excellent proposition to the fore among the trade. Harry Spencer, who has given the machine the most careful attention and study, is thoroughly convinced that here is something that only needs sufficient exploitation in the hands of competent demonstrators to convince people of its fine qualities. It is specially significant that since taking hold of the Brunswick this Boston company has entirely sold out its allotment and already the demand for the machines far exceeds the supply. F. H. Walter, who was the chief exploiter of the Brunswick phonograph when it was with the Brunswick-Balke-Collender Co. at the other end of the city, is associated with the Kraft, Bates & Spencer house, and now that he is out of the service it seems good to him to be back in the trade once more.

Pathé Expansion in New England

The Brooklyn, N. Y., factory of the Pathé was honored with a visit a while ago from Manager Ainslie, of the Hallet & Davis Co., and he returned to Boston with some good shipments of goods, which carried him over a time of pressure. Manager Ainslie is getting his New England department into splendid working order. Special effort will be made from now



PHONOGRAPH MANUFACTURERS

The No. 9 PUR-I-TONE reproducer is now ready for shipment. Attached to our Nos. 9 and 10 tone arms, it makes a combination of arm and reproducer unequalled by any manufacturer. This reproducer is the finest in the world. We guarantee that it will reproduce ALL makes of records to your satisfaction. Perfect clarity, excellent volume from all records. If the amplifying section of your machine is right, the reproducing results from all records will be the finest that can be had.

Write for quantity prices.

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY

Chronicle Building, San Francisco, Cal.

on to get in touch with the foreign element through the offer of attractive records in their mother tongue.

H. C. Spain, son of Herman T. Spain, of Chickering & Sons, is doing most effective work for the Pathe line. His special territory is New England, and lately he has been in Maine closing up with several new dealers, who are quite enthusiastic over the merits of the Pathe proposition.

Hearty Welcome for John Cavanan

Manager Henry Winkelman, of the Victor department of the Oliver Ditson Co., spent sev-

eral days at the Camden, N. J., factory of the company the latter part of the month. The business done by his department in January was very satisfying, but would have been more so if all the customers desiring machines could have been more promptly taken care of.

There was one returned soldier who got a warm reception from his Oliver Ditson associates, especially those in the Victor department, and that was John Cavanan, who has been attached to United States Naval Battery No. 1. He returned to his old duties a short time ago after having been discharged from military

— **Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons**

W. H. BAGSHAW CO., Lowell, Mass.

NOW READY (Large Size) No. 9132 Retail 75 cents

New Gold Seal Emerson Record

BEAUTIFUL OHIO—Tenor Solo, Orch. Acco. Sam Ash
IN THE LAND OF BEGINNING AGAIN—Baritone Solo, Orch. Acco. Arthur Fields

A substantial stock of this record is on hand and ready for immediate delivery. Place orders for this tremendous hit, and include your requirements of the other BIG EMERSON HITS.

Immediate delivery assured on these EMERSON GOLD SEAL RECORDS

9111 { Come on, Papa—Character Song, Orch. Acco. Irving Kaufman Have a Smile—Male Trio, Orch. Acco. Sterling Trio 9113 { Kisses—Male Trio, Orch. Acco. Sterling Trio Bring Back the Roses—Tenor Solo, Orch. Acco. Will Oakland	9118 { Till We Meet Again—Waltz. Emerson Military Band The Rose of No Man's Land—Fox Trot. Emerson Military Band 9115 { Jim, Jim, I Always Knew You'd Win—Baritone Solo, Orch. Acco. Arthur Fields Welcome Home—Tenor Solo, Orch. Acco. Henry Burr
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Your orders for Q R S Player Rolls, and Brilliantone Needles will be delivered promptly with your Emerson Records, from our Boston stock.

Emerson New England Inc.

80 Boylston Street
Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 32)

service. He has been overseas seven months and saw severe fighting at Soissons and Verdun. Frequently men beside him were either killed outright or badly wounded, but he providentially came through without a single hurt.

C. C. Harvey Co. Musicales Interests

Following a pretty custom inaugurated last winter the C. C. Harvey Co. pleasantly entertained a large company of people one afternoon in January with a musicale at its Boylston street warerooms and in the course of the program the Victrola figured prominently. The feature of the musicale was Oscar Shaw, leading man of "Leave It to Jane," which is playing at the Majestic Theatre, around the corner from the Harvey establishment. He was assisted by several of the members of this same company. "I've Got the Blues for Home Sweet Home" was sung by Mr. Shaw and the record was subsequently played. Another number that received similar treatment was "Some Girls Do and Some Girls Don't." Following the musicale, which included the singing and the reproduction of several pieces, Winthrop A. Harvey, head of the house, entertained the contributing artists at a tea which was served in the red room. The musicale was planned and directed by Harold A. Thurlow, of Boston University.

Thomas Hindley Looks for Big Vocalion Year

Manager Thomas Hindley, of the Vocalion Co., states that his house has been vastly over-sold, and from before Christmas some of his customers have been patiently waiting for their machines. Mr. Hindley is looking for a very

big year, and he is making arrangements accordingly, these including extensive changes in both the office and repair department, both of which will be subjected to a new system of operation. The record department, too, will come in for some up-to-date recognition. Thomas Pritchett, the company's auditor in the New York offices, was in town the latter part of January, remaining here a week.

Reports Large January Business

Walter J. Gillis Co., located at Henry F. Miller warerooms, has placed an attractive cover to one of the Victor supplements which brings his local distributing agency quite conspicuously forward among his patrons. He reports the January business in the Victor line as keeping up surprisingly well.

Joins New York Recording Laboratories

H. L. Coombs, who was the successful local manager of the Emerson for a time during a part of last summer and early fall, has associated himself with the New York Recording Laboratories, and for a short time has been at Port Washington, Wis., where the plant and general offices of the concern are located. Mr. Coombs, after he has become closely acquainted with the product of this house, will probably spend his time among the jobbers of the Middle West. Mr. Coombs expects to be in Boston some time during this month.

Has Quartet of Strong Men

Manager William Fitzgerald, of the Eastern Talking Machine Co., now has a quartet of strong men who are taking to the road. Charles Urlass, who has been a valuable member of the staff for some time, will cover Springfield and certain adjacent territory; H. W. Morong will devote his time to eastern Massachusetts; James Miller will take western Massachusetts and a part of New Hampshire and Vermont, and Ralph Longfellow, who comes to Manager Fitzgerald from Chickering & Sons, is having a

special field mapped out for him. Manager Fitzgerald spent several days at the Camden factory the middle of the month.

Another who has joined Manager Fitzgerald's staff is Byron Dudley, who although away from the talking machine business for a time, is well-remembered by a number of people who have had occasion to patronize some of the city's leading shops. He is to be efficiency manager. It is Manager Fitzgerald's aim to make his headquarters recognized as Victor wholesale headquarters exclusively.

Shown the Sights Locally.

Walter Shannon, a new Columbia man, who is to associate himself with the New York end of the business, was in town for a week or more lately, familiarizing himself with this territory. He was taken in tow by several of Manager Mann's staff and his stay here was made quite pleasant. Mr. Shannon is to be with the Warren street, New York, branch of the company.

Demand Continues To Be Enormous.

At Manager Fred E. Hann's headquarters one learns that the Columbia business is far and away beyond the ability of the house to furnish the goods despite the fact that machines are coming along much better than a month ago. This, of course, is some compensation. Manager Mann, though there are some tempting opportunities presented, is holding off from entering into new contracts with prospective dealers, for he prefers until conditions change to keep the present dealers satisfied, especially

(Continued on page 34)

REPAIRS AND REPAIR PARTS
Low Prices and Efficient Work
Phonograph Supply Co. of New England
 28 School Street, Boston

Send for Descriptive Circular

Curry

**DEMONSTRATION BOOTHS
 AND RECORD CASES**
 IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
 19 Wareham St. Boston, Mass.



Toscha Seidel's "Traumerei" — Columbia 77899.

Columbia Graphophone Co.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND (Continued from page 33)

those who have stood sympathetically with the company during its trying time. Meantime the record business is phenomenal, and according to reports it is growing by leaps and bounds.

Sylvester Succeeds Longfellow

Ralph Longfellow having resigned as head of the Edison and Victor department of Chickering & Sons, his place has been filled by the appointment of Roy Sylvester, who some time ago was with the Grafonola Company of New England and latterly at the C. C. Harvey store in Lynn. Mr. Sylvester will devote his attention to the office end of the business and the buying. Another new man at Chickering's is W. P. Dockendorfer, who is manager of the sales force.

John Alsen Will Be Home In March

John Alsen, who has been in service in France for sixteen months, writes home that he expects to be on this side sometime in March. His associates at George Lincoln Parker's Victor and Edison warerooms in the Colonial Building will be glad to welcome him back after his severe fighting in which he was wounded.

Rejoins C. E. Osgood Co.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., is back from service after an experience that unfortunately did not take him overseas. He has been at the Ensign's School at Newport, R. I., and going there first as a yeoman he was soon transferred to the Officers' Material School. Manager Sylvester reports that his competent

staff did a fine business while he was away, and now that he is again on the scene he is hustling hard to get his share of the big business that is ahead for the dealers.

Charles L. Appleyard, one of Manager Sylvester's competent young men, also has been in service, but is now back home. He has been at Garden City, N. Y., with the Fifty-first Aerial Squad. About the time the armistice was signed Appleyard was expecting to be sent across.

Special Columbia Room for Youngsters

About wholesale quarters of the Columbia there is a little nursery fitted up with a Columbia machine as the chief feature, which is a great attraction to all the dealers who patronize the place. The room is done all in white, even the miniature table on which rests a Columbia machine being in that color. Everything about the room is such as would delight the eye of any youngster, and it was a happy thought of Manager Mann to make such a clever arrangement.

Form Subsidiary Company.

The Electric Supply and Equipment Co., distributors of Sonora phonographs, and of which Richard M. Nelson has been sales manager, has formed a subsidiary concern, to be known as the Musical Supply & Equipment Co., which will handle the entire musical end of its business. The headquarters of this newly-formed company will continue to be at 221 Columbus avenue, from which location all shipments will be made. With the increase of business several

more people have been added to Manager Nelson's staff. The new company will confine itself exclusively to the distribution of Sonora phonographs, Vocalstyle player-piano rolls, OkeH records, and all accessories pertaining to the talking machine business. Associated with Mr. Nelson is Joseph H. Burke as assistant sales manager, who has been with Mr. Nelson in this valuable capacity now for some time.

Book Orders for Period Styles

The Boston headquarters of the Pardee, Ellenberger Co. have been meeting with notable success ever since the beginning of the year in distributing Edison goods, and Manager Silliman is especially happy in getting several good orders for some of the handsome period style of machines. Throughout Manager Silliman's territory the demand for the new records, which are coming along so well lately, has been very large.

Pleased With General Outlook

The Phonograph Supply Co. of New England, with quarters at 28 School street, has been doing very well since it opened up for business several weeks ago. Messrs. Rosen and Silverman are pleased with the outlook.

PURCHASE ANDREWS MUSIC CO.

BROCKTON, MASS., February 5.—The United Talking Machine Co., operating stores at 19 Main street, this city, and at 5-A Main street, Plymouth, has just purchased the establishment of the Andrews Music Co. at Willimantic, Conn., a place that is well known in that city. Samuel Feldman, of Plymouth, will manage the Willimantic store, Maurice Feldman, who has been located at the Brockton store since his discharge from military service, having been transferred to Plymouth. The Brockton establishment will be continued under the management of Charles Feldman and Charles Popkin, both intimately and favorably identified with the talking machine business, and who always carry a large line of Victor, Sonora, Columbia and Edison outfits. The United Talking Machine Co.'s officials are very enthusiastic over the immediate future of the talking machine business and they are on the lookout for more good stores, being desirous of being a big factor in the trade and over a wide area.

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.

No. 3 Carrying
Strap Shown in
Cut



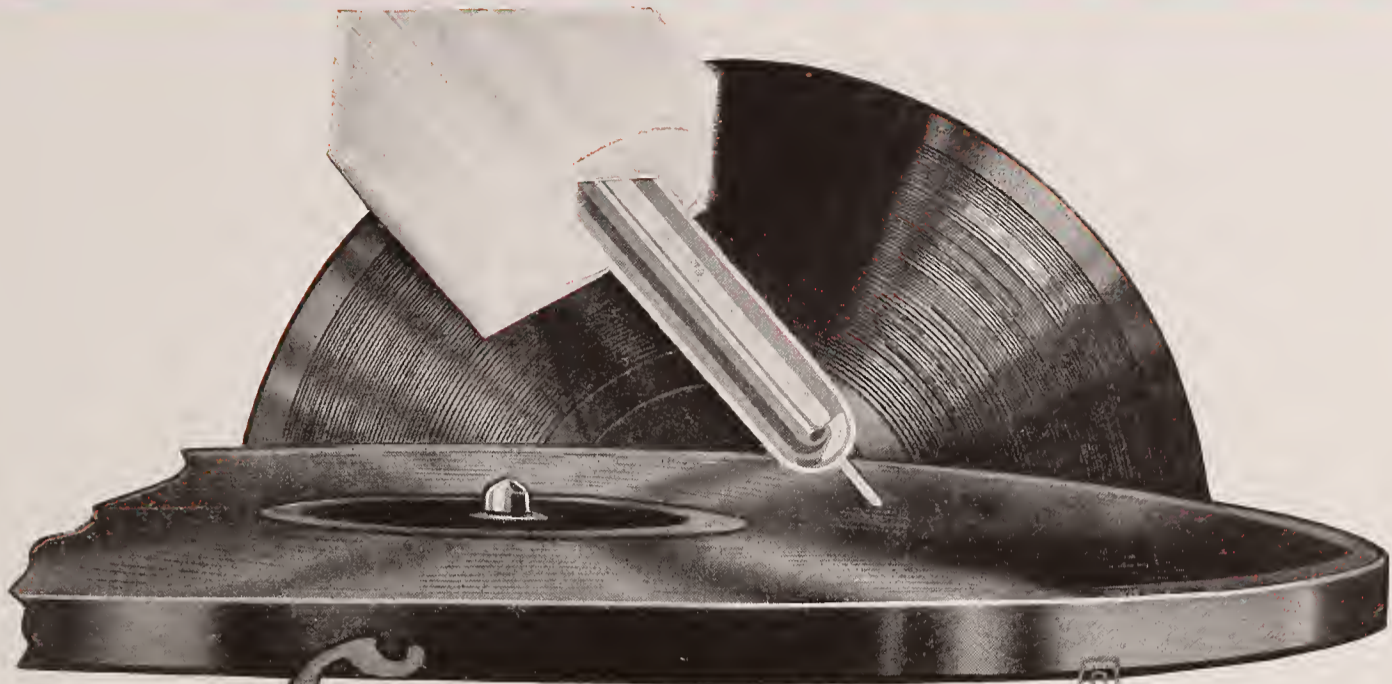
These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the *originator* of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and
descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building





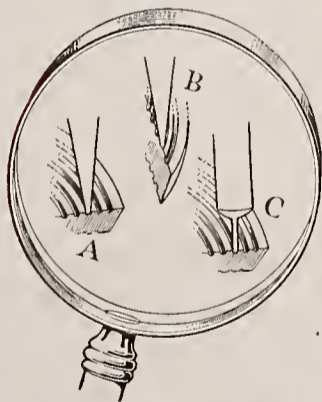
Sonora

Semi-Permanent, Silvered

Needles

They're in big demand right now!

SONORA Needles are selling faster than anyone dreamed possible. Our advertising is far-reaching, and this, re-inforced by Sonora's reputation for quality, has induced the public to use these remarkable needles. One trial is enough to convince the most doubtful of their superior merit.



THIS shows on a large scale the action of the ordinary steel needle and the Sonora Needle on a phonograph record.

FIG "A"—Ordinary Steel Needle fitting record groove.

FIG. "B"—It is quite logical that the ordinary needle becomes of larger diameter at the engaging point as the needle wears down (owing to its taper form) and thus tends to wear off the edges of the groove of the record.

FIG. "C"—Sonora Semi-Permanent Needle, with parallel sides, which fits the record groove accurately always while wearing, and prolongs life of record.

They give a *mellower tone*, are *more convenient*, *more economical*, and *preserve* the records.

No matter what make or makes of phonographs and records you handle you need a stock of these popular, fast-selling Sonora needles which make an excellent profit for you.

Today write for display card, circulars and initial order.

Three Degrees—Loud, Medium, Soft
Retail Price—30c. per card of 5

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, *President*

Executive Offices: 279 Broadway, Dept. Y, New York

Demonstration Salons: New York: Fifth Ave. at 53rd St. 50 Broadway (Standard Arcade)

Phila.: 1311 Walnut Street. Export Dept.: 417 West 28th Street, New York

Toronto: Ryrie Bldg. (Price in Canada, 35c. per card.)

Use the Sonora Semi-Permanent Silvered Needles on ALL makes of Steel Needle Records.

CAUTION! Beware of similarly constructed needles of inferior quality.

These unequaled Sonora Needles are made by the manufacturers of



The Highest Class Talking Machine in the World.



The Phonograph For You

THE instrument of matchless tonal quality recognized as the Highest Class Talking Machine in the World is the famous **SONORA.**

Preferred by discriminating buyers, easily sold for cash because of its wonderful beauty, playing all makes of disc records perfectly, *this* is the phonograph for you to handle.

Write us regarding an agency



AN ATTRACTIVE WINDOW DISPLAY

Arranged by Kaufman & Baer Featuring the Products Handled by This House

The wholesale Vocalion department of the Aeolian Co. received recently a photograph from Kaufman & Baer, Pittsburgh, Pa., showing a very attractive window display which was prepared by this well-known house. A reproduc-



Kaufman & Baer's Window Display tion of this display is shown herewith, and the artistic character of this window is in complete accord with the quality of the instruments that are displayed.

INTEREST TABLE BOOKLET ISSUED

Thomas A. Edison, Inc., Issues Valuable Booklet for Use of Edison Dealers

Thomas A. Edison, Inc., has prepared an interest table booklet as an assistance to its dealers in computing interest charges on deferred payment sales. These tables were devised so as to be made applicable to any price instrument. If any Edison dealer has not already made use of one of these booklets he has missed a mighty good trouble saver. They may be obtained by him from his jobber.

CLIFF MFG. WORKS INCORPORATE

The Cliff Manufacturing Works, New York, have been incorporated with capital stock of \$10,000, to engage in gold and silver plating and in the manufacture of phonographs. The incorporators are F. Muschler and A. and W. Frick.

TO HANDLE TALKING MACHINES

The Weaver Co., Syracuse, filed a certificate of incorporation last week at Albany, with a capital of \$10,000, for the purpose of handling talking machines. The parties interested are B. Wiles, J. B. Neilly, R. R. Weaver, Syracuse.



TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending November 30, 1918, Total \$3,877,494

WASHINGTON, D. C., February 3.—In the summary of exports and imports of the commerce of the United States for the month of November, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records appear:

The dutiable imports of talking machines and parts during November, 1918, amounted in value to \$16,550, as compared with \$33,815 worth, which were imported during the same month of 1917. The eleven months' total ending November, 1918, showed importations valued at \$297,424, as compared with \$407,117 worth of talking machines and parts imported during the same period of 1917.

The dutiable exports of records and supplies for November, 1918, were valued at \$262,026, as compared with \$173,159, in November, 1917. For the eleven months ending November, 1918, records and accessories were exported, valued at \$2,104,778, as compared with \$1,663,196, in 1917, and \$1,121,885, in 1916.

VICTORY NUMBER OF THE 'TONEARM'

The January issue of the "Tonearm," the successful house organ published monthly by the Columbia Graphophone Mfg. Co., reached the company's executive offices last week, and immediately upon its receipt a note of congratulation was sent to the editors of this magazine, which was well deserved, for this edition is the finest that has yet been published.

The January issue is called a "Victory" number, and the front cover features pen and ink illustrations incidental to the W. S. S., Liberty Bond, Red Cross and War Work campaigns. The red, white and blue design forms an appropriate background for this cover.

The contents of the January "Tonearm" are unusually interesting, and every page will undoubtedly be read carefully by Columbia men. Illustrations are used to excellent advantage, and E. J. Wheadon, editor of this publication, promises that every 1919 issue will be on a par with the January number.

MOTOR CYCLE FOR DELIVERY

Popular Mechanics recently printed a picture of a motor cycle with sidecar owned by a musical instrument dealer, and used by him in a hilly section of the Middle West in delivering pianos and organs as well as talking machines. The chassis of the sidecar is provided with a platform to which the instrument is securely strapped in an upright position. According to the dealer he has never had any serious difficulty in reaching a destination with a heavy load.

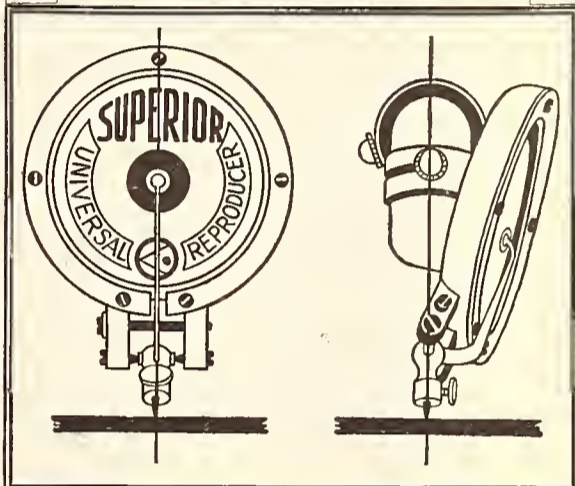
The Scotford Tonearm and Superior Universal Reproducer

The Ideal Combination

Plays All Makes of Records as they should be played

Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75

Adjusted for Cabinet measuring 8 1/2 inches from center of Tonearm base to center of Turntable shaft



Distinctive Features

- ☞ The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.
- ☞ Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- ☞ The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- ☞ The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.
- ☞ Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- ☞ The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- ☞ The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- ☞ The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the **DORAN CO.**
45 MICHIGAN AVE.
DETROIT

SOLD BY **HURTEAU WILLIAMS & CO.**
MONTREAL OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

FROM **THE PHONOGRAPH CO.**
1240 HURON ROAD (51st Street Road)
PHONES - PROSPECT 2140 - CENT 1406
CLEVELAND

SOLD BY **WALTER D. MOSES & CO.**
Oldest Music House in VA and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY **J. E. STRATFORD**
AUGUSTA, GA.

*Built by men who have
made a life study of tone
production*



*The Bush
and
Lane*

A Perfect Musical Instrument

BUSH & LANE PIANO CO.

Manufacturers

HOLLAND, MICH.

MUCH ACTIVITY IN SAN FRANCISCO DESPITE THE "FLU"

Talking Machine Dealers' Association Meets and Discusses Questions of Interest on Deferred Payments—Columbia Dealers Hold Dinner—Sherman, Clay Expansion—Stock Shortage Continues

SAN FRANCISCO, CAL., January 29.—The January business with most talking machine departments has held up remarkably well considering the handicap of the "flu" epidemic. The enforcing of the mask-wearing regulation tends to keep people at home more than usual, though not to the extent noticeable during the first epidemic last fall. The shortage of Victor machines continues, but gradually the situation is improving. Popular records are not always easy to obtain. Special selling campaigns have been largely discontinued during the "flu" plague.

Meeting of Dealers' Association

The Talking Machine Dealers' Association held a meeting last week on January 16 and in conjunction the members sat down to a banquet at Bergez-Frank's Poodle Dog Cafe, as is the custom of the association upon occasion. This was the first meeting to be held for several months, yet no definite measures were acted upon officially. The "interest clause" feature in installment payments was brought up for discussion; the members argued pro and con, but could not agree on what action to take. The majority of concerns already charge interest on deferred payments and would like to adopt the plan if practicable. Some dealers have established policies, however, which it would be difficult to alter without alienating customers. F. A. Levy, president of the association, presided at the meeting, which was for the first time since his election to office.

Byron Mauzy Honored

Byron Mauzy has been honored by being elected to the presidency of the Mechanics Institute of San Francisco to succeed Livingston Jenks, who died recently. Mr. Mauzy was elevated from the position of vice president.

Dinner for Columbia Dealers

In order to promote good fellowship in the

trade and to present the plans of the Columbia Graphophone Co. for the year, N. F. Milnor, general manager of the Columbia San Francisco office, has invited the Columbia dealers of the San Francisco Bay region to a dinner to be given at the St. Francis Hotel on January 30. Mr. Milnor will take advantage of the occasion to explain in detail what the company has in view for stimulating business during the year. The entertainment feature of the dinner will be the playing of the new records by Rosa Ponselle, of the Metropolitan Opera Company of New York.

F. B. Travers to Stick to Wholesale

Because of the growing demands of the wholesale trade, F. B. Travers, Pacific Coast representative of the Sonora Co., has turned over the management of the Sonora Phonograph Shop on Stockton street in San Francisco to E. C. C. Johnston and will devote practically his entire time to the wholesale end. Mr. Johnston is an experienced talking machine man who was formerly with Sherman, Clay & Co. in the Northwest and who more recently was a lieutenant in the national army. Mr. Travers is at present calling on his agencies in South California.

New Quarters In Los Angeles

Sherman, Clay & Co. have moved into their new store in Los Angeles at 444 S. Broadway and in these quarters are better able to handle the great wholesale Victor business in the South. The company do not engage in retail business in Los Angeles, but confine themselves to the wholesale business in pianos, talking machines and other musical lines.

New Department in Redlands

The Adams Music House of Redlands, Cal., has been succeeded as Victor agents by Smith Bros., art dealers, which concern is installing a modern talking machine department. Smith

Bros. do a good business in Oriental art goods, and they believe the talking machine department will prove a valuable adjunct to their enterprise.

The Wise Hardware & Furniture Co. at Modesto, Cal., are making improvements in their talking machine department. The department will be much larger than formerly and will be modernly equipped.

Talker Men In the East

Andrew G. McCarthy, of Sherman, Clay & Co., and manager of the wholesale Victor business on the Pacific Coast, is visiting New York this month, accompanied by Fred Sherman.

Frank McGalliard, representing the Victor factory, is on his way to look after company interests in the Northwest and he will stop in San Francisco a few days this week.

Among the concerns of the San Joaquin Valley the Merced Drug Co. at Merced, Cal., is a new firm to take on the Victor line. Opening business is reported most encouraging.

TEMPORARY QUARTERS AFTER FIRE

The Phonograph Shop in Great Falls, Mont., is now located in temporary quarters at 8 Second street, North, that city, following a fire which destroyed the building in which the store was formerly located. Fortunately the staff managed to get out the stock of machines and records before they were damaged by flames.

TO OCCUPY LARGER QUARTERS

Taylor's Music House, Northampton, Mass., which handles Victrolas, together with prominent makes of pianos, has arranged to occupy new and larger quarters at 98 Pleasant street, that city, giving special attention to the talking machine department.

The Doherty Phonograph Co., Chicago, Ill., has been incorporated with capital stock of \$25,000, the incorporators being Leo L. Gooch, Anna D. Gooch and Pat J. Doherty.

"ATLAS" 3-Ply Veneer Packing Cases

The Best Known Packing Case in the Talking Machine Industry. Used by the Larger and More Particular Manufacturer.

Two Sources of Supply.

Uniform Quality Product.

Nelson & Hall Company
Montgomery Center,
Vermont

Richford Mfg. Co.
Richford, Vermont



HIGH QUALITY PRINTING
WHICH WE DO ON
"ATLAS" CASES HAS HIGH
ADVERTISING VALUE

USERS OF "ATLAS" CASES
ARE SURE OF
PROMPT SHIPMENTS IN
ANY QUANTITY

Address

RALPH M. BUCK, Treasurer and Sales Manager,

:: ::

RICHFORD, VERMONT

A MESSAGE CONCERNING

OKEH RECORDS



BELIEVING that our dealers should have the satisfaction of handling the best record line available, we have made arrangements to act as

Distributors of OkeH Records

This record has met with phenomenal success, and its excellent tone quality makes the OkeH record an ideal selling combination with a high-grade phonograph line. OkeH records have "won their spurs," and every progressive wide-awake dealer will find this record an invaluable link in his merchandising chain.

Our stocks of OkeH records will comprise every selection in this library and we will be able to give dealers prompt deliveries of all orders. There is no "deadwood" in OkeH lists. Every record is a "hit", and is all and more than the name OkeH implies.



Dealers will find our OkeH sales plan unusually attractive

RISHELL PHONOGRAPH CO.

Manufacturers of Rishell Phonographs

WILLIAMSPORT, PA.

Quand Madelon: France's great rag-time soldier song, stirringly played by the French Army Band. Columbia A-2675. Order enough!

**Columbia Graphophone Co.
NEW YORK**



DEALERS ARE ANXIOUSLY AWAITING GOODS IN ST. LOUIS COURTESY THAT BROUGHT BUSINESS

Almost Impossible to Accumulate Stocks of Machines or Records to Meet Demands of Dealers Whose Shortage of Goods Is Alarming—Big Sales Campaign Under Way

St. Louis, Mo., February 5.—I asked a man the other day how the record business was. He answered: "I don't know. As far as our stock lasts it is fine and dandy. But how much better it could or would be I have no idea. The other day while in the East I heard of a jobber that was complaining about a bunch of stickers. I bought them almost without looking over them, and when I got home they had all been sold. It is my opinion if any dealer has stickers now, it is because he is not putting them before the public right."

This man probably expresses the opinion of all of the live merchants in this community. There is no jobber who will talk of 90 per cent. record shipments. They talk about 66 per cent. on new and 85 per cent. on the old catalogue, but they do not mean, usually, a shipment right off when the order is received.

And as to machines, the salesmen say that no dealers are as yet accumulating stocks and that their greatest trouble is in getting dealers to order such stock as is obtainable. All lines are promising much better shipments this month, but the salesmen and the jobbers say that unless all prospects fail there is going to be a great improvement in sales as the spring comes on. So, there you are.

Manager Staffebach, of the Pathé department of the Hellrung & Grimm Furniture Co., is planning additional demonstration rooms. The business has so outgrown the quarters that before Christmas the firm had to stop an advertising campaign that had been planned, because there were too many customers. This advertising was devoted chiefly to records and playing attachments for other machines. Mr. Staffebach says that he has not begun to see daylight in his jobbing orders on certain models.

Manager Roos, of the Columbia branch, says that his establishment continues to be chiefly a reshipping point for all except the fifty models. They get other models in in the morning and send them out in the afternoon. After a careful survey of his territory and prospects, Mr. Roos says that the only cloud that he can see in the sky is "that the factory might burn

down." He cannot see anything else that is at all likely to stop business.

Mark Silverstone, president of the Silverstone Music Co., did not go to Florida as he intended last month. Instead he left early this month for the East and will attend the Edison jobbers' convention and take a rest afterward. The continued warm weather has had much to do with his prolonged stay here.

W. W. Mitchell, formerly manager of the wholesale department for the Silverstone Co., has returned to that company and is in charge of the retail department.

The morale of the Victor dealers is visibly improved since the publication here of the Victor Co.'s war ads. This is not intended to intimate that the morale had fallen low or anything like that, but the dealers were beginning to feel that they were rather in a corner. People had begun to ask, after hearing the explanation of the Victor shortage, "Well, why don't the Victor Co. tell about its work, like the safety razor and other manufacturers are doing?" Dealers in this community had been urging the Victor Co. to war work publicity for some time before the advertisements appeared. The appearance of the announcements was, therefore, met with enthusiasm.

At Aeolian Hall much satisfaction was expressed over the trade prospects, and many good words are passed for the interest shown by the public in the Vocalion records, as well as for the Vocalion instrument.

Robert H. Cone, Jr., of the Artophone Co., says that the quantity production has been a bit slower coming through than he expected, but that within the last weeks he has been able to take on some jobbing orders and meet their demands. He has increased his local advertising and the retail trade has instantly responded.

Manager Hammond, of the Vandervoort Music Salon, is exceedingly well pleased with results of the January sales. The Salon handles Victor and Brunswick instruments and has a heavy record business. Mr. Hammond recently has recruited J. B. Sabath, formerly with the Kieselhorst Piano Co., who is named as his assistant, and Roy Smith, recently with the Stewart Drygoods Co. of Louisville, Ky.

Miss Clementine Kimm, recently on the floor for the Silverstone Music Co., is now selling talking machines for the Kieselhorst Piano Co.

Loaning of Machine and Records for Hospital Concert Brings Excellent Volume of New Business to the Edison Shop in Kansas City

KANSAS CITY, Mo., February 3.—That a little courtesy that might be properly regarded as a good bit of publicity on the part of a phonograph dealer can result in some genuine business is indicated in the case of J. W. Watson, of the Edison Shop, this city, who is now selling Edison Diamond Disc phonographs and records in goodly numbers to the Catholics in a certain district of this city.

This new demand came as a result of a bit of courtesy shown to a priest by Mr. Watson. The priest came in for the purpose of hiring a machine and some records in order to give a concert in a hospital. Mr. Watson declined to rent a machine, and nearly took the priest off his feet by offering to send a machine and a liberal selection of records, and an operator to the hospital free of charge. A few days after the concert the priest himself came in and bought a \$285 Edison and some records, and his parishioners have been steady customers.

"Our service is the same to every institution and with the same result always," said Mr. Watson. "Often we send out one of our men to manage the concert. After a concert at one of the churches the other night one of our salesmen sold three high-priced cabinet machines before leaving the church. It was certainly worth paying a couple of dollars for drayage for such a transaction, wasn't it?"

NOTED EVANGELIST DEAD

Rev. J. Wilbur Chapman, very widely known as a preacher, lecturer and evangelist, who died on December 25, 1918, made two Scripture readings for Edison Re-Creations, which are listed in the Edison catalog as No. 80192—"Calvary" and "Peace Be Still." Dr. Chapman had a very wide following throughout the United States, and his death undoubtedly will make this number more popular.

The Interstate Phonograph Co. has been incorporated under the laws of Delaware with capital stock of \$200,000 by William Schneider, Joseph Tramoloto, New York, and Harvey J. Osborne, Hackensack, N. J.



NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES
K. NICHOLSON FURNITURE CO., Chase City, Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks

STEEL NEEDLES
MADE IN U.S.A.
Highest Grade
LOUD—MEDIUM—SOFT
Immediate Delivery
No order too small
BURLEY & BIESINGER
282 W. FERRY ST., BUFFALO, N. Y.

The One Needle That MAKES Tone:

Is Naturally the One Big Side-Line Seller of the Talking Machine Business: "B & H" Is Its Name

You Need "B & H" (Patented) Fibre Needles

AND

"B & H" Needle Repointers

In Your Business



↑
THIS
TRADE MARK
PROTECTS
YOU

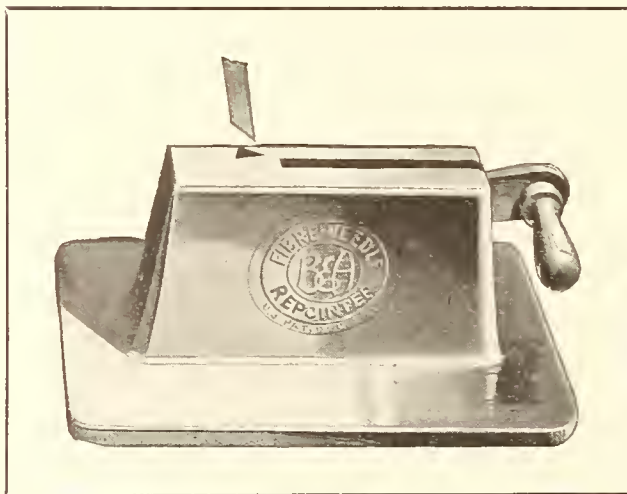
"Imitation Is the Sincerest Form of Flattery"

But:

Beware of Imitators
and
Imitations



↑
THIS
TRADE MARK
PROTECTS
YOU



U. S. Patent, December 5, 1916

Retail Price, \$2.00

Write Us *Now* for Full
Particulars



"B & H" Fibre Manufacturing Company

33 and 35 W. Kinzie St.

::

::

Chicago

DEMAND IN KANSAS CITY CREDITED TO WAR AND QUALITY

Dealers Believe That Present Popularity of Talking Machine Is Due in Large Measure to Greatly Improved Product—Making Plans to Take Care of Future Business—General News

KANSAS CITY, Mo., February 4.—There seems to be no limit to the demand for talking machines in Kansas City. No one is able to exactly account for the great increase in the popularity of the talking machine during the past six or nine months. One dealer suggests that the war has stimulated the demand more than any other factor. People have never appreciated music as they have since and during the war. Another dealer suggests that the demand is due to the fact that the talking machine is becoming more and more nearly perfect. It is a fact that there is no comparison between the machine of to-day and that of five years ago.

The talking machine business has scarcely slacked up since Christmas, much to the surprise of most of the dealers, though it is true that part of the demand is from the same customers who attempted to get machines for the holidays, and were promised a better selection after the first of the year.

"We absolutely haven't a thing in stock," said Paul Bradford, manager of Brunswick, wholesale. "The factory is shipping direct to our dealers as soon as the machines are turned out. The Brunswick Shop, retail, is doing a fine business and there seems to be no slowing up since Christmas."

"Our business is wonderful and as yet we have experienced no shortage in merchandise," said J. W. Watson, manager of the Edison Shop, retail. "Sometimes our stock gets very low, but just in the nick of time we get in a new shipment and our customers can always be supplied. We are getting a fine lot of records now and for the first time in six months the supplements are being issued."

R. E. Wood has received an honorable discharge from service at Camp Sherman, Ill., and has returned to his position in the Victrola department of the Jones Store Co.

W. M. Hinde and O. M. Fiske, who have been connected for some time with the Edison Shop, retail, are now in the wholesale end of the business.

D. C. Deigh, with the Johnson Music Co., of Parsons, Kan., was a visitor to the trade recently and placed a large order with the Brunswick, wholesale.

Frank M. Briggs, for many years with the Victor Co., and formerly manager of the Victrola department of the Schmelzer Arms Co., is now with the local branch of the Brunswick-Balke-Collender Co.

R. E. Meehan, Brunswick dealer at Nourborne, Mo., died recently with the influenza.

C. B. Gammon, of the Gammon Music Co., of Carthage, Mo., recently sold out to the H. L. Beck Music Co. Mr. Gammon will take a vacation of about two months before deciding on a new location.

Flotow Evans, of the Evans book store of Pittsburgh, Kan., was a visitor to the trade recently and placed a new order for Brunswick machines.

Burton J. Pierce, manager of the Victrola department at the J. W. Jenkins' Sons Music Co., was recently in the East to attend the meeting of the National Association of Talking Machine Jobbers.

J. W. Jenkins, of the J. W. Jenkins' Sons Music Co., and Mrs. Jenkins are spending a few weeks at a resort in Florida.

Butler & Son Piano Co., of Kansas City, Kan., Brunswick dealers, report an exceptionally fine business.

Nellie Williams, who has charge of the Victrola department at the Jones Store Co., reports a wonderful demand for machines and records. "Our customers were beginning to get very impatient, listening to the same old plea of no merchandise, but the page advertisement which has appeared in the newspapers, announcing the Victor's policy and explaining their reason for such a shortage of stock, has certainly lifted a great burden off of us," said Miss Williams.

"Our customers have been a great deal more lenient in their demands and almost apologetic in some cases for their impatience with us. It is surprising how many persons have read the advertisement. Nearly every customer makes some reference to it."

J. W. Simonson has come recently from Grinnell Bros., of Detroit, to take charge of the local branch of the Smith, Barnes & Strober Piano Co. He has been connected with the wholesale end of the music business for many years, and succeeds T. E. Johnston, who established the Kansas City branch three years ago.

S. M. Henley, manager of the Henley-Waite Music Co., and his bride spent a week in Chicago recently and attended the convention of the Music Industries Chamber of Commerce.

The concerts by noted artists, such as Daisy Nellis, Guiomar Novaes, Reinald Werrenrath,

Alice Neilsen, John McCormack, Eddy Brown, Roaul Vidas and others, have furnished much valuable material for advertisements during the past month. That these artists and any others of renown may be heard any night during the year, with a Victrola, Brunswick, Columbia, Edison and other machines, is the keynote of the advertisements.

MANAGING THE SALESMEN

The hardest task a man can be set to perform is to tell other people how to do a thing, when he does not know how to do it himself. A man who is set to manage a sales department should himself have had a selling experience. Usually they have been all through the mill, and that is why so many of them reach success. The best of them keep a close watch on what the salesmen are doing in the field, some insisting upon daily reports. An account is kept for each route traveled by each salesman, and the manager can tell at a glance which routes are paying best.

RECONSTRUCTION PERIOD OF RECORD SELLING

NOW is the time to take advantage of the large Record Demand and to get your stock in fine shape.

You can do it and make more profits by calling your customers' attention to the many good records you have in stock. Keep some of them handy in your booths.

Our recent special list and hanger will help you.

If you have not received them ask us to send them to you.

C. BRUNO & SON, Inc.

351-353 FOURTH AVENUE :: :: NEW YORK

Victor Distributors to the Dealer Only

WE DO NOT RETAIL



A Nora Bayes double at 85 cents! How many will you sell? All you buy! Columbia A-2678.

**Columbia Graphophone Co.
NEW YORK**

SOLDIER SALESMEN BACK TO TRADE IN INDIANAPOLIS

Dealers Looking Forward Hopefully to a Better Supply of Talking Machine Records—Trade Continues Very Active With Prospects of the Best—General News of Interest

INDIANAPOLIS, IND., February 1.—Local talking machine dealers are hopefully looking forward to the day when they will not have to worry about stock shortages. It is not a question of getting the business, but a question of having the goods to supply the demand, and the goods are coming from the factories slowly but surely.

Talking machine men who went to war are beginning to come back and they are finding their former positions open for them.

Emerson G. Knight, who was advertising man for the Stewart Talking Machine Co., Victor distributors, until he joined the marines, will return to his position soon. Knight was wounded eight times in the St. Mihiel battle. His fellow employees at the Stewart Co. are planning a special entertainment for him.

Frank Williams, who was in the record department of the Stewart company, is expected to be back from the service soon, as is Harry Diehl. James E. Stewart has already shed his uniform and is back at work. George E. Stewart is with the army of occupation in France.

At the Edison Shop, A. H. Snyder, manager, is expecting H. G. Parker, one of his crack salesmen, who is now with the Marines, to be back on the job soon.

Following the return of Ben Brown, man-

ager, and O. A. Wilkinson, dictaphone manager, from the New York Columbia convention, employees of the wholesale branch of the Columbia Co. here gave a luncheon at the Hotel Lincoln. W. G. Westenfeld and William E. C. Heyn, auditors of the company, made speeches. Mr. Brown, George L. Schuetz and J. L. Peters were the other Columbia men who talked on Columbia business.

Robert D. Duffy is now traveling the Kentucky territory for the Columbia company and J. A. Kirkpatrick has succeeded him as assistant manager to Mr. Brown.

The Stewart Talking Machine Co. is enlarging its record department and will be prepared to carry one of the largest record stocks in the Middle West. George E. Stewart and family are in Florida for the winter.

R. B. Goldsberry, manager of the Pathé department of the Mooney-Mueller-Ward Co., reports that January this year exceeded January in 1918 by 400 per cent. The Pathé record business has been so large that Mr. Goldsberry has not been able to keep up the stock. The D. N. Foster Furniture Co. of Ft. Wayne has put in a talking machine department and is handling the Pathé line.

George H. Standke, manager of the Brunswick Shop, is in Cincinnati on business for sev-

eral days. Business at the Brunswick Shop has been fine.

A. H. Snyder, manager of the Edison Shop, reports that the cash business was the feature of the January business.

H. E. Whitman, manager of the Pearson Piano Co. talking machine department, says that business is excellent.

W. E. Pearce, manager of the talking machine department of the local Brunswick-Balke-Collender Co. branch, says that big prospects are in sight.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, says that January ran three times ahead of January in 1918.

C. H. Sallee, retail sales manager of the Starr Piano Co. store, is pleased with the business in Starr talking machines.

J. L. Peter, manager of the Columbia store, says that business is keeping up steadily.

E. R. Eskew, manager of the Pathé Shop, says his store will soon have one of the biggest record stocks in Indiana and that the Pathé machines and records will be pushed hard. Mr. Eskew is well pleased with the prospects ahead.

At the Fuller-Ryde Music Co. Mr. Ryde reports the talking machine business as very satisfactory with the only complaint being in the present shortage of machines and records.

FIGURES ON FOREIGN TRADE

The Total Shows a Small Net Increase—Gain in Imports More Than Offsetting the Decline in Exports—Ocean Tonnage Improves

Figures covering the foreign trade of the United States during 1918, announced recently by the Department of Commerce, show a small net increase in the total, a gain in imports more than offsetting the decline in exports. The value of exports during the year was reported as approximately \$6,150,000,000, compared with \$6,226,255,000 in 1917, while the value of imports was \$3,031,000,000, against \$2,952,465,000 in 1917. Exports during December were valued at \$566,000,000, a gain from \$522,171,664 in November, imports aggregating \$211,000,000 compared with \$251,008,037 in the preceding month. The improvement in the supply of ocean tonnage and the removal of restrictions on foreign commerce by the Government are factors tending toward an expansion of trade, but conditions of supply and demand in the world's markets may prevent such a development reaching any great proportions at this time.

The National Phonograph Corp. has been incorporated with capital stock of \$25,000 at Wilmington, Del.

H. J. SMITH—Jewel Manufacturer

MANUFACTURER OF—Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Jewel Bearings for Electrical Instruments—Rough Diamond—Diamond Powder—Experimental Work.

Telephone 2896 Market

833 BROAD STREET NEWARK, N. J.

**Don't
Waste Time
Machining
When
You Can Use**

**PRECISION
Die Castings**

Ready to assemble when you get them, without further machining or finishing. They save time and money—they are extremely accurate.

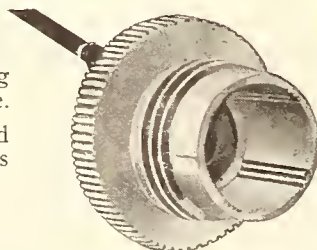
The Precision Organization consists of men who have been engaged in producing die castings for the talking machine industry since its inception.

Send us your specifications and let our Engineering Department show you how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS CO., Inc.

DIE CASTINGS PLANT
SYRACUSE, N. Y.

BRASS, BRONZE, and ALUMINUM FOUNDRY
PONTIAC, MICH.





KEH RECORDS

TODAY'S BIGGEST SELLERS

FOR IMMEDIATE DELIVERY

- 1130 { **Don't Cry, Little Girl, Don't Cry** —Vocal
Tell Me Why You Went Away —Vocal
- 1131 { **Come on, Papa**—Vocal
You Are Just a Little Pansy—Vocal
- 1125 { **The Navy Took Them Over and the Navy Will Bring Them Back**—Vocal
Watch, Hope and Wait Little Girl —Vocal
- 1128 { **Have a Smile**—Vocal
Sometime—Vocal
- 1136 { **I'm Always Chasing Rainbows** —Vocal
Those Wonderful Days of Used-to-Be —Vocal Duet
- 1086 { **Smiles**—Vocal Duet
Since I Met Wonderful You—Vocal
- 1101 { **Smiles**—Fox Trot
Djer Kiss—Waltz
- 1119 { **The Rose of No Man's Land**—Vocal
Dear Little Boy of Mine—Vocal

- 1122 { **Good-Bye, France**—Vocal
Coming Through the Rhine—Vocal

FOR EARLY RELEASE

- 1151 { **Madelon (I'll Be True to the Whole Regiment)**—Vocal
Why Did They Stop the War? —Vocal
- 1152 { **Till We Meet Again**—Vocal
Lonesome (I Know What It Means to Be Lonesome)—Vocal
- 1153 { **Egyptland**—Sterling Trio
Every Day's a Holiday in Dixie —Vocal
- 1154 { **The Americans Come**—Vocal
The Statue of Liberty Is Smiling —Vocal
- 1155 { **Hindustan**—Fox Trot
Ja Da (Introducing, You'll Find Old Dixieland in France)—Jazz Band
- 1156 { **Egyptland**—Fox Trot
Ole Miss—One Step
- 1157 { **Kisses**—Vocal
After All—Vocal Duet

10-Inch Double Discs—Play With Either a Sapphire or Steel Needle

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Seattle, Wash. Toronto, Can.



GETTING MORE MUSIC ON TALKING MACHINE RECORDS

World Correspondent Suggests Practicability of a Record of Larger Diameter Than Those Now Favored for Purpose of Carrying Music of Entire Opera or Symphony

Ever since the development of the talking machine record to a point where its musical possibilities were generally recognized, there has been much discussion as to the advisability and practicability of recording entire operas, or a lengthy musical composition complete on one record face, enlarging the size of the record to an 18 inch diameter, or more if necessary. Although experts have held that proper results could not be obtained by making records of 20 inch diameter or so, considerable thought has still been given to this question of getting more music on the record.

In this connection the following letter to The World from Theodore Fletcher, of San Antonio, Texas, is particularly interesting, and the editor of this publication would welcome comments from trade experts on the theories advanced by Mr. Fletcher, who says:

"Why is it that, since the popularity of the talking machine has become so pronounced, and its sales so great, nothing practical has been done to increase the capacity of the disc to enable longer pieces of music being performed.

"The tone of all standard machines is now so good that it would be folly for any maker to place an inferior article on the market, as it would have no sale.

"The result is that makers are now featuring details or adding improvements in the construction of the motor or cabinet and not adding one thing to improve the general utility of the machine.

"In 1888, Bell and Tainter took out a patent for a machine whose object it was to 'provide a uniform speed of disc travel under the stylus,' both for recording and for reproducing sound; the result of this aim was to greatly increase the capacity of a disc and also produce a uniformity of sound, for the vibrations producing a given note would always be of the same dimensions, no matter whether they were near the circumference or the centre of the disc. Not only this, but by adopting this method of making records, no reasonable limit need govern the size of the disc, and it becomes possible to reproduce whole acts from operas or sonatas, etc., instead of having to only reproduce snatches of the songs as is now the case, or in

case of overtures, carrying them on several discs, which is an abomination, for the continual stopping, turning over the disc and starting again is not only a great nuisance, but greatly detracts from the enjoyment of the piece.

"A machine successfully constructed to give the disc a gradually increasing speed when the record is being made from the circumference toward the centre, or a gradually decreasing speed if made outwardly, so that uniform disc speed is maintained under the stylus throughout, should prove most advantageous, for a disc made this way, and having a diameter of 14 inches, 150 lines of phonograms to the inch, and a disc speed under the reproducer of 18 inches per second, would require about 20 minutes to play; and an 18 inch disc ought to carry a complete act of an opera, a long lecture, speech or reading.

"These advantages are worth while in my estimation, for think what a boon a machine of this description would be in a home or a hospital, a lecture room or a theatre, where a speech delivered by the world's great speakers could be heard.

"Mechanical difficulties prevented the successful working of the patent mentioned. Since then several other inventions have been brought out to attain the same object, but so far none are on the market.

"If this object can be worked out in a mechanical and positive manner, and the machine also able to rotate the disc at a uniform speed as the present standard machines do, so that it could also play the present standard record, do you think that it would have a bright future? And do you think that there is a field for an invention of this description?

"It seems to me that if this object is attained it would be a decided improvement on the present standard machines for use in places where continuous music was required."

MAKING STATISTICS PROVE USEFUL

Bureau of Foreign and Domestic Commerce Rearranging Its Tabular Statistics of Imports and Exports So as to Be of More Service

The Bureau of Foreign and Domestic Commerce is engaged in the task of rearranging its tabular statistics of imports and exports so as to make them of greater service. The first great step in this direction is the preparing of a proper and adequate classification. Up to the present time articles brought in or shipped out have been arranged in alphabetical order, with a few groups classified. This has its disadvantages, as those can testify who have tried, for instance, to look up "rubber" only to find it, after needless labor, under the I list as India rubber. Then the lists were subdivided in accordance with provisions in the tariff acts, which may have had its advantages when the duties were to be tinkered with, but which was the despair of all who had to consult them. The latter were forever running across the "N. E. S."—otherwise, not elsewhere specified—which included very many of the articles which business men were interested in. In the new classification there is not only a natural grouping similar to that in use in British and other statistics of trade, but the subdivisions are sufficiently detailed and explicit to be really informing.

Another good idea which is being carried out is a co-operation with the Census Bureau, so that a similar classification of domestic production may be made. In this way it will be possible to make comparisons of production, imports, and exports of the same articles. Suggestions are still invited from all interested for further improvement.

More people might try to pose as angels if everybody didn't start right in and begin to look at them with suspicion.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

???

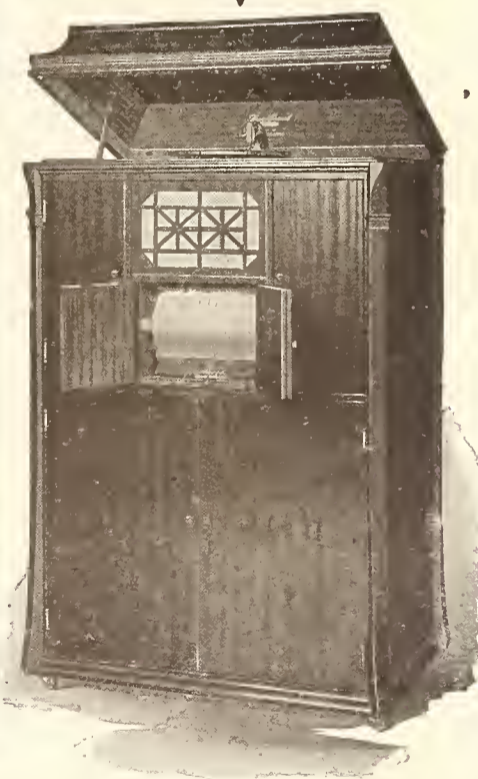
WHY
the DEMAND
for
Phono-Grand?

WHY DOES
IT
GROW—
GROW—
GROW

????

simply because

Phono-Grand



Dealers Make Money

AND

Satisfy Their Customers

Phono-Grand combines a Reproducing Piano Electrically controlled, with a Splendid Phonograph: **All in one!**

The One Big Success For Public Musical Entertainment

WANT PARTICULARS?
Write to-day Don't Delay

J. P. Seeburg Piano Co.

209 S. State St.
419 W. Erie St.

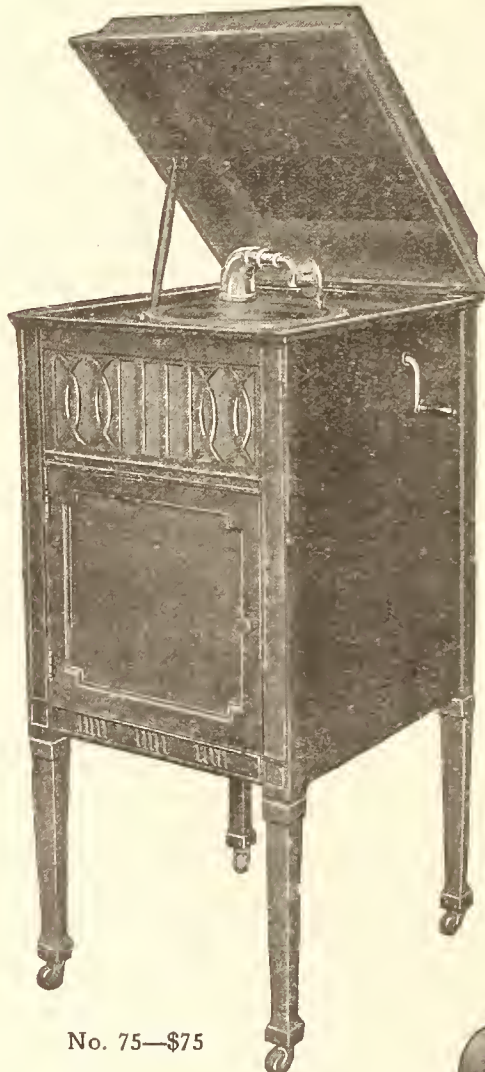
Chicago, Ill.

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

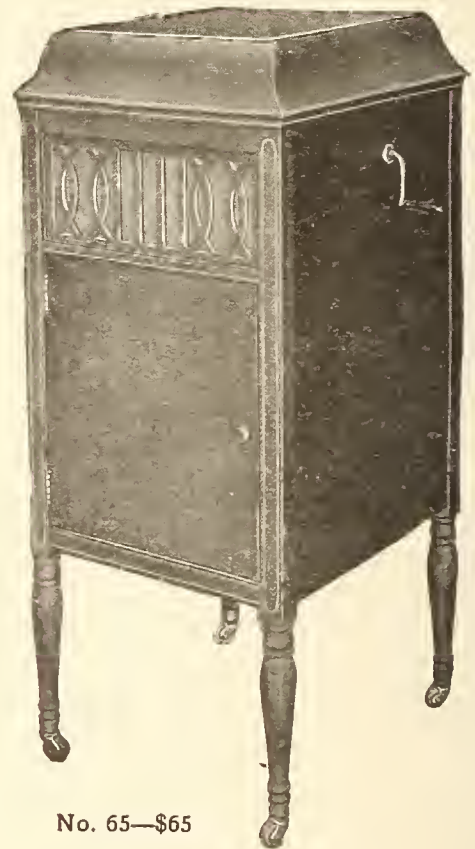
Clearstone
SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

The *Clearstone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$9.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.50 per set; No. 6, \$3.25 per set; No. 7, \$3.25 per set; No. 8, \$2.85 per set; No. 9, \$2.65 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, 5/8 in., 9 ft., 29c; No. 01, 3/4 in., 7 ft., 25c; No. 02, 3/4 in., 8 ft., 25c; No. 1, 3/4 in., 10 ft., 39c; No. 2, 13/16 in., 10 ft., 39c; No. 3, 7/8 in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 1/4 in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.75 each.

SAPPHIRE POINTS, for playing Edison records, 18c. each; 100 lots, 15c. each.

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 60c. per thousand in 10,000 lot.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor, reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 85—\$85

Lucky 13 Phonograph Co., 46 East 12th St., New York

DEMAND FOR "TALKERS" GROWING THROUGH NORTHWEST

Manufacturers Will Have to Work Overtime to Supply Trade Needs—No Slowing Up in Retail Demand Since Holidays—Jobbers and Dealers Optimistic Over Outlook

MINNEAPOLIS and ST. PAUL, MINN., February 3.—Talking machine factories will be compelled to run overtime to supply the Northwest with instruments during the coming year. There is no other alternative, for the people must have thousands of instruments and a plentiful supply of records. Dealers rather anticipated that there would be a marked decrease in the demands for music producers after the holidays, but the rush continues unabated and as far as appearances go the dealers are being driven as hard during the first week of February as they were just before Christmas. All hopes of assembling a good show line and a reserve stock have been wholly abandoned for the nonce. Shipments are better, but still fall far short of satisfying the incessant craving.

At the Edison Shop in Minneapolis Manager Milton H. Lowy last week was obliged to add two salesmen to his already large staff and to put another assistant in the record room. This in February, bear in mind. He reports that the wholesale business of the Minnesota Phonograph Co. for January was more than three times the output for January, 1918. Laurence H. Lucker, president of the company, was confined to the house for more than seven weeks with the Spanish influenza. He spends part of the day now at the office, but is not equal to a full day's work as yet.

The clouds that have been hovering over E. O. Kern, Northwestern manager for the Brunswick phonographs, are beginning to disappear, but he still thinks that the fates are playing against him, for he insists that he can sell Brunswicks faster than he can get them. George M. Nye is back from the army. Instead of reopening the Brunswick shop he will be on the road for the Brunswick-Balke-Collender Co.

Eight drays were in line at the Foster &

Waldo store when it opened Saturday morning. They were there to take away talking machines—Victors, Edisons, Columbias and Sonoras—to various parts of the Twin Cities. There has been very little diminution from the unsurpassed rush prevailing prior to the holidays.

Having very few graphophones in hand, Manager W. L. Sprague, of the Columbia Co., made a tour of the West during the first part of February to look over the agencies in the Dakotas and Montana. Assurances have been given that Grafonolas will be more plentiful in a short time, as the manufacturing plants are getting down to normal basis, and all the handicaps are disappearing very rapidly. Sample discs of the

PURCHASE BUILDING IN BUFFALO

W. D. & C. N. Andrews to Move Business to Builders' Exchange on June 1 After Extensive Alterations Are Completed—Announce Discontinuance of the Retail Department

BUFFALO, N. Y., February 5.—C. N. Andrews, of W. D. & C. N. Andrews, prominent Victor wholesalers of this city, has purchased the Builders' Exchange at a price said to be in the neighborhood of \$200,000, and after alterations costing several thousand dollars more the company will occupy the premises as an exclusive Victor wholesale house about June 1, giving up their present store at 632-634 Main street. The entire first two floors of the building will be fitted up for the Victor business and will be handsomely equipped and furnished.

W. D. & C. N. Andrews have incidentally sent a circular letter to the trade, dated February 1, announcing that they will discontinue their retail business on March 1, and will have no financial interest either directly or indirectly

new line of Columbia records have been received and have been demonstrated to a number of Twin City dealers.

Of late the St. Paul and Minneapolis dailies have been carrying full-page ads of the Victor Co., explaining why there had been such a grievous shortage of Victor goods and giving assurance that the company will bend every effort to satisfy the long suffering and sorely tried public. The company can't move any too rapidly for W. J. Dyer & Bro. and the Beckwith-O'Neill Co., Northwestern jobbers, and a score of Twin City dealers who virtually have "sweat blood" during the past year.

W. J. Dyer & Bro. are enlarging their Victor quarters by adding two large rooms on the fourth and fifth floors of the Dyer Building to the jobbing department. This will give about 3,300 square feet of additional space and should relieve the pressure considerably.

in any retail department. The company states that it has been contemplating the move for the past two years. The wholesale business will be continued at the present location until the new building is ready for occupancy.

BIG DEMAND FOR FOREIGN RECORDS

ATLANTA, GA., February 6.—Westervelt Terhune, manager of the local branch of the Columbia Co., recently enjoyed a visit from S. R. Lemberg, special representative of the foreign record department. Mr. Lemberg visited the principal trade centers in the Southeastern territory, and in company with the regular Columbia traveler in each particular district he called upon the dealers and after an interesting talk succeeded in every instance in placing with them a full assortment of foreign records which were most salable in that locality. From here Mr. Lemberg went to New Orleans and Southwestern points. The Columbia Co. have stocked a lot of supplies of foreign records in all languages in their distributing warehouse here.



The "Corn Belt" - House For - "Corn Belt" Dealers

OURS is Your Logical House if You are A VICTOR DEALER Doing Business in the Thriving "Corn Belt."

We are perfectly placed from a Geographical standpoint. We are your "promptest" shippers from either point — Omaha or Des Moines. — The TWO stocks are less apt to be "Shy" on certain lines of "Victor" goods than ONE would be.

"Victor" Enthusiasm is in the very air at both of our establishments. Dealers often tell us that the Mickel "Spirit of Life" is contagious, and that they, too, become "live" simply through dealing with us and absorbing some of our "progressive methods."

Come! Let's start you up the "Prosperity Path" of 1919.

Cor. 15th & Harney Sts. Omaha, Neb.

Mickel Bros. Co.

411 Court Avenue, Des Moines, Iowa

INDEPENDENT TALKING MACHINE CO.

12 East 42d Street (Adjoining Fifth Avenue), New York

Announcing That We Are Distributors of

OKEH RECORDS

OkeH
Records
—
The most
popular
record on
the market

For some time past we have been carefully investigating the record field with the idea of selecting a record line that we believed would afford our dealers an opportunity to make money, and build up a profitable record business.

All OkeH
Records Are
Double-faced
—
Retail at
85c.

After a thorough test of every record in the industry we finally selected **OkeH Records** as the best proposition on the market. We offer this line to the dealer with the absolute assurance that these records can be merchandised profitably and satisfactorily.

OkeH
Records
Can Be Played
with a
Sapphire
or a
Steel Needle

We will carry a complete stock of **OkeH Records**, and our extensive shipping and service facilities will give our dealers unlimited opportunities to develop a splendid **OkeH Record** clientele.

Drop us a line for further details



TALKING MACHINE JOBBERS CONVENE IN PHILADELPHIA

Two-Day Session of Executive Committee and Members of the National Association of Talking Machine Jobbers Devoted to Discussion of Trade Problems Which the Future Will Present—Annual Convention to Be Held at Atlantic City June 30-July 1—Victor Co. Entertains

PHILADELPHIA, PA., January 28.—The executive committee and a goodly number of members at large of the National Association of Talking Machine Jobbers have just completed a most interesting two-day convention at the Hotel Ritz-Carlton, this city, at which the problems of the moment and the prospects for the future were discussed at length, and course of action decided upon.

On Monday morning there was a meeting of the members at large for the formulation of suggestions regarding matters to be brought up by the executive committee for action.

One of the first and most important matters to be discussed was that concerning the equalization of freight charges to jobbers in all sections of the country to be brought about by billing machines and records f. o. b. destination at a uniform price. The jobbers gave the plan their unanimous approval, and the Western members of the trade were particularly enthusiastic regarding it. The jobbers placed the matter before the Victor Co. for action, presenting their arguments in the form of a brief.

Another important matter was the reading of a report from Edmund A. Whittier, secretary of the American Fair Trade League, regarding the favorable status of the Stephens bill for the maintenance of retail prices, with the new amendments added to the bill, giving supervision of price-fixing methods to some Governmental agency, preferably the Federal Trade Commission. Mr. Whittier called attention to the fact that the Federal Trade Commission itself was converted to the idea that some price maintenance plan was necessary for the protection of legitimate business, provided the plan was properly supervised and controlled, and had gone before Congress with the suggestion that some legislation of that sort be adopted. It was the opinion of Mr. Whittier that the Stephens bill had a fair chance of becoming a law during the next session of Congress.

The jobbers also gave considerable attention to the record situation, and urged the Victor Co. to devote all energies to the issuing of a sufficient quantity of records of the popular numbers of the day to take proper care of the demand for those numbers while it is still active. There was also some discussion regarding the record catalog, and the further suggestion was made that some cut-out system be devised that would not only take care of records that have outlived their usefulness, but would also serve to reduce the number of artists, or at least keep the number down to a certain level, by cutting out those artists who had outlived their popularity, substituting therefor artists who had since risen to fame.

In considering the question of the reconstruction period, the jobbers emphasized the fact that the factory, jobber and dealer should all work together for the sole purpose of getting back to a pre-war position and then advancing by taking advantage of the lessons of the war, and continuing such economies as had proven practical and valuable. The main thought was that the most important question was that of keeping up an increasing production to a point where competition would again be on a basis of merit rather than existing because of the inability to supply goods.

The chief object was to get back to a normal basis so that normal profits could be enjoyed, and this plan could be most rapidly accomplished by an observance of a liberal sales policy from the factory right down the line.

It appeared to be the opinion of the jobbers that the existing list prices should not be reduced by the factory for a considerable period at least, or until the trade could be readjusted. Should any reduction in manufacturing costs be realized, as will probably be the case, it is felt that this saving should be distributed between

the wholesaler and retailer to enable them to cover properly the increased cost of doing business, and likewise offset in some measure the heavy losses of income during the war period. Particularly will it be necessary for wholesalers and dealers to realize larger returns on their businesses in order to cover the increased taxation provided for in the new Revenue bill. It was felt that there was plenty of time in the future to consider any general plans for list price reduction.

Inasmuch as there are numerous problems cropping up of interest to the association membership at large, it was decided to hold a general convention at the Hotel Traymore, Atlantic City, on June 30 and July 1, the arrangements for the meeting being under the supervision of Louis Buehn.

Tuesday morning the general meeting was addressed by Gilbert H. Montague, counsel of the association, who outlined briefly the legal situation as it now exists and affects the industry, paying particular attention to the effects of the recent Colgate decision on the question of price maintenance, and likewise reviewing the progress of the Macy suit, in which a number of jobbers are cited as defendants. Mr. Montague went into considerable detail and his remarks were most illuminating to the jobbers.

Following the address of the association's counsel, the executive committee went into closed session for the purpose of putting into proper shape the matters to be taken up with the factory officials.

At noon the jobbers were the guests of the Victor Co. at luncheon at the Bellevue-Stratford, at which were present Victor Co. officials and department heads. After the luncheon there was held a general meeting at which various trade questions were discussed by jobbers and factory men, the results of the deliberations not being given for publication. In the evening the jobbers were the guests of the Victor Co. at a theatre party, the play being "The Better 'Ole" at a Broad street theatre.

Clement Beecroft, the well-known cabinet and accessory man, acted as a sort of reception committee of one during the jobbers' meet and displayed his hospitality by taking a group of the visitors on an auto trip to Hog Island, the big

shipbuilding plant whence have come many ships and some scandal.

Walter B. Fulghum, formerly manager of the order department for the Victor Co., also dropped into the Ritz during the meeting. Mr. Fulghum is now a Victor dealer in Richmond, Ind., and had to stand for some good-natured joshing about being on the receiving end for Victor goods.

Those present at the meeting included J. Newcomb Blackman, Blackman Talking Machine Co., New York, president; I. Son Cohen, Cohen & Hughes, Inc., Baltimore, vice-president; Arthur A. Trostler, Schmelzer Arms Co., Kansas City, treasurer; J. C. Roush, Standard Talking Machine Co., Pittsburgh, secretary; George E. Mickel, Mickel Bros. Co., Omaha; James F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; E. C. Rauth, Koerber-Brenner Co., St. Louis; W. H. Reynolds, Mobile, Ala.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.; Louis Buehn, Louis Buehn Co., Philadelphia; Emanuel Blout, New York; C. F. Bruno, C. Bruno & Son, Inc., New York; Fred P. Oliver, Blackman Talking Machine Co., New York; Dan Creed, Chicago Talking Machine Co., Chicago; A. D. Geissler and Roy J. Keith, New York Talking Machine Co., New York; H. A. Winkelman, Oliver Ditson Co., Boston; C. K. Bennett, Eclipse Musical Co., Cleveland, O.; C. H. Grinnell, Grinnell Bros., Detroit; C. A. Wagner, Musical Instrument Sales Co., New York; C. L. Price, Ormes, Inc., New York; T. W. Barnhill and H. F. Miller, Penn Phonograph Co., Philadelphia; Ernest Urchs, Phillips & Crew Co., Atlanta, Ga.; Thomas F. Green, Silas E. Pearsall Co., New York; Lester Burchfield, Sanger Bros. Co., Dallas, Tex.; Perry B. Whitsit and W. F. Davison, Perry B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati; Carl Droop, E. F. Droop & Sons Co., Washington, D. C.; Paul Carlson, Charles H. Ditson & Co., New York; Burton J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; C. B. Snow, Cressey & Allen, Portland, Me.; Geo. D. Ornstein, George D. Ornstein Co., Philadelphia; Florence Heppe, C. J. Heppe & Son, Philadelphia; French Nestor, Standard Talking Machine Co., Pittsburgh; "Doc" O'Neill, Beckwith-O'Neill Co., Minneapolis, Minn.; E. N. Upshaw, Elyea-Austell Co., Atlanta, Ga.; H. W. Weymann, H. A. Weymann & Son, Inc., Philadelphia, and Andrew G. McCarthy and Fred Sherman, Sherman, Clay & Co., San Francisco, Cal.

Are You Selling the Best Semi-Permanent Needle?

Many of the large music companies say: "Our salesmen are cranks on tone." They have tried every needle on the market—but now they are perfectly happy with the perfect needle.

The DeLuxe Stylus

It Plays 100 to 300 Records

Talking machine owners are enthusiastic about it because it does not scratch or hiss. It brings out the perfect tone. Once used, always enjoyed.

You Can't Afford To Be Without The DeLuxe

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list.

THE DUO-TONE COMPANY, Ansonia, Conn.

Imagination—plus good sound business sense

YOU'VE got it; use it,
please, in connection with
this "picture" of the NIGHTINGALE.

Pictures don't tell you much about a talking machine; it isn't like putting in a line of tables or other furniture. You know how many phonographs you'd sell if printed reproductions were all your customers had to go by.

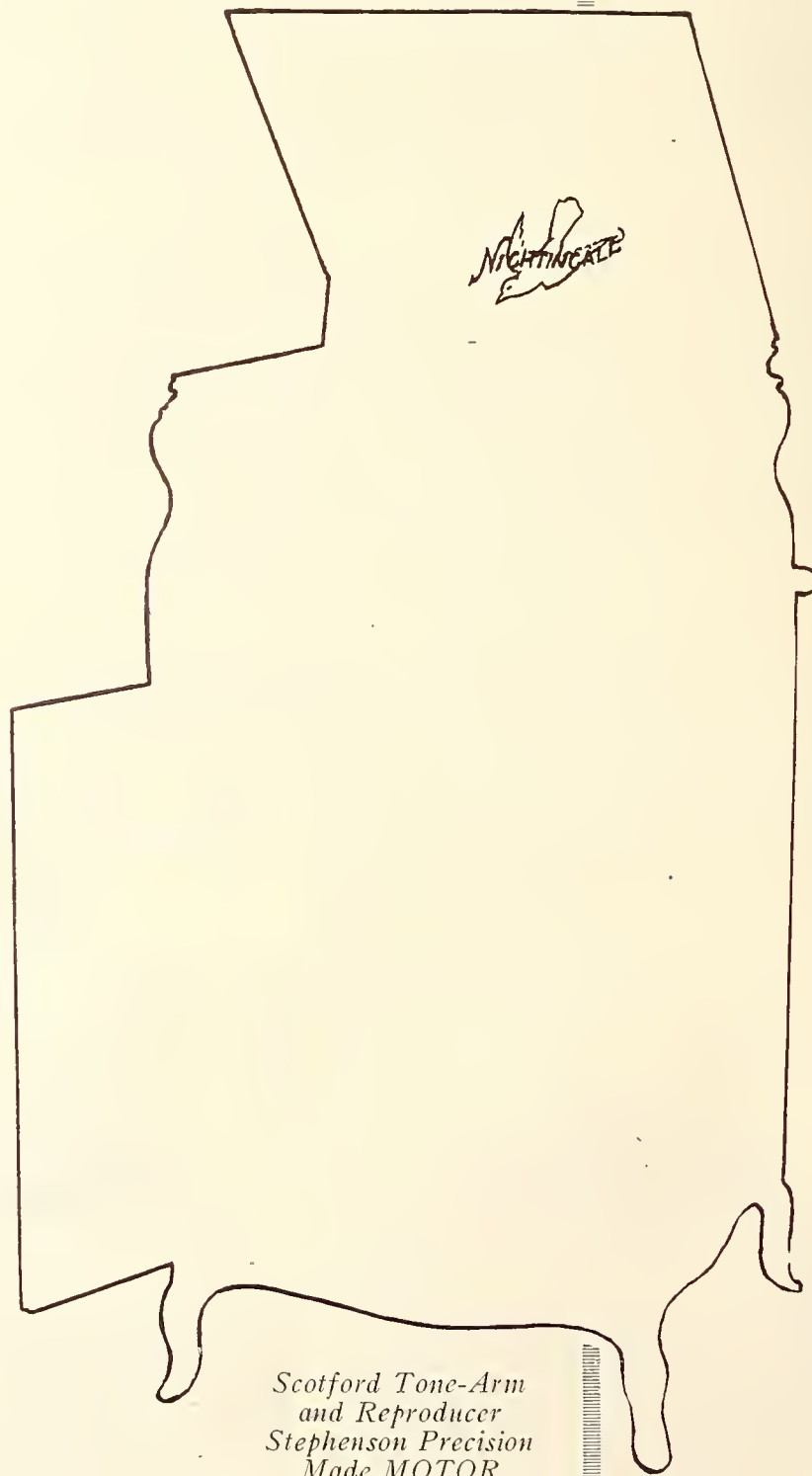
Outward beauty counts, of course; so do cabinet work and finish. But charm of tone, mechanical perfection and all-round "playability" tell most of the tale. They really make the value.

We ask you to fill out in your imagination our outline of the NIGHTINGALE. And to use your sound business sense in judging what *must* be in the instrument to make it the sure-fire profit-bringer that it's proven. Then send a try-out order. We'll gladly ship on trial. Suspend judgment and further action till you see your first NIGHTINGALE. But at least write for *one* today.



"The Phonograph to Sell"

Nightingale Mfg. Co.
422-426 N. Armour Street
CHICAGO, ILL.



*Scotford Tone-Arm
and Reproducer
Stephenson Precision
Made MOTOR*

GEORGE E. BRIGHTSON IS HONORED BY HIS CO-WORKERS

Officers of Sonora Companies Present President Brightson With Handsome Gold Loving Cup at Complimentary Dinner—Appreciative Address Made by Mr. Brightson Aroused Enthusiasm

At a complimentary dinner given recently to President George E. Brightson by officers of the Sonora Phonograph Sales Co. and Sonora Phonograph Corp. and members of these organizations who have been with Sonora for some time, there was presented to Mr. Brightson a handsome gold loving cup on which was inscribed:

"Presented by the board of directors of the Sonora Phonograph Corp. and Sonora Phonograph Sales Co. to George E. Brightson in recognition of his skilful leadership in directing the Sonora phonograph to its supreme position in the talking machine industry. January 13, 1919."

It so happened that the secret had been very well kept and Mr. Brightson was quite overwhelmed when the cup was handed to him. He quickly took in the situation, however, and responded with a clever, impromptu speech, saying in part:

"After listening with great interest and appreciation I wish to thank you all for this great

realize that I am somewhat in an embarrassing position.

"I have heard much said this evening of what I did. I hope you will not misunderstand me

come any and all difficulties which may arise.

"Friction in mercantile industries and management of organization is very frequent. When I tell you there never has been any in either of our two companies or boards or in any of our executive work or planning, do you wonder at our great success? There has been, at all times, just the sweetest atmosphere existing and causing me to feel as if a halo were



Those Present at Dinner Given in Honor of George E. Brightson

or think for a moment I do not fully appreciate all the eloquent and complimentary things which have been said of me this evening, when I say to you—it was *we* who did it. Most of you know, as I do, what one person can do with his head and hands is limited, but with an organization, be it large or small, results count by all pulling on the same string at the same time, pulling together with each and everyone looking the way they are pulling—not to look one way and pull another. With this condition great things have been accomplished by our Sonora organization.

"When I tell you that from the time of our first board of directors—a small one then in number—up to the present two boards, consisting of five to seven—twelve in all—there has been no time that I have met any opposition from these boards to my suggestions, and every motion or resolution has been favored by their approval, always unanimous, and that means much to a presiding officer. It is helpful, encouraging, and has caused me to feel at all times that I had a granite foundation under me. With that feeling as a keystone you can accomplish almost anything you undertake and over-

about my head at all times. It is true we have achieved great results in a very short time—I might say most of it in four years. Our growth has attracted the attention of banking institutions and frequent comments have been made such as: 'It is almost unbelievable,' and in one case a bank president said to me that there was no record of the growth of any mercantile industry in this country that he could find that could compare with Sonora's results, he dwelling on our healthy condition and the liquidness of our assets. In this short time we have grown from a small business of a few thousands into millions. I must say, myself, I wonder at it—especially when I look back to early 1912 and remember that there were at that time not more than twelve people in our employ—mostly boys—very few of them past the voting age. Today I glance over our payrolls and find we can count our employes by the thousands, controlling as we do large plants in various places in this country and one of the very largest and of the highest reputation in our line in Switzerland, together with properties of our own also in this country, and I am not surprised that

(Continued on page 50)



Loving Cup Presented to George E. Brightson compliment. When I inform you that this is indeed a bright and happy moment of my life, I wish to emphasize the fact and ask you to

THE WONDERFUL TONE PRODUCTION OF PHON d'AMOUR

is obtained by

THE AMPLIFIER

an entirely new type of horn, built on the principles of a violin

and

THE DIAPHRAGM

made of selected violin wood, fashioned beyond any possible danger of warping, and insuring a resonance and sweetness of tone not obtainable by the use of any other material

These Features are Patented and Procurable Only in Phon d'Amour Plays All Makes of Records and Glorifies Them All



THE FRITZSCH PHONOGRAPH CO., 228-30 West Seventh Street CINCINNATI, OHIO

DINNER TO GEORGE E. BRIGHTSON

(Continued from page 49)

outsiders wonder at what we have accomplished.

"It was my pleasure to report at the board meeting in January that neither the Sonora Phonograph Corp. nor the Sonora Phonograph Sales Co. owed a dollar for borrowed money; in other words, they had cleaned up during the year with all their banks, and in December anticipated much that was to come due in January. This will, no doubt, surprise many of you who are merchants, for you know how difficult it is to be entirely free from the use of any bank, with large growing businesses, rolling up, as in our case, in the millions.

"I cannot accept from you all that has been said this evening—that I did it. In 1912 I had with me a young executive worker who has been with me continually ever since, and I am sanguine from our results he has not thought of much of anything else from that day up to the present time. He had enjoyed with me our great achievements. At the beginning of our organization I did not have his usefulness during the first four months, for I was obliged to give him a vacation because of an impairment of his health, or nervous condition resulting from his former employment.

"In referring to this young man I wish to say from that moment to this he has been a right arm to me and of wonderful assistance, and I wish to say much credit is due him and I would feel, at this time, dishonest, if I withheld from him any credit which rightfully belongs to him. I cannot say enough along that line, for one so young, he has done his part fully and well and is entitled to his full share of the credit in our growth. I will ask Joseph Wolff to rise that you may all look at the one to whom I wish to give praise for his loyalty and industrious ability.

"Passing from reference to this young man I wish to say there are others who have been very helpful to me, and while time will not permit

me to mention all, I feel it only proper that I should refer to the great value Mr. Morse has been to me, from our beginning, Mr. Coupe, after he joined our company in his capacity of sales and advertising manager, and Mr. Jennings as our assistant treasurer, and while so far I have only mentioned the male members of our organization, we likewise have many very useful young women who have taken their place and been of very valuable assistance to our organization, and inasmuch as we have presented two at this gathering I must give each of these two full share of their credit in our great work; Miss Mahoney, in charge of our correspondence, and Mrs. Brewster, the only female manager we have at any of our distributing stores. Their work has been of great value, and if time would afford I would be glad to dwell more on what they have accomplished for us.

"There have been many compliments paid me this evening. I appreciate them all fully. I feel like saying to you, however, as Charles Schwab

did when he was placed in a similar position by reason of a complimentary dinner given to him in the Astor ballroom of this same hotel, where it was my pleasure to be the guest of our vice-president, Mr. Hasell—that he appreciated the compliments paid him and that he wished it to be fully understood, but the most pleasant and helpful compliment which he had ever received was from the workmen on the scaffolds surrounding the building of the ships, as he passed through the yards at the beginning of the great work—the men shouting, 'We are with you, Charlie.' He knew that alone he could do but little, but with his subordinates who gave him great assistance at that time, and the assurance of his workmen he felt he had a foundation beneath him and he set about making good the Government's requirements with assurance that he could do something, or at least make a great try at it. I have had that same experience with all of my employes from the beginning. *We did it—not I.*"

HOW WAR DEMANDS INTERFERED

With Production of Mica Diaphragms for Talking Machine Industry—J. L. Frazee's Views

In a chat this week with *The World* J. L. Frazee, head of the Phonograph Appliance Co., New York, commented upon the fact that the company has recently made arrangements whereby its production of Crystal Edge mica diaphragms will be increased for 1919, adding:

"During the period of the war we were obliged to concentrate the greater part of our activities upon the production of mica products of all descriptions for the Government. We received large contracts for essential mica products, and these contracts required so much of our manufacturing space that we were able to give talking machine manufacturers only a comparatively limited degree of service. Our patrons, however, appreciated the difficulties under which we worked, and we feel indebted to the phonograph industry for the broad spirit which it has

evidenced toward us during these trying times.

"With the signing of the armistice, however, we have been enabled to concentrate the production of our commercial mica business in our North Carolina factory, leaving our New York plant free and clear for the production of mica diaphragms exclusively. In addition to this increase in facilities we have enlarged our New York factory considerably, and are making plans to give the phonograph industry maximum efficiency and service during 1919. We will specialize to a considerable degree on the production of first grade India mica diaphragms, and will also turn out large quantities of Brazilian and domestic mica diaphragms."

Mr. Frazee returned recently from a trip through the Middle West, where he closed large contracts with some of the leading manufacturers in this section of the country. He states that the talking machine industry is enjoying a boom period, and that, judging from all indications, this era of prosperity will continue for some time to come.

AMERICAN

In the **AMERICAN** line you will find a model for every prospective buyer, seven models made in mahogany and oak. The **AMERICAN** remains sold when delivered, and plays all records. Guaranteed throughout.

The cabinet, the motor, the tone chamber, the tone arm, the reproducer, and the packing case are all proven and correct.



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

39 FOUNTAIN ST.

GRAND RAPIDS, MICH

Liberty Phonograph Company

Presents

The Final Achievement in Lateral Records

The latest, most intelligently and scientifically constructed lateral record in the world.

THE importance of this announcement cannot be overestimated. To the music trade it means a record that opens up the lateral record field.

And it means the only true lateral record on the market without a machine tied to it.

In tone, volume and craftsmanship the Liberty record is a dream come true.

For it represents the result of years of study, experience and experiment.

And it carries the possibilities of the lateral record to the ultimate accomplishment.

To the music-lover it means the opportunity to hear the true performance of the true artist with no delicate shading lost in reproduction.

It means the symphony itself with no instrument blurred, and the band with no note smothered.

Full details regarding distribution and territory will be given to responsible distributors upon application.

Write for particulars today, to

LIBERTY PHONOGRAPH CO.

EXECUTIVE OFFICES

1836 Euclid Avenue

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Cleveland, Ohio

Laboratory: 16-18 West 39th Street, New York, N. Y.

DEALERS IN CINCINNATI ARE JUST "CHASING RAINBOWS"

Anxiously Awaiting Stocks to Help Them Fill Up Pots of Gold—Shipments Beginning to Arrive With More Regularity—Some Recent Changes Among the Local Staffs

CINCINNATI, O., February 7.—Another month is expected to see a decided improvement in the matter of supplies for talking machine dealers in the Middle West, but just now the situation is regarded as being almost hopeless. There is hardly a house in Cincinnati with a full supply of various sizes of talking machines and the buyers who continue to force their way into establishments either must purchase the art styles or the low-priced models.

Just now the great desire of the trade is to get stock and to get 'em by express since freight shipments take almost triple the usual time between Cincinnati and Eastern points. There has been a greater offering of Liberty bonds, which are being taken at the prevailing market price, in the purchase of talking machines. People appear to be anxious to dispose of their savings.

It is quite interesting to drop into the Columbia wholesale quarters on West Fourth avenue at the end of a big month like January, and in the midst of stock taking. W. G. Wustefeld, one of the company's auditors, is at the local branch checking the books and accounts, and at this writing is engaged in counting the several hundred thousand records carried in stock at this branch.

Geo. H. Williams, who has been serving the Cincinnati branch in the capacity of assistant manager for the past two months, left Cincinnati the last day of January to return to his old home at Seattle, Wash. He did not announce his future plans before leaving Cincinnati.

N. B. Smith, formerly associated with the general sales department at the Executive Office, New York, who has been appointed assistant manager at the Cincinnati Branch, took up his duties as such the first of February.

Manager Sigman, of the Victor department of the Rudolph Wurlitzer Co., is an optimistic man these days. His only big worry is slow shipments from the Victrola factories. He said:

"January, 1919, started out with a rush of orders which no doubt will cause even the most pessimistic talking machine dealer to sit up and take notice. Never in the history of the industry has such an avalanche of orders poured into our office, for both machines and records. Many out-of-town dealers visited our store, and it was very gratifying to notice the enthusiasm over the prospects of the future. Large machine and record orders were placed, and the trend seemed to be toward the higher price instruments.

"We are receiving large shipments of the red seal records from the factory, although it is hard to stock them, for they are sold as rapidly as received. Talking machine owners are gradually becoming educated regarding their great value, for they realize that records made by the great operatic artists can be heard over and over again with increasing pleasure. While the shortage will continue for sixty or ninety days, the wise dealers who place their orders early will not regret it, for there is every reason to believe that the year 1919 will prove to be the best year since the talking machine was placed upon the market."

Using the sheet music business as a basis for the idea, the Willis Music Co. will carry an entire catalog of records in its Victor department

to be opened on West Fourth street about February 15 under the management of F. F. Summey. A few machines have already been secured, but the great desire of Mr. Summey is for records and more records. He intends to carry everything worth while in the disc line.

The Otto Grau Co. is putting some "pep" in its Victrola department. The Brunswick machine may be added to the line of that house.

The Crystola is being handled by the Butler Bros. Co., jobbers and manufacturers of pianos.

The Phonograph Co., of this city, expects to have a normal supply of Edison machines by April 1. Of course there will be some shipments in the meantime, but nothing like what Manager Oelman could use.

"The biggest January in the history of the Vocalion business" is the comment of C. L. Byars, manager of the Vocalion department of the local Aeolian store. "In spite of the fact that thou-

sands of dollars' worth of business was lost, owing to the shortage of goods, there was a 20 per cent. increase in the business over the best January ever experienced. It is heartrending," he says, "to see business walking out of your store simply because you haven't goods to demonstrate."

J. F. McCarthy, who has been connected with the Vocalion sales force for several months, recently severed his connection with the Aeolian Co., and is going into the insurance business with one of the local companies.

Miss Dorothy Goodwin, one of the most clever record salesladies in the city, left the employ of the Aeolian Co. February 1 to take up her new position as assistant librarian in the Cincinnati College of Art. Miss Goodwin is a student of art and has real talent along that line, and her new position should be a great help to her in fulfilling her ambitions.

Briggs—Have your daughters accomplished much in music?

Griggs—Yes; their playing has rid us of two very undesirable neighbors.—Boston Transcript.

Which one of these two stores would attract you?



The 6940
Most Prosperous Piano
and Phonograph Dealers in this
Country are using

ELECTRIC ADVERTISING

Your business has the same requirements
as theirs and they have proved *it pays*

PIANOS

PHONOGRAPHS

THE reconstruction era of prosperity is on! Electric Signs, dimmed by war, are all ablaze, doing their part to promote business activity. New signs are bursting into flame everywhere. Don't lag behind. Lead. Get your sign burning first—and for your future satisfaction and profit be sure it is a Federal sign. Federal signs are brilliant by night and attractive by day. Their porcelain enamel surface cannot rust, rot, nor fade. No refinishing required. A damp cloth makes it as fresh as new.

Full particulars of cost, current expense, etc., will come in response to coupon. Sketches submitted free.

Twelve Months to Pay

FEDERAL SIGN SYSTEM (ELECTRIC)
Lake and Desplaines Streets, Chicago, Ill.

Branches in All Large Cities
Factories in New York, Chicago and San Francisco

This Familiar Sign is a Federal Sign Be sure yours is a Federal too—send this Coupon

Please send me full particulars of a sign suitable for my business.
 Store frontage. No. of floors. Check here if you want free sketch and indicate desired lettering on attached slip.
 Name.....
 Business.....
 Address.....
 T M W



WHY WE ARE DISTRIBUTORS OF

OKEH RECORDS



The
Recognized
Leader in
the Record
Field



RETAIL AT 85c.

PLAYED WITH SAPPHIRE OR
STEEL NEEDLE

When we decided to add a record line to our phonograph department, we determined to carry a record that would give prestige to our business, and prove profitable to our dealers. After months of investigation we chose the OkeH Record as best meeting all of these requirements.

We are now ready to give our dealers practical co-operation in developing their OkeH Record business, and are certain that this line will prove a valuable adjunct to their general phonograph business.

If you handle the OkeH line there is no waiting for records that are "hits" of the day. This library records the "hits" promptly and we place them in your hands when you need them most. Just phone us that you need certain records, and we will send you your complete order the same day.

Musical Supply & Equipment Co.

(Formerly Electric Supply & Equipment Co.)

221 COLUMBUS AVENUE, BOSTON, MASS.

Distributors of  Phonographs and Vocalstyle Music Rolls

"Kiss Me Again," one of Victor Herbert's masterpieces, wonderfully sung by Lashanska. Columbia 77843.

**Columbia Graphophone Co.
NEW YORK**



SEVERAL INTERESTING CHANGES IN MILWAUKEE TRADE

Wholesale and Retail Departments of Edison Representation Separated—Mrs. Geo. H. Eichholz Now Sole Owner of G. H. Eichholz Co.—Chas. J. Orth Honored—Sonora Outfit for Y. M. C. A.

MILWAUKEE, Wis., February 5.—The manner in which talking machine business has been maintained since the holidays is characterized as simply wonderful by local dealers. They have never known anything like it. January business was by far the most active and the largest in volume for the first month of the year that has yet been recorded and February has opened in a similar manner.

Only a continued shortage of instruments and records prevents the volume of business from being even larger than it is. While dealers are crying for instruments and records, the jobbers report that factories are swamped with their requirements. Deliveries have increased materially in the last few weeks, but the demand is such that jobbers cannot even place goods on their floors, being compelled to ship immediately upon receipt. In many instances cars are unloaded, goods checked, cases remarked and sent on their way to the dealer without ever seeing the jobbers' warehouse.

The record situation is perhaps worse than that on machines and the supply of certain numbers is equal to only a very small percentage of the demand, with back orders piling up in enormous fashion. "Smiles" has taken the lead as the most sought and least supplied record in the history of the local talking machine business. "Till We Meet Again" is another number that is breaking all popularity records.

The divorcement of the wholesale and retail departments of the Edison representation in Wisconsin and Upper Michigan, concerning which mention was made in the January issue of The World, has been consummated. The Edison Shop, 213-215 Second street, which was the retail division of the Phonograph Co. of Wisconsin, located at the same address, was discontinued January 25 and the business distributed among the five Edison retailers located in as many sections of the city. Hereafter the Phonograph Co. will concentrate on the wholesale end of the business. William A. Schmidt is manager.

Another announcement of interest is that made February 1, stating that the George H. Eichholz Co., 542 Twelfth street, Edison and Victor dealer, has passed into the sole ownership of Mrs. George H. Eichholz, who also assumes the active management and direction of the business. The Eichholz store is one of the earliest retail establishments in Milwaukee and always has handled both the Edison and Victor. Its founder, George H. Eichholz, died in May, 1918, since which time his partner, Frank Preuss, has acted as manager, assisted by Mrs. Eichholz.

Charles J. Orth, exclusive wholesale representative of the Puritan phonograph and Paramount records in Wisconsin and upper Michigan, was signally honored and given rank with the great composers when the Chicago Sym-

phony Orchestra gave Mr. Orth's symphonic poem, "Romance," a place on the regular program at the Chicago concert on January 30 and the Milwaukee concert on February 3. Only one other Milwaukee composer, Hugo Kaun, was ever honored in this manner. As a composer Mr. Orth is perhaps best known by his descriptive piece, "In a Clock Store," which came to be one of the best sellers in the talking machine catalogs, and also was played by Sousa's band on its famous international tour.

An interesting demonstration of the New Edison Re-Creation was given in Milwaukee dur-

R. H. ZINKE HEADS MILWAUKEE ASSN.

Well-Known Talking Machine Dealer Elected President of Milwaukee Association of Music Industries at Annual Meeting

MILWAUKEE, Wis., February 5.—The annual meeting of the Milwaukee Association of Music



R. H. Zinke

Industries on January 16 resulted in the election of Richard H. Zinke, manager of the Badger Talking Machine Shop, Victor dealer,

ing the week of January 20, when Lou Chiha, "Friscoe," the noted xylophonist, played in comparison to one of his own Edison records on the Majestic stage. Fortunately the entire bill of that week was of "all-star" quality, so that Chiha's act was witnessed by more than an ordinary number of people.

A large Sonora and a full complement of records formed a gift made to the Milwaukee Y. M. C. A. last week by Fred C. Yahr, secretary of the Yahr & Lange Drug Co., distributor of the Sonora, in association with Frank C. Klode, head of the C. W. Fischer Furniture Co., a Sonora retailer of Milwaukee. Messrs. Yahr and Klode have made frequent contributions to "Y" activities in the past, but none seems to be appreciated quite as much as this donation of an instrument and records.

as president. Mr. Zinke served as secretary during the past year and accomplished so many big things that when his name was advanced for the presidency there was no opposition and the election was by acclamation. Paul F. Net-zow, of the Waltham Piano Co., was re-elected vice-president. C. LeRoy Dennis, secretary of the National Association of Piano Merchants, and secretary and manager of the Better Business Bureau of the Music Industries Chamber of Commerce, was chosen secretary. William R. Winter was re-elected treasurer. The retiring president, Henry M. Steussy, was elected to the board of directors, succeeding Fred B. Bradford. Leslie C. Parker and Edmund Gram were re-elected directors. The association had a most successful year and plans to do even bigger things this year. President Zinke and Secretary Dennis have determined upon a course of action that ought to make the music trade of the entire country "sit up and take notice." The establishment of a retail credit bureau and the organization of a State association of music dealers are two of the principal aims of the new administration.

W. H. ALFRING'S EXTENDED TRIP

W. H. Alfring, manager of the Aeolian Co.'s wholesale departments, left recently for a trip to the Pacific Coast, and according to his itinerary will be away until March 1. Mr. Alfring will visit the Vocalion jobbers and dealers in many of the leading cities, and judging from the remarkable volume of business closed by Aeolian-Vocalion representatives in 1918 his visit will be timely.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

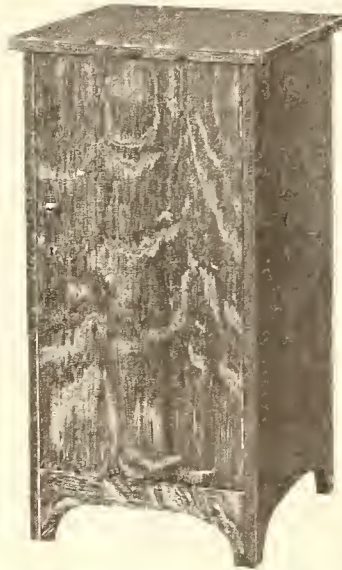
Why not communicate at once with us?

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

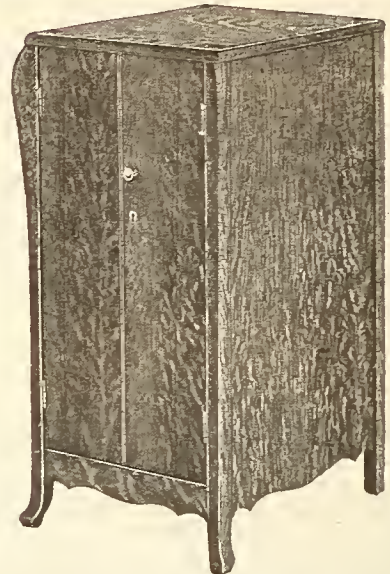
QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 3/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



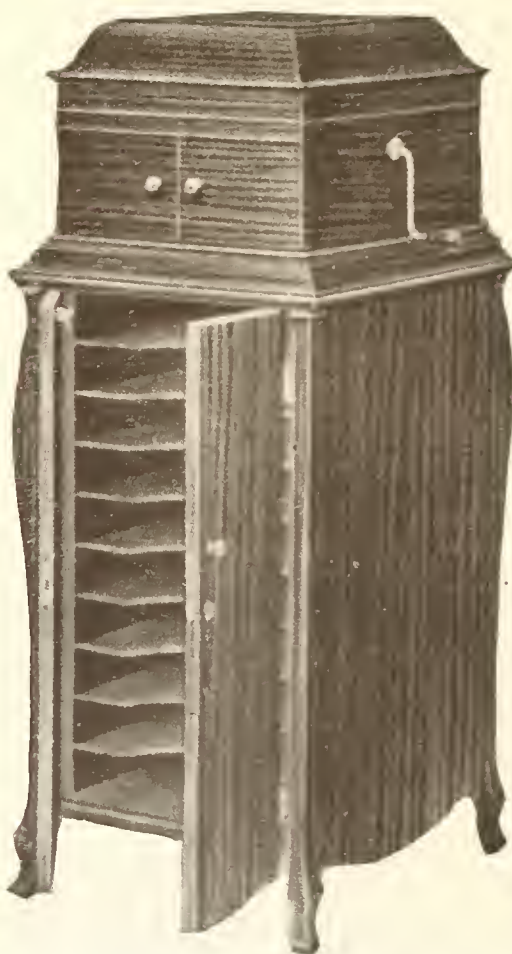
Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 3/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 3/8 x 22 3/8 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



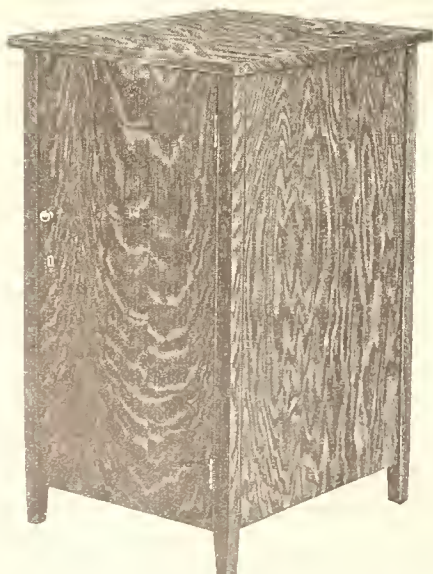
Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 3/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line.

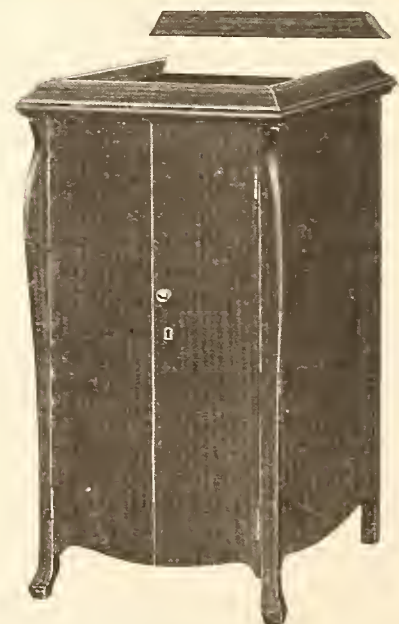
**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 3/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 3/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

THE GEO. A. LONG CABINET COMPANY

HANOVER, PA.

CABLE ADDRESS
"LONGFURCO"
WESTERN UNION CODE



February 10, 1919.

TO OUR CUSTOMERS AND THE TRADE:

While no change in the cost of materials or manufacturing has taken place to warrant the making of a reduction in prices of Cabinets, at the same time we believe that, with the introduction of further labor saving devices throughout our plant, -- made necessary by our largely increased business, and brought about by your loyalty to the line, we feel that we shall be able to increase our production.

In anticipation of this saving, we want YOU to have the benefit of it, and we hereby make a voluntary reduction of prices of cabinets to take effect forthwith.

All unfilled orders now on file, mailed direct or placed with our Sellers at OLD prices, will be filled and the Cabinets billed at NEW prices as set out in the current price list bearing this date, and enclosed herewith.

We also enclose a folder illustrating and describing the several cabinets comprising the line.

Anticipating the pleasure of further serving you, we remain,

Courteously yours,

HCN-H
2 enclosures.

THE GEO. A. LONG CABINET COMPANY

by

H. C. Long



PITTSBURGH TRADE AGAINST ACCEPTING LIBERTY BONDS

Discourage Practice of Taking Bonds in Payment of Merchandise at Face Value—General Business Conditions Improving—Princess Watahwaso Entertains Children—General News

PITTSBURGH, PA., February 8.—Trade conditions in talking machines in Pittsburgh are exceedingly brisk, that is, based on the amount of talking machines and records that the dealers are able to obtain. There is a tremendous demand for all the leading makes of instruments, and every jobber and retail dealer seen by The World representative the past week had the same tale to tell: "Have plenty of customers, but not enough goods to satisfy them."

S. H. Nichols, general manager of the local branch of the Columbia Graphophone Co. is very optimistic concerning trade conditions for 1919. He stated that January sales far exceeded his expectations and that there was an enormous demand for Grafonolas and Columbia records. The record business, Mr. Nichols said, "was simply amazing."

Another new Victrola shop for the Pittsburgh district will be opened on February 15 by George S. Hards, in Dormont, a residential suburb and community in which music is regarded as essential as eating. Mr. Hards, who retired on January 15 as manager of the retail Victrola department of the W. F. Frederick Piano Co., which position he held for the past nine years, has fitted out a fine Victrola shop in Potomac avenue, Dormont, and has been busy the past few days in a line of publicity work calling the attention of the public to the new shop.

The Pittsburgh Talking Machine Dealers' Association at their January meeting adopted a resolution to the effect that the membership discourage the taking of Liberty Bonds in exchange for talking machines and records. It was agreed that in cases where the dealer was compelled to take Liberty Bonds this would be done by accepting the bonds at their market value and not at face value as has been the custom.

More than 1,500 school children were entertained in a most delightful manner at the Schenley High School early in January, when Princess Watahwaso, the well-known Victor artist, sang, told Indian stories and danced. She sang all of the songs that are recorded in Victor records and also a number of others. She was given a remarkable ovation by the children who were fortunate enough to hear and see her. A similar entertainment was held later in the Holmes school. Both entertainments were arranged by Miss Lillian A. Wood, the popular director of the Victor educational department of the C. C. Mellor Co.

In response to a call from T. B. Windsor, a talking machine dealer of Tarentum, Pa., who handles the Victrola, Edison phonographs and Columbia Grafonolas, Princess Watahwaso gave a most delightful recital in the Tarentum Young Men's Christian Association on Saturday afternoon, February 1. Princess Watahwaso is now en route to the Central West on a concert tour.

The Buehn Phonograph Co., Edison distributors, report trade conditions as "very good." A. A. Buehn, manager of the company, was very hopeful concerning the immediate future of the Edison trade in this vicinity and anticipates a very satisfactory Spring trade. This, however, is based on the shipments from the Edison factory. Mr. Buehn by dint of energy and perseverance has built up a large and loyal clientage for the Edison phonograph in this section. J. K. Nichols is the new traveling salesman for the Buehn Phonograph Co., who will cover western Pennsylvania, eastern Ohio and West Virginia.

At the annual meeting of the Pittsburgh Association of Credit Men, A. A. Buehn, of the Buehn Phonograph Co., was elected a member of the Board of Directors.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, who is

spending the Winter in Seabreeze, Florida, made a business trip to Pittsburgh, remaining here two days and then returned South.

H. C. Niles, secretary treasurer of the Starr Phonograph Co., is very enthusiastic concerning the trade in the present year as it will affect the Starr phonographs and Gennett records, and is satisfied that dealers will be well supplied with phonographs and records within a short time, as the factory is making every effort to keep up with orders.

Gray & Martin, distributors of the Sonora phonograph, who have large and tasty demonstration quarters in the Jenkins Arcade, are planning an extensive campaign for the year 1919. The firm have been keenly alive to the value of printer's ink in their efforts to introduce the Sonora to the public, and in this they have been eminently successful.

H. J. Brennen, manager of the Pittsburgh Pathéphone Co., said: "The Pathé machines and Pathé records have made a distinct hit in Pittsburgh, and we are busy as beavers filling orders."

Among the new Pathé dealers listed is J. B. Wilson, who takes over the Pathé shop of the J. B. Lawhead Music Co., of New Castle, Pa.

J. W. Helbling, traveling salesman for the Pittsburgh Pathéphone Co., is covering the West Virginia territory at present.

J. A. Endres, sales manager for the Pittsburgh district of the Brunswick-Balke-Collender Co., manufacturers of the Brunswick Phonograph, made a very successful business trip to Johnstown and the adjoining territory, visiting the Brunswick dealers.

The Dauler & Close Furniture Co., sales agents for the Cheney phonograph, had very successful January sales of Cheney phonographs. Among the models that have attracted especial attention were the several period models.

H. C. Hornberger, manager of the talking machine department of the Kaufmann & Baer Co., has been making a series of special drives with the Aeolian-Vocalion, the Victrola and the

When We Became Distributors for This Record Line We Picked A Sure Winner!



The record that has taken the country and the trade by storm

OKEH
RECORDS

¶ Let us show you how the OkeH Record line can increase your sales totals substantially and make your establishment the most successful in your locality.

¶ We have perfected every detail of our sales and service plan, and by handling the OkeH line you are following the example of thousands of successful dealers throughout the country. All records are double-faced, retail at 85c.

Send for our new OkeH Dealer Bulletin

FRED GRETSCH MFG. CO., 50-60 Broadway, Brooklyn, N. Y.

Manufacturers of Musical Instruments

Grafonola. One of the most notable factors in the sales was an elaborate window display in which the three instruments were shown to excellent advantage. They were surrounded by Aeolian-Vocalion, Victor and Columbia records and presented a striking appearance. Mr. Hornberger reports trade in all three of the instruments as "excellent."

APPOINTED DISTRICT MANAGER

Wallace Brown Assumes Important Part With Phonograph Division of Brunswick-Balke-Collender Co.—Will Continue Retail Shop

DETROIT, MICH., February 8.—Wallace Brown, the well-known proprietor of the Brunswick Shop, of this city, has been honored by the



Wallace Brown

Brunswick Co. by his recent appointment as district manager of the phonograph division of the Brunswick-Balke-Collender Co. for Michigan. Mr. Brown will have his headquarters at the Brunswick Co.'s Detroit branch. He will, however, continue to operate his retail shop at 31 East Grand River, in addition to his new managerial duties. He has a fine knowledge of the talking machine trade and its requirements, and this together with his retail experience, will be of value in assisting Brunswick dealers in that territory.

ENJOYING VISIT TO CALIFORNIA

B. R. Forster, president of the Brilliantone Steel Needle Co., of New York City, is at present in Los Angeles, Cal. He reports exceptionally fine conditions in the trade in that section of the country. Mr. Unger, traveling representative of the company, has just completed a successful trip through Canada in the interest of Brilliantone needles and is away again on a trip through Pennsylvania.

GREETINGS FROM IRELAND

The World takes pleasure in acknowledging the receipt of a most attractive wall calendar, a welcome souvenir of the holiday season, from T. Edens Osborne, the well-known talking machine jobber of Belfast, Ireland, whose name and exploits are so well known to our readers throughout the world.

THE LIFE OF AN ACCOUNT

An account on the books of a merchant that runs for three months is a Mistake.
One that runs for six months is an Offense.
One year, and it becomes a Crime.
More than that, it is usually a Deader.

ELECTRO-PLATING of PHONOGRAPH PARTS AND MUSICAL INSTRUMENTS

Silver, Nickel and Antique Finishes
Specializing in GOLD FINISH
JOSEPH MUSANTE
168 CENTRE ST. Tel. Franklin 3053 NEW YORK

Make Money out of your "Retired List" of Customers

EVERY CUSTOMER owning one of the smaller "Victrolas" is a LIVE PROSPECT for a "CONVERTO" CABINET that will convert his machine into a HANDSOME CABINET TYPE with dust-proof record compartment and do away with a make-shift stand.



TALKING MACHINE CABINETS

Designed to accommodate the

VICTROLAS "IV" and "VI"

have proven a substantial success with thousands of VICTOR DEALERS. A little local advertising or circularizing of your list of owners of the small machines will do for YOU what it has done for others, BRING MANY OF YOUR OLD CUSTOMERS BACK TO SEE THE "CONVERTO" CABINET AND REVIVE INTEREST IN THEIR MACHINES AND NEW RECORDS. Cuts and circulars for this purpose will be furnished by us.

A GENUINE VICTROLA AND A LUNDSTROM "CONVERTO" CABINET MAKE A STRONG COMBINATION WHICH SPEAKS FOR ITSELF; the combined cost of which enables the dealer to offer to a discriminating class of trade a machine with unquestionable merits and a cabinet type appearance AT A LOWER PRICE THAN IS USUALLY CHARGED FOR CABINET TYPE MACHINES WHOSE REPUTATIONS HAVE YET TO BE ESTABLISHED.

All orders should be placed through the Wholesaler. See list below.

THE C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.

Lundstrom "Convento" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

STRONG SELLING POINTS

Lundstrom "Convento" Cabinets are made in OAK and MAHOGANY FINISHES and convert the smaller Victrolas into handsome cabinet types, without affecting the portability of the machines.

Protect machines and records from dust.

Provide receptacles for new and used needles.

Place a genuine VICTROLA with the cabinet type effect into the hands of the user at a price less than is usually charged for cabinet type machines of unknown make.



SETTING VICTROLA INTO CABINET



SOUND DOORS OPEN FOR PLAYING

"Convento" Wholesale Distributors

- | | | | |
|----------------------|----------------------------------|-----------------------|------------------------------|
| Atlanta, Ga..... | Phillips & Crew Piano Co. | Memphis, Tenn..... | O. K. Houck Piano Co. |
| Austin, Tex..... | The Talking Machine Co. of Texas | Millwaukee, Wis..... | Badger Talking Machine Co. |
| Baltimore, Md..... | Cohen & Hughes | Mobile, Ala..... | Reynolds Music House. |
| Birmingham, Ala..... | E. F. Droop & Sons Co. | Newark, N. J..... | Price Talking Machine Co. |
| Boston, Mass..... | Talking Machine Co | New York City, N. Y.. | Emanuel Blout |
| Brooklyn, N. Y..... | Oliver Ditson Co. | | I. Davega, Jr., Inc. |
| Buffalo, N. Y..... | The Eastern Talking Machine Co. | Omaha, Neb..... | Mickel Bros. Co. |
| Burlington, Vt..... | American Talking Machine Co. | Peoria, Ill..... | Putnam-Page Co., Inc. |
| Butte, Mont..... | W. D. & C. N. Andrews. | Philadelphia, Pa..... | The George D. Ornstein Co. |
| Chicago, Ill..... | American Phonograph Co. | | Penn Phonograph Co., Inc. |
| Cincinnati, O..... | Orton Bros. | | H. A. Weymann & Son, Inc. |
| Cleveland, O..... | Lyon & Healy | Pittsburgh, Pa..... | W. F. Frederick Piano Co. |
| Columbus, O..... | The Rudolph Wurlitzer Co. | | C. C. Mellor Co., Ltd. |
| Dallas, Tex..... | The Collister & Sayle Co. | | Standard Talking Machine Co. |
| Denver, Colo..... | The Perry B. Whitsit Co. | Portland, Me..... | Cressey & Allen, Inc. |
| Elmira, N. Y..... | Sanger Bros. | Richmond, Va..... | The Corley Co., Inc. |
| El Paso, Tex..... | The Knight-Campbell Music Co. | | W. D. Moses & Co. |
| Kansas City, Mo..... | Elmira Arms Co. | St. Paul, Minn..... | W. J. Dyer & Bro. |
| | W. G. Walz Co. | Syracuse, N. Y..... | W. D. Andrews Co. |
| | J. W. Jenkins' Sons Music Co. | Toledo, O..... | The Whitney & Currier Co. |
| | Schmelzer Arms Co. | Washington, D. C..... | Cohen & Hughes |
| | | | E. F. Droop & Sons Co. |

L. C. PARKER BUYS BADGER SHOP

Former Manager of Gimbel Bros.' Department, Milwaukee, Enters Retail Talking Machine Field on Own Account—Long in Trade

MILWAUKEE, Wis., February 4.—One of the most important transactions in this retail field



L. C. Parker

in years was the purchase on February 1 of the Badger Talking Machine Shop, 425 Grand avenue, one of the largest Victor retail establishments in the country, by Leslie C. Parker, who for the past ten years has been manager of the Victrola department of Gimbel Bros.' local store. The Badger Shop heretofore was owned and controlled by the members of the

Badger Talking Machine Co., 135 Second street, wholesale representative of the Victor. In line with the policy that is being adopted generally, wholesale and retail lines are being divorced and this is one reason why the Badger Co. has made disposition of its retail interests. Another reason is that the wholesale business and manufacturing interests of the owners of the Badger Co. have grown to such proportions that concentration has become necessary. These interests include the Record-Lite Co. and the Record Needle and Mfg. Co.

Mr. Parker has spent his entire business career in the music business. For twenty-seven years he has been associated with piano and talking machine interests. He now enters the field on his "own hook," as it were.

The Badger Shop was established in its present location on May 1, 1916. Previously it was conducted in the same premises as the wholesale business at 135 Second street. Richard H. Zinke, who has managed the retail business for many years, retires from the Badger Shop, but will continue to be associated with the Badger wholesale and manufacturing interests in an executive capacity.

Mr. Parker is a director of the Milwaukee Association of Music Industries and one of its active workers. He was the first president of the Salesmanship Club of Milwaukee, and is vice-president of the Alexander Hamilton Institute. He is serving as a member of the educational committee of the Milwaukee Association of Commerce and a member of the board of the Club of Commerce of Marquette University. He is a noted figure in educational circles on advertising and selling. Mr. Parker's successor as manager of Gimbel's Victor department has not been selected as yet.

We live and learn, but those who live fastest don't always learn most.

See how the jobbers in *The World* can supply your wants with the greatest promptness and satisfaction.

REX GRAMOPHONE COMPANY

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."

M. A. SUPPER GENERAL MANAGER

Assumes General Direction of the Affairs of the New York Recording Laboratories

PORT WASHINGTON, Wis., February 3.—M. A. Supper, who has been with the New York Recording Laboratories, Inc., this city, makers of Paramount records since its organization, has become general manager of the company, and has general charge of all matters both at the local plant and the New York offices. Previous to his merited promotion Mr. Supper was sales manager of the company. The plans for development of the Paramount business under Mr. Supper's direction include the appointment of distributors to handle the line, and a large number of these have already been secured. There will also be considerable attention given to the matter of dealer helps. Mr. Supper has recently been spending some time on a business trip through Eastern sections of the country and Canada and will have some important announcements to make shortly.

THE INDIA MICA SITUATION

Manufacturers of high-grade phonographs will be pleased to learn that we will be in a position to supply them with A1

India Mica Diaphragms

during the coming year.

The high quality of *India Mica Diaphragms* is recognized everywhere, and our supply of first grade *India Mica* will be larger than that of any other diaphragm manufacturer in this country.

We also regularly receive large supplies of first-grade *Brazil Mica*, and we now control the entire output of a large number of the most productive and successful Mica Mines in America, some of which we ourselves own and operate.

Crystal Edge Mica Diaphragms

are now being used by the great majority of manufacturers of high class phonographs. They are giving excellent service and satisfaction, and are regarded as the best diaphragms on the market to-day.

We have made arrangements to double our output and would suggest that you let us know your requirements as soon as convenient.

Quotations upon application

PHONOGRAPH APPLIANCE CO.

109-113 WEST BROADWAY, NEW YORK

"Tonofone"

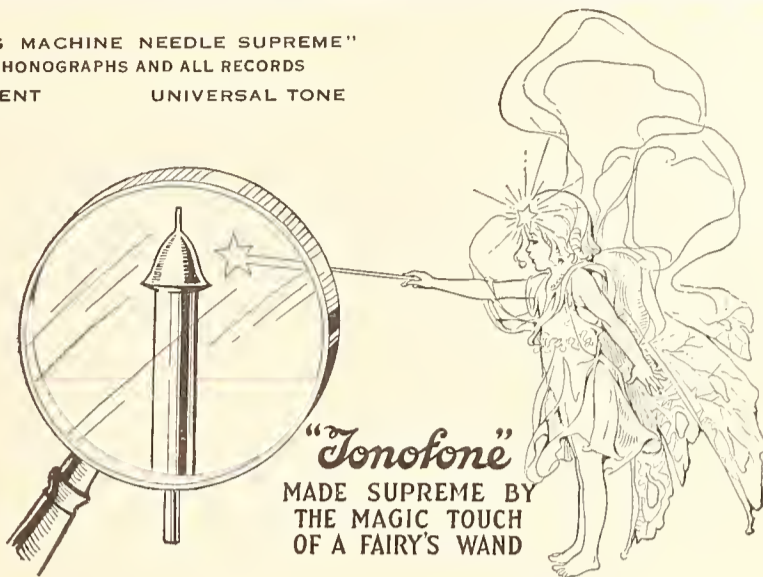
MADE FOR THE TRADE
UNDER EXCLUSIVE RIGHTS AND PATENTS

BY

R. C. WADE CO.

29 So. LA SALLE STREET
CHICAGO

"THE TALKING MACHINE NEEDLE SUPREME"
PLAYS ALL PHONOGRAPHS AND ALL RECORDS
SEMI-PERMANENT UNIVERSAL TONE



To
Talking Machine Dealers,
Everywhere,

Greetings:

TONOFONE is positively the talking machine needle supreme -- recognized as such - everywhere - with good reason.

TONOFONE is a wonderful little music maker---with ordinary care each needle will play fifty or more selections.

TONOFONE plays all talking machines--all records, regardless of kind or cost --- and plays them vastly better.

TONOFONE -- unlike all other needles--is elastic, resilient, musical - exactly what the best needle should be.

TONOFONE glides softly over each and every sound-wave -- transmitting each separate tone with amazing purity.

TONOFONE brings forth beauties and charms hitherto unknown -- it has established a new standard in phonography.

TONOFONE is supreme. Beware of imitations; there is no other like it. If you doubt it, send for free samples.

TONOFONE was unknown November 15th; -- yet to-day this little wonder is the talk of the talking machine world.

TONOFONE demand must be satisfied -- and we shall keep on building WADE automatic needle-making machines until we can supply the world. Don't wait or hesitate - order NOW.

Yours very truly,

R. C. WADE CO.

Rochester Mapes

Sec. and Treas.

P. S. Tonofone needles come 4 in a package. (retail price 10¢ per package), 100 packages in a display carton. Dealer's price \$6.00 per carton--with our absolute "money-back" guarantee. Terms: net, 30 days, or 2% cash with order. Demonstrating needles and a beautiful Tonofone "art-poster-salesman" free.

DEALER'S ORDER

R. C. WADE CO., 29 So. La Salle St., Chicago
Please ship as soon as possible under your
"MONEY BACK" guarantee
_____ cartons Tonofone needles
at regular dealer's price, \$6.00 per carton.

Name _____

Address _____

FREE SAMPLE COUPON

R. C. WADE CO., 29 So. La Salle St., Chicago
Without obligation to us, send samples of
Tonofone needles with prices and full details.

Name _____

Address _____

TRADE CONDITIONS IN CHATTANOOGA

Business Active But Shortage of Goods Is Embarrassing—Members of the Trade All Optimistic Regarding Business for 1919

CHATTANOOGA, TENN., February 8.—Trade conditions in Chattanooga during the month just closed were in general very good. Most stores are still suffering from shortage of goods, though many of them have taken on secondary lines, many of which have merit, and are in this way to some extent able to take advantage of the very active demand for talking machines.

Sterchi Bros. Furniture Co., through R. E. Johnson, manager of the talking machine department, who handle the Columbia, Edison and more recently the Starr, state that they are selling instruments as rapidly as they can get them. They report the demand far ahead of the supply. Their record business has increased, and taken altogether the outlook is satisfactory, with some hope of an alleviation in the shortage of product in the near future, this being the main factor at present in the business.

The Rhodes-Mahoney Furniture Co., Victor and Brunswick dealers, who took on the Brunswick line in a rather large way some months since, are understood to be doing a large volume of business. They have been particularly successful with the Brunswick, and it has acted as a bulwark for their talking machine department in time of stress.

The Stulce-Yarnell Furniture Co., Columbia exclusively, report that they have enjoyed a very gratifying business in the month just closed. Their sale of Columbia records has improved noticeably, so many persons having come into the market as record buyers since Christmas. Mr. Stulce is working into the talking machine game on a larger scale as each month passes, and finds it a most valuable addition to his regular furniture business.

The Templeman Piano Co., Miss Edna Burchfield, manager of the talking machine department, and who are Columbia dealers exclusively, are having their entire store remodeled, making arrangements for the constantly increasing business in the talking machine department. New booths are being in-

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion.
It is Self-Advertising

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.

BROOKS MFG. CO., Saginaw, Mich.

DEALERS Who Want The Best Selling Record Line Should Handle



We have been appointed

Distributors of OkeH Records

and are ready to give our dealers full details regarding the most popular record line on the market.



Write for dealer plan

OkeH Records have been endorsed by dealers everywhere as fully meeting all musical requirements.

The OkeH library consists entirely of the best popular, instrumental, dance and novelty numbers.

All double faced, retailing at 85c.

WM. B. GLYNN DISTRIBUTING CO.

SAXTONS RIVER, VT.

Distributors of **Sonora** Phonographs



stalled, a new hardwood floor being put in, and when the alterations are completed there will be no more up-to-date or attractive store in the South.

Clemmons Bros., who sell the Victor and Pathé lines, say that their business for 1918 was by far the largest they ever enjoyed. In fact, their talking machine business almost ranked with the total volume of sales in their furniture department.

BILLY MURRAY'S NEW CONNECTION

Well-Known Recording Artist Arranges Also to Sing for Paramount Records

The New York Recording Laboratories of Port Washington, Wis., announce that Billy Murray is to sing for Paramount records. Mr. Murray already has built up a wide reputation as a record maker of high caliber for other companies and enjoys a large following among users of various makes of records. He will make his debut with Paramount in a comedy song: "Can You Tame Wild Wimmin?" which, according to Musical Director Walter Rogers, of the company's New York studios, is well adapted to Murray's talents. The record will appear in the next release.

WHAT HE DID!

A great salesman said: "I sold the goods. I did not merely lay cornerstones and get things into shape; I did not secure a promise of an order the next time; I did not fix the man for a future trade, and then brag about it. Not I. I got the man's name on the bottom of the order sheet. That's what I did."

NEEDLES

45c per thousand in lots of half a million only. Smaller quantities, 48c per thousand.

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street, New York

“Why Do They Call Them Babies?” Everybody will want to know, when they find Van and Schenck have the answer. Columbia A-2674.

**Columbia Graphophone Co.
NEW YORK**



TO OPEN BRANCH ON PACIFIC COAST

Distributing Headquarters of Otto Heineman Phonograph Supply Co. to be Opened in San Francisco With L. Gruen as Manager

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, announced this week the appointment of L. Gruen as manager of the company's new branch to be opened in San Francisco. Mr. Gruen left last week for the Pacific Coast, and as soon as he arrives there will arrange for the establishment of a branch office which will be central for the trade in that section. According to present plans a complete sample line of OkeH records, Heineman and Meisselbach motors, tone-arms, etc., and Dean steel needles will be carried at the San Francisco office, together with a small stock of these products.

In commenting upon this move Mr. Heineman stated that the steady growth of the talking machine industry on the Coast had influenced him to open a branch in San Francisco, in order that the manufacturers in this part of the country might receive adequate service and cooperation. Inquiries have been received at the Heineman offices during the past few weeks which indicate that many well-known mercantile and manufacturing concerns on the Coast contemplate entering the talking machine industry, and there is every reason to believe that San Francisco will be the hub of an active manufacturing center during 1919.

Mr. Gruen, the manager of the San Francisco office, has been associated with the Heineman organization for several years, having spent some time at the company's factories in Elyria, O., and serving as assistant manager of the Canadian division. His most recent connection identified him with the Heineman branch in Chicago.

THINGS NECESSARY TO SUCCESS

To know every detail, to gain an insight into each secret, to learn every method, to secure every kind of skill, are the prime necessities of success in any art, craft or trade. No time is too long, no study too hard, no discipline too severe, for the attainment of complete familiarity with one's work and complete ease and skill in doing it. As a man values his working life, he must be willing to pay the highest price of success in it—the price which severe training exacts.—H. W. Mabie.

TO MAKE TALKING MACHINES

The Victory Phonograph Co., Lititz, Pa., has been incorporated with capital stock of \$300,000 by Harrisburg and Philadelphia capitalists for the purpose of manufacturing talking machines. The new company has taken over the plant of the Yerger Mfg. Co. in Lititz and will begin operations soon.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

TO DEVELOP GENERAL TRADE

B. G. Higley, President of Sona-Tone Phonograph, Inc., Tells of Plans for Development —Important Connections Are to Be Made

In a chat with The World this week, B. G. Higley, president of Sona-Tone Phonograph, Inc., gave a brief outline of the company's plans



B. G. Higley

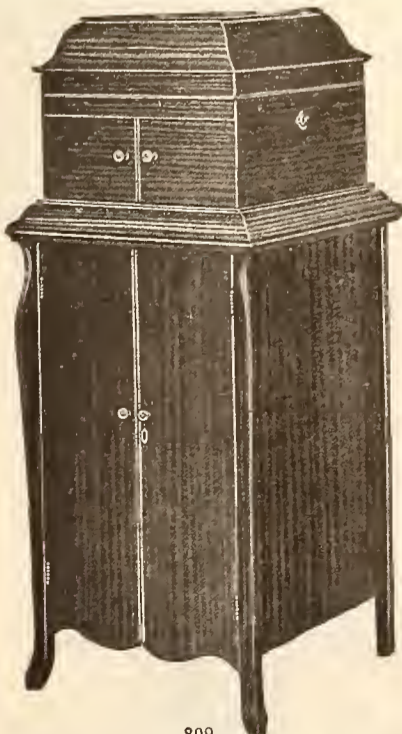
for 1919. This instrument has been on the market for about a year, and agencies have been established in all parts of the country. According to Mr. Higley's plans, considerable attention will be paid during the coming year to the development of export trade, and a number of important connections have already been made whereby this line will be handled by well-known export houses. In addition, several domestic jobbing arrangements have been consummated which will be announced next month, and a general policy of expansion and growth is the key-note of the company's plans for 1919.

B. G. Higley, head of Sona-Tone Phonograph, Inc., is a prominent New York corporation lawyer, who is identified with many extensive financial and mercantile interests. He is also the president of a bank up-state, and for many years has been an active figure in financial and banking circles. His business affairs have made him well known from coast to coast, and Mr. Higley brings to the Sona-Tone Phonograph, Inc., an invaluable knowledge of general mercantile and financial activities.

MAKING SHORT STAY IN FLORIDA

George W. Hopkins, general sales manager of the Columbia Co., left recently for a few weeks' stay in Florida, where he will take a well-deserved rest. Mr. Hopkins returned only a few days ago from a visit to the company's branches in Pittsburgh, Detroit, Cleveland and Buffalo, where he found the branch managers enthusiastic in their predictions for the new year.

SCHLOSS BROTHERS "CABINETMATCH"



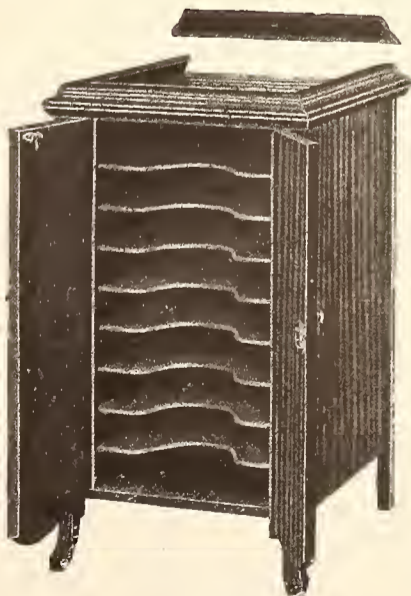
809 Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

Ready for Immediate Delivery

SCHLOSS BROTHERS

637-645 W. 55th St. NEW YORK

Phone Columbus 7947



809 Showing interior shelf-construction, with removable moulding so machine can easily slide in, giving a perfect "Cabinetmatch" appearance. Finished shelves. Average weight crated, 80 pounds.

800 Same cabinet, without moulding. Matches Columbia Favorite. All finishes.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., February 8.—For the first time in a year there seems to be a clearing of the talking machine atmosphere. For more than twelve months the dealers and jobbers have been struggling along short of stock, and trying to do business as best they could. They sold everything they could get, but it was maddening to see so much good money slipping away from them, but they could not prevent it. There is still a great shortage, but machines are beginning to come through faster, as well as records, and it looks to the merchants as if there was soon going to be an adequate stock. It may not be in the next three or six months, but every month it is going to be better, and it is with a sigh of relief that the dealers are accepting this changed condition.

There was a good but a limited business in January among all Victor dealers and jobbers; nor have the handlers of this instrument been the only ones to suffer. There has been a shortage of every character of machine worth considering in this class of merchandise. One firm—a recent product handler—told me that they had orders on hand for the supplying of their retail representatives that would require ten completely filled cars to transport them to this city, and yet they had but four on the road at the time of our conversation.

There have been no new dealers in this territory, for there would be no use for anyone to start the handling of the well-known lines, excepting a few who come and go monthly on such streets as Fifty-second and elsewhere. Many of these firms handle obscurely known machines and, naturally, do not live long. On the six blocks of Fifty-second street, between Market and Cedar avenue, there are at least ten handlers of talking machines, and into almost every vacant storeroom goes a new talking machine shop, to probably disappear inside of a few months, outside of the established houses there.

Louis Buehn Is Optimistic

Louis Buehn, of the Louis Buehn Co., states that they are now commencing to get some machines and records, and have been doing a very nice business. "So far as conditions appear to me," he says, "they never looked better. The Victor Co. are making a special effort to bring their factory back to its highest production, and early results are likely. I believe that by June we will be able to do a business equal to if not ahead of the business we done in 1917. Our business, of course, will be measured by what the Victor Co. will be able to give us. Records are beginning to come in in better quantities, which enables us to feel that within a few months we will be in a far better shape on records."

William F. Lamb, a large dealer in talking

TALKING MACHINE DEALERS

can greatly increase their profits without additional overhead expense, by selling the world-famous

Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue

H. A. WEYMANN & SON

Manufacturers

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

machines at Pottstown, Pa., expects in the near future to add several more booths.

Better Deliveries Help Trade

B. B. Todd, the Arch street retailer of the Victor and Sonora machines, reports that he has been enjoying a very good business, and that he has been fortunate in getting a very good stock in hand, just about sufficient to fill their orders. Last Saturday was the largest day they ever had in the Victor product.

Expansion of Brunswick Business

The local Brunswick Co. headquarters are absolutely overrun with business and cannot begin to supply the demand for their machines. The manager recently covered their territory and found all their dealers quite enthusiastic over the instrument. He brought back with him a number of orders, many of them running even for shipments for the next ninety days. They could deliver today eleven carloads of Brunswick machines if they could get them, upon orders already placed. They intend to take care of their present dealers, and while the shortage exists will accept no new accounts. Theodore Presser, who recently took on the Brunswick, has been doing a very good business with the

machine. M. H. Housell & Co., one of the largest dealers in northern Pennsylvania, have also been doing a remarkable business in the Brunswick line. They have on file a number of excellent prospects, but will not attempt to handle them until their present trade is supplied.

Penn Phonograph Co. Notes Improvement

The Penn Phonograph Co. states that their business picked up very considerably in January, particularly the record end. They note that the machine shipments have not improved to any considerable extent, but that the factory promises constantly improved conditions. Quite a number of the jobbers who were here recently attending the executive sessions of the Jobbers Association called at the offices of the Penn Co. and looked over their new plant and bestowed much praise upon it. Their sale on the Lundstrom cabinets and metal display fixtures has been constantly on the increase. They have been making a special effort on these lines.

Weymann Planning Big Campaign

Harry Weymann, of H. A. Weymann & Son, states that the Victrola situation looks very promising, and he hopes to see an increased supply coming normal within the next three

ACCESSORIES

LUNDSTROM CABINETS

One of the best selling propositions in the Talking Machine business to-day.

NEEDLE CUTTERS

Lyon & Healy and the Record Lite Fibre Needle Cutters. Best on the market.

HIS MASTER'S VOICE

A Plaster Paris Miniature, 4 in. high. Sells like hot cakes. Order a sample dozen.

NEEDLES—Special

We offer to the trade several million loud tone Brilliantone Needles at special prices. The prices will be governed by quantity. Write us to-day giving quantities desired.

PENN PHONOGRAPH CO., Inc.

913 ARCH STREET

Victor Wholesalers Exclusively

PHILADELPHIA, PA.

Reduce Your Rent 30%

The landlord considers "the window" worth 30% of your rent. Intensive use of it could pay *all* the rent but this plan pays a third of it.

FEATURE in your windows just one record. Arrange, say, 25 to 50 records of this number, with appropriate "trim," in the shape of cards telling about it. Have the price displayed with the invitation to "Come In and Hear This Victor Record."

One Record displayed at a time, changing window three times weekly, *will sell records* at a nominal selling expense. Try this plan.

THE LOUIS BUEHN COMPANY PHILADELPHIA

BUEHN SERVICE ON VICTOR RECORDS

months. They have been getting their organization into its former shape ready for a big Victor campaign in the wholesale department, and they look forward to 1919 being a banner year. "We never were more optimistic than we are at the present time," says Mr. Weymann.

John Powers Returning From France

John Powers, formerly in charge of the talking machine end of the Huver Piano Co.'s business, who has been in France for nearly a year, writes that he hopes to get a discharge and to return in a very short time.

January Shows Increase of 90 Per Cent.

Herbert E. Blake, the big Edison dealer at Eleventh and Walnut streets, reports that their business has been fine in February, and that they cannot "kick" for a minute. They have not been getting enough machines, but they received sufficient in January to increase their business about 90 per cent. over January, 1918, but they could use lots more. Records are coming along all right. They are getting as many of the new numbers as they can use, but have a little trouble in getting some old favorites.

Plan Educational Campaign

A. J. Heath, local manager of the Columbia Grafonola Co., has been in New York several days this week. The Columbia business in Philadelphia was about normal in January, but the outlook is very bright. Among the recent

visitors to the Columbia headquarters was W. A. Wilson, of the educational department. They are at present engaged in arranging tours of eminent Columbia artists in the leading nearby cities, who will give concerts for exploiting the Columbia product.

Edison Dealers Meet and Dine

The members of the Philadelphia Edison Dealers' Association, with their salesmen and saleswomen, were the guests of Mr. Cope, of the Girard Phonograph Co., at a dinner given at the Hotel Bingham recently. Representing the Girard Phonograph Co. were Mr. Cope, manager, and Mr. Robinson, traveler. Supervisor Gardner and T. J. Leonard, general sales manager, represented the Edison laboratory. After the dinner Mr. Blake, president of the association, opened the meeting with a speech of congratulation to the dealers on the splendid business done by each during the holidays, and then turned the meeting over to Mr. Leonard.

During the course of the evening Mr. Leonard explained the status of production on both instruments and Re-Creations, and promised a greatly increased output. This statement, coupled with the present high quality of the product, elicited most optimistic predictions of the Edison business to be done during 1919.

A list of the dealers and their salesmen and saleswomen in attendance follows: Mr. Heimbach, Philadelphia, Pa.; Mr. Weiler, Mauch Chunk, Pa.; Mr. Weiland, Allentown, Pa.; Mr. Flock, Allentown, Pa.; Mr. Schaffer, Phoenixville, Pa.; Mr. Stanton, Snellenburg & Co., Philadelphia, Pa.; Philip Moore, Germantown, Pa.; Mr. Bovard, Philadelphia, Pa.; Mr. Trader and Mr. Levering, of Black & Burkart, Philadelphia, Pa.; Mr. Starr, Mr. Moss and Mr. Somers, of Starr & Moss, Philadelphia, Pa.; Mr. McPherson, Bridgeton, Pa.; Mr. Atkins, Mr. Davis, H. E. Blake and Mr. Lineback, of Philadelphia, Pa.; Miss Davis and Mrs. Simmons, of Norristown, Pa.

Pleasing Growth of Business

Walter L. Eckhardt, the proprietor of the

Philadelphia Pathé Shop, has just been elected as one of the directors of the board of governors of the Philadelphia Chamber of Commerce, having received the second highest number of votes. Business at the Pathé Shop, and in the Pathé wholesale end, has been phenomenal in January. Mr. Eckhardt says that January, 1918, recorded five and one-quarter times more business than for the same month last year. Mr. Eckhardt has found it necessary to increase materially his organization. A year ago he had eleven employes and to-day he has thirty-seven.

Things Humming at Cunningham's

F. A. Bealieu, the new talking machine man at the Cunningham piano store, is beginning to make things hum in his section of the business. They have never done as large a business as since Mr. Bealieu has been in charge.

IMPORTANT MOVE IN PENNSYLVANIA

Emerson Philadelphia Co. Become Sole Distributors for Emerson Gold Seal Records

PHILADELPHIA, PA., February 5.—The Emerson Philadelphia Co., which is located in the Parkway Building, Broad and Cherry streets, this city, are now sole distributors for Pennsylvania (including Philadelphia), east of Altoona, Delaware and southern New Jersey for Emerson Gold Seal records.

Harry Fox, who will act as manager and be in complete charge of the new company, has been one of the most successful salesmen of the Emerson Phonograph Co. since its beginning, and for nearly two years has covered the territory over which he will assume charge.

Emerson dealers throughout this section will welcome this announcement, and Mr. Fox assures them that they can rely upon greatly improved service and his untiring efforts in cooperating with them to help in building up their Emerson departments and increasing their profits.



The Dulcitone

THE Dulcitone is another strictly non-competitive Cable-Nelson product, and as such is being welcomed with great enthusiasm by those already familiar with Cable-Nelson values. This handsome talking machine meets the most exacting musical, mechanical and artistic requirements. Quality of reproduction is exceptionally fine. The motor is one of the most dependable on the market, and the cabinet construction and finish are distinctively Cable-Nelson—enough said.

Yet true to Cable-Nelson standards, the Dulcitone can be profitably sold at a price which places the dealer comfortably beyond the reach of local competition.

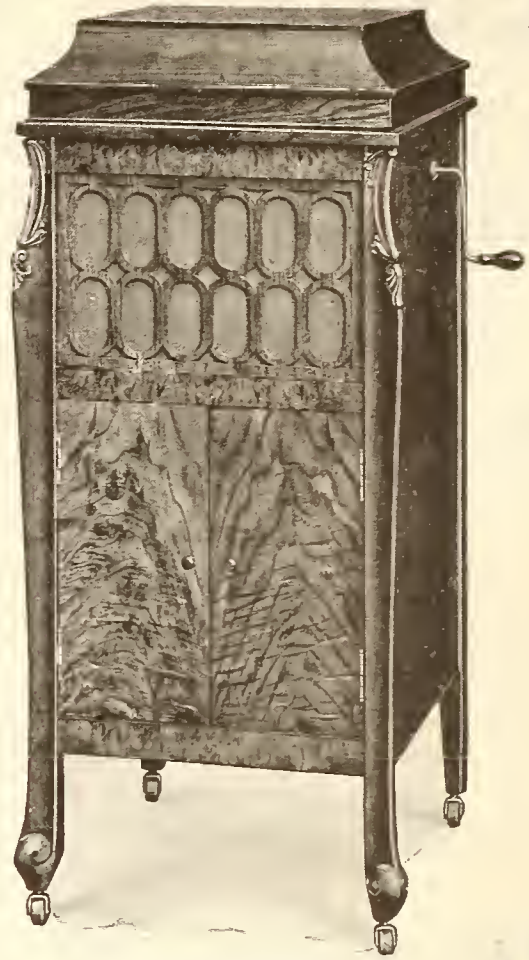
Hence for those realizing the demand for such a machine—a machine of quality commandable by the average pocket book—the Dulcitone affords a very remarkable money-making opportunity.

Ask for prices and descriptive literature!
Write quick for your requirements for 1919.

Cable-Nelson Piano Co.

Republic Building

Chicago, Ill.



The Dulcitone



Happenings in Dominion of Canada

CANADIAN TRADE PROTESTS AGAINST WAR TAX BURDEN

Believes That the 10 Per Cent. Excise Tax Placed on Musical Instruments Should Be Divided Among Other Industries That Are Now Tax Free—Some Trade News From Montreal

MONTREAL, QUE., January 31.—When the talking machine trade so promptly agreed to cooperate with the Government in the raising of funds to meet the extraordinary expenses incident to our being at war and with unhesitating patriotism submitted to the 10 per cent. excise tax, this was assumed by the trade to be purely a war measure. At the time this 10 per cent. tax became effective some of the trade felt that 5 or even 3 per cent. would have been a high tax to impose and that some other lines might reasonably have been asked to share in the obligation, but nevertheless this additional burden was uncomplainingly accepted.

The ending of the war urges the pertinency of the trade considering whether to continue quiescent, or if this means of raising revenue is still necessary, asking that the rate imposed upon the phonograph business be reduced and some of the industries hitherto excluded from the requirements of this special taxation be invited to assume a share in the obligation.

Even during the war it was felt that an industry doing as much to uphold the Government morally and in business taxes, customs duties, war tax and patriotic contributions as the phonograph industries should not have been burdened to the extent of 10 per cent., while lines with no greater and perhaps lesser claims to consideration were not required to pay this tax.

If the camera and photograph supplies business, for example, or the candy manufacturer, or the publisher of books, should not have been called upon to contribute to the funds this 10 per cent. was designed to raise, then why impose it upon the talking machine and record industry when by comparison phonographs and records performed high patriotic service in the home and in the life of the soldier?

It looks to your correspondent as if the importance of this item of 10 per cent. excise tax justifies immediate and serious action on behalf of the trade.

Layton Bros., Edison and Columbia dealers, recently tendered their staff a banquet, at which seventy-five employes and their friends were entertained by the firm. Telegrams were read from the Thos. A. Edison Co. and the Columbia Graphophone Co. congratulating the firm on their wonderful business and wishing them success for 1919. The wives of P. E. and H. A. Layton were presented with bouquets of flowers from the staff.

During the visit of Alice Neilsen this firm in song recital used considerable space in the newspapers with large copy featuring her selections on Columbia records.

Josef Hofmann, pianist and Columbia artist, will shortly appear in Montreal in recital.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., exclusive His Master's Voice dealers, are carrying a stock of over 10,000 Victor records and maintain four separate demonstrating booths. Their trade is increasing every month.

Business for January with C. W. Lindsay, Ltd., was most encouraging after the tremendous volume of business done during December. Naturally they did not look forward to very big things during the past month, but 1919 has started out well with a nice gain over January of last year. Inquiries for Sonoras and Columbia Grafonolas have been particularly good with sales correspondingly active.

The Phonograph Shop of Montreal, Reg'd., are handling a large amount of business. According to Manager Geo. S. Pequegnat Pathé, Aeolian-Vocalion and other machines and records are enjoying considerable popularity. During the recent appearance here of Jacques Thibaud this

concern ran large space in the newspapers, featuring this artist's repertoire in Pathé records, he being an exclusive Pathé artist.

The retail stores of the Berliner Gramophone Co., Ltd., are as usual taking care of all the business they can handle in the call for His Master's Voice products. Retail Sales Manager S. H. Brown expects to break all records in 1919, and judging from sales during January just closed he will not have much difficulty in attaining his goal.

N. G. Valiquette, Ltd., recently devoted considerable space to selections of the Paris Symphony Orchestra available on Pathé records.

INCREASED ACTIVITY APPARENT IN TRADE IN TORONTO

Full Advantage Taken by Dealers of Local Appearances of Prominent Recording Artists—Elaborate Wholesale Sales Campaign Started—General News of Interest

TORONTO, ONT., February 3.—By watching current events and looking for the opportunity the advertiser will frequently find it possible to link on to some occasion that will give him unusual prominence at no greater cost than his regular advertising.

Coincident with the appearance of Mischa Elman, an exclusive Victor artist, at Massey Hall, on January 14, the Berliner Gramophone Co., Ltd., gave prominence to six of the most popular of his selections, which number nearly fifty. The announcement referred to admonished the public "To look for the trade-mark dog on it," and also showed an illustration of Elman in playing position.

The beginning of this month saw eighteen wholesale salesmen start out carrying Gennett records, for which the Starr Co., of Canada, London, are the Canadian distributors.

H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., has been elected to the council of the Toronto Board of Trade for the current year.

The Fauver Music Co. opened warerooms at 420 Yonge street recently and are handling Brunswick phonographs and records.

W. Puckett, F. A. Trestrail and J. E. White, members of the firm of the Musical Merchandise Sales Co., were recent visitors to Brunswick headquarters in Chicago. Mr. Puckett also lately paid his respects to New York City. L. J. Bourgette, Eastern Brunswick representative, with headquarters in Montreal, was among the month's callers in the Queen City.

E. H. VanGelder, of I. Montagnes & Co., Canadian distributors for the Sonora, recently sailed for Holland. He is combining both business and pleasure on this trip, which will take him to Belgium, France and Switzerland. He will also visit his mother, who is now in Holland.

Colin O'More, the Irish tenor, whose voice is recorded exclusively on Vocalion records, re-

This world-famed organization gave two performances in Canada, Montreal being the chosen city.

"There can be no two opinions as to the feeling of the people towards the Brunswick phonograph," said Peter S. Berlind, manager of the Brunswick Shop, "as our order books will bear ample testimony as to its general popularity."

Arthur K. Kempton, dealer in phonograph specialties, whose headquarters are at 8 McGill College avenue, Montreal, is establishing a Toronto branch in charge of J. E. Knapp, whose temporary office is 762 St. Clair avenue.

A. A. MacKenzie, New Glasgow, N. S., has added the Brunswick agency.

During the appearance of Alice Neilsen Victor dealers took advantage of the opportunity and ran heavy copy featuring this singer's recordings.

cently appeared in Massey Hall, this city, before large audiences. Aeolian dealers report a good demand for this artist's repertoire.

The Canadian tour of Harry Lauder gave considerable impetus to his records, and His Master's Voice dealers all over Canada report big sales both of his old and latest recordings.

Arthur Pellerin & Co., 420 Rideau street, the only French-Canadian exclusive dealers, will in the very near future devote their efforts to retailing exclusively one of the best and well-known makes of talking machines on the market.

The Ottawa Phonograph Co. have opened a new store at 312 Bank street under the management of Edgar Sibbitt, where they are featuring the Pathéphone.

The recent window of the National Piano Co., Ltd., was designed to capitalize for their Victrola department the general human interest in moving objects. A large wheel, in diameter almost equal to the space from floor to ceiling, was set up within a couple of feet of the window. It was decorated with green and red and the rim of the wheel was a continuous circle of His Master's Voice records. These were held by means of screws through the holes in the records and a small weight fastened to the edge of each record kept it from revolving so that it remained with the title always readable. The wheel revolved slowly, so that the record titles could readily be followed by the spectators, who were very numerous. A cord so small as to be invisible from the street formed the belt communicating power from a Victrola motor so placed in an alcove of the window as to be a separate motion attraction.

James P. Bradt, general manager of the Columbia Co.'s Canadian business; A. E. Landon, assistant to Mr. Bradt; John A. Sabine, Music Supply Co., Toronto; Robert Shaw, Cassidy's, Ltd., Winnipeg, Man.; and James Williams, of Calgary, Alta., have returned to their respective homes

(Continued on page 66)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Columbia's big seller Novelty Record for March—two real Yiddisher Dances by a real Yiddisher Orchestra. E-4133.

Columbia Graphophone Co.
NEW YORK

THE TRADE SITUATION IN TORONTO

(Continued from page 65)

from the annual convention of branch and Dictaphone managers of the Columbia Graphophone Co. held at New York. This was the most successful convention yet held by the company, and the impression of the Canadian delegation was that the Dominion of Canada being on the map in a Columbia sense is fully recognized by the Columbia executives, so much so that during their visit additional equipment was shipped to the Toronto plant to provide a greatly increased output.

While in New York Mr. Williams was induced to make several recordings. He has a baritone voice of rare quality.

L. Frank Wilks, Toronto, who has never regretted his selection of a site on Bloor street, East, just seventy-five golden paces from Yonge street, has outgrown his store. He has decided to build an addition.

As customers exit from the Victrola department of Heintzman & Co., Ltd., at their Toronto store and approach the elevators they are confronted by a conspicuous sign, lettered in black and white, reading, "Don't forget your parcels. Do you need needles?" This firm's Victrola department was doubled in size shortly before Christmas, and now occupies the entire fourth floor, giving a spacious and airy general showroom, of ample size for recital hall purposes and flanked on three sides by demonstration rooms, there being seventeen of these with provision for additional rooms.

The record customer is directed to the glass-topped counter which is designed to act as an effectual silent salesman. While the record clerk is securing the necessary records to fill the cus-

tomers' order the latter has in front of him the current lists, which frequently suggest additional purchases. These lists are the hangers sent out by the factory and are placed under the glass top of the counter. Being in large type they are so conspicuous that the customer cannot miss them, and many record sales are the direct result of this plan which makes it impossible to offend the class of customer that resents being invited to make further purchases.

The demonstration rooms in the "His Master's Voice" department of the Heintzman store are unusually large, and in them a whole family can be comfortably seated while making their selection.

One of the live talking machine departments, your correspondent has heard, issues a brief, telling monthly letter to the store's record customers each month. In these letters the personal touch is always evident. For example, here is a sample of one that went out with a

recent bulletin of the month's new records:

"Dear Madam—You have visited our store upon several occasions when it has been impossible for me to serve you personally. But I have known of your visit and appreciated it. I trust that the records you purchased are giving you and your family pleasure and entire satisfaction.

"At any time you are in the store and you cannot locate the particular selection you desire, please ask for me personally. I want you to be served well, for it is friendly customers like yourself that enable us to conduct our business successfully.

"Just this week we received a large shipment of the latest records. They are about the best list of selections we have ever had. Would you drop in at your convenience and hear some of them? In the meantime we enclose a bulletin listing and describing these new records. Yours very truly (manager's name)."

A VERY EFFECTIVE POSTER OF EXCEPTIONAL INTEREST

For its dealers throughout the country the Sonora Phonograph Sales Co. has had made up an exceptionally handsome twenty-four-sheet poster, which is shown herewith. The poster is ex-

light is seen through brilliantly colored stained glass windows and on the wall is hung a fine tapestry. An unusual effect has been secured by placing the Sonora phonograph directly in



Billboard Poster Featuring the Sonora Phonograph

ceptionally effective and is unique in that it is virtually divided into two sections, the left half being for the illustration and the right half for the text, making an easily read and striking piece of publicity.

The artist who designed this was very happy in his selection of colors, the scene representing the interior of a high-ceilinged room with a heavy-beamed ceiling and rich woodwork. The

front of a broad sweep of bold poster color which makes the grand instrument, which is illustrated, stand out in bold fashion.

Sonora dealers who have seen this poster have been much impressed by it, and it has been highly praised as carrying out fully the purpose for which it was intended. The general public will soon see these posters adorning the billboards in all parts of the country.

The Mutual
TONE ARMS & SOUND BOXES

Dealers

If you want the best,
be sure that the machines you handle
are equipped with

MUTUAL

TONE ARMS AND
SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE, ST. LOUIS, MO.

**Largest Manufacturers of 3-ply
Veneer Phonograph Shipping Cases**

Ask for Prices and Samples

NEEDLES

Manufactured by the

DEAN DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

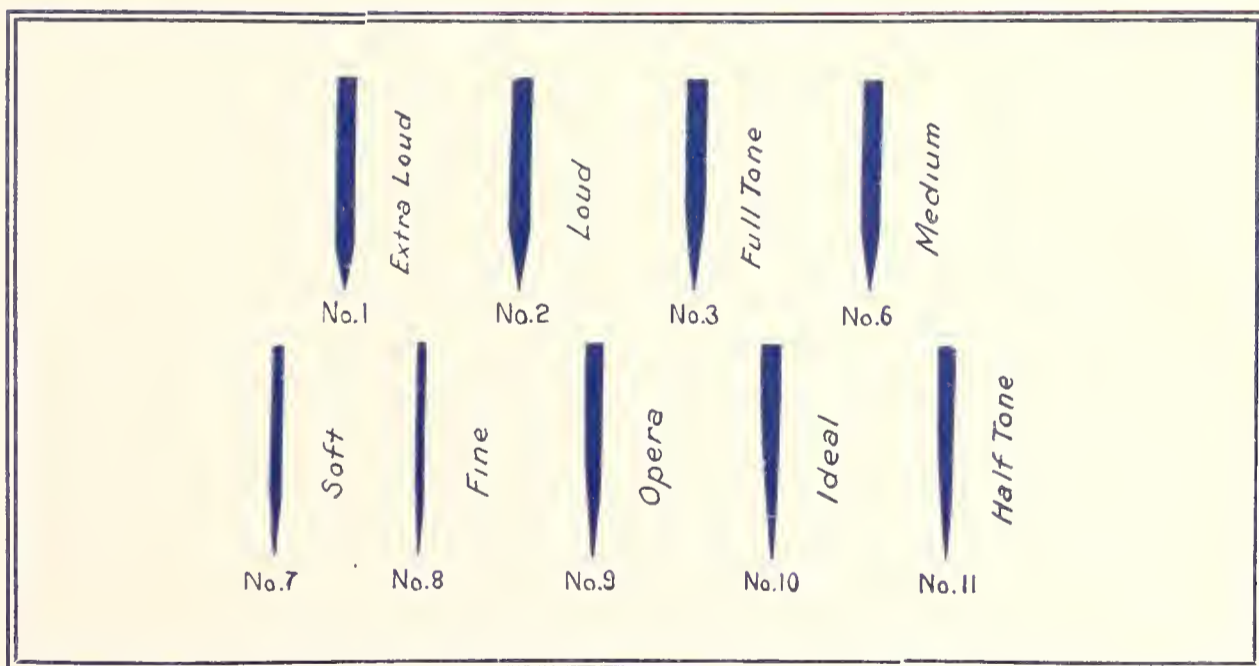
INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.

BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Seattle, Wash. Toronto, Ont.

STEEL NEEDLES



PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS

Half Tone Points

Full Tone Points

TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points





Do Men or Women Prove the Bigger Purchasers of Talking Machines and Record Outfits?

Investigations by Talking Machine World Correspondents Indicate That in the Majority of Cases the Woman Is the Deciding Factor in the Sale and Comes First As an Actual Purchaser—Some Data of Value for Advertising and Sales Campaigns

Women Bigger Buyers But Harder to Sell, Says Boston

BOSTON, Mass., February 6.—The question is often asked in a more or less interested manner: who are the bigger purchasers of talking machine outfits—men or women? That is a question, if one may judge by the diverse opinions expressed by dealers, which it is hard to answer one way or the other with any affirmative positiveness. One fact that is impressed upon the inquiring mind when the subject is broached is that it is far easier to sell a man a bill of goods than it is a woman. It seems to be the consensus of opinion, based on several years of observing study, that the average man, bent on possessing a machine, is easily convinced of the merits of a certain style once his mind is made up as to what he wants. And in coming to a conclusion which make he wants he does not spend a great deal of time inquiring into the merits of any one, though he may visit a great many dealers, each of whom is encouraging the sale of some one, or perhaps two or more makes. Perhaps it is because of a keen ability to grasp a problem quickly that he does not need a great deal of time to familiarize himself with the qualities or intricacies of a machine.

If the man is bent on making a present to his wife or family there are no others taken into his confidence after he has made his first inquiries among his friends; but if the family are acquainted with his purpose, and it may be they are the first to urge the purchase of an outfit, it most always happens that wife and perhaps sons—more often daughters—are given the privilege of examining what pater familias already has selected. Having set his mind on a certain type it is not easily changed, and despite certain objections that may be registered by other members of the household, the fact remains that he made the selection and eventually is paying the bill.

In the purchase of records the case is somewhat different. Wives and young folks are

large buyers of records, often more so than the men. The middle-aged call for the classical, staid, ever-popular numbers such as would be chosen by the musically educated; the young people are strong for the dance numbers, selections from the newest light operas, while the small children are eager to possess those nursery pieces, bird imitations, and such like which are rapidly coming into vogue largely because of their educational qualities and secondly as means of entertainment. Almost without exception it is the father who buys these at the earnest solicitation of his child or children before he starts for his office. In fact, it's the final request before he goes out the door, and he dare not return at night without the coveted records.

Probably the experience of any single dealer is that in the course of the day the women customers far outnumber the men and they are record buyers almost exclusively. When it comes to women buying a machine they seldom have any definite idea of what they want when they arrive at the store. And when they settle on the make it sometimes takes several visits before they can make up their mind what particular style they want. Usually a salesman tries hard to have a woman make a final decision before she leaves the shop, knowing full well that if in the interim before a second visit she meets a friend owning another make of machine she may be weaned away from her first choice.

Women Do Music Buying for the Family in Pittsburgh

PITTSBURGH, PA., February 3.—According to local talking machine dealers, it is the woman of the house who does the actual buying of the talking machine and records, few men apparently making the final decision. Incidentally the women also buy records in greatest number, catering to the musical tastes of the various members of the family.

M. M. Mitchell, retail manager of Buehn

Phonograph Co., Edison distributors, said: "In practically every instance the initiative for buying a talking machine or phonograph is taken by the woman of the house. She, owing to often being kept at home by reason of household duties and caring for small children, feels the need of music. Naturally, a phonograph will be a means of passing the time and making the day a pleasant one instead of the usual humdrum. She decides what she wants and in almost every instance that has come under my observation the husband readily lets her make the decision even to selecting the records. I find that husbands from alien or foreign homes are the ones that choose high-grade grand opera music and they are willing to pay high prices for what they want."

Miss Bessie Finkelstein, of the Pathé Shop, said: "Women usually choose the machine when they visit our shop even though accompanied by their husbands. They always want a high-priced machine, and insist on having an assortment of records that will please every member of the family. For actual choice when it comes to classical selections, the women prefer those, while the men usually select the lighter and popular music."

John Henk, of the Columbia Music Co., exclusive Columbia Grafonola dealer, said: "In the general sense of the term the wife or woman of the house generally chooses the kind of talking machine she wants, and frequently tells her husband what she has chosen. Often she is able to bring him to the store to see the Grafonola, but in the great majority of cases the women make the entire selection of records and machines. They know the tastes of their men folks in the music line and always select records that they feel will please their husbands, first. The classical and sentimental music appeals strongly to the women, while the men prefer the martial airs and some of the popular music of the day."

W. C. Dierks, general manager of the C. C. Mellor Co., Victor distributors, and John Fisher, manager of the Victrola department of Mellor's,

(Continued on page 69)





is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

Hundreds of satisfied customers have written us that they would never use anything else for

TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

and can be obtained of any "Up-to-date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 50 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.



NYOIL is put up in the following sizes:

No. 16 (Cans)	1 Pint
No. 32	1 Qnsrt
No. 128	1 Gallon
No. 540	5 Gallon

NYOIL is put up in the following sizes:

No. 1 Bottle	1 ounce
No. 4	3 ounces
No. 8	8 ounces

THE A. STRASBURGER CO., Inc.

925 Fifth Avenue, Pittsburgh, Pa.

Distributors of

OKEH RECORDS



Retail at **85c.**
 Played with a Sapphire
 or Steel Needle



All OkeH Records
 are double-faced.
 "Hits" when they
 are real Hits

If you want to handle a line of records that will give you a quick turnover, we recommend the **OkeH** record line. The records in this library will meet with a ready sale, for they are all selected with the one thought of quick sales and quick profits.

OkeH Facts

The phenomenal success of **OkeH** records is not the result of good fortune or mere good luck. These records have won their reputation as the most popular record line on the market solely because they embody quality and value. The dealer can assure his patrons 100% satisfaction in their **OkeH** records for they represent the *best* in the *record field*.

Let us send you our dealers' proposition

**Barbara Maurel has just the voice to sing
"Carry Me Back to Old Virginny"—Your
customers will say so. Columbia A-6091.**

**Columbia Graphophone Co.
NEW YORK**



ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 67)

both agreed that "the men folks usually leave the decision of buying a Victrola and Victor records to the women." They stated that very often husband and wife visit the Victrola department to look at Victrolas, and in practically every case the choice in the last analysis is made by the wife, the husband trusting to her judgment in the matter of style and kind of finish that a Victrola should have.

**Percentage of Women Buyers
Varies in St. Louis Trade**

ST. LOUIS, Mo., February 8.—There is a clearly defined line of divergence in the proportion of men and women buying talking machines in St. Louis. The department and furniture stores run to a higher percentage of women buyers than the street level stores, which are mostly Piano Row stores.

The highest percentage favoring the women was 80 per cent., given by a large department store. None of the department stores placed the percentage of women at less than 70. The street level stores began at a doubtful 70 and ran down to a 50-50 proposition.

The big reason for the woman being the buyer was that the man was sold before any one started to look at machines. In most cases the woman buyer puts an absolute limit on her machine purchase, which the sellers believe is per an agreement at home. If she goes above this limit she asks that the machine be held and she and her husband come back later and look it over. The sellers believe that the initiative for buying in most cases is with the woman. The reason she makes the purchase most often by herself is that the man realizes that the talking machine is an article of furniture which must be considered as a part of the home and this question he passes to his wife because she has purchased the rest of the furniture, and she is the one to be pleased. Anyway, most men do not have a very high regard for their own taste.

As to records, the percentage of women buyers is usually 10 points less than on machines, until you come to the 50-50 proposition. The only store to express a belief that more men than women purchased records was an outlying store that has a heavy trade on foreign records. No downtown store admits anything more than an even break for the men. The highest percentage of women given was 70, and this was from a department and a furniture store. No one will admit of any distinct choice of records as between the men and the women, unless it is a tendency on the part of the men to pick the old ballads. There is this element that practically all mentioned, about 10 per cent., perhaps more, of the men buyers of records have every air of being sent for the records and most of them have lists which they consult. All record clerks assert that men are more easily and quickly waited upon than women. Few sales

are made without demonstration except to men, but it is not unusual for a man to walk up to the counter, ask for a record and have it wrapped up. It is unusual for a woman to do this.

As to the dance records, St. Louis believes this is a 50-50 break between the young man and the young woman, almost the girl and boy stage. If older persons ask for them they usually apologize and mention the fact that the "young folks are going to give a party." The rags belong in the same category as the dance records. But as there are exceptions to all rules, there are some persons of gray hair of both sexes who delight in the dance and rag music.

There is getting to be in St. Louis, the smaller stores and some of the larger ones say, a class of foreign record buyers who take little except classic music.

**70 Per Cent. of Sales to the
Ladies in San Francisco**

SAN FRANCISCO, CAL., February 4.—A canvass of the San Francisco talking machine trade reveals the fact that women comprise over 70 per cent. of the customers for talking machines and records. Conditions vary somewhat in the different stores, but in no store do men buy more than women, though, of course, most of the money spent is by married women. The men

customers are more satisfactory and in general better and quicker buyers than the lovelier sex, but in volume of persons, and volume of sales value, the female of the species is winner.

Clark Wise says that fully 75 per cent. of his talking machine and record customers are women, and the majority of these married women. He says young men buy more machines and records than young women, but that the taste of women is not apparently higher than men's, judging by his experience.

Byron Mauzy states that most of the shopping is done by women in his place of business, but that a great many records and machines are bought by men and women coming together. Very often the wife comes to pick out a machine, but will not decide definitely until the husband has been brought to see it. Young people buy many dance selections and song pieces, and are also good patrons of classical records. The Mauzy Co. is not able to state positively whether women give evidence of better taste than men or not.

E. C. C. Johnston, manager of the Sonora Phonograph Shop is confident that over 70 per cent of the people patronizing his store are women. He says that a third of his business is for cash and that men usually make larger initial payments than women. He finds that men prefer instrumental music records to song records and that the women buy songs more than men.

(Continued on page 71)

For Edison Disc Records use
The
VICSONIA
REPRODUCER

VICTOR EDISON COLUMBIA
Plays well :- Looks well :- Sells well

Fits all Victor and Columbia machines



Any dealer not already acquainted with the best reproducer for playing Edison Disc records should order NOW.

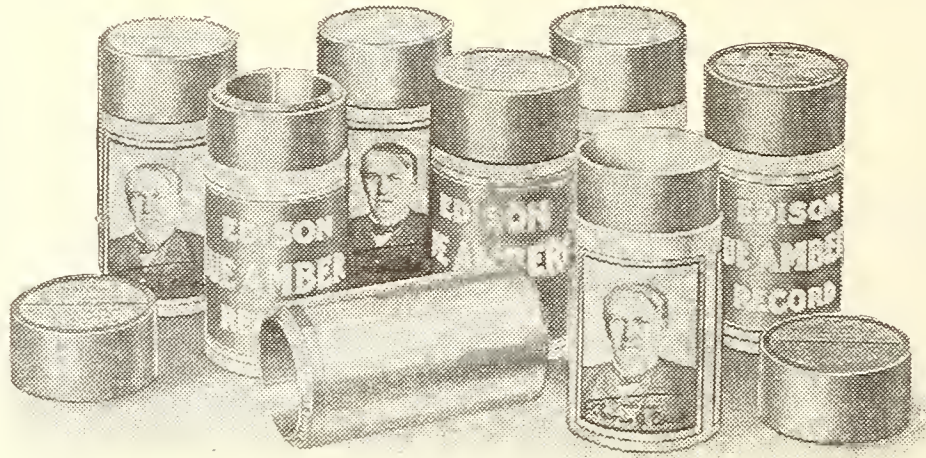
Recommended and sold by all high-class dealers

Send us your check for \$4.50 and we will send you *One N. P. Vicsonia with Sapphire Point.*

Money refunded if not satisfactory

Vicsonia Manufacturing Company, Inc.,
313 East 134th Street (Bronx) New York, N. Y.
JAMES W. GREENE, Export Manager, 25 Church Street, New York

*60c., 75c. and \$1.00 Buy Records
of the World's Great Artists*



OWNERS OF THE

New Edison Diamond Amberola

do not have to pay three or four dollars for phonographic selections by great singers or instrumentalists because Amberol Records give them a wide range of choice at very low cost.

Amberol Records give pure, sweet, natural music. They are practically unwearable and unbreakable. The genuine diamond reproducer on the New Edison Diamond Amberola eliminates the constant expense for needles, the bother of changing them and the danger of damage to records if used more than once.

Edison Amberol Records and the New Edison Diamond Amberola represent the most remarkable phonograph value in the world today.

THOS. A. EDISON, *Inc.*, Orange, N. J.

ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 69)

Men buy in larger lots, as a rule, and with less hesitation. Record business responds quickly to song hits in the theatres and popular pieces played by the symphony orchestra or rendered by concert soloists.

The talking machine departments of the music houses on Kearney street, being in a more central location, have more men customers than the others, but even in these places the women customers outnumber the men by a goodly margin. Jazz music is bought more by women than by men.

Female of the Species Dominates Say Indianapolis Dealers

INDIANAPOLIS, IND., February 6.—The majority of the local talking machine dealers say that women buy the most talking machines.

When the dealers were asked by The World correspondent as to whom most of the talking machines are sold, men or women, in nearly every case they at first answered "It's fifty-fifty." This they explained by saying they meant that the sales would fall about evenly between women who came in the stores alone and women who were accompanied by their husbands. Most of them said men who came in the stores alone formed a small per cent. of the total customers.

C. P. Herdman, of the Baldwin Piano Co. talking machine department, said women did most of the buying.

C. H. Sallee, of the Starr Piano Co. store, said that 75 per cent. of the inquiries were made by women; that 40 per cent. of the sales were to women alone; 40 per cent. to women with their husbands and 20 per cent. to men alone.

A. H. Snyder, of the Edison Shop, said that women did most of the buying.

At the Fuller-Ryde Music Co., Mr. Ryde said women bought most of the machines.

At the Brunswick Shop, Mr. Izor, sales manager, said that their sales contracts would show more men's names than women. He said women generally did the looking and then brought in their husbands to do the buying.

E. R. Eskew, of the Pathé Shop, said that men did most of the buying and next came men accompanied by their wives. Mr. Eskew said the most satisfactory prospect from a salesman's standpoint was when a man and wife came in the store.

H. E. Whitman, manager of the Pearson Piano Co., said that women did most of the buying, but that there were many cases where women came in with their husbands to buy. The majority of the talking machine salesmen said that the women were the ones to be sold; that if a salesman "got" the wife he did not have to worry much about hubby.

All the talking machine men said that it was not a question of the men not being as much interested in talking machines as the women, but that most men did not have the time to do the shopping. In fact, most of the salesmen are inclined to believe that the men folks are crazier about talking machines than the women.

Husband Only Safety Valve on Price, Declares Cincinnati

CINCINNATI, O., February 8.—Talking machine dealers of this city are united in the assertion that the woman is the buyer and if the husband is along he acts merely as a safety valve on the price of the instrument to be bought. It is the woman who wants the music in the home and her wants in the record line run to the light and jazz stuff, whereas the man prefers band pieces and light classical selections.

Three out of five buyers of Vocalion instruments in the Aeolian store are women, according to C. L. Byers, manager, who said that the inquiry on the part of the Talking Machine World was along a line of questioning which

he had considered on several occasions. Women, in selecting records, he said, show a leaning towards dance pieces, whereas the average male wants something in the band line with plenty of bang to it.

Women predominate in the purchase of phonographs at the Starr Piano Co., while if the buyer is accompanied by the male of the human species he is more inclined to consider the price of the article, but in the selection of records his mind runs to the substantial stuff.

A majority of the buyers of phonographs at the John Church Co. are women, according to Manager Faulconer, who said he had dealt with few men in this respect during the past three months. Semi-classical and popular records are demanded by the men.

The Victor department of the Otto Grau Piano Co. usually deals with the women in the sale of an instrument and their desires in the music line are usually along dance and jazz lines.

It did not take the several salesmen in the Victor department of the Rudolph Wurlitzer Co. long to figure who was the average buyer of a machine, the man or the woman. The female predominates, some of the salesmen believing 75 per cent. of the sales are made to women. Some casual questioning will usually bring out the fact that the husband and wife had discussed the proposed investment and the wife was turned loose on the market with the amount she was to pay for the instrument.

Women Do the Buying But the Men Help in Milwaukee

MILWAUKEE, WIS., February 5.—In Milwaukee the largest buyers of talking machines and phonographs are the women. Reports received from more than twenty of the leading retail dealers are to the effect that the lady of the house does the buying in 90 per cent. of the cases, although in about 40 per cent. of all cases the man of the house is brought to the store for the closing of the deal. The men either do not care to be bothered with the preliminary details

of the selection, or shopping, but the woman waits for his approval before signing up. Experience in regard to the buying of records shows that the women do about 75 per cent. and the men 25 per cent. of the buying. The men usually come in with written lists prepared at home and do not spend much time listening to demonstrations. When the women come in to buy they want to hear all of the records on their lists and then some more. The kind of records that are bought by the men and the women are much the same—there is little to differentiate, according to local experience. It is not a rule here that the majority of classics are bought by women and the majority of popular and freak stuff by the men. With so many lists prepared at home, the selection usually covers a wide range, no matter whether the man or the woman of the house does the actual buying at the store.

Women Most Responsible for Trade Growth in Twin Cities

MINNEAPOLIS and ST. PAUL, MINN., February 3.—"Women are the buyers of talking machines," declares Archie Matheis, dean of the talking machine dealers in Minneapolis. "Sometimes they take their husbands along to help in closing the deal, but they make the first decision, and after allowing Mr. John to have a voice in the maximum price to be paid they select the style, and the finish of the machine that they want. It may be different in other places, but the best patrons the Talking Machine Co. has are the women."

"We must give the women credit for making the talking machine trade," says Manager J. L. Pofahl, of the Victrola and art departments of the Golden Rule store, St. Paul. "No computation has been made as to the exact share they have in the Victrola purchases here, but they are the most numerous buyers. We find it very profitable to cater to the ladies in every way, but particularly in the matter of records. They buy more freely than the men, and they select bet-

(Continued on page 72)

SILENT PHONOGRAPHS ARE DEAD CUSTOMERS

Most phonograph owners stop buying records after a short time.

They have become tired hearing unnatural tones.

Remember—silent phonographs are not record customers.

The Bliss Reproducer with its treated silk diaphragm has started many owners buying records again.

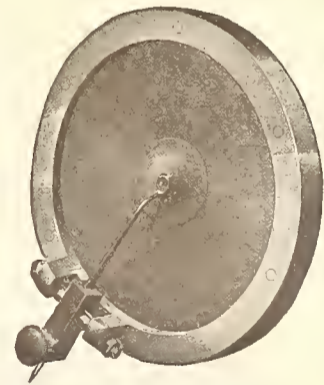
THE BLISS REPRODUCER IS DIFFERENT

Why not prove we are wrong?

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any phonograph; the "Phono-Lite," an automatic lighting attachment for the New Edison; also Diamond and Sapphire Points, Pathé Sapphire Points, Lakeside Rotometers, B & H Fibre Needles, B & H Fibre Needle Repointers, and Vallorbes Semi-Permanent Needles.

Write for our dealers' price list,—or
may our Parcel Post Salesman call?

WILSON-LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street
NEW YORK CITY



ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 71)

ter music. The stuff called 'popular,' because there is no really fitting term, appeals to a majority of men, and while the same stuff also takes the fancy of some women, the great majority of the fair sex demand good music. At least 60 per cent. of our business is in records, and this result has been attained catering to the wants of the women."

Manager Sandey, of the Victrola department of the L. S. Donaldson Co., estimates that fully 75 per cent. of the patrons are of the suffragette sex. They are excellent customers also, for they invariably demand a better and a bigger instrument than the "old man" would take if he had his way.

"As in nearly all retail trade the women are the principal buyers of phonographs," says President Edward R. Dyer, of the Metropolitan Music Co., Minneapolis. "Sometimes the women take the men with them, but just as often they do not."

Milton H. Lowy, manager of the Minnesota

Phonograph Co., Edison distributors, is inclined to give the feminine world almost the entire credit for building up the phonograph business and for keeping it up. "We simply could not get along without them," asserts Mr. Lowy, and that is more than airy compliment to the sex.

Mere Man Enjoys the Respect of the Kansas City Trade

KANSAS CITY, Mo., February 3.—Opinions are somewhat diverse among the dealers as to who buys the machines and records and what kinds appeal to the lady of the house and to the men.

Nellie Williams, manager of the Victrola department at the Jones Store Co., finds that men buy the most machines and the highest class of records. "In many cases the man and woman both make the purchase and in other cases the lady looks at the machine first and later the husband makes the purchase. But in many

cases the man decides on a more expensive model than the woman has chosen. On the other hand, often when the woman makes the choice and places the order, the man comes in and cancels it. We have less trouble in making our collections from the men than from the women. In the case of records, I find that it is much easier to interest the men in classic records, if they have not intended to hear them, than it is to interest the women. For instance, if we have not a certain piece in the 75 cent record, but have the same selection on a \$2 record, by some Metropolitan Opera singer, the man is always quicker to appreciate the vast difference in the rendition and will prefer the latter, regardless of price. Women like light, catchy tunes, in most cases."

J. W. Watson, of the Edison Shop, finds just the opposite to be true. "Women make the most purchases and are in nearly every case the best to deal with. They appreciate opera and famous selections by famous singers much more than the men. The man wants martial airs, banjo music or jazz. He has enough of the serious at the office during the day. At home he prefers something light. It seems only natural that the woman should make the most purchases when she is at liberty during the day to make the selection. Occasionally, of course, an order is canceled by the man of the house, who perhaps feels that he is not able to make the payments, but such instances are exceptional. Women buy far the greatest number of records."

C. M. Robertson, who has charge of the talking machine department of the Kimball Piano Co., states that fully 75 per cent. of the talking machine buyers are women, and he finds their trade very satisfactory. "They make their payments regularly, even the ones who are not making their own money. Many working girls are buying machines at present. A great many of them are turning one or two Liberty Bonds into initial payments, some paying the entire amount in bonds. As for the records, women buy more of them also, though this trade is more nearly balanced. Popular selections have the biggest demand both with the women and men, especially the war songs. The majority of people do not buy the classical very often."

Opinions on Question Vary Among Portland Dealers

PORTLAND, ORE., February 3.—The question has been asked whether men or women are the greatest lovers of the phonograph, or, rather, who buy phonographs and who buy the high-class records—men or women?

The correspondent of The World in Portland visited the phonograph dealers and asked the question. It was an unexpected question and seemed to surprise the dealers. A number of them after considering the matter for a little while said it was "fifty-fifty." And this, at first, seemed to be the general opinion. Upon closer inquiry, however, a number of very dissimilar opinions were expressed.

The Hyatt Talking Machine Co. is a representative store. Big business is done there. Mr. Hyatt referred the matter to Miss Meighen, who has been with the company for a long time and has had a great deal of experience and is well qualified to answer these questions. Miss Meighen says that, while the trade is evenly divided most of the time, many more men bought machines during the holidays, that is before Christmas, than women. Men would come in, look at machines and afterward bring in their wives and make final decision. As for the records, Miss Meighen says that the older men buy the red seal records, young men and women usually buy jazz records.

S. J. McCormick, of the Columbia Co., says men come in, look over the machines but do not complete the deal until the wife sees what he has selected, and she usually buys what she wants. Miss Mildred Johnson, in charge of the

Have You Investigated



¶ As DISTRIBUTORS for OkeH Records we believe that we can offer dealers a product and a service that will produce splendid results.

¶ The OkeH Record is no experiment; it has "made good," and is recognized throughout the trade as one of the most successful record lines in the industry today.



Latest Hits

Played with Sapphire or
Steel Needle

Retail at 85c.

All Double-Faced

Write for Special Dealer Plan

OkeH Record Distributing Co.

68 DIVISION AVE. N., :: :: GRAND RAPIDS, MICH.

Jobbers of Everything in Phonograph Accessories

*Would your die cast parts be improved in their action if they weighed less?
Would it be an advantage to have them increased in strength?*

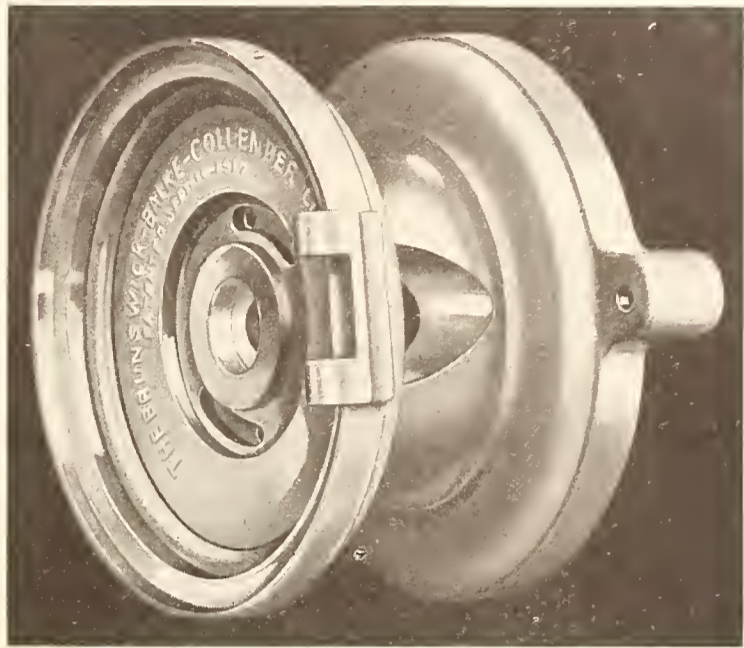
DOEHLER

ALUMINUM DIE-CASTINGS

will do both—reduce their weight and increase their strength—considerably.

The sound box illustrated here—produced by us for one of the industry's greatest manufacturers—could not have been adopted if made in the ordinary die-casting metals.

Its success proves the value of Doehler Aluminum Die Castings in the Talking Machine industry—as it has for some time been demonstrated in all other mechanical fields.



DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y.

NEWARK. N.J. TOLEDO. OHIO.

ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 72)

record department of the same company, says men buy the red seals and women buy the jazz records.

Thomas Wilkinson, manager of the Bush & Lane Co., says that the machines are bought by women, and the records, especially red seal records, by men. Of course, many women buy red seal records, but young women, who are the largest buyers, buy dance music.

W. B. Maxwell, in charge of the phonograph department of Power's Furniture Store, says

it is fifty-fifty in regard to men or women buying the machines. A man will come in and look at machines and say "I'll bring my wife," and when she looks over the different machines she selects the one she prefers. He thinks it is about even who buys red seal records. Young people usually buy jazz and dance music of all kinds.

M. W. Davis, of Edwards Furniture Co., says that if a woman comes in and has the authority to buy a machine without consulting her husband she makes the very best kind of a customer. She is usually intelligent and critical and easier to sell to than a man, because she gets interested in the parts of a machine, and when she understands the good points of an instrument she will buy it.

"Single women buy more machines than single men, but married men buy more machines than married women," said Leita Hayes, of the phonograph department of the G. F. Johnson Piano Co. A man will buy without consulting his wife, said Miss Hayes, but a woman will seldom buy without consulting her husband. Miss Hayes says that more women than men buy high-class records. Young women buy popular music and red seal records, but very few young men buy the red seal.

Paul B. Norris, manager of the phonograph

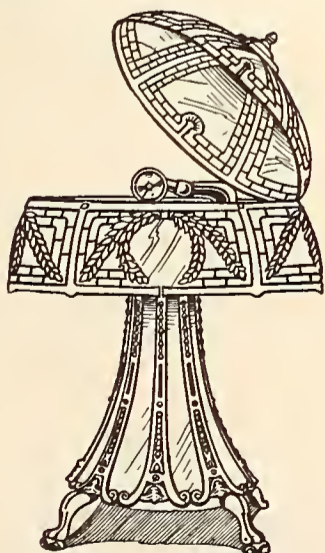
department of the Wiley B. Allen Co., and this is one of the biggest phonograph departments in town, says that men and women buy about the same number of machines. Men, as a rule, buy more expensive machines than women. Single young men buy machines and so do single young women, but more married people buy than single ones, naturally.

Miss Bertha Serr, in charge of the record department of the Wiley B. Allen Co., says that the modern business men and the women who try to keep young buy popular and jazz music. However, people who have had musical advantages, or an innate love for the best in music, buy red seal records. This is not confined to sex or age, but depends upon the musical taste of the buyer.

Mrs. Wakefield, of the Wakefield Music Co., thinks there is little difference. Men and women both buy machines, but the man usually pays for it, he and his wife come in together and decide together. Men as well as women buy the red seal records. Young men and women buy more popular music than older people.

S. R. Christophersen has resigned as manager of the Tri-City Piano Co., Davenport, Ia., to become salesman for the Sonora Phonograph Corp. in the Iowa territory.

THE LAMPOGRAPH



PATENTED

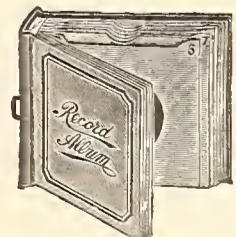
The latest invention in the phonograph. The man who has bought a wooden machine will not buy another one, but will buy a Lampograph. Applications from first-class dealers considered. Correspondence invited from manufacturer and business man of constructive ability.

F. H. FERAUD

1911 State Street, Granite City, Ill.



**This Trade-Mark
on a Record Album
Stands for Quality**



A complete line of albums—from the lowest-priced good album to the finest metal back album made.

Write for sample of our 3 grades

New York Album & Card Co., 23-25 Lispenard St., New York



The boys from "Over There" want all the new music of Over Here. Columbia Records give it to them.

Columbia Graphophone Co.
NEW YORK

TRADE BETTERMENT CONTINUES TO PREVAIL IN DETROIT

Shipments of Talking Machines and Records More Frequent—Dealers Hopeful That Supplies Will Soon Accumulate—Grinnell Bros. Annual Meeting—Wallace Brown's Good Work—News of Month

DETROIT, MICH., February 6.—Another month gone and another month of splendid business. Dealers have been mighty busy filling orders taken during the holidays but not making deliveries. However, there has been a big improvement in shipments during January, and while not normal it has enabled dealers to take better care of their customers than in the fourteen months previous. Shipments may be slow, but they are sure to come as all restrictions are now practically removed. Record business has more than held its own. In fact, the record business is really phenomenal. If dealers have the records—the hits—it is no trouble to sell. The public finds more fault because it cannot get records. It is willing to spend money—has the money to spend—but the dealers haven't the goods. No sooner do they advertise a new hit when there is a complete sell out.

Ed Andrew, manager of the J. L. Hudson talking machine department, is in full charge of the store while his father, E. P. Andrew, is sojourning in California. E. P. Andrew left on February 6, accompanied by Mrs. Andrew. It is his first real vacation in about twenty years. Speaking of business, Ed Andrew says: "Business is all right—the trouble is to get goods. We have practically no machine stock to speak of, and our record department is completely

slot. We order four and five times what we think we can sell, but we don't get one-fourth of the order. We have to disappoint people every day. But what can we do. We simply must make the best of it until conditions improve and we all get back to normal again."

Grinnell Bros. held their annual branch managers' convention in Detroit January 27 to 31. Business sessions were held in the morning and afternoon, and the evenings were for entertainment. There was a banquet and a masque ball in honor of the visiting managers. A feature of one business session was a discussion of ways and means for expanding the sale of Victrolas and Victor records, various ways of stockkeeping, reports, etc. H. W. Porter and C. Mitton spoke in behalf of the retail Victrola department; C. H. Grinnell, spoke for the wholesale; G. F. Martin, spoke on the Victor Transfer Bureau, while W. F. Cooper, spoke on Victrola repairs and equipments.

Wallace Brown, Brunswick dealer, who is now manager of the wholesale Brunswick phonograph department of the Detroit branch of the Brunswick-Balke-Collender Co., has already made some important changes in the organization. He has appointed some new dealers, and has shown the way for expansion of business to the dealers already in existence. He has

also engaged several well-known traveling sales people, so that within a short while we are sure to find the State of Michigan dotted with live-wire Brunswick dealers. Mr. Brown will continue to conduct his two local retail stores, both of which are doing splendid business. George Middleton, former salesman at the Brown institution, who went to war, is back on the job again, having received his honorable discharge from Camp Custer.

R. B. Alling, manager of the Phonograph Co., Edison jobbers, left February 7 for East Orange, N. J. He expects to spend about ten days in the East, a great deal of which time will be right at the factory. Mr. Alling says both wholesale and retail business is better than in January last year, and that the whole year looks like it will be a big one.

Frank Bayley, 114 Broadway, recently made extensive changes in his place. He removed the piano department to the second floor, which he leased, and now devotes the entire first floor to Edison phonographs and Edison records.

Sam Lind, Columbia branch manager, came back with 100 per cent. more enthusiasm as a result of having attended recently the second annual get-together of the branch managers in New York City. The Columbia had a phenomenal year in Detroit during 1918, but Mr. Lind says he is going to break it during 1919 by a good margin. "If the factory will give me the goods I'll sell them," he said.

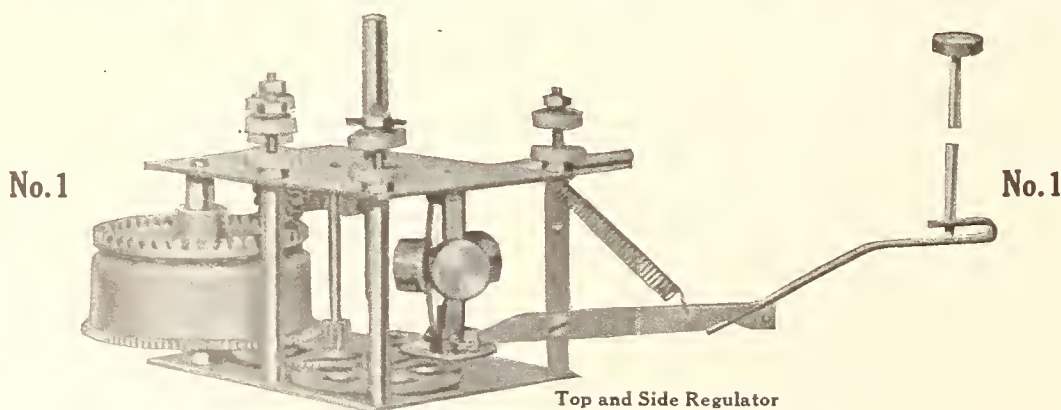
C. H. Grinnell, manager of the wholesale department of the Victor division of Grinnell Bros., realizes that he worked under serious handicaps during 1917 and 1918, owing to the Victor Co. devoting much of its factory to war work, but with the return to normal conditions gradually Mr. Grinnell anticipates a remarkable year for business, all depending on how much merchandise he can secure.

The Keenan & Jahn store, exclusive Aeolian-Vocalion dealers, announces its first Aeolian records. There have been a lot of visitors to the talking machine department to hear the new records.

John McCormack records have been in great demand, being especially stimulated by his visit here in recital and the unusual amount of advertising given his records. Harry Lauder's records have also been in great demand due to his visit here for one week.

Dealers who handle Pathé records report the best January business they ever had. Pathé have been getting out some very timely hits in the past few months and the public have awakened to this fact, and dealers are benefiting. The Michigan jobbers—Williams, Davis-Brooks & Hinchman Sons—are enjoying unusual business in both machines and records.

MELOPHONE MOTOR



Top and Side Regulator
COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

380 Lafayette Street, New York

**DIAMOND POINTS
and SAPPHIRES**

In Any Quantity

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street, New York

LEASES ENTIRE NEW FLOOR

Increased Space Acquired By Otto Heineman Phonograph Supply Co. in New York

In order to properly cope with the tremendous growth of its OkeH record division, the Otto Heineman Phonograph Supply Co. has leased the entire second floor of the Central Building, 25 West Forty-fifth street, New York, and at the present time occupies the greater part of the sixteenth floor of this building, together with the second floor.

It is intended to devote the second floor to the OkeH record department, and exhibition salons, sales offices, shipping and stock rooms will be grouped on this floor, so that maximum efficiency will be available for every detail. On this floor the Heineman eastern sales division will also have its headquarters, including the offices of C. W. Neumeister, Paul Baerwald, and M. Schechter.

The sixteenth floor will be devoted to the general executive, financial and clerical departments, together with the private offices of Otto Heineman, Adolph Heineman, W. G. Pilgrim and John Cromelin.

INTRODUCING THE NEW RECORDS

Denholm & McKay Co., Worcester, Mass., Feature the New Titles In Public Recitals Held Each Month as Lists are Released

WORCESTER, MASS., February 3.—In order to introduce the new Victor records to Victrola owners and others interested in the latest titles, the Denholm & McKay Co., of this city, have inaugurated a plan of giving public recitals each month just after the new records are released so that music lovers may hear the latest operas most conveniently, and thereby be able to pass judgment and make selections.

The first new record recital was held late last month, and attracted an unusually large crowd. It was finally necessary to give complete recitals on two days in order that those who desired to hear all the new list might enjoy the privilege. A practical touch was given to the recital by supplying each visitor with a special program upon which could be checked the records desired, pencils being supplied in order that the checking might be done while the selection was fresh in the mind of the customer. No general effort of salesmanship is made during the concert, the visitors being left free to decide what they want and to place their orders in the usual way.

NOW IN CHARGE OF BUSINESS

The business of the New England Talking Machine Co., of this city, is being successfully managed by the mother and sister of Charles P. Trundy, whose untimely death was mentioned last month. Mrs. C. L. Levirs, the mother, and Mrs. W. H. Chisley, sister of the deceased, announce that the business will be conducted along the same high standard of efficiency as heretofore.

The Harmonola Talking Machine Co., Chicago, Ill., has been incorporated with capital stock of \$1,000. The incorporators are Norris J. Leonard, Maurice Hamberg and Lily Bender.



STOCK VICTOR RECORD LIST

The Corley Company, Richmond, Va.

Wholesale Distributors

These excellent selections can be supplied, if ordered at once

1255	17897	18165	35176	35593	64143	64608	74331	87190	88476
2512	899	166	180	596	161	609	332	191	478
2787	903	167	199	597	181	610	333	194	483
4200	904	168	223	598	182	613	334	198	485
5393	905	169	232	599	183	614	336	200	488
5847	908	170	238	600	204	615	339	201	496
16053	909	172	253	604	267	616	340	202	503
111	911	175	261	607	286	617	341	203	505
165	912	176	270	610	306	621	353	204	508
188	915	177	291	611	307	624	356	205	510
197	916	178	295	612	319	625	364	209	511
252	917	179	316	613	327	626	366	210	513
409	923	180	333	617	392	628	370	213	514
536	933	181	335	618	395	630	379	214	516
594	935	182	338	619	397	631	384	215	519
595	938	184	346	622	405	633	387	218	518
722	939	186	349	623	412	634	391	219	519
775	946	187	350	625	414	635	401	220	520
902	949	188	354	626	416	636	404	222	521
989	951	191	361	627	418	638	405	223	524
17174	955	193	362	628	422	645	406	224	525
187	956	197	365	635	426	651	409	226	526
190	958	200	372	639	427	652	412	227	527
193	960	201	375	640	433	653	420	228	529
198	961	206	376	642	437	654	421	229	531
210	962	207	396	645	441	660	426	230	533
259	964	213	404	656	442	661	428	231	534
260	967	215	405	657	443	663	430	232	536
282	970	216	406	666	445	664	431	233	539
287	971	217	409	45057	446	665	432	234	540
371	972	219	414	062	447	666	434	235	541
448	973	221	417	068	448	667	437	236	542
449	974	223	418	069	449	668	438	237	544
483	977	225	421	070	454	670	439	240	545
484	978	227	422	072	468	671	440	241	546
490	980	228	426	073	469	673	442	242	547
510	981	230	428	074	470	675	443	243	548
548	983	232	429	076	475	677	446	244	549
555	985	234	431	077	480	678	450	245	550
580	986	238	432	078	482	686	451	246	551
582	987	242	436	083	486	694	452	247	552
592	990	244	437	084	487	697	455	248	554
599	991	247	439	088	488	699	459	250	555
606	992	248	440	091	489	700	461	251	556
614	993	253	444	092	491	705	462	253	557
630	994	254	448	093	492	706	463	254	558
633	995	262	452	095	493	707	464	256	559
654	18000	268	455	097	495	710	465	257	560
636	001	270	456	100	496	712	465	259	562
637	002	277	458	101	497	713	468	261	564
638	003	283	468	106	498	714	472	262	565
641	004	285	469	107	499	716	475	265	566
642	005	286	471	108	500	717	478	267	567
644	006	293	478	110	501	722	479	268	568
646	007	294	480	111	502	726	480	270	569
647	008	295	482	112	503	729	484	271	572
655	009	298	484	113	504	732	486	276	574
659	011	300	485	114	505	736	490	278	575
660	013	312	487	121	506	741	492	280	576
674	021	313	488	123	512	747	495	282	577
676	022	314	491	124	514	748	497	284	578
678	024	316	497	144	514	752	498	294	579
680	025	317	501	146	513	758	499	512	580
683	027	316	503	147	516	759	502	88001	581
684	029	320	505	148	518	760	503	005	582
691	037	323	506	149	519	761	504	023	583
693	038	327	509	151	520	766	505	029	584
696	041	328	512	153	521	771	506	052	585
699	044	337	515	55034	528	772	508	054	586
702	046	340	516	043	528	773	514	061	587
703	047	345	520	047	530	783	515	065	588
707	048	346	521	050	531	790	517	071	589
708	050	355	522	051	532	70036	523	108	591
711	052	365	524	054	533	073	529	112	592
717	053	371	525	055	534	112	531	115	594
718	060	379	527	056	535	116	534	118	596
719	061	391	528	059	537	117	541	120	89002
722	062	392	531	068	538	74037	542	127	018
724	065	400	532	072	539	052	545	128	024
725	066	401	533	074	541	066	547	138	029
726	067	402	535	075	542	100	552	156	030
727	071	410	537	076	545	105	554	178	039
728	072	411	539	077	547	121	556	186	048
734	078	408	540	080	549	128	557	197	054
742	079	415	541	093	550	144	558	295	060
749	080	418	543	60002	552	158	559	299	065
751	082	424	545	012	553	167	560	308	066
753	088	427	547	013	554	177	562	326	067
754	089	428	548	031	556	180	567	327	068
758	094	429	549	055	557	182	568	376	070
760	099	431	550	059	558	183	571	382	071
762	100	437	552	076	559	186	572	383	072
769	101	438	559	083	560	199	576	385	073
770	103	440	561	093	562	204	76029	398	075
779	105	441	562	094	564	214	030	403	077
783	106	453	568	101	567	218	031	405	078
784	107	477	569	103	574	232	032	415	080
789	108	479	571	116	576	236	81023	416	082
790	114	489	572	121	577	238	87004	425	083
793	115	491	573	122	582	245	031	433	085
800	122	31383	574	132	585	246	070	434	086
801	123	770	576	133	586	251	097	439	087
805	124	790	578	134	588	252	102	447	95029
808	125	852	579	135	589	259	121	450	95203
809	126	854	580	136	591	263	132	454	211
811	128	873	581	137	595	274	136	459	212
812	129	35009	583	61129	595	291	162	465	96000
821	131	027	584	141	597	309	166	467	001
831	134	057	587	64093	599	310	174	468	517
836	135	114	588	108	600	319	175	469	
844	136	140	589	121	601	320	182	471	
846	137	160	591	132	602	321	183	472	

\$5,000 for these Big Advertisements in the March 1st and 8th Issues of

THE SATURDAY EVENING POST

4 Stasny Hits

Everyone wants them

All these Stasny songs are smashing hits! No miss fires—no “duds”! You hear them everywhere—you are singing them before you know it—you just can't help it!

Try “Some Day”—if you want a tuneful ballad that will bring a big burst of applause at the end—or a haunting melody to sing to your sweetheart in the moonlight. It's a winner!

Some Day
Lyric by WALTER KING Music by EARL BURNETT
Moderato
CHORUS
Some day, Some day when my dreams come true...
That wonderful Some Day Will bring me you, Dear
Love beams shining, They will light our way, To our home in Sun-shine Valley There Some Day

If you want your player-piano and talking machine to have all the up-to-date song-hits, jazz and rag-time, ask for the Stasny numbers—they're the “best ever”!

There's a heart-throb in this song—it gets you and you can't help singing it well. Hum it over to yourself a couple of times—then get a copy and sing it to your friends.

It's Never Too Late To Be Sorry
Words by JAMES E. DEMPSEY Music by JOS. A. BURKE
Moderato
CHORUS Slowly with expression
It's never too late to be sorry I'm sorry I taught you to care
Wish I could lift from your shoulders The cross I have made you bear
A colden heart I have broken There is not a thing I can do But its never too late to be sorry and God knows I'm sorry for you It's you

ON SALE—Stasny Song Hits at all music and department stores or any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant or Kraft store.

This might be called “The Song on a Million Pianos,” you'll see it on more than that! Once you hear it, you'll want it on yours. Better get it from your dealer today

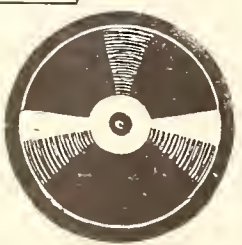
I Want My Old Girl Back
Moderato By ERNEST E. SUTTON Music by EARL BURNETT
CHORUS
I want my old girl back, I want my old girl back.
It's been so long since she went a-way, I did not think that she was going to stay, I got the blues so bad, There's nothing makes me glad, There may be millions of girls so fair, But with my old girl, they don't compare, I may be crazy, but I don't care, I want my old girl back, I want my back.

Doughboys, shavetails, leathernecks and gobs love this song—every buddy and matey of the lot. So do their sweethearts, wives and mothers. You should have it!

If your dealer is out of them we will mail them direct—15 cents a copy, any seven for \$1 postpaid. Band or Orchestra 25 cents each.
Kentucky Was Lucky Jazzin' the Blues Away When the Yanks Come Marching Home
Just You
Rose Dreams (Vocal and Instrumental)
Ooh! La La (I'm Having a Wonderful Time)

WELCOME HOME
Lyric by BUD GREEN Music by ED. G. NELSON
Moderato assai
CHORUS
Welcome home the day of peace on earth is here, Welcome home what words of cheer, We've kept our homes free a-burning while yearning for you Your va-cant chair is waiting too you know you're Welcome home Each mother's heart sings out with joy, Welcome home my soldier boy, And now that all the war clouds safely have past And God has brought me

Get them for your **PLAYER-PIANO and TALKING MACHINE**
A. J. Stasny Music Co.
56 West 45th Street New York



BUY THESE POPULAR

Stasny Songs



Some Day
Lyric by WALTER KING Music by EARL BURNETT
Moderato
CHORUS
Some day, Some day when my dreams come true...
That wonderful Some Day Will bring me you, Dear
Love beams shining, They will light our way, To our home in Sun-shine Valley There Some Day

They are big hits—every one of them, lyrical ballads that set your heart-strings throbbing—full of tenderness and love and loyalty. You should have them on your piano—get them today!

Easy to sing—easy to read—no pages to turn.

Just the songs for today. Timely—up-to-the-minute! The kind the boys from “over there” want to hear—the kind they like to sing themselves. Try over the melodies—then ask your dealer for the songs.

Here are some other “Stasny” Song Hits that are selling like a house afire—

- Kentucky Was Lucky Jazzin' the Blues Away When the Yanks Come Marching Home
- Just You
- Rose Dreams (Vocal and Instrumental)
- Ooh! La La (I'm Having a Wonderful Time)

ON SALE

Stasny Song Hits on sale at all music and department stores or any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant or Kraft Store.
If your dealer is out of them, we will mail them direct, 15 cents a copy, any seven for \$1 postpaid. Band or orchestra 25 cents each.



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CHORUS Slowly with expression
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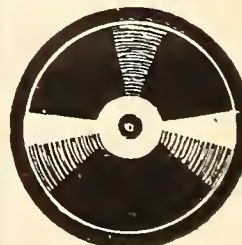


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A. J. Stasny Music Co.
56 West 45th Street New York



These two music selling advertisements are going to be run in the **THE SATURDAY EVENING POST** to help you link up with bigger business.

PRODUCE NEW LATERAL-CUT RECORD

The Liberty Phonograph Co. to Concentrate on Production of Records Only—To Establish Distributor Chain Throughout the Country

CLEVELAND, O., February 8.—A lateral-cut record, fully protected by pending patents, is to be offered to the trade by the Liberty Phonograph Co., of this city. The company states that it will concentrate on the production of records only, and that its records will be offered to the dealers without the obligation of carrying a machine line. This record, it is understood, is sponsored by extensive Middle West capital, headed by J. H. Smith and L. J. Mueller interests. Executive offices will be maintained at 1836 Euclid avenue, Cleveland, O., and laboratories at 16-18 West Thirty-ninth street, New York.

In a chat with The World Mr. Smith, president of the company, stated that the new record is the achievement of years of study, experience and experiments of F. W. Matthews, the inventor, and others associated with him. Mr. Smith is enthusiastic regarding the tonal qualities of the new record, and states that the company's first move from its executive offices will be to establish distributors in exclusive territory throughout the United States and Canada.

APPOINT NEW EXPORT MANAGER

Vicsonia Mfg. Co., Inc., Planning to Go After Export Trade in Active Way

With a view to developing the export business in Vicsonias systematically, the Vicsonia Mfg. Co., New York, manufacturers of the Vicsonia reproducer, have announced the appointment of James W. Green, 25 Church street, New York, as export manager for the company. The company incidentally is fast getting back to normal so far as production is concerned, and as labor and raw materials become more plentiful are catching up with orders in good shape, according to William J. Sess, president of the company.

The Manophone Corp., Adrian, Mich., manufacturers of the Manophone phonograph, are rearranging the various departments of their factory for the purpose of increasing the output.

No harvest of success was ever reaped from a sowing of wild oats.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Offices: 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.

OPEN NEW YORK OFFICES

Unit Construction Co. Have Offices at 299 Madison Avenue With Major Bubb in Charge

The Unit Construction Co., Fifty-eighth street and Grays avenue, Philadelphia, Pa., have opened an attractive suite of offices at 299 Madison avenue, New York City. These offices are centrally and conveniently located just around the corner from the Grand Central Station and provide additional conveniences in handling their business in the metropolis and surrounding territory.

The offices will be in charge of Major H. A. Bubb, assisted by Harry C. Baisch, who will also travel in the interest of the Unit Construction Co.

R. C. Smith, president of the company, extends a cordial invitation to the trade to visit the new offices.

BAERWALD BACK IN THE FOLD

Rejoins Heineman Organization as Member of OkeH Record Sales Force

Paul L. Baerwald, one of the "veterans" of the Otto Heineman Phonograph Supply Co.'s organization, has rejoined the executive offices in New York, and has been appointed a member of the OkeH record sales staff. Mr. Baerwald will concentrate on the promotion and of the sales department's activities, and will co-operate with the OkeH dealers in the East in every possible way.

For the past six months Mr. Baerwald was associated with the Heineman branch in Chicago, and prior to his stay in that city was the company's eastern traveler. He possesses a thorough knowledge of the phonograph industry, which is reflected in the pleasing success that he has attained in his several posts.

GET PRIZE FOR BIGGEST INCREASE

CLEVELAND, O., February 3.—The Fischer Co., Ohio representatives for the Pathé Frères Phonograph Co., were recently awarded a prize offered by the Pathé Co. for registering the biggest increase in business of any of the company's jobbers during 1918. The Fischer Co. made a remarkable advance during the year despite unfavorable conditions, and believe that with the situation much improved they will be able to register a volume of business during 1919 that will place them well in line for this year's prize.

THE VALUE OF THE SHOW WINDOW

In calling attention to a recent specially prepared attractive window display, the Victor Talking Machine Co. offered the following live comment to its dealers: "Would you rent your show windows to the shoe merchant across the street? No, certainly no, because your rent comes in through your show windows. Whenever new customers or even your regular customers pass into your store they involuntarily pause to look over the merchandise you display, and what you display and the manner in which it is displayed is pretty sure to determine the customer's actions."

OPEN NEW VICTROLA DEPARTMENT

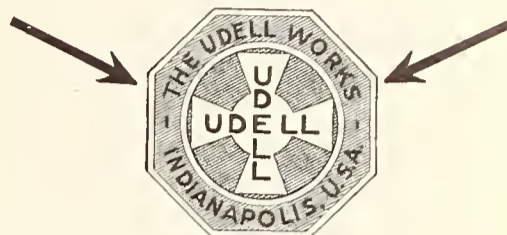
Sonneborn's Sons have purchased the three-story building adjoining their present quarters in LaPorte, Ind., and will occupy the store space with an elaborate new Victrola department.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.
LUCKY 13 PHONOGRAPH CO.
 46 East 12th Street, New York

The UDELL TRADE-MARK



TRADE-MARK

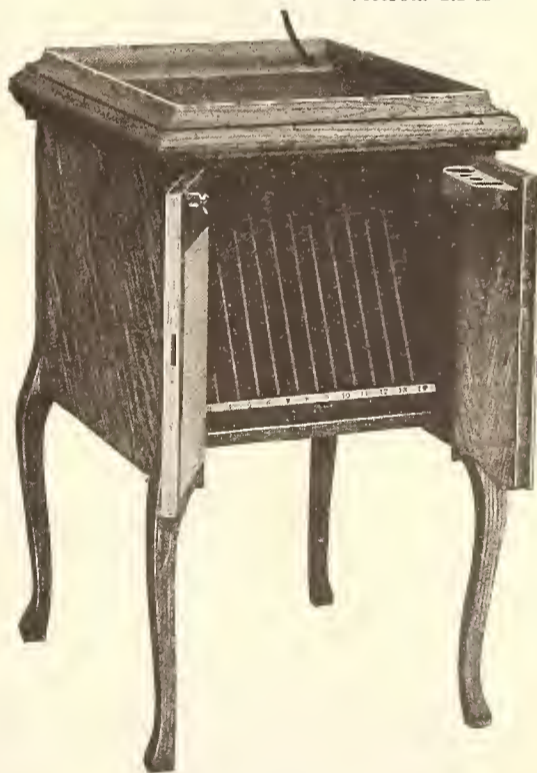
MEANS CABINET DEPENDABILITY

For Both Dealer and Customer

The sale of a Udell Cabinet means stimulated record sales—and two-way profits.

It's the first important feature of record service to the customer.

Patent Hinged Rim for Victrola IX-A



No. 416 [Vertical Interior]

For New Victrola IX-A

Height, 32 in. Width, 19 in. Depth, 22½ in. Mahogany. Quartered Oak. Holds 112 records. Average weight, crated, 65 pounds.

[If horizontal shelving is desired, order 1416.]
 [When felt interior is wanted, order 416F.]

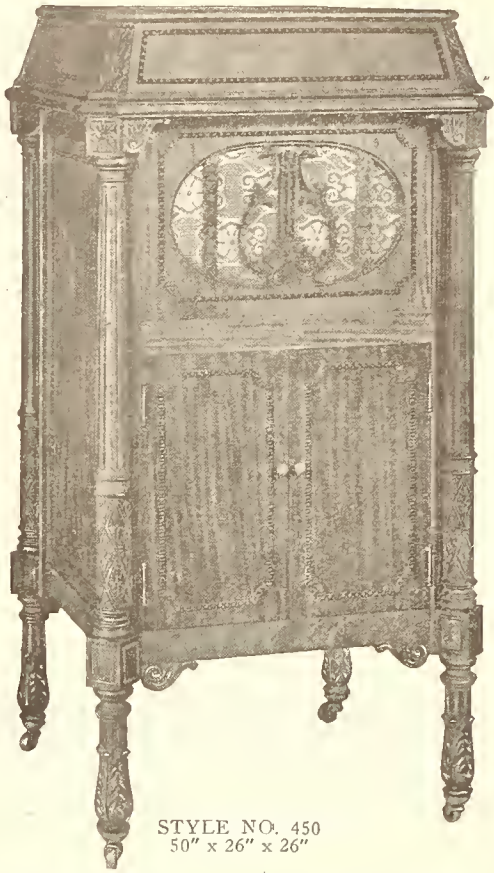
IMPORTANT NOTICE

Table 416 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX-A in.

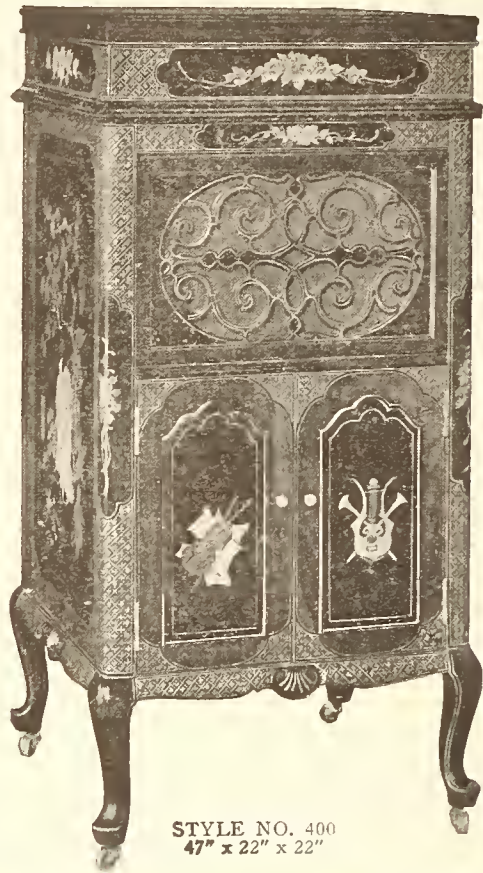
The Udell Blue Book of dependable Record Cabinets is now ready.

Your Copy is Waiting.

THE UDELL WORKS
 1205 28th STREET, INDIANAPOLIS, IND.



STYLE NO. 450
50" x 26" x 26"

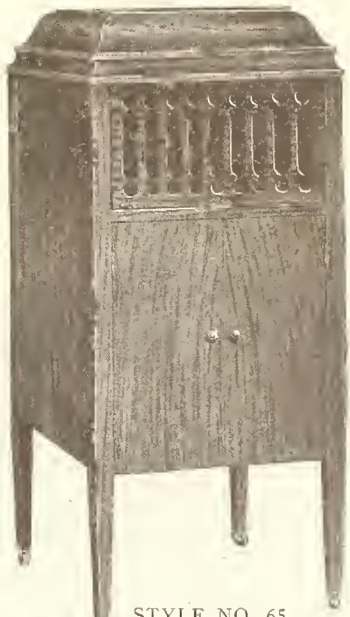


STYLE NO. 400
47" x 22" x 22"



STYLE NO. 300
50" x 24" x 24"

OPPORTUNITIES MUST BE IMPROVED TO MAKE THEM PROFITABLE



STYLE NO. 65
44" x 19 1/2" x 19 1/2"
Mahogany Finish and Oak

The reading of this announcement without action on your part will avail you nothing. *In all the world there is no line like this.* "Lauzon" and "Grand Rapids" are synonymous for the best in good furniture.

Lauzon phonographs are superlatively perfect in design, material, workmanship and finish; are unexcelled in tone quality, and mechanically are as near perfection as is possible to make them.

We make these claims advisedly, having been identified with the phonograph industry continuously since the days of the Berliner Gramophone. Our twenty years' experience and guarantee are back of every "Lauzon."

Note the unusual values, particularly the \$65.00, \$85.00, \$100.00, \$125.00 and \$150.00 models.

From all indications 1919 will be the greatest year in phonograph history.

Are you prepared to take care of the business that will be yours for the asking?

Secure this agency while it is available. Write or telegraph today, and mark it as a red-letter day in the annals of the successful moves you have made. *Our discounts are liberal.*



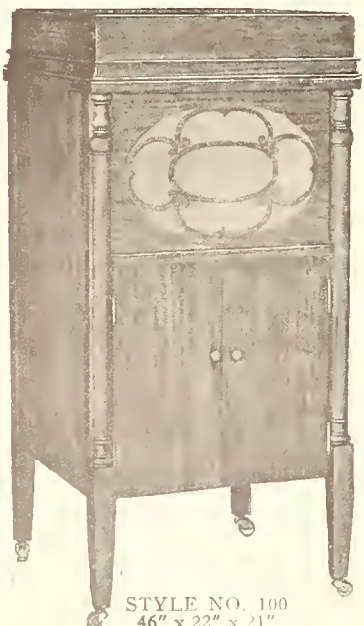
STYLE NO. 85
45 1/2" x 21 1/2" x 21 1/2"
Mahogany Finish and Oak

Michigan Phonograph Company

Offices:
705 Ashton Bldg.

Phonograph Division of the Lauzon Furniture Co.
GRAND RAPIDS, MICH.

Factory:
Monroe Ave. and Sixth St.



STYLE NO. 100
46" x 22" x 21"
Mahogany Finish, Walnut and Oak



STYLE NO. 125
46" x 22" x 21"
Mahogany, Walnut and Oak



STYLE NO. 150
47" x 22" x 22"
Mahogany and Walnut



STYLE NO. 200
47" x 22" x 22"
Mahogany and Walnut

TALKING MACHINE DEMAND IS VERY ACTIVE IN BUFFALO

Andrews and Wurlitzer in Real Estate Deals—Dealers Anxiously Awaiting Stocks of Machines and Records—Major Noyes Returns From Overseas—What Leading Dealers Report

BUFFALO, N. Y., February 5.—Potent signs of constantly increasing business are a feature of the talking machine trade in Buffalo this month.

As announced elsewhere in this issue, W. D. & C. N. Andrews have bought the Builders' Exchange, at Court and Pearl streets. This will be the future home of this firm.

Another big feature is the purchase of the five-story building at 674-676 Main street by the Rudolph Wurlitzer Co. The purchase is announced as "a quarter of a million real estate deal." Forty thousand dollars will be spent in improving the building, which will become one of the finest music stores in the country.

"We are still short on shipments, but expect to be caught up by the middle of February," said J. R. Flynn, manager of the Buffalo branch of the Brunswick-Balke-Collender Co. "We are very glad to say we have several prospective dealers on the waiting list ready to sign up with us as soon as the company gives us the privilege of doing so, but, however, we will not take on any new dealers until we are sure we can satisfy our old ones."

The fraternal spirit developed among Buffalo talking machine dealers on account of the shortage of goods in wartime seems to have continued during the present period. Various goods were exchanged among these merchants and genuine co-operation was the result.

President Koenig, of the Koenig Piano Co., has returned from a trip to Boston.

The Buffalo Retail Merchants' Association has the following merchants among its 1919 officers:—R. C. Hudson, president of J. N. Adam & Co., piano and Victrola dealers; Edward L. Hengerer, president of the William Hengerer Co., Victrola dealers, and T. M. Gibson, of Adam, Meldrum & Anderson Co., Pathephone dealers.

Several Buffalo dealers placed in conspicuous places the page ad which the Victor Talking Machine Co. recently inserted in local newspapers: "Don't blame the dealer for the shortage of Victor products—the Government needed us," was a feature of the ad.

Business in talking machines may be developed later by the Player Roll Shop, which opened recently at 672 Main street.

The help situation is improving at local talking machine stores. Employees—seniors and

juniors—are not so independent as they were before the armistice was signed. They are hanging onto their jobs because others are hard to find.

William Turner, piano dealer at 1401 Main street, has taken on the Pathé line. His motto is "The House of Satisfaction." He says he operates on a strictly cash basis; that he doesn't have to worry about bills and is following closely the spirit of his slogan.

Emerson records are featured daily in the window displays of Besser's store, Main and Huron streets.

Twisting the titles of records is an oft-recurring incident at local talking machine stores. For instance, H. G. Towne, manager of the Victrola department of the Robert L. Loud Music Co., recently had requests for these: "Old Friendship" instead of "Oh! Frenchie," and "Hindoo's Dance," in place of "Hindustan."

Major Hal Noyes, who formerly traveled for W. D. & C. N. Andrews, of Buffalo, has returned from military duty overseas. He visited this city on his way to Texas. He was in the Motor Transport Division in France for seventeen months.

BOSTON BOOK CO. IN NEW QUARTERS

Plans for Increased Working Force and Equipment in New Plant in New York

The Boston Book Co., the well-known manufacturers of record albums, have moved from 43 West Fourth street to 40-46 West Twentieth street, New York. In their new home they have over 12,000 feet of floor space, and it is proposed to add greatly to the production. Over fifty new hands will be added immediately to the working force and a number of new machines are to be added to the equipment of the plant. These will all be of the labor-saving kind and will increase the output to a great extent. J. M. Alter, president of the company, looks for a very big year in the album field and the move into larger quarters was made with the idea in view of handling a greatly increased demand.

Habits are like appendices. When they begin to hurt it's time they were "cut out."

NOTICE

is hereby given to the PUBLIC and to our friends that the name of our corporation

Fulton-Alden Co.

will be changed to

**Fulton Bros.
Mfg. Co.**

WE ARE NOW DEVOTING OURSELVES EXCLUSIVELY to the making and marketing of our own exclusive designs in

- Motors**
- Tone Arms**
- Reproducers**
- Needle-Dispensing Device**
- Cover-Balance and Stay**
- Record Filing Device**

Fulton-Alden Co.

Factory and General Office at
WAUKEGAN, ILL.

SALES OFFICE:
20 East Jackson Building
Rooms 308, 309
CHICAGO

After March 1st

WHOLESALE ONLY

Upon request we will mail a list of

5000

DIFFERENT VICTOR RECORDS we have in stock

There are many in this list you want.
We carry a large supply of all accessories.

**W. D. & C. N. ANDREWS
BUFFALO, N. Y.**

The Spring, 1919,
Advertising and Selling Campaign

for

Pathé

PHONOGRAPHS
and
RECORDS

—in addition to other methods—will be still further stimulated by announcements similar to the full page opposite published in

Woman's Home Companion
American Magazine
Vogue
Literary Digest

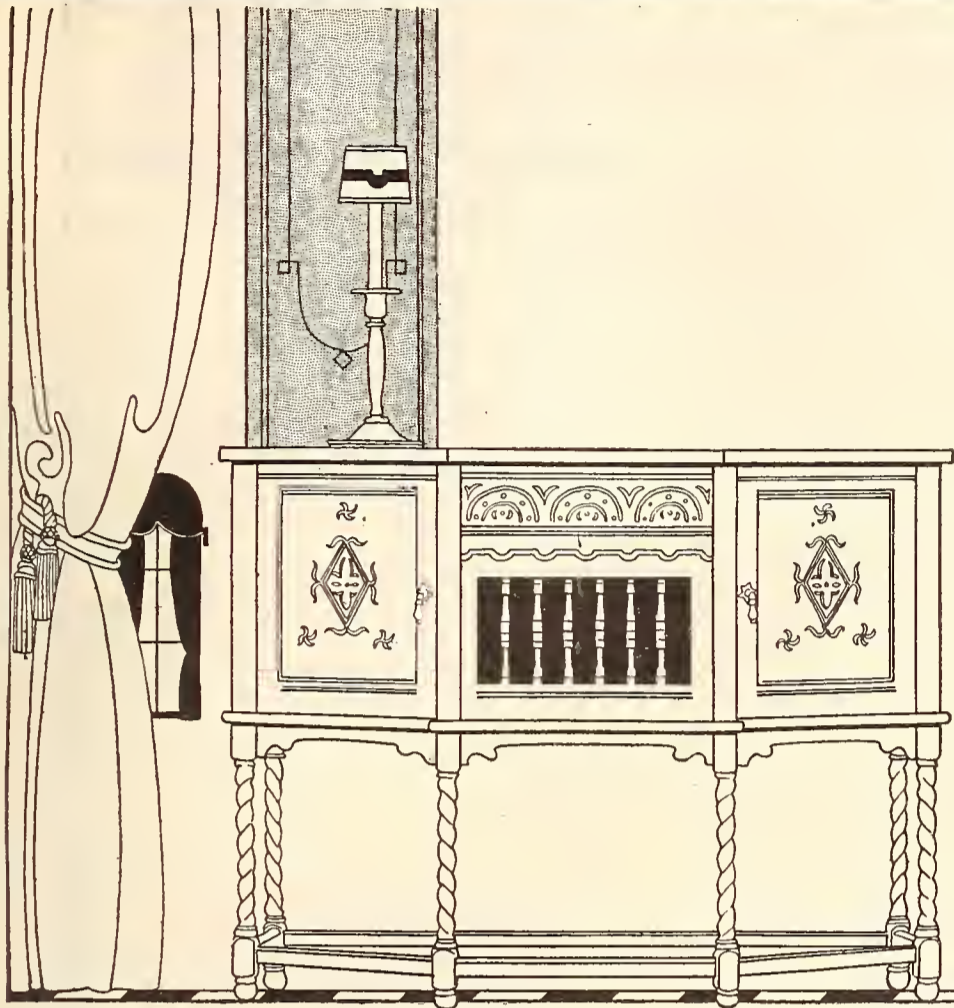
Life
Red Book
Vanity Fair
Outlook

The Secret Difference

from a jobber's or dealer's point of view in handling the Pathé line will be explained in a letter. If you are interested, write direct to

PATHÉ FRÈRES PHONOGRAPH COMPANY
20 Grand Avenue, Brooklyn, N. Y.

The Pathé plays all makes of Records



Pathé

PHONOGRAPH

No needles to change

Costs no more than ordinary phonographs

JACOBAN ART MODEL, oak, 49 inches long, 20 inches deep, 30 inches high; automatic stop; Pathé perfected tone control; Pathé reproducer, Sapphire ball; Universal tone arm, rich metal trimming; \$215
silent double spring motor

The Secret Difference

in Pathé Tone is held in the Sapphire ball—it glides—never wears out. No needles to change. Needles cut and wear out the records. There is as much difference between the tone

of the Pathé Phonograph and a talking machine as there is between a priceless violin and an ordinary fiddle. Hear the full, round tone of the Pathé, and remember it costs no more.

You will find a jewelled Pathé at any price you wish to pay. \$32.50 for a simple instrument. Others more elaborate, in practically all sizes, finishes and woods, up to \$1,000.

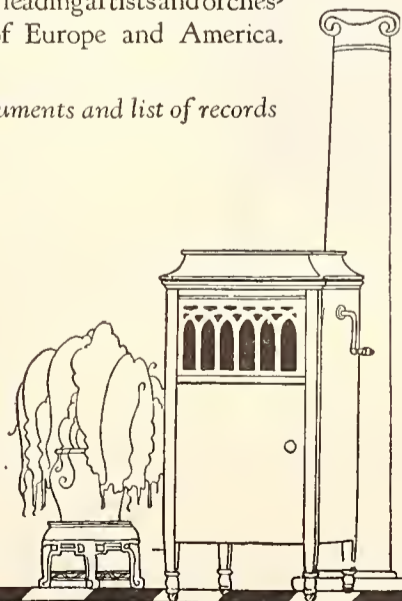
Go to the Pathé dealer in your town. Hear the Pathé Phonograph records played. Your ear will at once detect the big difference made by the Pathé Sapphire ball.

Pathé dealers have the popular hits, first—best—on Pathé records—fox-trots, one-steps, Jazz, dreamy waltzes, stirring marches, the latest song successes from Broadway, and in addition the most famous records by the leading artists and orchestras of Europe and America.

If there is not a Pathé dealer near you, write direct for complete illustrated catalog of instruments and list of records

Pathé

PATHÉ FRÈRES PHONOGRAPH COMPANY, BROOKLYN, N. Y.
The Pathé Frères Phonograph Company, Ltd., Toronto, Can.



No. 10 Mahogany or oak (golden or fumed); exposed parts nickel-plated; Universal tone arm; Pathé perfected tone control; Pathé reproducer, Sapphire ball; silent double spring motor; 20½ inches wide, 20½ inches deep, 43 inches high. All wood tone chamber \$120

The Pathé plays all makes of Records

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

Emphasized in a New Victor Volume Which Tells "How to Get the Most Out of Your Victrola"
—The Book Is Highly Educational and Illuminating in Its Information

It has long been felt by the officers of the Victor Talking Machine Co. that the enjoyment of the average Victrola owner could be increased to a material degree if some means could be devised for bringing directly to the attention of the machine owner in the home some idea regarding the musical possibilities of the instrument and particularly information as to how to take the fullest advantage of those possibilities. It was also felt that some information as to the proper use of the Victrola and facts regarding the proper care of the records would serve to increase interest and appreciation.

These thoughts have culminated in one of the first after-war moves of The Victor Co., the issuance of a comprehensive new volume entitled: "How to Get the Most Out of Your Victrola," copies of which have gone to the trade some time since, with the announcement that not only were additional copies available for dealers at a nominal price, but that in the future a copy of the booklet would be packed with every Victrola leaving the factory, as a part of the regular equipment, going with the instrument right into the home of the purchaser.

Dealers have, of course, in the past explained to customers more or less convincingly what they might expect and should expect of their Victrola, and how it should be used. The elaborate literature sent out by the company, the record supplements, the opera books, etc., have all been calculated to impress Victrola owners with the possibilities of the instrument, but the newest booklet, "How To Get the Most Out of Your Victrola," goes directly and frankly to the point, and in straight, understandable language brings to the Victrola owner the important message of music, and authoritative suggestions as to how music can be best appreciated. It tells, for instance, how with the

Victrola, and some opera records, opera music can be studied and appreciated in the home and repeated at will to far greater advantage than were repeated trips made to the opera house. Opera music is analyzed simply and comprehensively, and an effort is made to explain its real meaning. The same with the music of the symphony orchestra and of the military bands.

Then come some instructive paragraphs regarding chamber music and piano music, followed by pages devoted to instructive text regarding the development and inner-meaning of sacred music, the status of concert songs, the appeal of popular music, and of dance music.

The sections of the booklet devoted to hints as to how to get the best results with the Victrola are so full of valuable information as to be well worthy of the attention of the dealer and his salesmen, as well as the machine owner. The question of acoustics, the simple rules for starting and stopping the machine, the regulation of the speed of the motor, the care of records, the proper use of needles, and the arrangement of programs that will appeal because they are

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

well balanced—all these are of as much importance to the man who sells as to him who buys.

For the information of those who select records at random because they are unfamiliar with the building up of a well-balanced library, there are offered in the back of the booklet several suggested lists of records. There are lists totaling \$10, \$15, or more in value, so arranged that they can be combined without danger of duplication should the amount prepared to allot to record buyers be generous.

Taken all in all, "How to Get the Most Out of Your Victrola" is a booklet of which the Victor Co. and its representatives may well feel proud. From general introduction to final lists, it is a practical, common-sense selling aid to the dealer, and its value should soon be demonstrated.

PROMINENT ARTISTS PORTRAYED

In February Issue of the Usoskin Window Display Arranged for Victor Dealers

The theme of the February issue of the Usoskin window display for Victor dealers is "artist approval." Following the statement that every Victor record must have the approval of the recording artist, the various cards in the set portray prominent artists listening to and approving the reproduction of their voice or playing. The cards also reproduce the signature endorsement of the artists. It is the plan of Ed Usoskin, Inc., producers of these dis-

plays, to change the theme of display each month. In the January issue of "The Voice of the Victor" one-half page was devoted to the reproduction of parts of commendatory letters received by Ed Usoskin, Inc., from some of the many dealers using this display in widely separated parts of the country.

ELECTS NEW OFFICERS

The Phonograph Improvement Co., Port Washington, Wis., recently elected the following officers: President, W. H. Thompson; vice-president, Harry W. Bolens; secretary, Olaf Elton, and treasurer, J. B. Thiery.



Model 150
List Price, \$150

VERITONE

QUALITY *and* SERVICE

First:

You, Mr. Dealer, demand superior quality in tone, workmanship and finish.

Second:

You demand prompt and efficient service.

We can give you both.

Our business has been built up on a strictly quality basis, while we have just increased our manufacturing facilities so that we can

GUARANTEE PROMPT AND EFFICIENT SERVICE

VERITONE TALKING MACHINE CO.

WALTER B. CRAIGHEAD, *President*

145 West 45th Street

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New York, N. Y.



Otto Heineman Phonograph Supply Co.



INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

SAN FRANCISCO

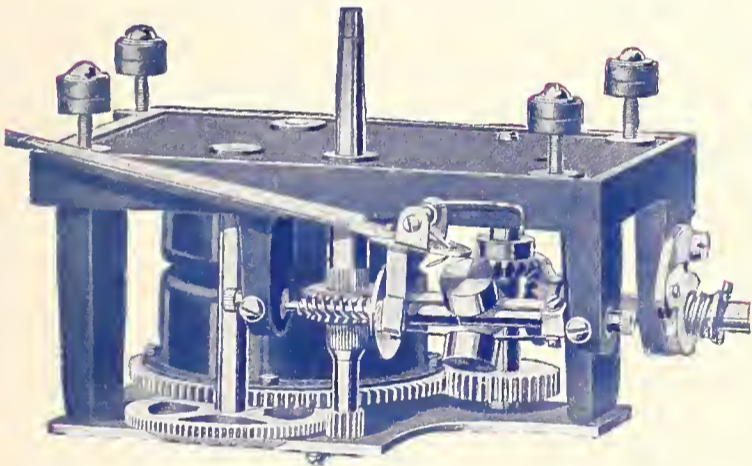
SEATTLE

TORONTO

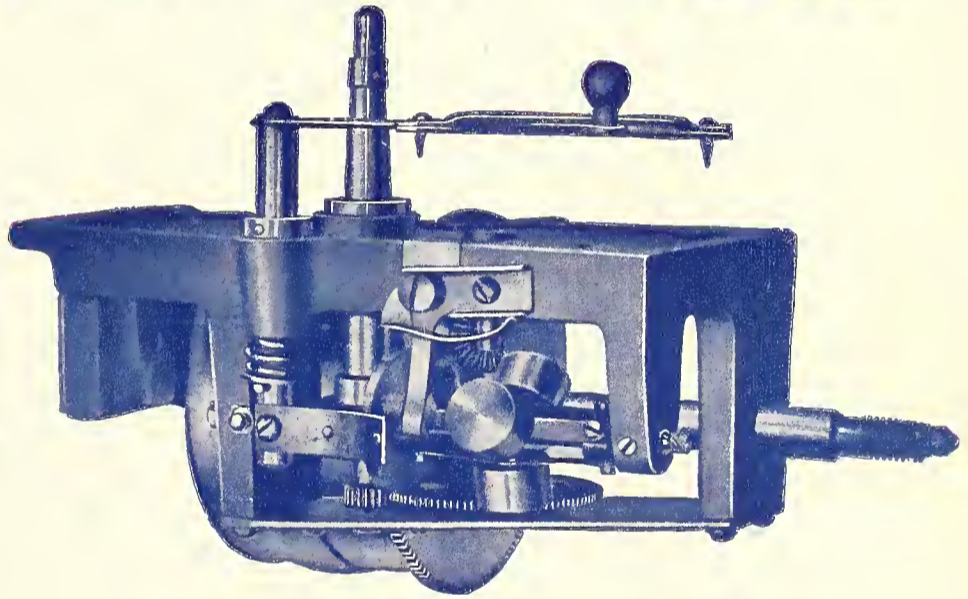
MOTOR PERFECTION

The achievements and progress in phonograph motor manufacturing in recent years are emphasized in the latest designs of

HEINEMAN and MEISSELBACH MOTORS



Heineman Motor No. 77



Meisselbach Motor No. 16

HEINEMAN and **MEISSELBACH** Motors are recognized the world over as the *best* horizontal and vertical spring motors that are produced.

They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

Our catalogs showing our complete lines of Heineman and Meisselbach motors, tone-arms and sound boxes are indispensable to talking-machine manufacturers.

Send for your copies

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



ANNUAL MEETING OF TRI-STATE VICTOR DEALERS' ASS'N

Members of Organization With Headquarters in St. Louis Listen With Enthusiasm to Excellent Talks on Business Subjects and Then Elect New Officers for Ensuing Year

St. Louis, Mo., February 6.—One hundred Victor dealers and sales folk met at dinner here last night for the annual meeting of the Tri-State Victor Dealers' Association and to hear the message brought to them by John Gregg Paine from the board of directors of the Victor Talking Machine Co.

It was the first inspirational meeting ever held in behalf of a talking machine and, evidently, from the spirit aroused and the indorsement of the idea, will not be the last.

Mr. Paine, who is connected with the copyright department, told how the Victor plant, because it "is the best of its kind in the world" was needed by the Government for war purposes and how the factory and the dealers were compelled to make the sacrifice of temporarily losing their merchandise, although now the factory is being put back to musical instrument

work as rapidly as thoroughly competent working men can be found. He told how the Victor experts and enthusiasts study each move toward perfection and how they rejoice at each new achievement. He held his audience completely for most of an hour and then was warmly applauded and every one present later assured him that his talk has been exceedingly helpful.

E. A. Parks, of Hannibal, Mo., revealed many of the little things that had made his business a success in a city of 25,000 people. He outlined his accounting system, his advertising and follow-ups. A thing that was new to most of his hearers was the occasional buying of souvenirs for those customers who were paying instalments. He said his biggest assets were the humanness and kindly spirit in his stores.

J. M. Mediary, of the Grand Leader department store in this city, read an earnest plea that

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

- Standard Music Rolls
- Perfection, Sing-A-Word, and Arto Rolls
- Emerson 7 inch Disc Records
- Wall Kane Needles

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

AN UNUSUAL COMBINATION

Timely delivery of the timely song and dance hits on the Emerson Gold Seal Record

ORGANIZED on behalf of the dealers of the Metropolitan District who sought the timely hits on the Gold Seal (Large Size) Emerson Records together with quick service, this Emerson Record Sales Company is *making good!*

Dealers are delighted. They get what they want when they want it.

Why don't you let us show you how effectively we can handle your large record business?

Here are six best sellers that you can take along



- 9132 { **BEAUTIFUL OHIO.**
Tenor Solo Sam Ash
IN THE LAND OF BEGINNING AGAIN.
Baritone Solo . . . Arthur Fields
- 9111 { COME ON, PAPA. Character Song . . . Irving Kaufman
HAVE A SMILE. Male Trio Sterling Trio
- 9113 { KISSES. Male Trio Sterling Trio
BRING BACK THE ROSES, KATHLEEN
MAVOURNEEN. Tenor Solo Will Oakland
- 9114 { MOTHER, HERE'S YOUR BOY.
Baritone Solo Arthur Fields
GOOD-BYE, OLD KHAKI KID.
Baritone Solo Irving Kaufman
- 9119 { GOOD-BYE, FRANCE. Baritone Solo . . . Arthur Fields
GOOD-BYE, SHOT AND SHELL.
Baritone Solo Warwick Williams
- 9118 { TILL WE MEET AGAIN.
Waltz Emerson Military Band
THE ROSE OF NO MAN'S LAND.
Fox Trot Emerson Military Band

EMERSON RECORD SALES COMPANY

366 FIFTH AVENUE, NEW YORK, N. Y.

DUNLAP BUYS DEALER'S STORE

R. P. Dunlap, well known in Eastern talking machine circles, has purchased the Victor and piano establishment of C. E. Searles, Peekskill, N. Y. With his customary progressiveness Mr. Dunlap has already made plans to move into a new building, and his store will be attractively decorated and furnished. Mr. Dunlap until recently was in the service of the United States Government at Washington, D. C.

L. M. COLE'S NEW POST

L. M. Cole, formerly traveling representative for the Gibson-Snow Co., Syracuse, N. Y., Sonora distributors, is now associated with the Hoffman Piano Co., Buffalo, N. Y., which conducts "The Sonora Shop." Mr. Cole was a recent visitor to New York, and stated that the outlook for 1919 is very gratifying, as the demand for Sonora phonographs is excellent.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

Paragon Mfg. Co., Inc., Hickory, N. C.

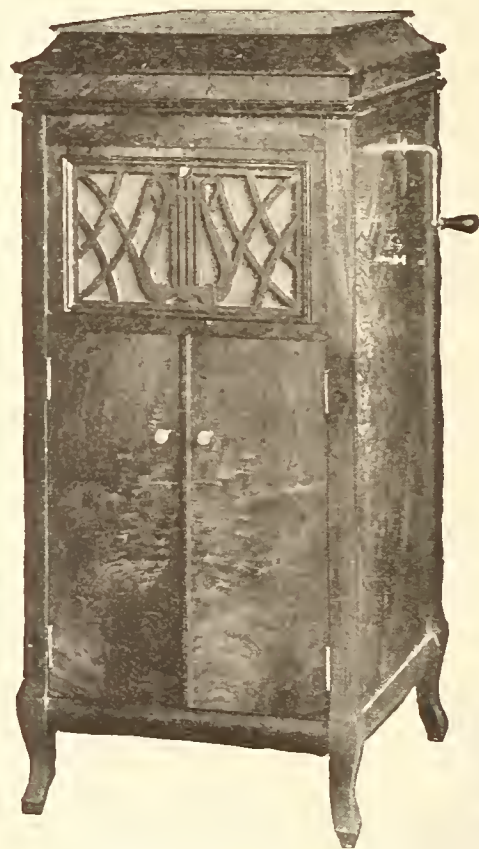


The PRESTIGE of the STARR

means much to the dealer in musical instruments. The prestige of the Starr is a prestige gained from fifty years' experience in the creation of musical instruments, a vast wealth of knowledge which has been poured into the making of the Starr Phonograph. The public knows this. The music-loving public knows that "old friends are best." That is why the circle of those who own and love a Starr is constantly broadening.

It is easy to explain to a customer just why the Starr Phonograph is superior. "The difference is in the tone." The marvelous *tone* of the Starr—which is appreciated the moment it is heard—is due to "the singing throat" of the Starr Phonograph.

And the "singing throat" of the Starr Phonograph is due, in turn, to the material from which it is made—Silver Grain Spruce, the same wood as that from which the master violin-makers of olden days lovingly fashioned the priceless Stradivarius and the golden-voiced Amati. Surprisingly clear, mellow, resonant, the Singing Throat of the Starr is a revelation to all who hear it.



THE STARR—Style III

*One of eight styles.
Catalog on application.*

You have never really heard a record until you have heard it upon a Starr.

That is why we say "All 'stars' sound better on a Starr."

THE STARR PIANO COMPANY

RICHMOND, INDIANA

"All 'Stars' sound better on a Starr"

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the twenty-third of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

WHAT ABOUT THE CHILDREN?

The time has come, the walrus said, to talk of many things, and anyway to talk of something else besides the war, war music, etc., etc., etc. For the present instalment of these articles, I propose to turn just as far away from the war as I can, and so elect to talk about the children.

Now, I am one of those who believe that just a bit too much mush used to be cooked up about the kids in the old pre-war days, when we had nothing to think about except making money. But now things are different. We have talked just a bit too much about other things during the past four years. Let us get back and take a look at the kiddies, using the horn of one of our talking machines for a telescope.

"Frills"

We can all remember the time when the idea of teaching the children in school anything except the three R's was regarded as quite absurd. We used to hear, a few years ago, much about "eliminating frills" from the school courses. But to-day we have found that the "frills" once so derided are often in fact the most solid elements in the child's education.

The object of "education" must surely be to "educate," which is to draw out, the talents inherent in the child, and no system of stuffing with facts will "educate" very much. It is much more likely to "induce" . . . indigestion.

Appreciation

The musical training children get in the schools is neither very thorough nor very efficient in most cases, but it is improving all the time, and the improvement is coming in proportion as the school authorities everywhere learn that the most useful thing they can do for the child musically is to train him or her in appreciation. Not one American child in a hundred, as the taste of the people now stands, is really musical from birth. That is to say, until we have raised the general standard of public taste, we shall find only a very small minority of the children gifted with executive or creative talent in music, but every normal child has the capacity to enjoy music, if the opportunity under proper guidance is made available. Just here comes the opportunity of the schools. Teach the children to listen intelligently to music.

Now the music dealer need not be reminded that if his community has in it any children who are learning to love music that community is gradually and surely becoming a musical community. A musical community is good for him; it is even better for the general life of the nation. A musical community cannot be a wholly ignoble community, for good music is ennobling to the character of a nation. Inject into the American combination of puritanism,

individualism and tremendously energetic provincialism, the leaven of love for the tone art, and you will have an unbeatable combination.

Anyhow, there will not be much quarreling over the statement that the American school system should be encouraged to the utmost in teaching music appreciation to as many children as are brought under its influence; that is, to the majority of the children of this country.

The Talking Machine

Nor, we think, will there be any disposition to quarrel with the statement that the talking machine has been proved definitely to be by far the best instrument for the general teaching of music appreciation. The schools happily have for some years been experimenting with talking machines, and we know that the Victor Company has promoted intelligently the use of the Victor machine in the schools, supplying the teachers with special records, with instruction, with teaching material and with every required aid for presenting musical appreciation to children in the best possible way.

The Schools

Now this music movement is of the greatest importance and interest. Schools all over the country have adopted the talking machine in their work as an integral part of their cultural teaching. They have more and more come to see that music is something to be taught through constant presentation, and that a taste for good music is among the most important elements in the making of character and of a fine outlook on life.

Cannot the talking machine dealer take more effective account of these facts and turn them to his legitimate advantage in many and various ways? I think he can, and shall here set forth some of the ideas which come to mind in discussing this angle of the "musical possibilities of the talking machine."

"Listening"

Supervisors of public school music, who have come to understand the significance of the notion of music appreciation as applied to the child's mentality, have found that the first part of their task is to teach the child to listen intelligently. Indeed, in the true sense of the term, intelligent listening constitutes the whole

of music appreciation. There is in reality no more to be taught. But, in the narrower sense, the sense of listening for the first time to something besides mere unrelated sounds, the teachers are finding out that children need very much care and very much patience. It is being found out that the normal child loves to listen to music, but that the worst obstacle is found in the lack of musical thought in the home.

The talking machine presents the most interesting, the most efficient and the most attractive of all means for producing musical feeling among the children, and the schools use it for this purpose more than they use anything else. Every child whose home contains a talking machine is therefore presumably a child more likely than other children to shine in the music appreciation classes. Here, it seems, is a tip for the dealer to follow up.

Contests

Let us take the first scheme that comes to mind. Suppose, during the school season, the dealer should inaugurate a number of afternoon concerts, say from 4 to 5, for school-children only, inviting them to come and listen to music on the talking machine, such music to be chosen in concert with the local supervisor of music. Let the dealer arrange a "listening contest" through these recitals, whereby the child who, after a course of them, can, at school later on in the term, recognize and describe most intelligently music which has been heard previously at the dealer's store during the recitals, and who has meanwhile learned most about this music, may receive a prize from the dealer. This prize might be in the form of a package of records, or a credit on the purchase of a talking machine, or something like that. There should be a prize in every grade above the fourth, say, to be competed for at the end of the school year. The recitals for the children might be held weekly between February and May, and the prizes distributed at the school graduating ceremony.

Results

A dealer who should undertake to do this would, of course, be careful to deal entirely through the principals of the school and the

(Continued on page 87)

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Brooklyn, N.Y.

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

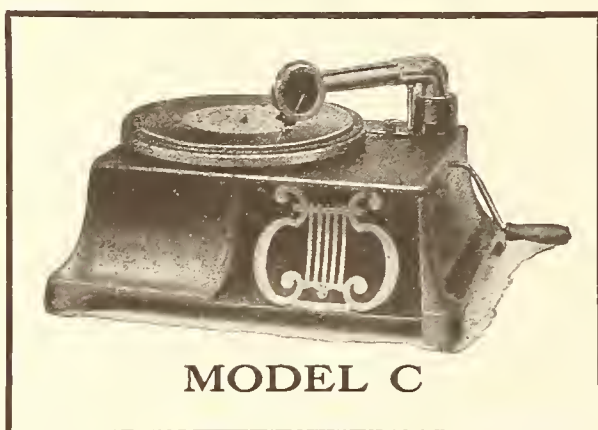
New York City

Phone, 1678 Cortlandt

Garford Phonograph

MODEL C

Retails
at
\$15.00



Retails
at
\$15.00

To The Trade

We wish to thank the trade for the remarkable reception given the

Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

GARFORD Agencies have been placed throughout the country and dealers who have any demand for a phonograph,

Retailing at \$15.00,

will find the **GARFORD** agency profitable and valuable.

THE GARFORD MFG. CO.
ELYRIA, OHIO



HARPONOLA

NO other machine has risen as rapidly in public favor as has the Harponola. Harponola Machines and Harponola Cabinets are right in design, in quality and in price. A success due to superlative merit.



HARPONOLA COMPANY
CELINA . . . OHIO

WHAT ABOUT THE CHILDREN?

(Continued from page 85)

supervisors of music and should confine his efforts to one or two schools in his neighborhood. He might induce other dealers to take the same attitude, for it is quite certain that the results of these campaigns would be shown in generally increased sales of machines and records. Children whose homes do not contain talking machines will naturally feel the disadvantage and will use their powers of persuasion on their parents. Those whose homes do contain such machines will have more interest in buying records and would get into the habit of desiring more and better music. It is a fact too well known to need more than mere mention that the profits in talking machine record-selling come from pushing the best records, that is to say, the records of the highest musical class. The dealer wants to sell as many high-priced and high-grade records as he can, and is finding all the time that the one great obstacle to the steady and increasing sale of such records is found in popular musical ignorance. The great manufacturers one and all recognize this fact and are doing their best to help their retailers in wakening up the popular mind. There is more and better opportunity than ever just now to work this side of the talking machine game, for now, more than ever, the world is interested in music. But unless that interest can be directed to the best music, the world will soon forget its fad and go back to the old indifference.

The point I wish to make is that the child mind presents a field for promotive work in the good-music field which the dealer may and should seize upon. He may feel conscious at the same time that he is doing the very best of work. The promotion of love for good music involves no sacrifice of his own legitimate interests, since it is just as much his duty to sell good records as trashy ones. In assisting the child mind to understand and love the best in the noblest of all the arts, he is doing something to make the life of his own community richer and to co-operate with the school authorities in the great work of civilizing the American child. The dreariest of all mental deserts is that which is presented by the mind of the average respectable inhabitant of the average dull, respectable small or large community. The music business in any and all of its manifestations can only flourish in proportion as the community takes a live interest in the things of the spirit. One begins with the child if one is to have a community like this.

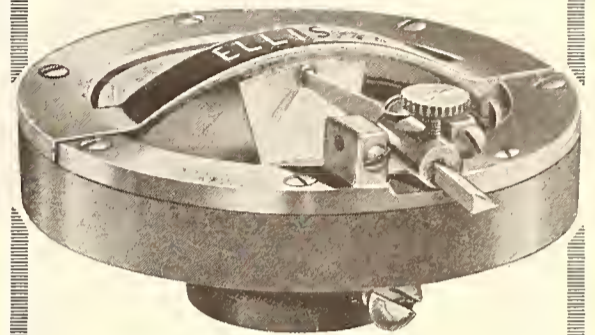
IT PAYS TO STUDY THE CATALOG

How Non-Selling Records Have Been Made Salable and Popular by Effort

In a recent chat with The World C. F. Bruno, of C. Bruno & Sons, Inc., Victor wholesalers, commented upon the fact that during the past year or two Victor dealers had learned to appreciate the true value of the Victor record catalog, and had called the attention of their customers to many records which had in the past been sadly neglected. The general shortage of Victor records prompted the progressive dealer to devote more of his time to stimulating the demand for records which he had regarded as "good" numbers, but which had not been given proper recognition by his sales staff. The shortage of product brought these records to the fore as excellent business getters, and Mr. Bruno suggests that Victor dealers continue this policy of studying the Victor catalog to advantage and instruct their sales people to sell Victor records of every class and division instead of concentrating upon the so-called "hits" which practically sell themselves.

Edgar S. Palmer has been appointed manager of the store of the Ideal Music Co., Brooklyn, N. Y. He is well acquainted with the talking machine trade, having been connected with the Blackman Talking Machine Co. as salesman.

THE ELLIS "Music-Master" Reproducer For Music Lovers



This Illustration is Actual Size

Quotation from a letter received from a Chicago customer, Dec. 17th, 1918.

"Your latest Ellis 'Music-Master' reproducer reached me several days ago and I have tried it out in every shape and form and it is simply a revelation, a wonder, a thing of beauty and a joy forever. I am delighted beyond my fondest dreams. It seems to be an inspired human being. Just as soon as the needle touches the record, one seems instantly transplanted into some musical gathering. It lets one farther back into the recording room than seems natural. I tried one of Caruso's hardest records with the loud steel needle, also my hardest band records and never a blur or discordant note. Oh, I tell you it is wonderful! You have certainly reached perfection and the only thing that could be more real would be to call in the artists themselves."

Flanner-Hafsoos Music House (one of Milwaukee's oldest and largest music concerns) just placed an order for 100 Ellis "Music-Master" reproducers after ordering lots of half dozen at a time during the past year and a half. "Our customers claim 'your reproducer does more than claimed and it improves with age,'" this firm wrote when sending the order.

It Humanizes ALL STANDARD MAKES of Talking Machines or Phonographs using Disc Records

Nickel Plated \$10.00

Gold Plated \$12.00

Mailed Insured to any part of the Postal Union

J. H. ELLIS

Patentee and Manufacturer

Mail Address

P. O. Box 882 Milwaukee, Wis.

An Exclusive Wholesalers Record



AW

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., February 8.—Last month the opening columns of the Chicago department of The World contained an article relative to the wave of prosperity which is sweeping the country, and the effect it has had upon the talking machine industry. It was pointed out that this wave of prosperity is different from any other in the nation's history, due to the fact that the people are actually saving money, whereas during other waves they had been spending it as fast as they got it.

The calamity howlers in the past were wont to rise up on their hind legs and howl that a depression was sure to follow prosperity. In this they were generally right, but these same fellows are few and far between at present, as the odds are against them, thanks to the saving habit; nor is there any likelihood whatsoever that a drought of depression will follow this present wave of prosperity.

In backing up this statement some authoritative facts are here related. For example, we quote from statements recently issued in the reports of both the Comptroller of Currency and the State Auditor relative to banking, both national and State. These statements are the first to be issued since the armistice was signed and speak volumes.

They show that the banks have had a material reduction in their aggregate loan accounts, while heavy increases are shown in their total deposits, their savings deposits and their cash resources. The statement covers the period from November 1, 1918, to December 31, 1918. On December 31 the loans and discounts of Chicago's national and State banks combined were \$1,041,442,851, as compared with \$1,002,904,782 on November 1. The total deposits for both kinds of banks at the close of the year showed \$1,542,402,644, as compared with the previous total of November 1, of \$1,474,829,075, or a gain of \$17,573,509. Now the point that bears out our statements as to savings accounts is shown in the fact that nearly 40 per cent of this increase has been in savings accounts, which have increased to \$27,906,597. The savings deposits in the national banks on November 1 were \$15,233,902, and in the State banks for the same period the savings deposits were \$245,479,923.

Now we all know that a great deal of money,

in fact more than we had anticipated, was spent during the holiday season. Naturally, we should expect that the savings deposits for December 31 at the close of the holiday season would have decreased. However, this was not the way it turned out. On December 31 the national bank savings deposits had increased to \$17,919,315, while the savings deposits of the state banks on the same date had increased to \$270,701,107. These statements were further augmented by statements issued by comptrollers and auditors of other States and this proved conclusively that there was a lot of money in the country, although tremendous inroads had been made during the holidays upon both wholesale and retail stocks of all kinds of merchandise, especially those dealing in phonographs and records.

To give a clearer idea of how much the increases were, we will cite some figures as an example. For the sake of argument let say there are two million people in Chicago. [As a matter of fact, there are a little over two million and a half, but we take two million inhabitants to get round figures.] If we divide the total savings deposit increase, which amounted to \$27,906,597 by the two million, our answer is that the per capita savings deposit had increased after the holidays to approximately \$14. The above figures naturally mean a whole lot to the business man of the country, but where do the talking machine men come in? This can be very easily found out if one cares to take the trouble to keep an eye on the marriage license bureaus. The national selective service has been done away with and the enlisted men are rapidly being demobilized. Those who joined other branches of the service for the period of the war only are also being demobilized. All these young fellows are naturally looking on the brighter side of life and great numbers of them are "taking unto themselves a wife." It naturally follows that when a couple solemnly promise to love, honor and obey a new home will be established. The talking machine dealer is wise enough to know that the establishment of a new home means a new prospect. Taking all these things into consideration, what more can the talking machine dealer ask? Therefore, why should he not anticipate a big increase in his business during the year and especially more so as the summer

months draw closer and June brides and June weddings become popular?

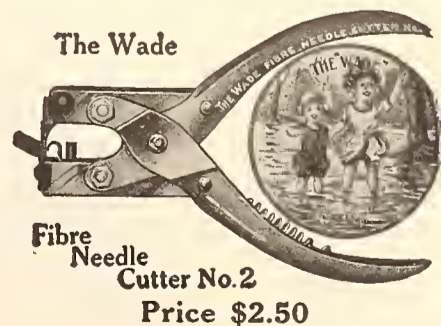
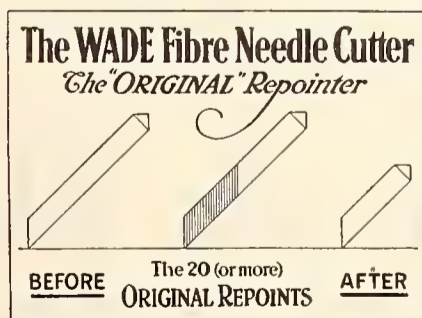
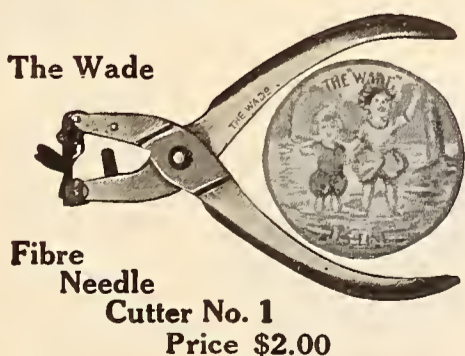
The Bread Floats Back

Who has forgotten the records which were given to the soldiers and sailors at home and abroad? No one, we hope. If anyone has forgotten the following may do something to wake him up. Recent purchasers of talking machines in Chicago have been asked by quite a number of salesmen what got the notion into their heads that they wanted a talking machine. The answer, in a great number of cases, has been that their purchase was due to a direct suggestion by sons in army or navy, who have learned to appreciate the power of music and its efficacy in binding up wounds inflicted by separation, loneliness and pain. Many a man who sent in a few records thought he was doing something for the boys on general principles of benevolence, but we have the fruits actually returning to us. That we did not expect it is not the point. What should interest us is the fact that the war has awakened among our boys a love for music strong enough to make them wish their home might contain, on their return, one of the talking machines they have grown to love. That is something really remarkable, and it is to be hoped that we shall not forget it. Indeed, if all signs do not fail, what has begun to happen will continue and we shall have a regular series of these influenced sales, not to mention the silent, unsung, but much felt influence of the greater love for music instilled into the hearts of many who might otherwise have been forever indifferent.

Then, again, let us not imagine that because the great struggle is over and the boys are returning there is no further use for talking machines and records in the army or the navy. To do this would be merely to waste the effort already put into impressing the minds of these boys. Thousands of them are returning and being demobilized each week. There are still other thousands who will return to be reconstructed and have their wounds healed. These we must care for. They are in army and navy hospitals in all sections of the country. Music will go a long way towards making them forget what they have gone through. So we say, dear trade, do all that you can in the vicinity

(Continued on page 91)

NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



Write for samples and Trade Discounts
or Order from your regular Distributor

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

Lyon & Healy Fibre Needle Cutter



FINEST TOOL STEEL

**The Standard in
Fibre Needle
Repointers**

¶ **T**H**ERE** is among the thousands of Victor owners a large discriminating class who, after a few trials, will use Victor Fibre Needles exclusively for playing their records, and we feel sure that as music lovers become more familiar with Fibre Needles their use will become more general.

¶ Why not place a quantity of these Needle Cutters in stock and promote your Fibre needle business?

¶ The L. & H. Needle Cutter we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we can safely assert **NONE BETTER CAN BE MADE.**

Retail Price \$1.50 each

Everything known in music

Lyon & Healy

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 89)

of these hospitals, towards getting your trade to make its donations in the spirit they showed while they were at war.

Page Mr. Aesop

The attention of The World is called to the following little incident, which may prove of benefit to a number of salesmen. The story is that a woman called on a certain talking machine dealer in Chicago and selected an instrument upon which she paid a deposit to secure delivery; balance, of course, to be paid C. O. D. About an hour later she returned to the store and said that on second thought she would pay the entire balance and have it done with. She took the money out of her purse and was about to turn it over to the salesman when she decided she wanted to have another look at the machine she was purchasing. It turned out that the machine had been sent down to the shipping room. The report came up that the machine had been packed. The lady, however, was insistent, so the salesman escorted her to the shipping room, and showed her that the machine was all packed and tagged with her name and address. The salesman pointed this out to the woman, but still she wanted to see the machine. After much argument the box was opened and the lady looked at it, and said: "This is not the one I purchased." The salesman said it was, and the lady replied, "It is not. The one that I picked out had a tag on it exactly like the one on this machine, but it also had a mark on it that I put there when you were not looking." There was much discussion. The lady got real huffy, said that the salesman couldn't hand her any of that bunk and demanded her money returned. The result was that a sale was lost, and lost forever. We have no doubt that if Mr. Aesop, the fable man, were writing this item he would append a moral, "Mawruss, that is a dog of a different color. Don't switch machines or tags, either."

Getting New Factory in Running Shape

The Fulton-Alden Co., of Waukegan, Ill., are rapidly getting their new factory in running shape. The big plant is equipped with an especial complement of metal working machinery and they now expect to be able to turn out a new motor, which has been described in these columns within forty days. The line of supplies also includes tone arms, sound boxes, needle dispensing devices, efficiency cover balance and stay, and a new record filing device will shortly be on the market. The company is also now working on several new styles of the Fulton phonograph, which is expected to meet with special favor with the trade. It is announced in this issue that the company has changed its name to the Fulton Bros. Mfg. Co.

Ruger Appointed Branch Manager

F. A. Ruger, who has been associated with the Acme Die Casting Corp., of Brooklyn, for the past four years, has again been appointed branch manager for that well-known concern and will establish his office at 549 Washington

boulevard, in the Machinery Exchange Building. He will represent the concern in all lines of trade and will have for his exclusive territory Indiana, Illinois and Wisconsin. Mr. Ruger stands high with the Western talking machine manufacturers, with whom the company does a very large business. He has just returned from the East, where he made his new arrangements, and is very enthusiastic regarding the talking machine business for the coming year as a result of his conversations with both Eastern and Western makers.

Joins Brunswick Forces.

Frank M. Briggs, one of the best known traveling representatives in the talking machine industry, has been appointed by Brunswick as their representative in Kansas City territory. He has traveled extensively for the past fifteen years in the interests of some of the best-known



Frank M. Briggs

talking machine companies in the country, and in securing his services H. B. Bibb, sales manager of the Brunswick Co., is to be congratulated. Mr. Briggs succeeds R. S. Pribyl, who formerly covered the Kansas City territory, but who has been transferred to Milwaukee as Brunswick's Wisconsin representative.

In commenting on the wholesale talking machine situation H. B. Bibb, general sales manager for Brunswick, says that it does not appear that there will be any let up in the demand for talking machines this year. "Dealers," says he, "are continually bombarding us with orders and report that they must have goods immediately. Our branch houses report that they were entirely cleaned out by January 1, and although our three big factories are working overtime

orders are still piling up and all signs point to a record-breaking year.

"We recently received an order from the Red Cross for fifty machines to be delivered to Great Lakes, and our San Francisco branch received a similar order from the Y. M. C. A. to be delivered to the coast barracks."

Dan Creed Visited Eastern Points

Dan A. Creed, general manager of the Chicago Talking Machine Co. made a trip recently to New York and Philadelphia. While in the East he attended a meeting of the executive committee of the National Association of Talking Machine Jobbers.

Returns From Overseas Duty

Corporal Fred Morrish, Headquarters Co., 333rd Field Artillery, "Blackhawk" Division, has returned from overseas duty in France. He has already been mustered out and is now back in his old position as shipping clerk with the Chicago Talking Machine Co.

Sympathy for E. C. West

The trade of Chicago is extending its sympathies to E. C. West, of Chase & West Co., of Des Moines, Iowa, Victor dealers, owing to the recent death of his wife. While visiting in Texas Mrs. West contracted the flu and quickly succumbed. Interment was at Des Moines.

Some Trade Visitors

Frank Dorian, of Seattle, Wash., was a caller on the Chicago trade last week. He stopped off for a few hours while en route from his home to New York.

Mr. and Mrs. John S. Calveard, of Louisville, Ky., spent their honeymoon in Chicago. Mr. Calveard is manager of the Harmony Co., of Louisville.

H. G. Power, of the Taylor Carpet Co., Indianapolis, was a recent caller on the trade.

Walter B. Fulghum, of Richmond, Ind., stopped off in Chicago recently while on his way to visit the Victor Co.'s factory at Camden. Mr. Fulghum was formerly manager of the order department of the Victor Co.

Miss Mary Carroll, manager of the talking machine department of the J. C. Baxter Piano Co., Davenport, Iowa, visited Chicago recently. George P. Lonergan, manager of the P. A. Berger Co., Peoria, was in Chicago recently.

George P. Cheatle, proprietor of the Music Shop, Springfield, Ill., visited the trade here.

Trade Literature That Interests

The Empire Talking Machine Co. are having compiled for them a very handsomely illustrated little sixteen-page booklet, containing instructions for the repair and upkeep of the Empire talking machine. These little booklets are being printed especially for the benefit of the owners of and dealers in Empire talking machines. As soon as they are off the press, it is the intention of the Empire Co. to supply its dealers with them and one will be placed in each machine before it is shipped out.

All the mechanical parts are shown and the

(Continued on page 93)

UNIVERSAL TONE ARM

**NO SPRINGS
NOR WEIGHTS
TO ADJUST**

**MADE IN
FOUR
LENGTHS**

Patent Applied For

This splendid tone arm equipment has been adopted by many of the highest class talking machine manufacturers.

By using the Empire tone arm and sound box on your machine you will give it prestige and increase sales. We solicit inquiries from high class manufacturers.

Address all inquiries to Chicago Office

**PLAYS ALL
MAKES
OF RECORDS
PERFECTLY**

**WRITE
US FOR
PRICES**

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 SO. WABASH AVE., CHICAGO, ILL.
Factory: 1100-1108 W. 9th STREET, CLEVELAND, OHIO

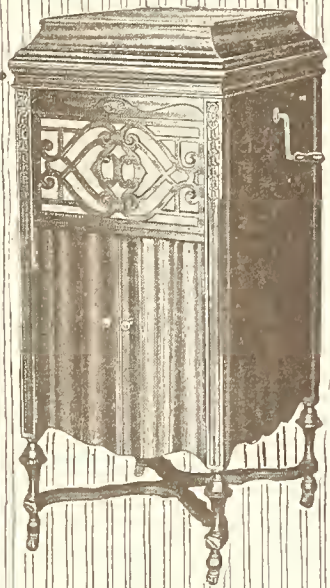
THE NEW LINE OF
VITANOLA
 TALKING MACHINES



VITANO LA 17, \$300.00
 Brown Mahogany



VITANO LA 12, \$160.00
 Mahogany or Oak



VITANO LA 16, \$200.00
 Mahogany or Oak



VITANO LA 10, \$120.00
 Mahogany or Oak



VITANO LA 14, \$180.00
 Mahogany or Oak



VITANO LA 8, \$90.00
 Mahogany or Oak

We Are Proud
 of the New VITANO LA Line

They Are Machines That You Will
 Be Proud to Sell and That Your
 Customers Will Be Proud to Own

These illustrations of the new VITANO LA line speak for themselves. They are reproductions of photographs. We do not believe there is any other line on the American market that surpasses it in attractiveness of the designs. The mechanical equipment—motors, tone-arms, sound-box, etc.—the construction of the cabinets and the perfect, flawless tone of the machines when played are fully in keeping with their attractive appearance.

All VITANOLAS are equipped with enlarged and voluminous tone chambers and have our improved motors, new tone-arms and sound-boxes.

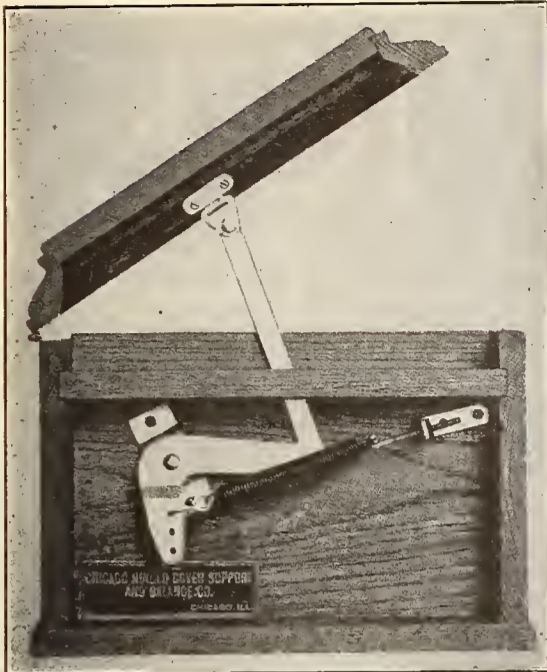
The VITANO LA sells. It sells in competition with any other line on the market. It stays sold. More than that, it makes an enthusiastic booster of every purchaser and every sale helps to make more sales!

Write at once for dealers' proposition.

VITANO LA
 TALKING MACHINE CO.

508 West 35th Street
 CHICAGO, ILLINOIS





(Pat. Applied For) COVER BALANCE No. 1

Bang! A Smashed Finger!!

And Right in the Middle of a Demonstration!

How will you explain the mishap to your customer, the falling down of the cover at the critical moment, when all attention was concentrated on the beauty of the music?

Now if your machine had only been equipped with the

Chicago Cover Balance Number 1

no excuses would be called for. Your prospect's attention would have remained *concentrated* on the beauty and desirability of your machine, not on its *defects*.

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

Chicago Hinged Cover Support and Balance Co. 2242-44 W. 69th Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

manipulation of each is admirably illustrated. Empire advertising service is also being brought up to the highest standards of efficiency. The company has recently contracted with one of the largest printing houses in Chicago for a forty-eight page booklet. Each booklet is eight and three-quarters inches wide by fourteen inches long, and each page contains one or more samples of Empire newspaper cuts. These are so designed they can be used for all occasions. The last two pages of the book are taken up with illustrations, such as special window trims.

Visited the Grand Rapids Show

Burton Collver, who is the well-known representative for the Cheney Talking Machine Co., was a recent visitor at the sales offices of the company. He was in charge of the exhibit at Grand Rapids in the company's permanent headquarters in the Keeler Building during the January furniture show. The market was a big success, said he, and considering the fact that the manufacturers didn't decide to hold their show until early in December the showing was creditable and the attendance excellent. Buying was in proportion to the attendance and was remarkable. It is predicted that the July show will be the largest ever held.

G. D. Shewell, president of the Cheney Sales Corp., of Philadelphia, was also among the visitors.

Return to Active Duties

Emerson dealers in the Omaha territory are congratulating G. W. Marquis upon his return to his duties as Emerson representative in that section. Mr. Marquis had been for the past six months in the United States service stationed at Camp Forrest, Ga. The trade he calls on in Kansas City, Omaha and St. Louis are indeed glad to get him back to take care of their wants once more.

F. W. Clement, manager of the Chicago

branch of the Emerson Phonograph Co., has returned from a short trip to Detroit, where he went to look over the trade situation. He believes that it will be very hard for the trade to estimate at this time what the demand will be for the balance of the year. All the dealers he visited were of the opinion that there is no end of business in sight and that trade is increasing weekly.

A Newspaper Error

There is every reason to believe that some "cub" reporter down in Aurora was put on the carpet recently and given an admonition by his editor which will not be forgotten in a hurry. It is a well-known fact that cubs have a habit of getting things mixed up and a striking example may be seen from the following surprising item which appeared in a local Aurora paper on January 23.

"The Royal Phonograph Co. has purchased the grounds, building and machinery of the Hiawatha Talking Machine Co. The deal was brought about, owing to a fire at Ottawa, Ill., on March, 1918, when the Royal Co.'s plant burned down. At a directors' meeting it was said that the company would make a full and complete line of machines and have them ready for the market at an early date."

Anyone who has kept in touch with the trade for the past year knows that this is an error. It will be remembered that the Hiawatha Talking Machine Co., at that time known as the Ottawa Pianophone Co., maintained a plant at Ottawa, Ill., which was destroyed by fire early in the year. When news of the destruction of these buildings was made known, Fred Moynahan, treasurer and general manager of the Hiawatha Co., quickly assured his dealers that plans had been made to take care of their wants and within a week a factory in Chicago was leased and operations were resumed. Shortly thereafter a deal was con-

summated with the Royal Phonograph Co., Geneva, Ill., whereby the Hiawatha Co. took over the holdings of the latter, which were located at Geneva. The plant was purchased through Carlisle & Sons, real estate dealers of Geneva.

As regards the directors' meeting, which was said to have been held at Aurora, President Moynahan says this is also an error; that all directors' and other business meetings of the Hiawatha Co. are held in Chicago at their main offices in the Republic Building.

Obtains Trade-Mark Protection

A. H. Rintelman, of the Republic Building, this city, has obtained trade-mark protection under Certificate 123755 for the use of the word "Goldentone," printed in the form of a semi-circle with its chord upward. This name has been used for some time past by Mr. Rintelman for his special permanent needle, which he calls the Goldentone noiseless phonograph needle.

Take Advantage of Current Events

The illustration herewith shows how the Columbia Graphophone Co. recently took advantage



Featuring "Mickey" Records

of current events to spread their propaganda. In this instance they are making known to the patrons of Orchestra Hall during intermissions of the sensational photo play "Mickey," now being run there, that two certain Columbia records are both instrumental and vocal numbers of the well-known song "Mickey."

To Bring Out New Sound Box

The Empire Phonoparts Co. started the new
(Continued on page 95)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

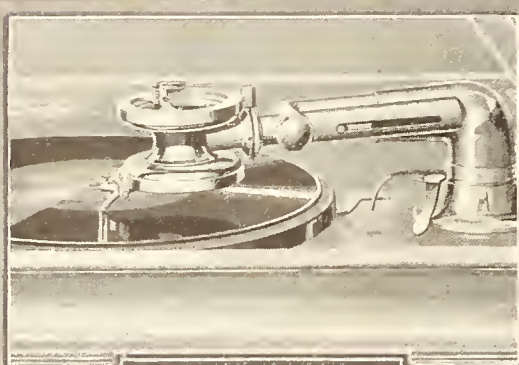
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

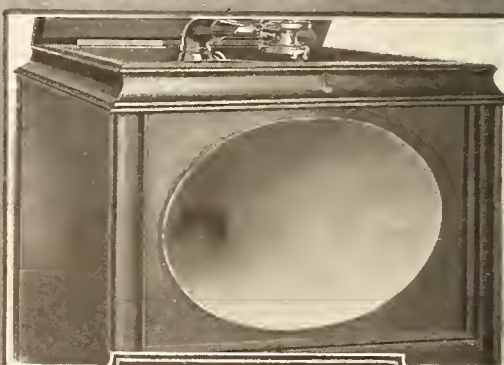
The BRUNSWICK Method of Reproduction



The Ultona



The Brunswick
ALL PHONOGRAPHS IN ONE



The Amplifier

Two New Ideas Which Won Millions of Friends

WHEN the now-famous Brunswick was announced, most people believed that the utmost had already been attained in the phonographic art.

Hence they expected, and rightly so, that The Brunswick would have to bring out overwhelming betterments in order to win a place among the leaders.

And this great expectation was realized. The Brunswick created a memorable sensation. It commanded instant respect and admiration.

The Pioneer

Of the major instruments, The Brunswick was the first to play all records with faithful regard for different requirements. This feature alone created thousands of admirers. For it meant that a Brunswick owner could buy and play any record, whatever make.

Since different makes offer different artists, and no one make offers them all, music lovers saw in The Brunswick the opportunity to select their own library of records, without restriction.

The other outstanding Brunswick betterment was in tone production. By a more scientific amplification of

tone waves, The Brunswick overcame many old-time crudities and brought out lovely tones hitherto lost.

Today The Brunswick Method of Reproduction is a recognized triumph. It means perfected reproduction to all who know it. And the news is spreading fast.

Two Famous Ideas

The Brunswick Method of Reproduction includes The Ultona, an all-record player. This master invention can be obtained on no other phonograph. The Ultona presents to each make of record the proper needle and diaphragm. All at a turn of the hand. It is a unique reproducer, not an attachment nor makeshift.

The Brunswick Method also includes The Brunswick Amplifier, an all-wood sound chamber built with scientific regard for acoustic laws. No metal is used because it muffles sound vibrations.

Before you decide which phonograph for your home, hear The Brunswick. Compare its tone. Note the Ultona.

A Brunswick Dealer will gladly assist you in making a tone test.

The Brunswick-Balke-Collender Co.

General Offices: CHICAGO and NEW YORK

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

Canadian Distributors, Musical Merchandise
Sales Co., Excelsior Life Building, Toronto

Brunswick Phonograph Advertising

Now Appearing in National Publications

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

year with a rush which is still keeping up. The business of this company has grown wonderfully in the past few months and many new accounts and contracts have been signed up by high grade manufacturers, who have adopted Empire equipment exclusively. Within the next few weeks the company will bring out its new sound box, which contains a number of novel features and many improvements over the old one. This box, which has already been seen by many of the best phonograph mechanics in Chicago, is pronounced by all to represent a significant improvement in sound boxes. In order to take care of their constantly increasing business the Empire people have found it necessary to make some additions to the Cleveland factory, where much new equipment has been installed recently, including some especially constructed machines to be used in the manufacture of Empire sound boxes and tone arms.

Introduces John Church Co. Talking Machine

The new talking machine manufactured by the John Church Co., of Cincinnati, made its appearance on Piano Row this month and is on exhibit at the company's warerooms on Wabash avenue. This instrument was brought out by Frank A. Lee, president of the John Church Co., and marks an innovation as regards the amplifier. Talking machines have long been the hobby of Mr. Lee, and the amplifier is based on his ideas concerning sound reproduction. Mr. Lee has, it is said, given careful thought to the history of the old post-horn and followed its evolution carefully through its various stages until the modern cornet was reached. He has put this idea into the amplifier of his talking machine, believing that the tone will become more resonant and pure, due to a series of curves. The tone in traveling from the sound box through the tone arm is thrown into the amplifier, which is bent along lines similar to those of a cornet. The sound travels through this series of curves and is then thrown into the floating horn. In the forepart of the horn there is placed an oval-shaped disc known as the

accumulator, which is said further to purify the tone by throwing it back into the horn. The instruments at present come in three sizes, two of which are in Chippendale design. The larger size is Sheraton inlaid and can be had with electric motor.

Six Best Sellers

The Victor best sellers are: "Mary" and "Rock-a-Bye Baby"; "Dreaming of Home, Sweet Home" and "The Rose of No Man's Land"; "A Little Birch Canoe and You" and "The Blue-bird"; "When You Come Back" and "Garibaldi's Hymn"; "Tutti i fior" (from "Madama Butterfly").

The six best Edison sellers are: "L'ultima Canzone" (The Last Song) and "Marechiaro"; "It's a Mighty Good World After All" and "Mother, My Dear"; "American Aviation March" and "Sons of Uncle Sam"; "Roamin' in the Gloamin'" and "We Hoose 'Mang the Heather"; "The Captive," "Until" and "Two Roses"; "Cleopatra Polka" and "Egyptia."

Columbia sellers are: "Marche Lorraine" and "Le Perè de la Victorie March"; "There's a Long, Long Trail"; "I Wonder Why She Kept on Saying 'Si-Si-Si Senor'" and "Oh, Susie, Behave!" "Till We Meet Again" and "Dreaming of Home"; "The Rose of No Man's Land" and "Over Yonder Where the Lilies Grow"; "The Worst Is Yet to Come" and "Ja-Da."

Pathé sellers are: "Djer Kiss Waltz"; "Everything Is Peaches Down in Georgia"; "Hindustan"; "Jack o' Lantern"; "Memphis Blues"; "Indianola."

OkeH best sellers are: "The Missouri Waltz" and "I'm Gonna Pin a Medal on the Girl I Left Behind"; "Smiles" and "Djer Kiss"; "Jazzie Addie" and "Tickle Toe"; "That's It" and "Peacock Strut"; "Camouflage" and "Leave It to Jane"; "Texas Fox Trot" and "Oriental Fox Trot."

Emerson's six best are: "The Rose of No Man's Land" and "Some Day Waiting Will End"; "I Ain't Got Weary Yet" and "Belinda"; "Till We Meet Again" and "A Little Birch

Canoe and You"; "Mary" and "I Want a Doll"; "Castle Valse Classique" and Watermelon Whispers"; "Hindustan" and "Ange D'Amour."

The Empire Co. announce the following best sellers: "Wait Till the Cows Come Home" and "Jack o' Lantern"; "Soldier's Farewell" and "Good-bye, Little Girl, Good-bye"; "Keep Your Head Down, Fritzie Boy" and "Frenchy"; "U. S. Boy Scouts Official March" and "Naval Reserve March"; "Popularity" and "Oriental"; "Uncle Hiram's Huskin' Bee" and "My Sweetie."

Brunswick-Balke-Collender Announcement

Considerable interest was manifested last week in the financial world by the offer of \$4,000,000 of 6 per cent. short-time notes of the Brunswick-Balke-Collender Co., which are to be redeemable in blocks of one-tenth of the total number annually from 1920 to 1929. In offering these notes the Continental & Commercial Trust and Savings Bank of Chicago, which is the trustee, sets forth that the total assets of the Brunswick-Balke-Collender Co. exceed \$21,000,000, and the quick assets exceed \$13,000,000, while the surplus net income for the year 1918, after making liberal allowances for taxes, etc., is estimated at nearly \$1,500,000. The company is said to be the largest manufacturer in the world of billiard tables, bowling alleys and accessories, and is, of course, well known to the music industries as the maker of the Brunswick phonographs.

Glen Oyloe Homeward Bound

Glen Oyloe, of Ossian, Ia., who handles the M. Schulz line of pianos and player-pianos, as well as other lines, and is one of the best known Victor distributors in the northeast of Iowa, passed through Chicago on January 25, Saturday, en route for his home.

He came from Fort Sheridan Officers' Training Camp, whence he had just been discharged honorably by Uncle Sam. Mr. Oyloe has been in the aviation section and was training as a specialist in aerial photography. Although like many others he feels disappointed at seeing all

(Continued on page 97)

We Distribute at Wholesale the OKEH RECORDS

Double face, 10-inch size. Retails at 85c.

We Can Fill Your Orders

Monthly Bulletin Mailed
Free for the Asking

GREAT ARTISTS!!

Write Us Now!



A Full and Splendid
Line of Patriotic Music,
Popular Songs, Dance
Hits, Musical Comedy,
Grand Opera, Standard,
Sacred.

NOW READY

Magnola Talking Machine Company

OTTO SCHULZ, President

General Offices
711 Milwaukee Avenue, Chicago

CHICAGO

Southern Wholesale Branch
1530 Candler Bldg., Atlanta, Ga.

Know Before You Order



What type and make of motor
 What capacity has motor
 What make of Reproducer
 What make of Tone Arm
 What type of Tone Chamber
 What grade of Veneers
 How many operations to
 finish cabinets

WHAT KIND OF SERVICE

In taking care of your wants
 What guarantee on Cabinets
 What guarantee on Equipment

This information **PROMPTLY AND CHEERFULLY GIVEN**

May we be favored with this request? Every Hiawatha phonograph is built strictly on a Quality basis.

This information and your initial order will prove our claims.

Very Respectfully Yours,

Hiawatha Phonograph Company

209 South State Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

his intensive training of several months past go for nothing, he will be glad to get back into civilian clothes and business. While here Mr. Oyloe called upon the Lakeside Supply Co., the M. Schulz Co. and other music houses.

Change of Victor Representatives

R. S. Cron, who represents the Victor Talking Machine Co., has taken up his residence in Chicago and will look after the Victor interests in this territory. He succeeds L. R. Yeager, who formerly represented this company here, but was recently transferred to the New England district. Mr. Cron has heretofore traveled the territory comprised of Alabama, Tennessee and Florida.

Satisfied at Last

The R. C. Wade Co. has been receiving lately quite a number of testimonials relative to the merits of the Tonofone needles. Nearly all of these testimonials are coming from the trade direct, but occasionally something good slips

through from an outsider. Perhaps the most interesting so far received is that which was sent in by H. C. Faber, a dealer who conducts an establishment at Monogah, W. Va. Mr. Faber sends in a lengthy letter and in starting goes back into his early life, telling how he had always been regarded as a "crank" on sound and how his "two extra large ears" had in many instances saved the day, so to speak.

He tells how he went into a shop in self-defense to purchase a talking machine and four records in order to keep his son quiet. He was so enthused within a few days as to the possibility of a talking machine and became so interested, that within a short time he had established himself as a dealer. Regardless of the fact that, as he calls it, "canned music" was a very wonderful thing, he soon came to know that no matter how costly the outfit with the smooth running motor, quiet spring, etc., this is all of no use without the most important part,

the needle. He has ever been on the lookout for a "perfect" needle, the connecting link between the record and the machine. Here he believes ninety-nine and seven-eighths out of every one hundred people drop their interest, and play what they have, and get poor results, which are entirely due to the needle. He believes that if the dealer would pay more attention to the needle and educate the public who think that any old thing handed out named needle is all that is required, more people would become interested in talking machines and true tone production.

He finishes his interesting letter by telling of several incidents where he surprised some very critical friends by playing some operatic numbers with the Tonofone. He first played them with the ordinary steel needle and then repeated by using the Tonofone.

The above is only a sample of what the deal-
(Continued on page 99)

Make Your Store An *Empire* Store

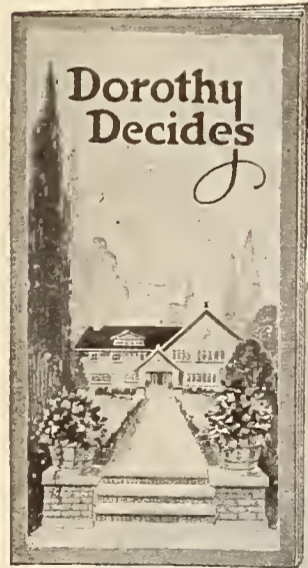


The nation-wide demand for good phonographs has forced a tremendous increase in our output. Everyone is asking for phonographs of known value and proved dependability and that is precisely what Empire

machines represent in the minds of hundreds of dealers who now have the Empire agency. Our ideal—to build phonographs of character—the very best that can be built—is appealing to many dealers—it will appeal to you and that is why you should make your store an "Empire" store.



With Our Free Service That Helps Your Sales



ONE OF OUR SALES HELPS

It has always been our plan to work hand in hand with our dealers in boosting sales and we have originated a series of sales helps that will surely produce results. While this service has been prepared at great expense to us, it costs you nothing—it represents our co-operation to Empire dealers. Every dealer will recognize the profit-value of these sales-compelling helps—consider this valuable feature when deciding on what phonograph to handle.



Model B.

Get Our Catalog and Exclusive Agency Proposition

This little booklet will pull business for you because it is a radical departure from the ordinary type of advertising booklet.

See list of Empire records for March in the Record Bulletin

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
STANDARD TALKING MACHINE CO.
UNITED TALKING MACHINE CO.
HARMONY TALKING MACHINE CO.
O'NEILL-JAMES CO.
ARETINO CO.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake St., CHICAGO, ILL.

DISTRIBUTORS OF

OKEH RECORDS

DEALERS who are desirous of handling a live wire record proposition will be glad to know that we are in a position to give them excellent service in developing OkeH record business. Our stocks are complete, and we are prepared to ship all orders promptly.

OkeH records need no introduction to the trade, for they have definitely established themselves as quality records that satisfy the musical demands of the public thoroughly and efficiently.

The OkeH record library contains the fastest selling popular, dance, instrumental and vocal selections recorded by artists who have a large following throughout the country.

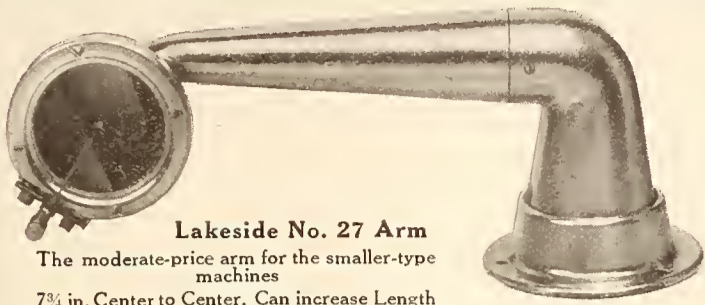
Write for our special dealer proposition



OkeH records—
leaders in the
record field



All OkeH records are
double faced and retail
at 85c.



Lakeside No. 27 Arm
The moderate-price arm for the smaller-type machines
7 3/4 in. Center to Center. Can increase Length 1 in. if desired



No. 5—1 1/4 in. diameter
No. 7—1 3/8 in. diameter

REDUCED PRICE on Needle Cups and Covers

Write for Prices on 3/4 in. and 1 in. Springs

Don't Neglect to Anticipate Your Requirements on Hardware, Motors, Large Tone-Arms and Accessories

LAKESIDE SUPPLY CO., Inc.

202 South Clark Street

Phone Harrison 3840

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 98)

ers in all parts of the country have been writing in, after having given Tonofone a trial.

Big Year Ahead

W. A. Fricke, president of the Lakeside Supply Co., has just returned from an extended trip through Ohio, Indiana, Kentucky and Michigan, where he went to call on a number of large manufacturers of talking machines and accessories. He brought back the good news that everywhere he visited they are anticipating a big business year and everyone is loaded up with orders. All of the men he talked with have agreed that the tendency of the trade has been for the development of the high-grade goods and for the abolishment of junk instruments and equipment.

While on his trip Mr. Fricke was asked by the head of a large concern which is contemplating entering the talking machine game to act in the advisory capacity of consulting engineer. Mr. Fricke says arrangements have been made, and he has accepted the proposition.

The amount of business coming in to the Lakeside Co. has forced them to rent more space in the building wherein they are now located. They have now rented additional space, which practically doubles their quarters. Part of the space will be given over to the establishment of a research and developing laboratory, wherein inventors are invited to come and use the equipment for the purpose of perfecting their ideas.

New Company Incorporated

A new company known as the Firestone Phonograph Co. has been incorporated under the State laws of Illinois for \$8,000. The incorporators are L. M. Firestone, E. L. Firestone and Harry Hart. L. M. Firestone is a son of Fred Firestone, manager of the city sales piano department of Lyon & Healy. Mr. Firestone, Jr., is well acquainted with the trade and has done more or less work with his father, who has the reputation of being one of the best piano

salesmen in the city. The new company has opened its office at 59 E. Van Buren street, Chicago, and Firestone, Jr., believes that within a short time he will be in a position to put some traveling representatives on the road.

Lyon & Healy Concerts

The Lyon & Healy concert season is now in full swing and is a big drawing card on Piano Row. For the month of February they have a very entertaining program, headed by Edna Lucille Baum in character and classic dances and Mary De Laney, mezzo soprano. The concerts are given daily except Saturdays at 1, 2 and 3 p. m. A large size concert Victrola plays a prominent part in these entertainments and is used to show the efficiency of a talking machine as an accompanist. It is used for Miss Baum's dancing, and Miss De Laney's singing is accompanied by a Steinway Duo-Art piano. This is followed by a program consisting of eight numbers, many of which are Victor records.

H. J. Fiddelke Again at His Desk

H. J. Fiddelke, the wholesale Victor assistant to L. C. Wiswell, has returned to his desk. Mr. Fiddelke was confined to his home with pneumonia for the past two or three weeks. He first contracted the "flu," and while convalescing from this contracted pneumonia.

Lieut. J. M. Johnson Returns

Lieut. J. M. Johnson, president of the Johnson Motor Co., 3233 West Lake street, Chicago, has received his honorable discharge from the U. S. Service and has resumed his duties with his company. For the past six months Lieut. Johnson has been connected with the U. S. Ordnance Department and was stationed at the Government proving ground at Aberdeen, Md.

Another official of this company who has been in the service for the Government is P. B. Woodworth, vice-president of the Johnson Motor Co., who has been district director in educational training for the War Department. Mr. Woodworth is well adapted for this par-

Equip Your Phonographs With Perfect Automatic Brakes

Samples
\$1.00 Each
Cash with order

State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

ticular kind of work, as in civil life he is dean of the Lewis Institute of Chicago, as well as vice-president of the Johnson Motor Co.

After years of scientific experimenting the
(Continued on page 101)

Wanted

For every nook and corner of the United States **DEALERS** to handle the newly created



A proposition is offered that will mean a brilliant and prosperous future to "Live wire," progressive dealers who are awake to the whispering of Opportunity.

It will cost you the price of a three cent stamp to get further information and listen to an interesting business proposition.

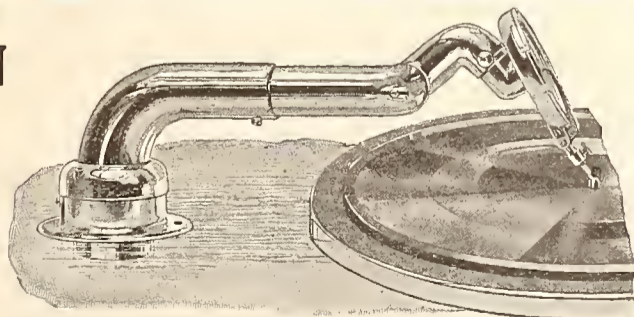
At Your Service.



59 E. Van Buren Street
CHICAGO, ILL.

ATTENTION

**MANUFACTURERS
JOBBER, DEALERS
OF ALL MAKES OF
HIGH GRADE PHONOGRAPHS**



If interested in highest quality tone arms, reproducers and perfect attachments for playing all records on the different make Talking Machines we can convince that we have what you want. A request will bring information that is worth while.

COMBINATION ATTACHMENT CO.

20 E. JACKSON BLVD.

CHICAGO, ILL.

The Only Comebacks
on **World Phonograph**
Sales are Satisfied
Customers!

Here are some reasons why:

Every **World Phonograph**

is *made* in five-ply mahogany-veneer,
also in fumed and golden oak—

is *equipped* with multiple spring, constant
speed, non-vibrating MOTOR, mounted
free from contact with vibrating parts,
and with, World Patent Horn, World Im-
proved Tone Arm and World Sound-
Box, playing all disc records.

World Phonographs

Are put forth in EIGHT splendid styles, priced from
\$135 up, retail.

We *make* phonographs; we do not merely *assemble* them.

WRITE FOR FURTHER PARTICULARS

World Phonograph Co.

736 Tilden Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

Johnson Motor Co. has at last brought its electric talking machine motor Model B to a point where it is claimed by many of the technicians in the trade to be practically perfect. The new Model B motor contains all the latest improvements and it is said that it cannot heat, that the current consumption is less than one-half per cent. per hour, and that it runs even and silent regardless of current fluctuations. It is so designed that it will run on direct or alternating currents and the alternating current can be of either the sixty or the twenty-five cycle.

Pleased With Trade Prospects

A. F. Meisselbach, vice-president of the Otto Heineman Phonograph Supply Co. and manager of the Meisselbach division of the company, is on his first visit to the company's Chicago offices. "We expect the biggest year in the history of the talking machine business," he said. "The field has only been scratched and the opportunity even in this country is simply immense. It has been estimated that not one in seven families able to own phonographs do so, and I very much doubt if that tells the story by any means.

"I have been very much impressed of late in talking with manufacturers to note the satisfaction they express with the phonograph business. They are more than gratified with the results they have obtained. It is also a matter of gratification to see the progress that the substantial new manufacturers are making, in the perfecting of this product. There is an enthusiasm and earnestness about it all that promise great things for the industry."

From Chicago Mr. Meisselbach leaves for Canada and will spend some time at the company's headquarters in Toronto.

Mandel Activities

M. B. Silverman, sales manager of the Mandel Mfg. Co., passed an exceptionally busy month, not only taking care of the large amount of orders coming in but looking after the large and competent sales force as well. All of the old Mandel travelers are on the road and quite a number of new men have been added.

"Tonofone" The Talking Machine Needle Supreme

While in a Chicago suburban home, inspecting a high priced instrument made by one of the world's leading Talking Machine Manufacturers, a technician who is recognized as an authority recently heard, for the first time, a phonographic rendition with a *"Tonofone"* Needle. After listening to Galli-Curci's "Mad Scene" from "Lucia" and Alma Gluck's "Carry Me Back to Old Virginny" he exclaimed, with all the fervor of an enthusiast,—

"That is certainly a wonderful needle—I never before heard such pure tones—such wonderful music from a phonograph."

"Tonofone" is different—absolutely different. It is made of different materials and embodies new principles—it is musically, mechanically and scientifically correct.

Others may imitate—none can duplicate
Others claim — *"Tonofone"* proves

For full particulars see page 59

Some of the latest additions to the Mandel traveling force are D. H. Spencer, who will represent the Mandel Co. in the Southwest. He has been in the piano business for thirty-five years in Texas and Oklahoma, as direct factory representative.

Denton H. Corbitt, who was with Robert Johns Co. as sales manager, is now looking after Mandel's Pacific Coast territory.

Roy Bloch is the latest addition to the force. Mr. Bloch will look after the Chicago trade.

J. A. Fairfield, who for the past thirteen years has been connected with the Gaston Music Co., Hastings, Nebr., will look after the Mandel territory in Nebraska and Kansas.

Another who has left for his respective territory is John S. Samelson, who covers eastern Pennsylvania and New York State.

Miles L. Barber, who represents Mandel in Michigan, is celebrating his third year in the service of the Mandel Co. Ben Ridler has just

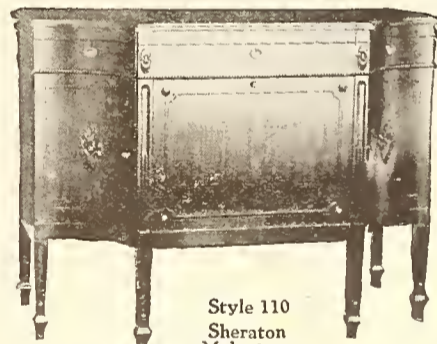
(Continued on page 102)



Style 109
Late Georgian
Mahogany



Style 108
Hepplewhite
Mahogany



Style 110
Sheraton
Mahogany



Style 112
Modern Georgian
Mahogany



Style 107
Queen Anne
Mahogany or Walnut

Cheney Art Models Build Business

EACH CHENEY cabinet, "console" or art style, bears the impress of artistic excellence. The various periods of furniture designs are correctly interpreted. Elegance, without ostentation, is the Cheney ideal in cabinet design.

The CHENEY PHONOGRAPH

Beauty of tone and appearance are the dominant characteristics. The Cheney Tonal System is based upon a series of new inventions, covered by basic patents, which eliminate the mechanical noises and clarify the tone. The serene purity of Cheney tone enhances the beauty of all record reproductions.

Our Agency Proposition will interest you. Ask for it.

CHENEY TALKING MACHINE COMPANY

Marshall Field Annex Bldg., 24 North Wabash Ave., Chicago

LINERPHONE

A Success, not an Experiment!

Handsome
Fully Equipped
Reproduction Faultless



Linerphone Model 300

The Linerphone Line includes 7 styles retailing from \$75.00 to \$150.00: Mahogany and Oak

Write for Information
Prices Sent On Request

LINERPHONE

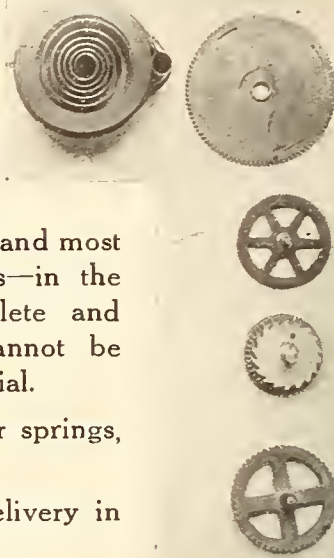
TALKING MACHINE CO.

1801 Nebraska Avenue

Chicago

Repair Parts

For All and Every Motor That Was Ever Manufactured



WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.

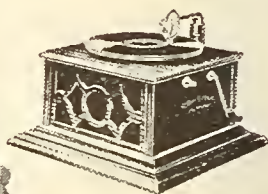
INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

left for his territory in the Southeast to call on the many Mandel dealers he established in his four previous trips over that territory.

J. A. Lund, who looks after Ohio and Pennsylvania for Mandel, writes that he is hard at it and that the amount of orders he is sending in proves conclusively that he is doing most resultful work in his territory.

One of the Mandel travelers, R. F. Truslow, who covers Alabama and Mississippi, dares the

Mandel Co. to show him a picture of one of their travelers who is doing better than he is. It is going to be a hard job for the company to produce said picture.

The Mandel Co. is putting out a new instrument in walnut with all the exposed metal parts heavily gold plated. The new instrument lists at \$150 and quite a number of orders have been received from dealers who had seen the sample while in Chicago.

CHENEY GENERAL OFFICES MOVED

Chicago Headquarters of Cheney Talking Machine Co. Now Occupy Larger Space

CHICAGO, ILL., February 4.—The Cheney Talking Machine Co. have just moved their general offices from the seventh floor of the Marshall Field Annex Building at 24 North Wabash avenue to the eighth floor, where they occupy an extensive suite, comprised of Rooms 829 to 837. The new quarters furnish several times the space formerly occupied and have been excellently fitted up and arranged.

The offices are in charge of Earl F. May, who is general manager of the sales and advertising departments. Mr. May's office is located in the handsome display room, which is gotten up for the display and demonstration of various Cheney models.

Several additions to the forces have just been made. B. R. Jaker, formerly of the auditing department of Marshall Field & Co., wholesale, is the office manager. A. V. Hausen, formerly assistant department manager of Bunte Bros. Confectionery Co., is Mr. May's assistant in the sales and advertising department. E. V. Noble, who has charge of the credits, was formerly of the credit department of Marshall Field & Co., wholesale.

Besides the display room there is an attractive reception room, a small office devoted to

the credit department and a large accounting room, and a commodious room devoted to stationery and advertising stock. The company has arranged for a brisk campaign during 1919, and the factory production, of course, will be greatly increased over that of last year. G. H. Reid, formerly office manager here, has gone to the factory at Grand Rapids and has been given entire charge of the production. Professor Cheney, the inventor of the Cheney talking machine, has had a special laboratory equipped in the factory at Grand Rapids and will hereafter be there most of the time.

The company will feature the famous Cheney art models known as the Console types.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

REPAIRS

Correct Repairing for the trade

Send your motors by parcel post

VAN DEMARK'S

15 Years at
305 E. 43d ST., CHICAGO

THE LATEST INVENTION IN THE PHONOGRAPH INDUSTRY

"THE ALL-IN-ONE"

An attachment for VICTROLA and COLUMBIA, which, when once attached to the tonearm, plays permanently all makes of disc records without any further change of the position of the reproducer.

Retails at \$1.50. Write today to

CULLEN, MARSH & CO., 21 E. Van Buren St., Chicago
Inventors and Manufacturers

F. J. M. KAUMANN,
Sales Manager

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

**JAMES F. BOWERS
HEADS LYON & HEALY**

Elected President at Annual Meeting Held Last Week—Marquette A. and Columbus Healy and C. R. Fuller the Other Officers

CHICAGO, ILL., February 8.—The annual election of directors and officers of Lyon & Healy took place on Tuesday morning of this week,



James F. Bowers

and the following were chosen for the coming year: James F. Bowers, president; Marquette A. Healy, vice-president; Chas. R. Fuller, treasurer, and Columbus Healy, secretary. Those selected as directors are Marquette A. Healy,



Marquette A. and Columbus Healy

Charles R. Fuller, Raymond E. Durham, Columbus Healy and James F. Bowers.

In assuming the presidency of the firm of Lyon & Healy Mr. Bowers succeeds the late Robert B. Gregory. Mr. Bowers has been con-



Charles R. Fuller

nected with the firm for the past forty-eight years, starting in at the age of twelve. He now finds himself guiding the destinies of the great concern he so long and faithfully served.

The Firestone Phonograph Co., Chicago, has been incorporated with capital stock of \$8,000 by E. L. Firestone, L. M. Firestone and Harry Hart.

HARMONOLA CO. INCORPORATED

Talking Machine Co. Incorporated Under Name Used by Price & Teeple Co. for Many Years

CHICAGO, ILL., February 3.—The incorporation of the Harmonola Talking Machine Co., Chicago, has attracted the attention of the Price & Teeple Piano Co., manufacturers of pianos and player-pianos, who have used the name Harmonola in connection with one of their player-pianos of well-known merit for a number of years. It has been heavily advertised and is known the country over in the music trade.

W. B. Price, chairman of the board of directors, is not in a position to state what action would be taken in the matter, but is positive that no one possesses the right to use the name "Harmonola" on any instrument, as it belongs to them and has been used by them in the shipment of musical instruments in interstate commerce for years. "We would naturally seek in every way to protect our interests in the use of this name," said Mr. Teeple.

VALUABLE VOLUME ON ACCOUNTING

"Accounting as an Aid to Business Profits," by W. R. Bassett, Contains Much Information of Decided Value to the Business Man

"Accounting As An Aid To Business Profits," by W. R. Bassett, has just been issued by the A. W. Shaw Co., Chicago, and is a volume of unusual value and interest, explaining as it does in understandable form the matter of accounting and cost accounting for the business man.

How well the author succeeded in emphasizing this phase of accounting is shown by a glance at the table of contents, which lists among others the following chapters: "How Much Accounting You Really Need," "Opening the Books," "How Accountancy Helps Sales," "How to Arrive at Your Statement of Condition," "How Bankers Analyze Your Statement of Condition," "What Is Good Will Really Worth?" "What a Cost System Means to Your Business," "How to Determine the Overhead Expense," etc.

The book is as devoid of the theoretical side of accounting as any volume of its scope and size could be and still serve well its purpose. It is very evident that the author, who is an ac-

countant of national reputation, has placed special emphasis on the practical in accounting by indicating tested plans, methods and forms that have been successfully used by concerns throughout the country.

In his first chapter Mr. Bassett succeeds in convincing his reader that the only accounting worth while is that which combines an exact book record of transactions with an exact book record of operations, so that causes as well as effects may be analyzed.

One of the interesting features of this timely book is the opening up of a set of books for a hypothetical business concern and carrying them out step by step through partnership, incorporation and final dissolution exactly as they would be handled under everyday business activities. All the forms, agreements, contracts, and the like are reproduced and fully explained. One hundred and fourteen forms, including thirteen large inserts, amplify the text.

The book contains 320 pages, is bound in blue vellum and is priced at \$5.00, postpaid \$5.30

**Let Us Be Your
Factory**



That means something very different from just offering you a ready-made, cut-and-dried line—it means exactly what we say:—

Putting our skill and wide knowledge of what's what in phonograph selling propositions all over the country at your service.

Send Us Your Catalog or Proposed Specifications and Let Us Quote You Prices With a View to Assuming Your Manufacturing Responsibilities — and Shipments, if you wish.

WHY NOT WRITE NOW?

Singer Talking Machine Co.
MILWAUKEE WIS.

Genuine Period Styles

Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

CHANGE NAME OF COMPANY

Business in Danville, Va., to Be Conducted in Future Under the Name of Clements, Chism & Parker, Inc.—Capital Stock Increased

DANVILLE, VA., February 6.—At a special call meeting of the stockholders and directors of the Hodnett-Chism Furniture Co., held January 27, the style of the firm was changed to Clements, Chism & Parker, Inc., and the capital stock was increased to \$75,000. The names which now make the firm name represent the three active members of the company who have had actual charge of the business for a number of years. The same board of directors and officers will continue as before and the policies of the business are unchanged. The company has for some years conducted a very successful talking machine department in its store.

ENTERTAIN BOYS AT CAMP MERRITT

Noted Artists, Under Auspices of Emerson Phonograph Co., Bring Happiness to Soldiers

Happiness and good cheer were brought to Camp Merritt recently by a galaxy of artists who went over with the Emerson Phonograph Co. to entertain the boys just back from overseas. The boys packed the large auditorium of the Jewish Welfare Board, and their enthusiastic applause almost "shook the rafters" off the auditorium.

The program opened up with an amusing pianologue played by C. Linn Seiler, versatile and popular Bronxville society man. The next artist on the program was Mme. Christine Langenhann, often referred to as the "Czechoslovak Nightingale," and she entertained the boys with songs that they all knew by heart, and in which they joined. This artist was followed by the popular banjo-player Van Eps, accompanied by Arthur Bergh, musical director. The program continued with vocal selections by Charles Hart, well-known tenor; Mme. Alice L.

**1919 Will Be A
Banner Phonograph Year**

**Prepare Now To Give
YOUR CUSTOMERS THE BEST POSSIBLE**

By Getting

Pathe Phonographs and Pathe Records

Through

The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue **Cleveland, O.**

Mertens, concert contralto and baritone selections by Royal Dadman, who has attained signal success in musical circles.

As a fitting finale to the evening's entertainment Arthur Fields, one of the leading tenors in the recording field, gave several of his inimitable topical songs, and Monroe Silvers delivered a timely and laugh-splitting monologue. Billy Murray finished the program amidst a storm of applause that reflected his popularity with the boys from "over there."

The evening's entertainment was planned and managed by Louis D. Rosenfield, who contemplates staging similar entertainments for the boys in the near future.

The fourteenth annual Cleveland Food Show and Industrial Exposition ran for a week in Central Armory, beginning February 3. Among the attractive exhibits were those of the Ott Piano & Manufacturing Co., a Cleveland concern which assembles talking machines.

Here is a Record Line That Has "Made Good"



OkeH Records have already gained the distinction of being the leading record line in the trade. These records have won the approval of musicians, music-lovers and the general public.



THIS label is the hallmark of the best selling record line presented to the phonograph industry.

For the dealers the **OkeH** line offers great possibilities, for the manufacturers of these records have determined upon a policy which is based on the issuance of popular numbers when they are actually popular. In other words, you will get the "hits" when they will sell the biggest.

We have been appointed distributors of **OkeH Records** and are ready to give dealers maximum service and co-operation in handling this line profitably.

THE MANOPHONE CORP., ADRIAN, MICH.
Manufacturers of the Manophone

CLEVELAND DEALERS HOLD ANNUAL DINNER

Talking Machine Dealers' Association of Northern Ohio to Gather on February 20—New Officers to Be Elected—Latest News

CLEVELAND, O., February 5.—The annual meeting and banquet of the Talking Machine Dealers' Association of Northern Ohio will be held February 20, at a place not yet decided by the committee of arrangements.

During the meeting new officers recently elected will be installed. Herman Wolfe, head of the Wolfe Music Co., will succeed Charles K. Bennett, manager of the Eclipse Musical Co., as president. E. B. Lyons, sales manager of the same company, will succeed himself as secretary.

Efforts are being made to make the banquet and meeting of the dealers, who number over fifty from Cleveland and other cities of northern Ohio, the most important one ever held by the organization. Several prominent out-of-town representatives of talking machine producers will be assigned to speak on trade conditions.

"The demand for stock in talking machines still exceeds the supply," Mr. Lyons said. "Of course, we are receiving more machines than we previously got, but the supply is still short. Dealers are looking at the future with optimistic eyes, but are longing for brighter days in the trade."

There is considerable speculation in Cleveland over the effects prohibition will have on business after May 27, when the State goes dry, under an amendment to the Constitution, adopted November 5 last by voters. More than 1,000 saloons in Cleveland will cease to exist. Scores of them now occupy valuable premises all over the city.

Aside from the effect on realty conditions, business men are wondering what will be the direct effect on trade. Talking machine and piano dealers are disposed to regard the coming of State-wide and national prohibition as a boom for them. They reason that when "booze" is eliminated wage-earners will have more money to spend for musical instruments and music.

Charles K. Bennett, president of the Talking Machine Dealers' Association of Northern Ohio, is in New York looking after business. Mr. Bennett visited the Victor Co. factory, for which his firm, the Eclipse Musical Co., is distributor for this section.

The Collister & Sayle Co.'s display of Victor machines and records for February is one of the most complete in the city.

Dixie Land, the subject for decades of songs

VAN VEEN "BED-SET" BOOTHS



We have predicted for several months that 1919 will be the greatest talking machine year in history. This prediction has "made good" already, and business is booming. Prepare to get your share of this trade by installing additional record booths.

WRITE FOR A COPY OF OUR NEW CATALOG

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE . . . GREELEY 4749

and mirth and melody, is still a favorite of music in Cleveland homes, and the production of phonographic records reproducing these has increased the demand for them. "Pickaninny," "Dixie Melody," "Georgia," and "Peaches" are popular. Among the most popular current records are:

Pathé—"You'll Have to Put Him to Sleep With the Marseillaise," by Arthur Fields; "Has Anybody Seen My Corinne," by Ernest Hare; "Jim, Jim, I Always Knew You'd Win," by Louis Winsh.

Victor—"Bring Back My Bonnie to Me," by Alma Gluck; "Oh, Frenchy," and "Me-ow," by Joseph C. Smith's Orchestra, and "Till We Meet Again," by Charles Hart.

Columbia—"You'll Find Old Dixieland in France," by Van and Schenck; "Take Me Back to That Rose Covered Shack," by Lewis James, and "The Nightingale" and "A La Soisson," by the Gypsy Orchestra.

Starr—"Famous Variations," and the "Swiss Echo Song," by Mme. Nadina Legal; "Wee, Wee, Marie," by Arthur Hall, and "The Rose of No Man's Land," by Henry Burr.

The Fischer Co., 25-27 Taylor Arcade, is featuring talking machine records this month and doing considerable newspaper advertising.

Herman Wolfe, the new president of the talking machine dealers, is a great believer in progressive, up-to-date methods in obtaining publicity through legitimate channels. Mr. Wolfe ran A. B. Smith, of the A. B. Smith Co., a close second in the recent contest for the presidency of the Cleveland Music Trades Association, and was easily the winner when it came to picking a new president of the talking machine dealers' organization. "We are now doing business in a period where live methods must be the retailer's guide to success," Mr. Wolfe said. "I believe in legitimate advertising."

Talking machine records reproducing German songs and orchestral selections produced by orchestras directed by pro-German leaders are still under the ban of the talking machine dealers. No records of this type are offered for sale.

The Starr Piano Co. is offering a large assortment of talking machines which belonged to the stock of the Wamlink establishment, recently purchased by the Starr people.

The Time to Build for the Future is NOW

The Dealer's Cue is to Arrange for the Service That Will Protect His Business Interests

We are putting forth every effort to back up our dealers, not only with available stock, but with sales promotion material and exploitation plans that will keep the pep in their business until conditions become fully normal.

Our Business Now—and Always—Is to Help as Well as Wholesale

ECLIPSE MUSICAL CO.
Victor Distributors CLEVELAND, OHIO

ECLIPSE

NEW STRADIVARA N. Y. SALESROOMS

Josiah Partridge & Sons Co., Eastern Distributors, Take Large Space in Marbridge Building—Compton-Price Factory Busy—January a Good Month in the Matter of Sales

Josiah Partridge & Sons Co., the Eastern representatives for the Stradivara phonographs manufactured by the Compton-Price Co., Coshocton, Ohio, have opened a large new display room in the Marbridge Building, Thirty-fourth street and Broadway, New York, comprising an area of 5,000 square feet. The company was formerly located in the Furniture Exchange in the Grand Central Palace. The new location is very central and is handy for buyers, most of the hotels being located within easy walking distance. The new quarters were opened on February 5 and they have been visited by many dealers since that time.

Reports from the factory of the Compton-Price Co. show a very pleasing increase in business since the first of the year. A large number of new representative dealers have taken on the line throughout the country, and December of last year as well as January of this year proved the largest months which the company have ever experienced in the history of their phonograph business. The factory of the Compton-Price Co. is particularly adapted for the manufacture of phonographs, being a two-story structure, adequately equipped with every up-to-date facility for these manufacturing purposes.

Not only has the mechanical part of the machine been brought to high perfection, but great care is taken in the cabinet work, for which the Compton-Price artisans have been well skilled, owing to their long experience in the manufacture of pianos and player-pianos which dates from 1872.

A poor excuse is better than none—if it passes muster with the boss.

MICA

NO STAINS IN OUR
DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

CLEAN ADS IN LOS ANGELES TRADE

New Ordinance Makes It Unlawful to Advertise Second-Hand or Damaged Goods Without Announcing Their Actual Condition

LOS ANGELES, CAL., February 8.—The merchants in this city who, in announcing special sales, "forget" to state that the goods offered at low prices are second-hand, defective or damaged in any way will likely have to explain in court the reason for their oversight, as a result of a new ordinance recently passed in this city through the efforts of the Vigilance Committee of the Los Angeles Advertising Clubs.

The ordinance in brief provides that it shall be unlawful for any person, firm, or corporation to advertise in newspapers, or by circulars, etc., the sale of any merchandise that is defective in any manner, is classed by the manufacturers as "seconds," or has been used without indicating plainly the actual conditions of the goods so advertised.

The penalty prescribed for a violation of the ordinance is a fine of not more than \$500, or imprisonment for six months, or both.

TO FEATURE THE VITANOLA LINE

P. G. Spitz recently took up his duties with the Carpenter Paper Co., of Omaha, Neb., and will have complete charge of the sales promotion of their talking machine business. He is planning a very energetic campaign through the mid-Western territory and will concentrate his efforts on the "Vitanola" line of talking machines.

A. D. GEISSLER TO PACIFIC COAST

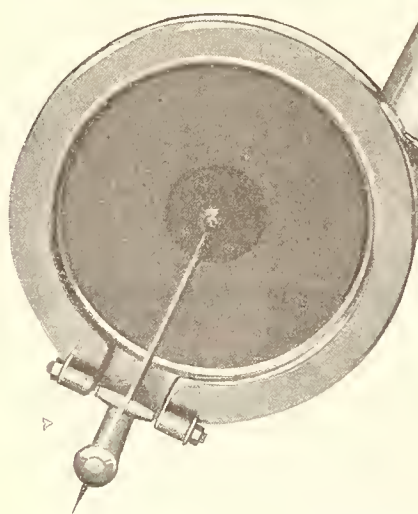
Prominent New York Victor Jobber Will Spend Six Weeks in Land of Sunshine and Flowers

Arthur D. Geissler, president of the New York Talking Machine Co., and the Chicago Talking Machine Co., Victor wholesalers, will leave this week for the Pacific Coast. According to his present plans Mr. Geissler will be away about six weeks, and his itinerary calls for an extended visit at San Francisco, where he will join Mrs. Geissler, who has been visiting her parents in that city. Mr. Geissler will also spend quite some time in Los Angeles, where he has a host of friends in the social and business worlds.

A VISITOR FROM BUENOS AIRES

Jacobo Glucksman, a member of the firm of Max Glucksman, Buenos Aires, Argentine Republic, was a caller at Aeolian Hall this week prior to starting on an extended trip to South America. Mr. Glucksman makes his headquarters in New York, but makes frequent trips to Buenos Aires in order to keep in close touch with the activities and progress of his house. The firm of Max Glucksman, which is one of the two dealers in Buenos Aires handling the Aeolian-Vocalion line, is making plans for a splendid 1919 business with this line.

C. S. Martin, Edison Canadian supervisor who left the Edison ranks some six months ago to join Uncle Sam, is back in the Edison organization. Canadian dealers will be very glad to welcome Supervisor Martin once more.



-WHY- Do You Use Tone Arms



"off the shelf"? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove.

These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition.

Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.

A Record Line That Sells

OKEH RECORDS

OkeH Records

Give the Dealer an Excellent Opportunity to Develop a Profitable Record Business with Maximum Satisfaction.



OkeH Records

are double-faced and every record will "sell." The OkeH library has "hits" that your customers are asking for every day.

OkeH Records

Can be played with either a sapphire or a steel needle. Their tone quality is excellent, and their popular numbers are the best on the market.



OkeH Records

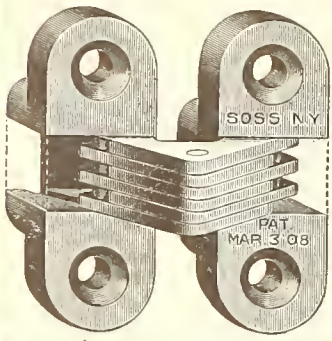
Retail at 85c., and we know from our own experience that this line is by far the best selling record line in the industry.

Our OkeH Record Department is equipped to give our dealers splendid service in every detail. Our library is complete, and our stocks comprise every record in the OkeH lists. We will fill your orders complete, and help you make the OkeH record the leading record line in your territory.

THE GARFORD MFG. CO.

ELYRIA, OHIO

Distributors of OkeH Records—Manufacturers of the Garford Phonograph



No. 103

SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

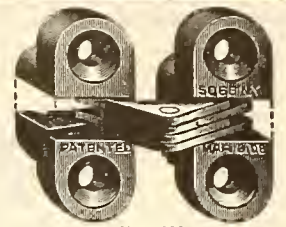
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

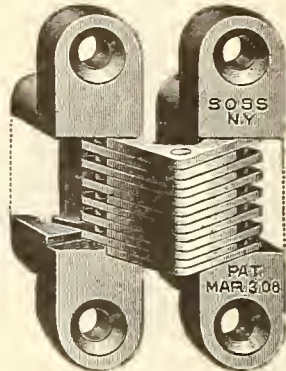
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg.
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—600 Metropolitan Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

COLUMBIA DEALERS' BANQUET

Retailers in San Francisco District Guests of Company at Elaborate Dinner at St. Francis Hotel—Manager Milnor Delivers Address

SAN FRANCISCO, CAL., February 6.—Dealers in the San Francisco Bay district and their friends to the number of about eighty were the guests of the Columbia Graphophone Co. at dinner in the Italian Room of the St. Francis Hotel on the evening of January 30. A delightful menu was served, and everyone enjoyed the affair to the fullest extent. N. F. Milnor, Western manager for the Columbia Co., presided.

The tables were arranged in a large "U," which gave a very pleasing effect. During the evening music was provided by the famous Art Hickman Orchestra and dancing was enjoyed between courses. Singers were supplied by Leo Feist, Inc., and Sherman, Clay & Co. The musical program also included various records on the Columbia machine, among them the new numbers of Miss Rosa Ponselle, the latest acquisition to the Columbia staff, which brought forth much favorable comment, as did Al Johnson's latest hits.

Mr. Milnor was the principal speaker. He outlined the advertising program of the company, which, as planned for the year 1919, promises to be one of the most extensive campaigns of the kind ever launched in this country. He spoke of the difficulties caused by labor and material shortage, which hindered production to a considerable extent during the war, but stated these have been largely surmounted now. Incidentally, he called attention to the fact that the company has recently purchased an additional factory at Bridgeport, which will increase its facilities very materially.

Other speakers included Selby Oppenheimer, concert manager, and Mrs. Helen P. Howard, of the Hauschildt Music Co., in Oakland.

COLUMBIA CO. SELLS RETAIL STORES

J. G. Widener Takes Over Columbia Stores in Three Western Cities

The general sales department of the Columbia Graphophone Co., New York, announced this week that an agreement had been made whereby its retail stores in Cincinnati, St. Louis and Indianapolis will be sold to J. G. Widener, who conducts exclusive Columbia establishments in Philadelphia and Hartford under the name "The Grafonola Shop, Inc." Mr. Widener expects to use a similar name for the Columbia retail stores in these three Western cities.

This announcement is in accord with the plan inaugurated some time ago by the Columbia Co. whereby it will retire altogether from the retail business throughout the country. Wholesale branches will be continued as heretofore at Cincinnati, St. Louis and Indianapolis.

PHONOGRAPHS FOR ARMY HOSPITAL

DES MOINES, IA., February 3.—Harger & Blish, Inc., Edison jobbers of this city, recently supplied an Army and Navy Edison for each ward of the Des Moines General Army Hospital at Camp Dodge, Ia. The instruments, thirty-two in number, were purchased by the Women's Christian Temperance Union of the State of Iowa for presentation to the hospital, and made a full truckload of machines when delivered to their destination.

IMPORTANT DEAL IN KANSAS CITY

O. D. Standke Purchases Retail Department of Columbia Graphophone Co. Branch

KANSAS CITY, Mo., February 5.—O. D. Standke, for several years manager of the Victrola department of the George B. Peck Drygoods Co.,



O. D. Standke

has bought the retail store of the Columbia Co. at 1112 Grand avenue, which he will conduct under the name of the Grafonola Shop. Mr. Standke was formerly with the Columbia Co. for seven years. D. M. Guthrie, formerly manager of the Columbia retail store, is now with the wholesale department of the company's branch. No successor to Mr. Standke has been appointed for the Peck department as yet.

WALTER S. GRAY (NEEDLES)

Is in the market for:

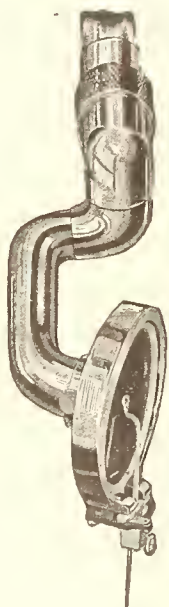
- 11½x11½ Kraft Eps. with ungummed flap.
- 13½x13½ Kraft Eps. with ungummed flap.
- 11½x11½ Kraft Eps. with String and Button Fastener.
- 13½x13½ Kraft Eps. with String and Button Fastener.
- 10¼x10¼ Record Stock Envelopes.
- 10½x10½ Record Stock Envelopes.
- 12¼x12¼ Record Stock Envelopes.
- 12½x12½ Record Stock Envelopes.
- 5¾x 7½ Monthly Supplement Envelopes.
- 10" x10" Rag & Rag Corrugated Packing Board.

Correspondence with Manufacturers invited.

WALTER S. GRAY

Jobber of Talking Machine Accessories
Chronicle Bldg.
SAN FRANCISCO

**INCREASE YOUR SALES
Mr. Edison Dealer, with the
KENT Attachment
and Sound Box**



Patented March 2, 1915

SIMPLE AND ACCURATE

Made by manufacturers who have specialized in Edison attachments for years.

SEND FOR ONE TODAY

Most Edison jobbers handle our products. If yours does not send direct.

F. C. KENT & CO.

Manufacturers of Phonograph Accessories

COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.



Window Campaigns to Arouse Interest in Talking Machine Record Sales :: By W. B. Stoddard

Too many dealers seem to think that if they carry a good supply of the latest records in stock that is all that is really necessary. But notwithstanding the great public interest in, and the demand for, records these days, no dealer can feel satisfied that he has reached the limit in sales, and he must never cease his campaign to arouse interest, for it is the unconventional that attracts, and novel plans must be tried from time to time.

In traveling through the country it will be noted that the successful stores are those that are ever on the alert to utilize their windows to good purpose—to originate schemes that will catch the public eye and compel the attention of the public.

Some time ago the Eilers Music House of San Francisco, Cal., arranged a display which created considerable attention. In the large square window between the entrance doors they installed an upright piano; here two young men, pianist and vocalist, gave daily concerts at noon and again in the afternoon when the shopping crowd was the largest. A large easel was placed in regular vaudeville style, the name of the selection being rendered, and thus the sheet music and records handled by this house were admirably advertised. In other hours of the day a Victrola in the Eilers window rendered popular selections, a small boy in green uniform with gold braid being detailed to change the records, and see that the name of each selection was placed on the easel so that all could see.

For those who do not wish to employ living models it is suggested that they give the scheme of the Berliner Gramophone Company, Montreal, Canada, a trial. Overhead, in the lobby, just above the entrance door, was a gramophone, with horn attachment. In front of it was a board with double grooves so that a card could be slipped in and taken out. Whenever any new or well-known selection was being reproduced they placed in the grooves a card on which the name of the song was printed. Below, painted on the board, was the phrase, "Is now being rendered." In this way the name and melody at once became associated in the mind of the public.

Not only should the name and melody of the new records be given publicity, but this publicity should be timely. People are always

on the lookout for appropriate selections for holidays and special celebrations, and if it is known that your store is bearing this in mind, and will have a special display several weeks in advance of the stated occasion, all in search of special music will be sure to flock thither. In order to attract the great number, however, who may not be acquainted with your custom in this respect, appeal should be made through that most efficient silent salesman—the show window.

Take for example St. Patrick's Day—it will



soon be here. It is an occasion which is observed all over the land with dinners, dances, concerts and public gatherings at which Irish melodies are sure to be in demand. Individuals, glee clubs and choruses are always on the lookout for appropriate music for such an occasion. Recognizing this the Cable, Shelby, Burton Piano Company, Birmingham, set forth a striking and attractive window. At either end were tall white pillars, hung with records of Irish ballads, and between them an Irish harp draped with a green silk scarf. On a white easel was a life-size picture of John McCormack, the sweet singer of Irish songs. Many large shamrocks, cut from green paper, adorned the easel. Shamrocks were strewn on the floor and festooned on the wall, which was white. In front of the harp was an open copy of "The Harp That Once Through Tara's Halls"; while scattered over the floor were "A Little Bit of Heaven," "Mother Machree," "Kathleen Mavourneen," "The Kerry Dances," and "Where the River Shannon Flows."

Cohen & Hughes, Washington, D. C., was another concern that made St. Patrick's Day the occasion for featuring Irish music, especially that of Victor Herbert's latest opera "Eileen." The window was covered with green leaves and twigs and the ivory-tinted background was banked with ferns. On an easel in a green frame was a large picture of Victor Herbert, draped with an Irish flag. A Victor dog bore in his mouth a green card lettered in white: "You are invited to step in and hear the new Victor Herbert Irish records." Set in racks scattered about the floor were many records, to which were attached circular green cards lettered in white "Ireland, My Ireland," "Eileen Alanna," and other songs from the opera, while among them were several photographs of scenes from the opera, wreathed in green foliage.

The idea of special music for special days, and its featuring, both by window displays and concerts several weeks in advance of the date, could be extended indefinitely to cover May festivals, June weddings, Easter, Fourth of July, etc. With appropriate decorations of flowers and ribbons, wax models of life-size cut-outs the window can be made attractive.

For sheer artistic beauty in featuring records it would be hard to surpass that of the Fletcher Piano Company, Vancouver, B. C. Across the upper part of the background was a white fretwork covered with maple foliage in blue tint, and among which were many tiny electric bulbs in red, yellow and blue. Suspended from the center of this archway was a large black wooden sign in the shape of a bar of notes, lettered in white: "Note the notes; and note the price." All around the window was a series of pedestals of various heights, draped in white, on each pedestal being set a record, placed upright in a wire rack. Forming a large V extending from the center of the background to either side of the front was a ripple of black and white silk, upon which were laid clusters of scarlet poppies. In the center of the display on a mound covered with similar silk was a marble statue—"Anticipation"—showing the half reclining form of a nude youth, in listening attitude, with hand to ear and lips parted in anticipation of sounds he expected to hear. A Grafonola, concealed in the background, rendered springtime music.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

SONA-TONE PHONOGRAPH, Inc.

EXPORT DEPT.:
160 Broadway, New York City

OFFICE:
156 Broadway, New York City

DISTRIBUTORS AND EXPORTERS

W. REED WILLIAMS, INC.,
160 Broadway, New York City.
Distributors for: New York, New England, Pennsylvania, Maryland, District of Columbia and Illinois.
Export Representative for: Australia, New Zealand, Cuba, Canada, England, Italy, Portugal, Spain, Mexico, France, Brazil, Chili and Phillipine Islands.
HANOELMAATSCHAPPY "TRANSMARINA," INC.,
62 William Street, New York City.
Export Representative for: China, Dutch East Indies, British South Africa, Portuguese East Africa, Argentina, Uruguay.
WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

GEORGE A. CALOWELL, Distributor,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.
Distributors and Foreign Representatives for: State of California, British Honduras, Nicaragua, Costa Rica, Guatemala, Salvador, Honduras, Republic of Panama.

SONA-TONE DISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.
Distributors for: Borough of Brooklyn, N. Y., and Long Island.

A. WEINSTEIN,
Passaic, N. J.
Distributor for: State of New Jersey.

N. T. MANUFACTURING CO., INC.
Cohoes, N. Y.
Distributors: Albany, N. Y., District.

SONA-TONE MUSIC COMPANY,
Glens Falls, N. Y., Hudson Falls, N. Y.
Distributors: Northern New York.

RECORDS AID CONCERT MANAGER

Finds It Is Much Easier to Book Engagements With Local Concert Managers When They Are Taken to the Talking Machine Stores to Hear the Actual Voice of the Artist

That a proper appreciation of the publicity given well-known artists through having their voices recorded on talking machine records can prove of distinct assistance to the concert manager in making arrangements for concert and recital tours, is the experience of Alma Voedisch, well-known New York manager, who has just returned from a lengthy Western trip. Miss Voedisch has adopted the idea of inviting the local manager down to the talking machine store so that he might hear for himself the actual voice of the artist, as reproduced by the record, and also very likely be able to see a photograph of the same artist.

"There is no such thing as an unknown artist to-day," said Miss Voedisch, "if that artist has made a record. I have made eight trips to the Coast and on the first ones I had to offer abundant printed proof and do a great deal of talking about my artists and their personality. Now, I simply take them down to the shops to hear the records, and on the walls there always are pictures of the artists—so the local manager not

only knows how the artist is going to sing, but how she's going to look.

"Aside from this great preliminary advantage all the talking machine jobbers and dealers are willing to work hard to make a concert of one of their artists a success. Not only am I able to assure many successful musical events through this co-operation, but I am able to book the artist in recitals and tone tests in towns all around the concert date. I consider records better than a regular office force when it comes to getting results."

PREPARE FOR GREAT BUSINESS YEAR

Reports of Enlargements and Changes by Victor Dealers Show Trend in This Connection

During the past few weeks the New York Talking Machine Co. has received letters from several Victor dealers stating that they either have enlarged their establishments or have awarded contracts for such enlargements. These dealers affirm emphatically that this year will be the biggest Victor year in history, and notwithstanding the accentuated shortage of Victor product they have sufficient confidence in the future to enlarge and renovate their Victor stores in order to be in a position to handle this record-breaking business.

Sole Distributors of the Hoffay Airtight—a really wonderful machine—

for the State of Utah, Eastern Nevada, Western Wyoming, Southern and Eastern Idaho.

Geo. A. Lowe Co. Ogden, Utah



Among the dealers who have evidenced such a spirit of progressiveness are the Fulkerson Music House, Carbondale, Pa., which has leased a contract for new booths and has also taken additional space; E. B. Browne, Bayonne, N. J.; Dunkerley & Co., Passaic, N. J., who are planning an extension of eight booths, and the P. G. Mann Co., Worcester, Mass., which has just erected a new concert hall for Victor recitals.

CHANGE IS A PAINFUL PROCESS

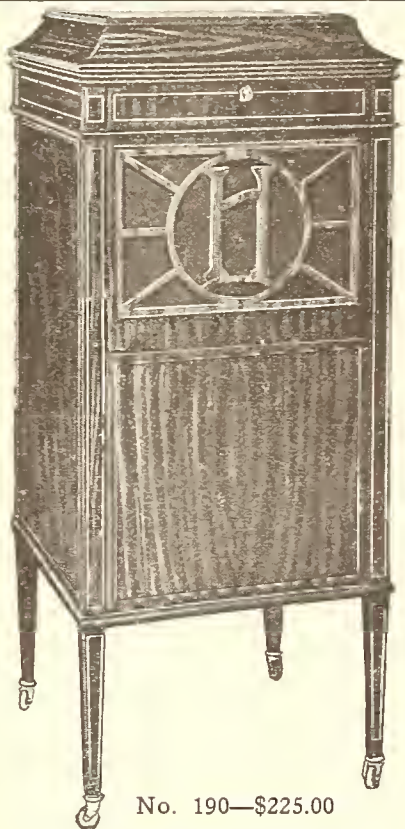
The reason men oppose progress is not that they hate progress, but that they love inertia. Change to the many is a very painful process.

THE 1919 HOFFAY Products

Clinch the Hoffay Success and Insure Maximum Satisfaction.

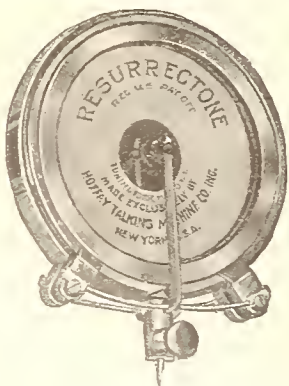
RESURRECT ANY RECORD.

Reg. U. S. Pat. Off.



No. 190—\$225.00

The Famous RESURREC-TONE makes a machine stay sold. The exclusive airtight tone-arm preserves the RESURREC-TONE.

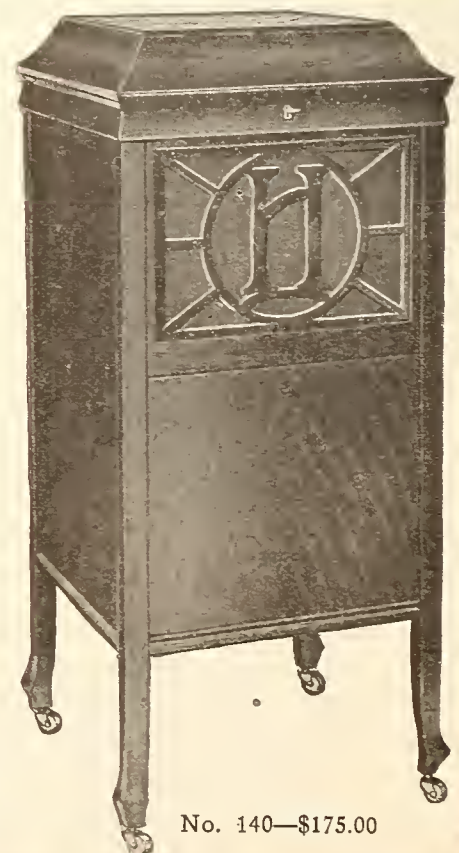


No. 250—\$275.00



No. 100—\$125.00

Automatic Stop and First-class Motor in All Machines.



No. 140—\$175.00

These Facts Prove the Success of the HOFFAY:

During 1917 our deliveries were 1,808% larger than in 1916

" 1918 " " " 389% " " " 1917

" Jan., 1919, the increase was 386% over Jan., 1918

Our production facilities are being continually increased.

Write at once for proposition—hook up with a successful concern.

HOFFAY TALKING MACHINE CO., Inc. 3 West 29th St. New York City

(Established 1915)

A great "Spring Drive" of Peace and Prosperity — there's one in store for every Columbia dealer.

**Columbia Graphophone Co.
NEW YORK**



A TIMELY WINDOW DISPLAY

The Victory Arch Window Prepared by Henry Mielke Wins Universal Commendation

The accompanying photograph presents a window display installed recently by Henry Mielke, 242 East Eighty-sixth street, New York, well-known Victor dealer. This display embodies timeliness and attractiveness, as it portrays the Victory Arch which is being erected at



Henry Mielke's Victory Arch Window
Madison Square in honor of the returning soldiers.

This window was praised by many prominent New Yorkers, who commended Mr. Mielke upon the appropriate character of the display, and the artistic manner in which the theme was carried out. The cost of the window was in the neighborhood of \$75, owing to the architectural work incidental to the painting, but other backgrounds carrying out the same thought could probably be painted for considerably less. Mr. Mielke states that the window has yielded invaluable dividends in enhanced prestige.

HISLOP STORE IS REMODELED

Numerous alterations and improvements have been made in the Hislop music store, New London, Conn. Special rooms have been provided in the basement for the Edison Diamond Disc phonograph department, and the general offices of the company have been moved to the second floor to allow for more display space on the ground floor.



ENTERTAINED BY HOME FOLKS

Miss Rosa Ponselle, the Noted Soprano, Tendered a Reception by Mayor and People of Meriden, Conn.—Records for Columbia Co.

MERIDEN, CONN., February 7.—Miss Rosa Ponselle, the famous soprano of the Metropolitan Opera Co., New York, whose recent debut was one of the sensations of the operatic world, was tendered a reception in this city recently by a committee appointed by the Mayor. Miss Ponselle is a native of Meriden, and her "old-home" folks took advantage of the opportunity to honor her in a befitting manner.

Mayor King delivered the address of welcome, and the prima donna was then presented with a chest of sterling silver by some of her Meriden friends. A banquet was tendered Miss Ponselle at the Hotel Winthrop, and during the course of the evening she favored the diners with several selections which were enthusiastically received. Miss Ponselle has already made arrangements to record exclusively for the Columbia Graphophone Co., and her first records are being eagerly awaited by her Meriden friends.

Edward J. Teany, formerly connected with the Pathéphone Distributing Co., New York, and who was recently released from the Ambulance Corps of the U. S. Army, has become a member of the city sales staff of the Pathé Frères Co.

LEASES LARGER QUARTERS

Supertone Talking Machine Co. Secures 20,000 Square Feet of Space at 311-319 Sixth Avenue, New York, to Meet Increasing Needs

The Supertone Talking Machine Co., New York, which is a subsidiary of the Plaza Music Co., announced this week that it had leased an entire floor comprising 20,000 square feet in the building at 311-319 Sixth avenue, New York. This floor will be devoted exclusively to the various mechanical departments incidental to the production of the Supertone talking machine, and cabinet factories will be maintained up-State as heretofore. The officers of the company state that the demand for this machine had so far outdistanced their previous calculations that the acquisition of additional manufacturing facilities was absolutely imperative. Executive and sales offices will be continued at 18 West Twentieth street, New York.

EFFECTIVE RECORD PUBLICITY

A very striking record advertisement was recently carried by C. J. Heppe & Son in the Philadelphia papers, in which the monthly record releases were featured inside of a border of records with the words "Heppe Victor Service" forming the keystone. The entire arrangement was very striking and attention compelling.

AUTOMATIC COVER SUPPORT

No. 1287

**SIMPLE—SUBSTANTIAL
ECONOMICAL**

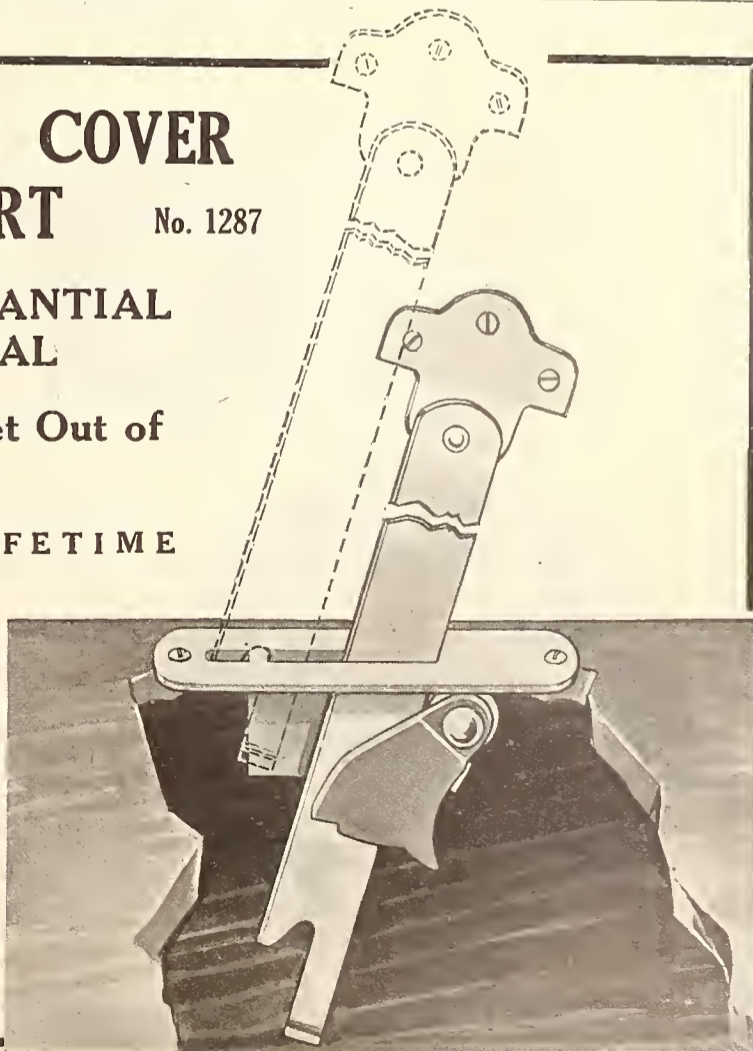
No Springs to Get Out of Order

WILL LAST A LIFETIME

Finished in
**GOLD
SILVER
NICKEL
COPPER
BRASS**

Order now to insure prompt deliveries

**WEBER-KNAPP CO.
JAMESTOWN, N. Y.**



COL. BARRETT ANDREWS JOINS PATHE EXECUTIVE STAFF

Prominent Publicity and Merchandising Expert Will Be in Charge of Pathé Frères Advertising and Sales Promotion—Gives Outline of Company's Plans for 1919

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the addition to the company's executive staff of Lieut.-Col. Barrett Andrews, who until recently was a lieutenant-colonel in the Motor Transport Corps of the U. S. Army. Colonel Andrews will be in charge of advertising and sales promotion, and will make his headquarters at the executive offices of the company, 20 Grand avenue, Brooklyn, N. Y.

This announcement is of keen interest to Pathé jobbers and dealers everywhere, as Barrett Andrews has for many years been recognized as one of the country's foremost merchandising and publicity experts, and is an acknowledged leader in the inauguration of successful sales and advertising campaigns. At the present time he is also vice-president of Vogue and Vanity Fair, two signally successful national magazines.

Colonel Andrews resigned the presidency of Motor Life and the presidency of the Automobile Blue Book in 1917 in order to join the U. S. Army, and he sailed for France in June, 1917, as an adjutant in the Motor Transport Division. He was a member of the first body of American troops to leave America to participate in the European war, and in his capacity as an adjutant did yeoman work on General Pershing's staff in the formation of motor transport divisions in France.

When the United States Government decided that the Motor Transport arm of the service required enlargement and extension Mr. Andrews sailed for America, and he arrived here in July, 1918, to assist in developing this new division of the army. He was appointed a captain in the Motor Transport Corps and rendered invaluable services to the Government in training men for this important work. His efforts proved so productive of results that he was rapidly ad-

vanced as an officer, and when the armistice was signed had the honor of holding the rank of lieutenant-colonel. His friends affirm that he would have continued to advance steadily if hostilities had continued, for the Motor Transport Corps was proving a success far beyond expectations.

In an interesting chat with The World Colonel Andrews gave a brief outline of some of his ideas and plans in his new post, saying: "Although my headquarters will be at the Pathé executive offices I expect to devote at least 60 per cent. of my time to visiting Pathé jobbers and dealers throughout the country. I am planning to help the jobbers build up their business and develop their organizations. This will include the training of salesmen, wherever necessary, and an inauguration of a practical system of distribution wherever required. In other words, I shall endeavor to work closely with the jobbers to standardize selling and add to the value of their advertising, both by the printed word and the individual.

"Don't think for a moment that I am an efficiency engineer, for that is farthest from my thoughts, but I hope to be able to assist the jobbers and the dealers practically and profitably. Incidentally, I might mention that I have been associated with quite a number of interesting sales campaigns which embodied the principles I have in mind. In one of these campaigns we succeeded in placing our merchandise with more than 200 dealers who carried a Fifth avenue address on their letterheads. In addition I have been associated with several successful automobile campaigns, and while connected with the Butterick Co. sold textiles and furniture for the Butterick publications.

"Our plans for the future development of Pathé business comprise a general program of expansion and growth and now we have defi-

nately decided to form a closer liason with our European connections than heretofore, for cessation of the war will give us unlimited opportunities to take advantage of the wonderful repertoires at our disposal. We feel certain that the introduction of these records made by world-famous organizations abroad will prove an invaluable aid to dealers and Pathé records of this type will undoubtedly establish a place for themselves in the phonograph industry that will be unrivaled by any other library.

"Mr. Widmann told me the other day that his platform for 1919 will be based on a policy of consistent quality throughout every phase and factor of the Pathé Frères Phonograph Co.'s activities. This platform will have for its keynote maximum quality backed up by maximum service. There is absolutely nothing new in this program excepting its consistency. Whether it is the art model or the \$32.50 Pathéphone, each and every instrument will represent a standard of quality. There will be consistent service rendered in every division of the organization. From the factory to the jobber, along to the dealer and his sales people and then to the purchaser, every product bearing the Pathé trade-mark will represent quality and service. The purchaser of a Pathéphone or a Pathé record will be advised of the service that stands back of his purchases, and will be encouraged to take advantage of its consistency and strength if the occasion should require it.

"Included in Mr. Widmann's platform is a merchandising and distribution program that will undoubtedly be of interest to the trade as a whole. We no longer intend to give our line to 'any old' house in the phonograph business. We can serve only a few more jobbers, and in proportion a few more dealers. We shall select our distribution chain carefully and conscientiously, and if two houses in the same territory capable of doing approximately the same volume of business apply for a jobbing franchise the one which has the training, the clientele and the ambition will be given the agency in preference to the house which says, 'we would like

SCOVILLE MERCANTILE CO.

ATLANTA, GA.

DISTRIBUTORS OF

The sensation
of the record
industry.

The acknowl-
edged leader
in the record
field.



OKEH RECORDS

All the
latest "hits"
when they
are really
"hits."



- ☞ We are equipped to give dealers 100% service in merchandising OkeH Records.
- ☞ Our stocks are complete, and our organization is at your service in introducing this record in your territory.
- ☞ OkeH records are all double-faced, and can be played with either a sapphire or a steel needle. The OkeH Library is complete in every detail, and these records at the retail price of 85c. are the leaders in their field.

WRITE FOR DEALER FACTS

LANGUAGE RECORDS



**FRENCH
SPANISH
ITALIAN**

THERE IS A GOOD DEMAND NOW FOR FOREIGN LANGUAGE RECORDS. CASH IN ON THE

Language Phone Method and Rosenthal's Practical Linguistry

It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

to put in your phonograph line and try it out.' "Mr. Widmann's platform, in the parlance of football, can be summed up as 'eleven men in every play,' and every member of this organization will be imbued with this spirit. We are here to give our jobbers, our dealers and the public merchandise of standard quality plus consistent service, and we are sure that this platform will enable us to score the 'winning touchdown' in the annual 1919 game."

SPRING TONE TEST SEASON OPENS

Edison Artists Start Tours That Were Held Up by the Epidemic of Influenza

With the influenza epidemic almost entirely removed as an obstruction to concert work throughout the United States, the Edison spring tone test season opened last month.

Miss Ida Gardner, with Harold Lyman, started out at Shelby, N. C., on January 20 for a five weeks' tour of the Atlanta and New Orleans zones. Miss Gardner and Mr. Lyman are prime favorites in the several zones they have toured together on tone test work.

To Glen Ellison belongs the honor of opening the spring season in the West. His first tone test concert was in California on January 20. Vernon Dalhart opens in the Dallas zone on February 16 for a ten weeks' tour.

The indications now point to an unusually active spring Edison tone test season. Many of the recitals which were prevented by the influenza last fall will be given during the spring, and an increasing number of Edison dealers seem to have reached the conclusion that the best time to boost business is when it most needs boosting.

The United Talking Machine Co. with stores in Brockton and Plymouth, Mass., has bought out the Andrews Music Co., of Willimantic, Conn., and will operate the store as a branch of their establishment under the management of Samuel Feldman.



THOS. A. EDISON'S FIRST RECORD

First Recording of Inventor's Voice Heard in Patriotic Talk—A Birthday Greeting

Thomas A. Edison, who invented the phonograph forty-two years ago, has for the first time consented to have his own voice recorded on a phonograph record. The record contains a preliminary talk by William Maxwell, vice-president of Thos. A. Edison, Inc., who introduces Mr. Edison, Mr. Edison's talk being as follows:

"Our boys made good in France. The word 'American' has a new meaning in Europe. Our soldiers have made it mean courage, generosity, self-restraint and modesty. We are proud of the North Americans who risked their lives for the liberty of the world, but we must not forget, and we must not permit demagogues to belittle, the part played by our gallant Allies. Their casualty lists tell the story.

"However proud we may be of our own achievements, let us remember always that the war could not have been won if the Belgians, British, French and Italians had not fought like bulldogs in the face of overwhelming odds. The great war will live vividly in the minds of Americans for the next hundred years. I hope that when we do reverence to the memory of our brave boys who fell in France we shall not forget their brothers in arms who wore the uniforms of our Allies.

"I believe that the national airs of France,

Great Britain, Italy and Belgium should for all time to come be as familiar to us as our own 'Star Spangled Banner.'"

Following the inventor's address the national airs of our Allies are then played. The record was heard for the first time last week at the Edison laboratories in Orange, N. J. Mr. Edison celebrated his seventy-second birthday on February 11, and this record, containing his personal tribute to the boys who fought and won, is appropriate as a birthday greeting.

PLEASED WITH BUSINESS OUTLOOK

President C. Alfred Wagner, of the Musical Instrument Sales Co., Is Optimistic

In a chat this week with The World C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, commented upon the excellent outlook for 1919 business in the various Victor departments controlled by this company. The managers of these departments say that the demand for Victrolas and Victor records far exceeds any previous year in history, and the sales totals are limited only by the merchandise available. Mr. Wagner is taking a personal interest in the success of these departments, and his thorough knowledge of general conditions has been an invaluable factor in the growth of these Victor departments, which are established in the leading department stores in different sections of the country.



NICKEL PLATED
35 CENTS

THE IMPROVED
No. 10



Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending

RECORD
BRUSH



GOLD PLATED
75 CENTS

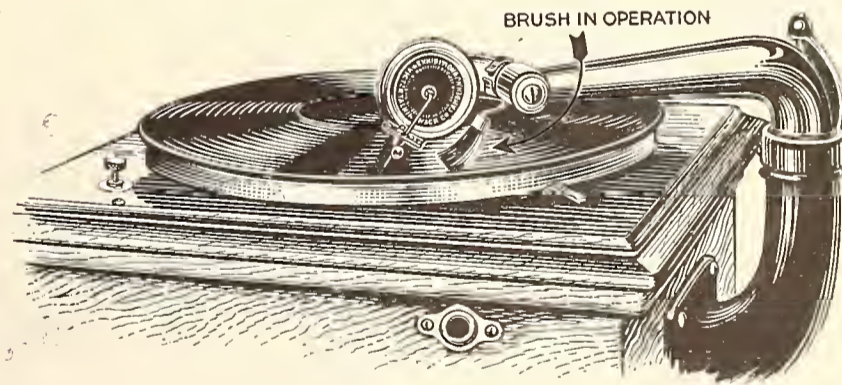
For Victor Victrolas

Automatically

CLEANS RECORDS

and insures

A CLEAR REPRODUCTION



An article needed by every Victrola owner

Order a Supply from Your Distributer

Manufactured by



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK



Victor Distributers

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors ^{Manufactured} **Mermod Freres** ^{St. Croix}
By ^{Switzerland}

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

EDISON DISCUSSES CONDITIONS

In Interview With Newspapermen He Gives Some Interesting Views on the Handling of the Problems of the Reconstruction Period

Thomas A. Edison, who celebrated his seventy-second birthday on Tuesday, February 11, while en route to his winter home in Fort Myers, Fla., granted a brief interview to newspapermen just before leaving for the South, and after declaring that he felt "fit as a fiddle" offered some interesting views on present conditions, and particularly the problems of reconstruction.

"The first thing to do is to find jobs for all the fighters and workers who helped to win the war. This will be easy enough if public officials everywhere will resume making permanent improvements and business men go ahead promptly about their respective businesses.

"The buying public is hungry for goods of all kinds. I notice that Shedd of Marshall Field & Co. says that December and January were the two biggest months in the history of the retail dry goods business. The purchasing power of the people is enormous and they have absolute faith in the future. The only danger is the business man who thinks he is long-headed and hangs back when he ought to go ahead. There is such a thing as being too shrewd and too close a bargainer.

"In Wall Street the man who tries to buy at the lowest point and sell at the highest usually gets left. It is the same way in business. Readjustments in prices are already in progress, but the man who lets his business run down at the heel waiting for prices to reach their lowest level is likely to lose a great deal more than he gains, and even if he should happen to strike it lucky and make a little higher profit, Uncle Sam will take part of this extra profit in taxes, so that the percentage is pretty heavy against the business man who lets his business stagnate in order to gamble on lower prices.

"I believe in business prudence, but right now

I think the most prudent thing a business man can do is to go ahead. He should not be afraid to go after orders and buy the materials that he needs to fill them."

Mr. Edison also made an excellent report regarding his own business interests and the manner in which they had been managed by his son, Charles, while he was in the Government's service.

MAKES ADDITION TO LABORATORY

H. J. Smith, Newark, N. J., Adds New Plant to House Various Departments

H. J. Smith, the well-known jewel expert, has added another plant to his laboratory. The new quarters are located at 54½ Franklin street, Newark, N. J., and there will be housed the departments devoted to grinding, sawing, roughing, rolling and experimental work. The executive offices will remain at the present location, 833 Broad street, as will also the recording and finishing laboratories. H. J. Smith, head of the company, in a recent interview, stated that after this country entered the war the demand for domestic jewels increased enormously and they have given such satisfaction that it was hardly probable that the talking machine industry will ever return on a large scale to the imported article. Mr. Smith is an expert and an authority on recording work and is consulted from time to time by some of the largest companies in the industry.

HARRY ROSEN SELLS OUT INTERESTS

Harry Rosen has sold out his interests in the Rosen Talking Machine Co., Boston, Mass., which he established eleven years ago, to S. M. Sugarman, his former associate, and has resigned as president and general manager. Mr. Sugarman will continue the business under the Rosen company name. Mr. Rosen plans to engage in a new venture in which his long experience in the talking machine field will prove of value to him.

PRICE FIXING UPHELD BY COURT

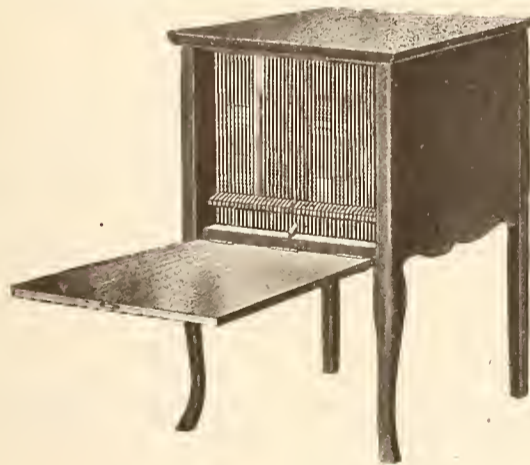
Judge Hand in U. S. District Court Hands Down Important Decision in Action Brought Against Goodyear Tire & Rubber Co.

Members of the talking machine trade will be interested to learn that retail price fixing was upheld by U. S. District Judge Augustus N. Hand in a decision handed down last week in the case of Harold P. Baron, a dealer in automobile accessories, against the Goodyear Tire & Rubber Co., a manufacturing concern of Ohio, and the Goodyear Tire & Rubber Co., Inc., a sales organization of New York. Judge Hand rules that manufacturers who sell only to dealers who will agree to sell to consumers and at fixed prices do not thereby violate the Sherman Act, nor if they discriminate in prices between different classes of purchasers do they violate the Clayton Act unless this will lessen competition.

In his decision Judge Hand says in part: "There is nothing in the complaint to show how the alleged discrimination might substantially lessen competition and it certainly could not tend to create a monopoly. Every manufacturer holds a monopoly in the goods of his own manufacture, but there is no allegation that the defendants have a monopoly 'in any line of commerce' to use the term of the Clayton Act."

Judge Hand also takes occasion to remark in his decision that "the enforcement of the Sherman Act, if that act was read literally, would reach nearly every commercial enterprise. To understand the act at all we must view it in the light of decisions. There is no decision of the Appellate Court construing the Sherman Act to which I have been referred that prevents a single trader from rejecting a customer because he did not like the prices at which the customer resold, or otherwise disapproved of his mode of conduct. . . . It is impossible to see how a single person may choose one customer, or reject one customer without impropriety and not separately select, or reject a number of customers with equal freedom."

NOTE: THE OUT SIGNAL
You know where and when record is missing



Style "61"

In Mahogany, Fumed and Golden Oak. 30" high, 20" wide, 22" deep.

Adaptable to Victrola 8 and 9 or Columbia 50. Equipped with the famous "Eject-O-File" filing system. 10" and 12" records can be filed indiscriminately in any compartment. Capacity 80 Victor or Columbia Records or 40 Edison Records. Graceful and artistic. French legs on the front. A work of art in this design.

A sample order will convince you that this line is **THE LINE** to handle.

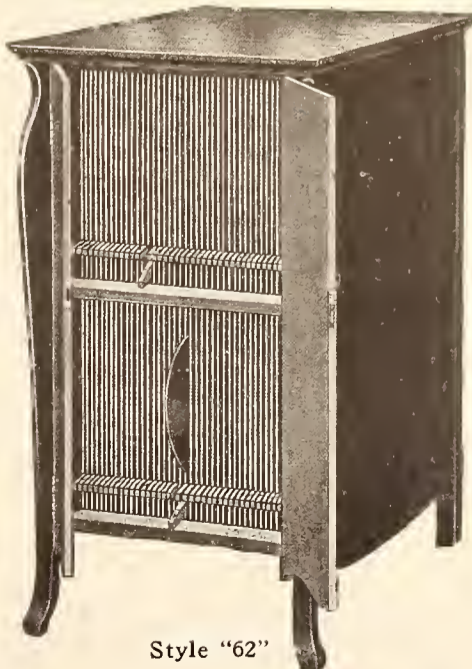
Shipments can be made promptly. All goods guaranteed.



Trade-Marks Registered

Factory and Offices: HIGH POINT, N.C.
Offices: WILMINGTON, DEL.
DE LONG BUILDING
PHILADELPHIA, PA.

NOTE: THE OUT SIGNAL
You know where and when record is missing

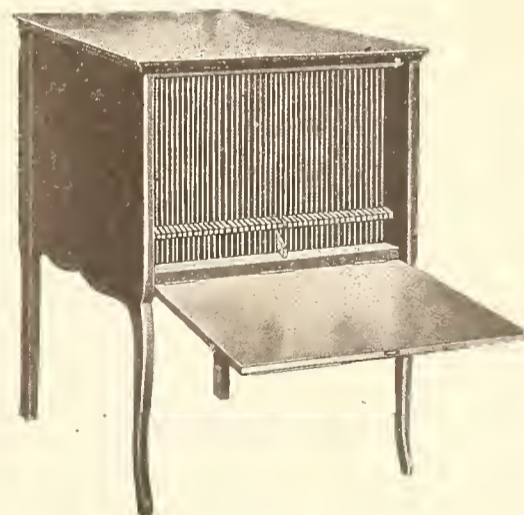


Style "62"

Mahogany, Fumed and Golden Oak. 36" high, 20" wide, 22" deep.

Adaptable to Victrola 8 and 9 or Columbia 50. Equipped with the famous "Eject-O-File" filing system. 10" and 12" records can be filed indiscriminately in any compartment. Capacity 160 Victor or Columbia Records, or 80 Edison Records. A receptacle of beauty and service.

NOTE: THE OUT SIGNAL
You know where and when record is missing



Style "64"

Mahogany, Fumed and Golden Oak. 30" high, 17" wide, 19" deep.

A very handsome made little cabinet for Victor 4, 6 and 8 or Columbia 20 and 35 and many other table machines.

Equipped with the famous "Eject-O-File." 10" and 12" records can be filed indiscriminately in any compartment.

Manufacturers of a full line of cabinets all of which are equipped with the famous **Eject-O-File** filing system.

Cabinets for all purposes, sectional record files and receptacles.

A New Victor Distributor in the Field

requires an introduction, and, as concerns our name and purposes, we are a new company.

This Company is WHOLESALE Only—and VICTOR Only

The particular object of this announcement is to acquaint our old friends and prospective ones with the new order of things and the withdrawal from the Wholesale Victor field of one of its best known pioneer representatives—NEAL, CLARK & NEAL, and to announce the organization of a new and exclusively WHOLESALE VICTOR SERVICE.

The Directors of the new BUFFALO TALKING MACHINE CO., Inc., are Olin L. Neal, H. B. Clark and V. W. Moody, each of whose interests in the future will be exclusively wholesale. Mr. B. E. Neal withdraws from the wholesale field, but in a retail business will perpetuate the old firm name.

THE BUFFALO TALKING MACHINE COMPANY, Incorporated WHOLESALE ONLY VICTOR ONLY

Buffalo owes its fundamental existence as one of the country's leading cities to its wonderful advantages for quick access and convenient distributing facilities to all points east of the Mississippi, north of the Ohio.

An Exclusive VICTOR Wholesaler Means Much to a Territory

Service to all dealers of the "Middle East" is solicited. Send us your orders—and *get acquainted*. We have equipment, facilities and stock that you should take advantage of. You'll need us, and we will serve you.

Fill in the coupon on the opposite page, and let us show you how our vigorous wholesale service fits into your requirements.

Buffalo Talking Machine Company, Inc.

776-778 WASHINGTON STREET, BUFFALO, N. Y.

Buffalo is Moving Lots of Victor Records



What Buffalo in the field means to Victor Dealers

A new Victor Distributor, exclusively wholesale, with a perfected organization, is in active service, ready to serve you.

Are you in our field of operation?

Prepared with modern equipment and capable

men to be of continual assistance to help you expand your business, we offer you aids to better please your customers and serve you with Victor merchandise. We are ready now.

Let us help you solve your problems.

Buffalo Talking Machine Company, Inc.

(Pedigree on opposite page)

776-778 Washington Street, Buffalo, N. Y.

Please send a list of your records on hand.

Dealer

Address

BUFFALO TALKING MACHINE CO.
776-778
Washington St.
Buffalo, N. Y.

R. R. SOUDERS WITH Y. M. C. A.

Well-Known Talking Machine Man Writes of His Experiences in England—Meets Many Old Friends in and Out of the Army.

The World has just had the privilege of hearing from Robert R. Souders, for a number of years actively connected with, and active in, the talking machine trade in this country, who went abroad early last year as a Y. M. C. A. secretary, being placed in charge of the Winchester Officers' Hut, at Winnall Down Camp, Winchester, England. Mr. Souders writes interestingly of his experiences, and of the comforts and entertainments provided for American Army officers stopping in England en route to France or back home to America.

In describing the manner in which the Y. M. C. A. Officers' Hut is equipped Mr. Souders is particularly enthusiastic over the presence of a good-sized Columbia Grafonola, and a nice bunch of appropriate records. "It is needless to say that the Grafonola is quite indispensable,

and is one of the chief sources of entertainment in the hut," writes Mr. Souders. "Since the signing of the armistice some of the most popular records are: 'Carry Me Back to Old Virginny,' 'Back Home in Tennessee,' 'Down Texas Way,' 'Indiana,' 'Home, Sweet Home' and others of similar sentiment.

"Speaking of London," continues Mr. Souders, "I want to mention something about the talking machine or gramophone shops which are quite numerous there. They are attractive in appearance and seem to be well patronized. In fact, I understand that the industry is enjoying unprecedented prosperity. I have had several enjoyable visits with my friend, James Van Allen Shields, of the Columbia headquarters, who was my first boss in St. Louis years ago. Both of us were transferred by the Columbia Company to Europe, Mr. Shields to London, and I to Berlin. I returned to the United States after a few years, but he is still in England, and managers to keep in touch with the homeland by frequent trips across the ocean. Mr. Shields is quite active in Y. M. C. A.

work, and gives much of his valuable time to it. "Among the many officers who have visited our hut have been several of my old dealers from Texas and Minnesota, in which territory I



Robert R. Souders

represented the Columbia Graphophone Company as manager of the wholesale branches. Needless to say I enjoyed seeing these old friends, but it seems strange to be calling them major, captain, etc. Albert A. Wieder, Columbia artist, is en route home, after having spent some time in Y. M. C. A. service in France."

Mr. Souders states that he expects to come home shortly at the expiration of his present agreement with the Y. M. C. A.

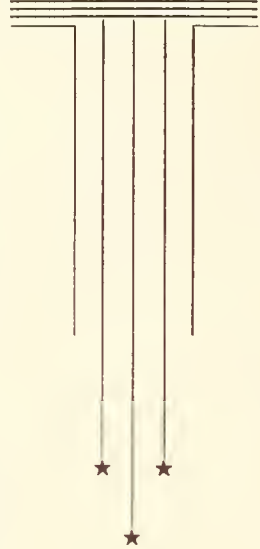
CHANGE IN MODEL DESIGNATIONS

David B. Bartelstone, head of the Lucky 13 Phonograph Co., New York, manufacturer of the "Cleartone" talking machine, announced this week that the company had made a change in the model designations and list prices of the various styles in this line. According to this recent announcement the changes are as follows: The old No. 65 will hereafter be known as No. 100, list price \$75; the old No. 75 will be No. 150, list price \$85; the old No. 85 will be No. 200, list price \$100; the old No. 100 will be No. 250, list price \$125.

J. H. McSHANE'S NEW POST

J. H. McShane, who resigned some time ago as advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., to enter the United States Army, has been appointed advertising manager of Nestlé's Food Co., New York.

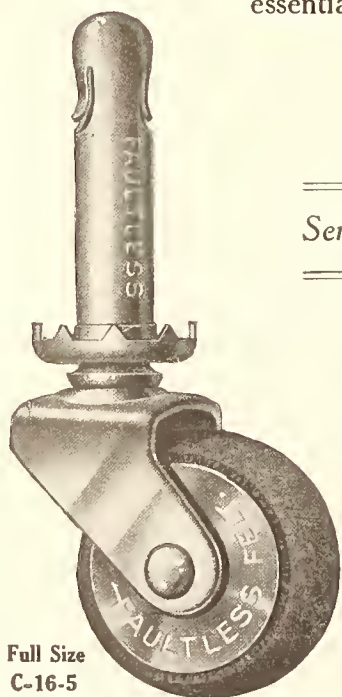
FAULTLESS CASTERS



The Weight Rests Here

Perfect construction and inviting in appearance—**FAULTLESS** Casters are still more pleasing in actual use, in moving phonographs.

Their gentle, easy moving qualities are most essential and agreeable.



Full Size C-16-5

Send for Samples

"Move the **FAULTLESS** Way"

FAULTLESS CASTER COMPANY
Evansville, Indiana

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



LITTLE RELIEF FROM STOCK SHORTAGE IN LOS ANGELES

Dealers Disposing of High-Priced Models While Waiting for New Shipments of Medium-Priced Goods—Record Demand on the Jump—Many Concerts Help Business

LOS ANGELES, CAL., February 4.—The talking machine situation has not changed here and many local dealers have begun to feel the shortage acutely. The demand for both machines and records is on the increase with the supply getting smaller every day. Just when the "low water mark" will be reached is problematical, but let us hope that it will be soon.

The scarcity of the medium-priced instruments has boosted the sale of the larger ones and more "period models" are being sold this year than ever before. Many out-of-town people have been writing in for machines, being unable to obtain them from their local dealers. However, the larger dealer does not seem to be any better off at the present time than his small competitor, as a surplus stock is a rarity.

Sherman-Clay & Co., Victor jobbers, say business is fine; that it would be finer if they could get more stock. Charles S. Ruggles, the man-

ager, says they have very little goods on the way, but expect the shipments to get larger from now on.

W. F. Stidman, manager of the Columbia Co., returned from the convention in New York, filled with "pep" and enthusiasm. He reports that the prospects for 1919 look particularly bright, and anticipates that the enormously increased capacities of the Columbia factories, together with the removal of restrictions, will insure plentiful supplies of stock. The demand for Columbia goods shows a wonderful growth which is being and will be still farther enhanced, as a result of the colossal national and local Columbia advertising campaign for 1919.

The demand for records in Los Angeles is remarkable and most of the dealers are hard pressed to get sufficient stock to supply their customers. The record booths at all the stores are kept going at full capacity and a visit to most of these places gives one the impression of a Christmas rush.

Miss Lucy Gates and the Trio de Lutece appeared at the Trinity Auditorium on January 23 and 24. A capacity house attended the concerts. They were charmed by the artistic programs presented. Miss Gates' beautiful voice thrilled the audience, who demanded encore after encore, and the Trio de Lutece delighted everybody by its faultless interpretation and purity of style. These artists record for Columbia.

Harold Jackson, manager of the talking machine department for the Wiley B. Allen Co., is back on the job again after a severe sick spell. Mr. Jackson says they had the best holiday business in the history of the Los Angeles branch.

Great interest is felt among the dealers on account of the concerts to be held during the month of February by Pablo Casals, the French Army Band, Josef Hofmann and Cantor Rosenblatt.

O. A. Lovejoy, local manager for the Edison Phonograph, Ltd., is much pleased with business during the last year. While they were out of different models for short periods, still they managed to keep their stock up in fairly good condition up to the present time. Mr. Lovejoy has a carload of machines in transit which will relieve his present shortage somewhat. The "Wedgwood" model of the Edison Diamond Disc, a new period design, has proven very popular and Mr. Lovejoy has orders for twenty and doesn't know just when he can fill them.

Mr. Newton, of the Fox Co., San Antonio, Texas, arrived in Los Angeles for a few days' stay.

Glen Ellison, the popular Scotch baritone singer, has just completed a two weeks' tour of tone tests in the southwest for the Thos. A. Edison Co. He appeared in Phoenix, Arizona, on January 20 under the management of A. R. Tavernes, local dealer. On January 24 he appeared in Riverside, Cal., managed by Keystone Drug Co., of that city. January 30 he gave a tone test to a capacity house at the Trinity Auditorium under the direction of the allied dealers of Los Angeles and on January 31 appeared in Santa Ana, Cal. The Carl G. Strock Co. are Edison dealers in that city.

L. C. Ackley, of the Columbia sales department, recently started out on one of his territorial trips in a new Studebaker car (his second) of a Royal Purple hue, the envy of all.

Walter S. Gray, who handles phonograph accessories with headquarters in the Chronicle Building, San Francisco, is in the city at present. Mr. Gray has the agency for the Pacific Coast for the Brilliantone needles and B. R. Forster, president of that company, is making the Southern trip with Mr. Gray.

Newton Hancock, until recently in the U. S. Navy, has joined the Columbia sales force. He has had an extended experience in the retail and wholesale business in the past and will be welcomed by all whom he visits.

If you are interested in weekly news about

**PIANOS,
PLAYERS,
MFG. SUPPLIES
OF ALL KINDS,
MUSICAL
MERCHANDISE,
SHEET MUSIC,
RECORDS AND
TALKING
MACHINES,**

*it will pay you
to read each week*



It costs only \$2 per year and, in addition to a complete news service about the entire music industry, contains many nationally famous special departments, devoted to retail salesmanship, retail advertising, technical side of musical instruments, etc. All departments conducted by experts. Act now to keep yourself posted through the most authoritative source at your command.

Send your check for \$2 to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK CITY

**Important Notice
to Dealers**

**Why Every Dealer Should Handle
The Highest Grade Phonograph
Steel Needle in the World.**

The WALL-KANE

First—Each WALL-KANE needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—Phonograph owners will always purchase WALL-KANE needles, since they eliminate the troublesome changing of needles after each record.

Third—WALL-KANE needles are scientifically prepared, and, by reason of special composition, are beneficial to the grooves of the record, thereby adding to its life.

Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

**TEST PROPOSED TO DEALERS TO
PROVE THE SUPERIORITY OF**

Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten new, full-tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



BEWARE OF IMITATIONS

Package of 50 WALL-KANE needles, Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, costs the dealer 7½c., 8c. in the Far West.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co.
145 West 45th Street, New York

GOVERNMENT HELPING EXPORTERS

Cargo Rates From North Atlantic Ports to Far East Cut in Half and War Trade Board Extends the Use of Blanket Licenses

WASHINGTON, D. C., February 4.—In order to make it possible for American shipping and commercial interests to compete on a fair basis with the interests of Great Britain and other foreign nations, the United States Board and the War Trade Board have taken steps to bring about material reductions in ocean freight rates to various parts of the world and to provide for blanket licenses in order to facilitate export shipments to all but enemy countries.

The Shipping Board, which had earlier in the week announced cuts in rates for trade with European ports which met the 662-3 per cent. rate reductions provided for British tonnage, to-day made heavy reductions in cargo rates from North Atlantic ports to Australia, South Africa and the Far Eastern ports. It is understood that these cuts were ordered as a result of information that similar action was to be taken by the British. The reductions ordered are about 50 per cent. of the old rates.

To-day's developments, it is predicted, will give an impetus to all trades. The rates have now been lowered both by Great Britain and the United States to something approximating the pre-war levels.

The new cargo rates from North Atlantic ports to the Far East are \$20 per ton for close weight cargo, and \$25 per ton for all other cargo, as compared with the previous rates of \$40 and \$45 per ton.

The War Trade Board explained that broadened scope would be given to the American exporter for the conduct of his business by the simplification of procedure and the relaxation of restrictions. This simplification in most cases takes the form of easing the exporter's task of procuring export licenses.

"The procedure by which the exporter was forced to procure export licenses during the war," an announcement read, "was vitally necessary while actual hostilities were in progress, but at the same time in many instances it was admittedly cumbersome. The present policy and tendency of the War Traffic Board is to relieve the exporter of any cumbersome procedure in the process of licensing as soon as it becomes possible.

"The present tendency in the relaxation of export restrictions is to transfer as many kinds of export shipments as is possible from the first

class to the second. In other words, present policies aim to do away with individual licensing whenever possible and to substitute for this the system of licensing governed by the commodity in question or the country of destination."

TELLS OF MUCH-TRAVELED RECORD

KINGSTON, N. Y., February 12.—The following is an extract taken from a letter written by Sergeant William A. Carl, who has been with the Ambulance Service in the French Army since January, 1918. E. Winter's Sons, Victor dealers, in this city, sent him a record last January, addressing it to the camp at Allentown, Pa. He had left there, however, and the record followed him to France. He said:

"We have a machine at last, just arrived in time for Christmas with twenty records, but we have played 'Wait Till the Cows Come Home' about one hundred consecutive times, for it is the best record we have. We feel that we should paint a Croix de Guerre on the record, for it has been through every little fray with us, protected only by its little corrugated sides."

This particular section has won the Croix de Guerre and is allowed to have it painted on all of its cars.

We have heard about machines and records being carried around by the boys, but we think it quite remarkable that these boys should carry one record for nearly a year before they had a chance to play it, and still have the record unbroken.

ANNUAL SALES STAFF CONVENTION

The annual convention of the sales division of the Otto Heineman Phonograph Supply Co., Inc., will start to-day at the company's executive offices, 25 West Forty-fifth street. The managers of the various branches and their assistants will confer with the executives regarding 1919 plans, and an important program has been arranged for general discussion.

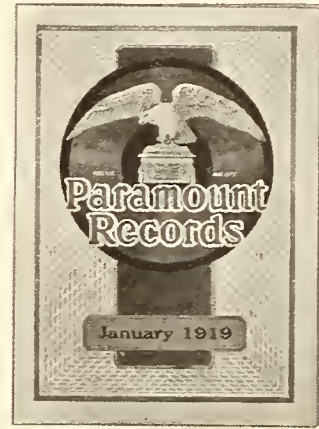
DEMAND FOR "TALKER" CABINETS

L. W. Hough, of 20 Sudbury street, Boston, Mass., the New England representative of the George A. Long Cabinet Co., Hanover, Pa., reports a very large demand for the cabinets made by this concern in the territory which he operates. He has closed some very excellent orders for 1919 delivery, and is quite enthusiastic over the outlook.

CO-OPERATING WITH THE DEALERS

How the New York Recording Laboratories Are Introducing Ideas of Value and Interest

The Paramount people are always "on their toes." Not a month goes by that does not see several advances and innovations in the advertising or dealer co-operation ideas that are making the New York Recording Laboratories so popular with their dealers.



This month the regular monthly supplement appears in a striking new dress to attract the eye of the record buyer. The illustration shows the new cover with the improved

Paramount trade-mark as the central feature of the design. The colors, of course, are Paramount green and black, with the background of a light shade of green. The borders of the inside pages harmonize with the cover in design.

Each pairing of the month's releases is given an interesting and timely description and illustration. No pains are spared to achieve the attractive result obtained. It will command a second look and will be kept as a reference. The response of dealers and record buyers to the quality and salability of Paramount records has resulted in a demand that still keeps the pressing plant at Grafton, Wis., working at pre-holiday speed.

THE POWER OF WINDOW DISPLAY

Although it does not take the progressive retailer very long to appreciate the true value of attractive window displays, it generally takes a new entrant into the field some time to adjust his affairs to a point where he really is able or willing to give the proper attention to window arrangements. One of the exceptions, however, is E. I. Van Doren, who recently opened as an Edison dealer in Troy, N. Y. Mr. Van Doren, who had wide business experience before entering the phonograph field, gave his attention to window displays right off the bat, and that he has the proper idea is indicated by his first window display, which is admirable.

LEAVES ON WESTERN TRIP

C. W. Neumeister, of the Eastern division of the general sales department of the Otto Heineman Phonograph Supply Co., Inc., will leave to-day for an extended Southern and Western trip. During the past few weeks the company has received numerous inquiries regarding Heineman and Meisselbach products and OkeH records from this territory, and Mr. Neumeister expects to close many agencies on this trip.

GETTING AFTER DELINQUENT PAYERS

A good line of argument to follow in order to secure action from delinquent payers on instalment accounts is to picture your concern as their private banker. This in reality is exactly what every dealer does when he puts an instrument out on the instalment plan.

If he charges interest it is then precisely as though the customer had borrowed money from his bank in order to purchase the instrument. If the customer does not pay interest it is just as though a bank had loaned money without charge. In either case if the collector pictures himself before the customer as a banker instead of as the house which sold him the instrument it is sometimes possible to make the customer appreciate more fully the obligation which he owes, and to realize that the collector is not asking anything unreasonable when he asks the instalment customer to relieve a portion of the burden of being private banker for him.

The Phonograph that Meets the Needs of the Day

If you are interested to join up with a line of machines that will meet price and quality competition, and will give you a general assortment of machines to meet all needs, look into the

Autophone

A letter from you will bring a comprehensive catalogue and full price list.

AUTOPHONE COMPANY, Inc.

117 to 125 CYPRESS AVENUE, :: NEW YORK

STRING DELIVERY ENVELOPES

VERY BEST QUALITY—50 POUND KRAFT



We allow a choice of twelve different border designs. 10 in. \$11.00 per 100. 12 in. \$12.50 per 100. These prices include dealers' imprint.

We can also supply these envelopes plain: 10 in. \$9.50 per 100. 12 in. \$11.50 per 100.

S. B. DAVEGA CO. VICTOR PRODUCTS 831 Broadway, New York
Wholesale Exclusively

P. P. GRAEF EXTENDS TERRITORY

Will Now Represent Widdicomb Machine in New Jersey, Philadelphia and Other Cities Besides Metropolitan District

P. Paul Graef, who has for some time been representing the Widdicomb Phonograph Co. in the metropolitan district, returned last week from Grand Rapids, and has been made general Eastern representative, having as his territory, besides the metropolitan district, the State of New Jersey and the following important Eastern cities—Philadelphia, Baltimore, Washington and Wilmington, Del.

SOME LOCAL NEWS BRIEFLETS

Edw. Strauss, manager of the phonograph department of the New York Brunswick headquarters, visited the home offices of the company in Chicago in January.

Among recent visitors to their headquarters at 29 West Thirty-second street was Capt. Reed Landis, reputed to be the second living American Ace and a son of Judge Landis. Before his enlistment Captain Landis was connected with the Brunswick-Balke-Collender Co. in the advertising department at Chicago headquarters. He has just returned and stopped at the New York headquarters on his return West.

Chester Abelowitz, of the New York sales staff, has been struck by Cupid's darts. His engagement to Miss Hannah Lewis, of this city, has been recently announced.

P. L. Deutsch, secretary of the company, made a trip East and made the New York offices his headquarters. Together with Edw. Strauss, of the New York office, he visited Boston during the early part of the month and concluded the arrangements whereby Kraft, Bates & Spencer, Inc., are to represent the Brunswick interests in that city.

A Miss Fuller conducts a very successful talking machine store at Corey, Pa.

A LIVE-WIRE OREGON DEALER

Carl Adler, Just Back From Army Service, Tells How He Puts Over Important Sales Deals for Phonographs in That Prosperous Territory

Carl Adler, Edison dealer in Baker, Ore., who has been in the service for some months, has recently received his discharge from the army. He was located in a Texas camp last, and he decided that the best way to get to Oregon was to go by way of New York. Incidentally, he took in Orange, too. "I may never come again," he commented, "at least, not until I come on my honeymoon, so I may as well see as much as I can now." While he was in New York we tried to get a little dope on selling methods in Oregon, for we have long known that Mr. Adler is considered a particularly live wire in that State. "Sure, I'll tell you how we do it," he acceded. "One day I heard of a prospect seventy-five miles out of Canyon City. I loaded in a C-150 and went up there. It was a farm of some thousand acres, with a couple of thou-

sand head of cattle. You can imagine something about the country when I tell you that wild deer used to come down with the cattle in the night, and we could see them in the pasture in the morning.

"Well, they received me with open arms. They put me up overnight, gave me the best things they had to eat, took me deer hunting and did all they could to entertain me. It's really worth while to sell out there, just for the fun you have going around the country."

"But did you leave the instrument?" he was asked. "Why, of course," Mr. Adler responded.

A VISITOR FROM WATERLOO

Among the recent visitors to the New York offices of the Starr Piano Co., 9 East Thirty-seventh street, was William Schoonmaker, who carries the Starr phonograph line in Waterloo, N. Y. Mr. Schoonmaker reported very favorable business conditions in his city and the surrounding towns in which he sells. The outlook for 1919 is very excellent.



AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

Join us in going
OVER THE TOP
with the new

OKEH RECORDS



Get in on this—
 The Time is Ripe—
 The Record is
 Right



We are distributors of OkeH Records. This record has a full, round tone, with a wonderfully smooth surface and remarkable clearness of definition.

There is an immediate demand and a tremendous future ahead with this proposition.

Mr. L. M. Cole is in charge of this department, and he takes this opportunity to thank the dealers from whom he has received orders in the past—and to solicit their further patronage. Get in touch with us without delay.

Full Stock—Instant Service—Immediate Delivery

HOFFMAN PIANO CO.

“The Sonora Shop”

696 Main Street

Buffalo, N. Y.

SOLOTONE MANUFACTURING CO.

Makers of

Solotone Talking Machines

Lititz, Pennsylvania

Write for literature and prices

PROMOTION FOR A. A. TROSTLER

Popular Talking Machine Man Made Secretary and General Manager of the Schmelzer Arms Co., Kansas City—The President's Views

KANSAS CITY, Mo., February 8.—The Schmelzer Arms Co., through Charles J. Schmelzer, president of the company, has announced the promo-



A. A. Trostler

tion of A. A. Trostler, formerly manager of the Victrola department, to the post of secretary and general manager of the company. The promotion comes as a mark of well-deserved appreciation of Mr. Trostler's long service with the company, and in making the announcement of his new appointment Mr. Schmelzer states:

"Mr. Trostler's long experience and practical knowledge of the conditions in this trade territory will result in prompt and efficient service that will prove mutually beneficial. Mr. Trostler has been associated with us, as manager of our Victor talking machine department, for over fifteen years, and to all of our good friends who have come in contact with him through the avenues of this department he needs no introduction. To our many good customers throughout the various other departments of our activities we commend Mr. Trostler as a man of integrity, business ability, and one who is well able to maintain our reputation with the trade for fair dealing and good service.

"At the annual meeting of our traveling force and buyers it was significant that all were thoroughly imbued with the wonderful opportunities for increased business, and an era of prosperity greater than any in the history of this country."

Mr. Trostler has long been a well-known and popular figure in talking machine circles, and possesses aggressive and genial qualities that have meant much in his business success. He has always taken an active interest in the affairs of the National Association of Talking Machine Jobbers, and is at the present time treasurer of that organization.

Geo. B. Davis & Co., of Philadelphia, Pa., who recently bought out the talking machine business of Morris Goodstein, are building up an excellent business with the Victor, Columbia, Edison and Sonora lines. The department, under the management of Homer C. Davis, promises to be one of the largest in West Philadelphia.

CELEBRATES 25TH ANNIVERSARY

Frank L. Capps Honored by His Associates of Pathé Co. at Banquet

Frank L. Capps, in charge of manufacture at the Pathé Frères Phonograph Co.'s factory, Brooklyn, N. Y., was the guest of honor recently at a dinner given him by his associates to mark his twenty-fifth anniversary with the industry. E. A. Widmann, president of the Pathé Frères Phonograph Co., who was responsible for this informal banquet, was the toastmaster of the occasion, and in introducing Mr. Capps paid a well-deserved tribute to the loyal services rendered by this "veteran" to the Pathé Frères Co. and to the phonograph industry as a whole.

Mr. Capps is recognized throughout the trade as a foremost authority on record manufacturing. He is thoroughly familiar with every phase of record making, and the tremendous success achieved by Pathé records can be attributed in a considerable measure to his extensive knowledge and many years of experience.

When Mr. Capps entered the talking machine industry twenty-five years ago he became associated with the United States Phonograph Co., one of the pioneers in the field. Soon afterward he joined the forces of the American

Graphophone Co., manufacturer of Columbia products, and remained with that organization for fifteen years, occupying one of the most important executive posts. He joined the Pathé Frères Phonograph Co. a few years ago, and has rendered invaluable service ever since.

One of the unique features of the dinner was



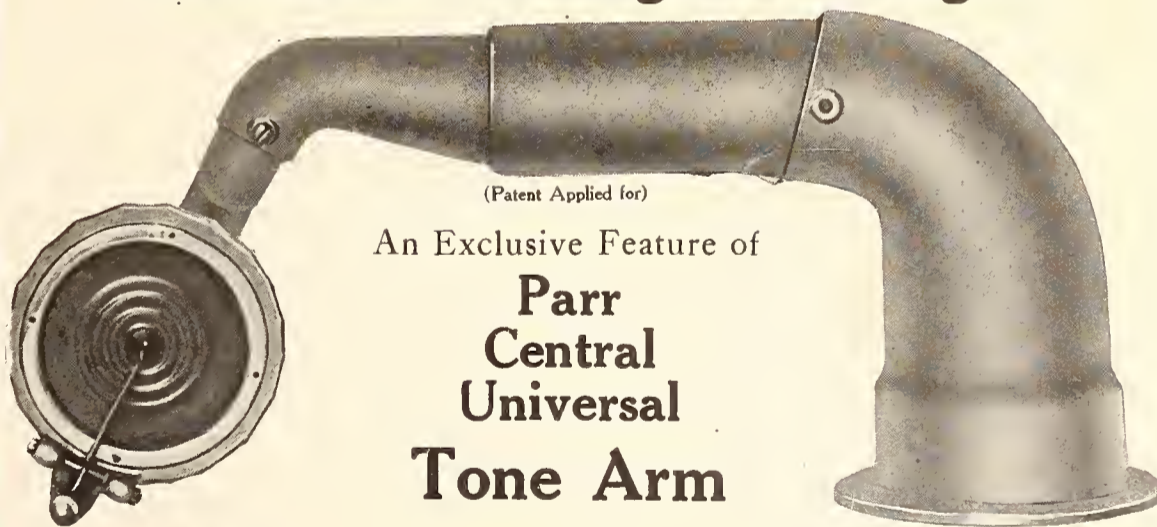
Frank L. Capps

the presentation by Mr. Capps of several records which he made twenty-five years ago, and the playing of these records proved most interesting to the Pathé Frères executives and department heads who were present.

CHAS. E. GORHAM OUT OF SERVICE

Chas. E. Gorham, formerly a Columbia dealer in Brooklyn, N. Y., and Newark, N. J., and who sold out his interests to accept a commission in the navy shortly after the declaration of war, recently was released from active service and has been appointed president of the New York Capital Co.

Automatic Change of Weight



(Patent Applied for)

An Exclusive Feature of
**Parr
Central
Universal
Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is *automatically* and *accurately* changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does *automatically*.

OTHER IMPORTANT FEATURES

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.
ONE UNION SQUARE :: :: NEW YORK

"All From One Source"

Means Quick Service and Therefore Greater Profits

Our instant service eliminates the loss of many sales and reduces buying problems.
Besides, you also effect a saving in transportation charges.

Send us an assorted trial order-to-day as a demonstration test of what "All From One Source" service means.

Albums for Victor, Columbia, Pathe and Edison Records

Our Perfection Record Album is all that the name implies. The back (which is the most vulnerable part) is bound with metal ends into which the leaves are notched, thus making the back very solid and rigid.

The leaves are made of heavy glazed green kraft paper that will stand hard usage. The entire book is bound in fine linen cloth, giving it a very handsome and attractive appearance. We can ship immediately from stock.



		5 Gross	1 Gross	Less than Gross Lots	
Victor Columbia Pathe	10 inch	57½c. each	60c. each	62½c each	
	Victor Columbia Pathe	12 inch	67½c. each	70c. each	72½c. each
		Edison, Pathe,	10 inch	65c. each	70c. each
	14 inch	90c. each	95c. each	\$1.00 each	

American Made Steel Phonograph Needles

Our product is made from the finest grade of carbon steel. The points are ground by expert American labor, thus assuring you of a product of uniformly high quality.

We can supply all tones right out of stock. Get the habit of placing your needle requirements with Plaza, and you need never worry about this department again.

Price: 50c. per thousand in million lots; 55c. per thousand in 100,000 lots; 60c. per thousand in smaller lots.
Packed in envelopes of 100 each



MAGNEDO STEEL PHONOGRAPH NEEDLES

The Standard Steel Multi-Playing Phonograph Needle

The name MAGNEDO has been established as the household word of service, quality and value with phonograph users from Coast to Coast. There is an increasing demand for MAGNEDOS because of the real merit which this item possesses. We still have a few choice and select territories open for live wholesalers who are interested in handling this proposition.

We would appreciate your inquiries and shall be very glad to send detailed information.

Price per carton, \$3.90 (6½c. per box).
Better prices in larger quantities.

Sapphire Needles

Edison Points, 22c. each
In lots of 100—one cent less than above prices

Pathe Half-Tone Balls, 22c. each
In lots of 500—two cents less than above prices

Pathe Full-Tone Balls, 20c. each
In lots of 500—two cents less than above prices

Other important items that we can furnish promptly at attractive prices

RECORD DELIVERY ENVELOPES
RECORD STOCK ENVELOPES
FIBRE NEEDLES

FIBRE NEEDLE REPOINTERS
RECORD CLEANERS
PERFORATED MUSIC ROLLS

PLAZA MUSIC CO., 18 West 20th Street, N. Y. City

FRED E. YAHR ELECTED PRESIDENT

Heads Well-Known Yahr & Lange Drug Co., Which Handles Sonora Line in Milwaukee

MILWAUKEE, Wis., February 10.—Fred E. Yahr, secretary of the Yahr & Lange Drug Co., 207-215 East Water street, wholesale distributor of the Sonora phonograph in Wisconsin and northern Michigan, was elected president of the corporation at the annual meeting on February 6. Mr. Yahr established the Sonora department and has given it his personal attention and intends to continue in this capacity, although he will be obliged in his new position to turn over more of the responsibility to H. M. Hahn, who has been his "right-hand man" as general Sonora sales representative since the company became distributor. Other officers of the company are: Vice-president, Leonard A. Lange; secretary and treasurer, John A. Dummer; directors, Max Rosenthal and G. G. Forster.

"Our business was very good during the past year," said President Yahr after the meeting. "The cost of doing business advanced in greater proportion than the business itself. But we look for a prosperous year to come."

TRADE HAPPENINGS IN WINNIPEG

Women Form 75 Per Cent. of Buyers of Talking Machines and Records in Alberta—Some Data for Advertising Men—Recent News

WINNIPEG, MAN., January 31.—"Keen observation leads me to see that we have been losing business by not catering more to the women shoppers," said a bright Alberta talking machine dealer to your correspondent. The World asked for further particulars of these observations and was told something like this: "Since coming to the conclusion stated I have talked the matter over with successful retailers in other lines than musical goods. The consensus of opinion is that women make over 75 per cent. of the family purchases to-day. The average man hates to shop. He is disposed to hand over to his wife the necessary cash for the thing they have decided to buy and say, 'Go and get whatever suits you, but don't ask me to tramp around looking at things.'

"A woman is no longer tied in the home with household duties all day. She has more time to shop. She enjoys it. To her it is a pleasure to go from store to store looking at all competing lines. She studies the newspaper advertisements and circulars that go to the house. She has the faculty of going into the details of various products. From now on my policy is going to be—specialize on securing the interest of the women shoppers."

If it be true that women do 75 per cent. of the buying, the policy of the dealer just quoted looks to be sound. Why should not more advertisements of instruments and records be directed to prospective women shoppers?

L. L. Merrill, formerly manager of the National Piano Co.'s Victrola department, and who spent the summer season of last year on his fruit farm in British Columbia, has just returned to the West from his visit to Toronto, London, New York, Boston and Philadelphia. Mr. Merrill represents Starr phonographs and Gennett records in the West.

The Winnipeg Piano Co. had the misfortune to lose Mr. Curtis, phonograph manager, who died from the effects of influenza after only a few days' sickness. He will be a very hard man to replace, being without a doubt one of the best talking machine men in Canada, combining with his youth and enthusiasm experience and tact rarely met with.

Manager Stenberg, of the Musical Merch-

dise Sales Co., distributors of the Brunswick, states that January business exceeded all expectations.

Cassidy's, Ltd., report excellent trade in Columbia lines and say the outlook is good for an immediate continuation of same. Robt. Shaw, manager, is at present on a trip to New York and Eastern cities.

Mr. Poisson, of the Canadian Phonograph and Sapphire Disc Co., is now out of uniform and is again in civilian life. He says OkeH records are taking well.

NEW VICTOR RECORD CATALOG

1919 Edition of Volume Advertised Most Extensively and Effectively

One thing that can be said of the new edition of the Victor record catalog—that for 1919—is that it has been advertised to an extent that has attracted attention throughout the country. In the first place, a double-page spread in the Saturday Evening Post was devoted entirely to that catalog, and what it represented to the music-lover, as well as the talking machine owner, the catalog itself being illustrated in colors. Then the regular advertisements of the Victor Co. in the daily papers of the country were also devoted in no small measure to the announcements and descriptions of the new record catalog, presented in a most attractive and alluring manner. Certainly this publicity should serve to stimulate new interest, and revive any lagging interest in Victor records, and particularly in the new additions to the list.

To hook up all this advertising with the dealer's store there were prepared and distributed elaborate poster cards, showing the catalog in actual color and with open pages against a background of light gray. The poster was of an attention-compelling kind.

The Melzer Co., 1046 Broadway, Buffalo, N. Y., Victor and Sonora dealers, are tripling their floor space.

HEADS RECORD NEEDLE & MFG. CO.

R. H. Zinke Elected President of This Company at Recent Meeting in Milwaukee

MILWAUKEE, Wis., February 12.—Richard H. Zinke, for four years manager of the Badger Talking Machine Shop, Victor dealer, 425 Grand avenue, which on February 1 passed into the ownership of L. C. Parker, has accepted the presidency of the Record Needle & Mfg. Co., manufacturer of needles and other talking machine supplies in this city, in which he has been interested for a long time. His many friends in the local music field have been more than pleased to learn that Mr. Zinke will continue to be connected with the industry, as he recently was elected president of the Milwaukee Association of Music Industries after serving a year as secretary.

The Record Needle & Mfg. Co. is owned by the same interests as the Badger Talking Machine Co., wholesale distributor of the Victor in this territory, and also the Record-Lite Co., manufacturing illuminating devices for talking machines. These interests owned the Badger Talking Machine Shop until it was purchased by Mr. Parker.

BELIEVE IN A NATIONAL BODY

A letter received from the Talking Machine Dealers' Association of Portland, Ore., in response to a circular letter recently sent out by the Talking Machine Men, Inc., to all talking machine dealers' associations for the purpose of finding their opinion in regard to the feasibility of forming a national body, expressed their approval in a most emphatic way, stating, "They looked favorably on the idea and believed the good such a body could accomplish would be far reaching."

The Pease-Behning Co., Fortieth street and Madison avenue, New York, have secured the retail Victrola agency.

**Back from the War
Jones-Motrola**



Winds any phonograph automatically, electrically, easily attached—positive in operation.



After being engaged for over a year in the manufacture of Airplane Tachometers and other speed recording instruments for the United States Government, we are once more, with even greater manufacturing facilities, in the production of the famous Jones-Motrola, the perfect winding device for all phonographs.

Our new model is especially interesting to dealers—eliminates entirely the necessity of winding.

Our national advertising campaign begins in "Life," March 6th. Motrolas are now made to operate on 32 volts, as well as any other electric current.

Specially attractive proposition. Write us today.

JONES-MOTROLA, Inc.

29 WEST 35th ST.

NEW YORK CITY

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited
100 Purchase Street Boston, Mass.

THE BUFFALO TALKING MACHINE CO. MAKES ITS DEBUT

This Institution, Whose Members Are Widely Esteemed in the Industry, Will Wholesale Victor Talking Machines and Records Exclusively—Plan Big Expansion of Business

BUFFALO, N. Y., February 10.—The Buffalo Talking Machine Co., which makes its debut in the talking machine industry this month, is a name new to the trade, but behind that name there lies an experience almost as old as the industry.

Fifteen years ago the Neal, Clark & Neal Co. was formed, and like most of the other old-timers this company handled practically every known make of talking machine and record. The Victor line ultimately established itself as a leader with them, with the result that the house was appointed a distributor for these products. The retail phase of the business held their attention until about 1914, at which time they started searching the field to find a man who was capable of exploiting the Victor wholesale business in keeping with the demands of the territory.

Early in 1916, realizing the possibilities of

their territory, they secured the service of V. W. Moody, who had won recognition as a leader and creator of Victor business, having been directly associated with the development of the Chicago Talking Machine Co. and later with the New York Talking Machine Co. before going to Buffalo.

The coming of Mr. Moody to Buffalo marks the beginning of the second phase of the company's strides, for his contention has been always that a maximum wholesale business cannot be done in connection with a retail business. Acting on his suggestion the Neal, Clark & Neal Co. purchased the finest retail location available in the city of Buffalo, and in 1917 made alterations and improvements involving the expenditure of approximately \$250,000, resulting in the establishment of one of the most attractive Victrola stores in the country.

The next step demanded removal from the

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1 1/4" x 0.22 x 15', for Victor, each.....	0.70
1" x 0.20 x 13', for Victor, each.....	0.55
1" x 0.28 x 10', for Columbia, each.....	0.60
7/8" x 0.23 x 10', each.....	0.38
5/8" x 0.22 x 8', each.....	0.27

MICA DIAPHRAGMS

1 23/32", Regular Victor Exhibition Box, very best, Each	0.15
1 7/8", for new Victor No. 2, very best.....	0.18
1 31/32", for Sonora and all standard soundboxes, very best.....	0.20
2 1/16", very best.....	0.22 1/2
2 1/4", for Columbia No. 6, very best.....	0.25

SAPPHIRE NEEDLES

Pathé, very best, guaranteed genuine sapphire.....	Each 0.27
Edison, very best.....	Each 0.27
Green turntable felt, 10" cut.....	Each 0.10
Green turntable felt, 12".....	Each 0.15
Governor springs, for Columbia motor, per 100.....	1.00
Governor springs, for Victor motor, per 100.....	1.00
Needle cups, fit Columbia machine, per 100.....	2.25
Needle cups, with cover, fit Columbia machine, per 100.....	3.50
Motor, double spring opt., with 12" T. T., each.....	5.25
Motor, single spring opt., with 10" T. T., each.....	2.25
Tone Arms, universal, with mica box, each.....	1.80
Tone Arms, Sonora style, with mica box, each.....	2.75
Soundbox, "S," fit Victor tone arm.....	1.35
Soundbox, "F," fit Victor tone arm.....	1.50
Soundbox, "M," fit Victor tone arm.....	0.50

FAVORITE PHONOGRAPH ACCESSORIES CO.

1491 DeKalb Avenue Brooklyn, N. Y.
Representatives wanted for any part of U. S. A., Canada or South America.

old wholesale quarters and the fitting up of a new wholesale plant which is undoubtedly the "last word" in efficiency. The record vault alone has a normal capacity of 550,000 records, and a ready flexibility admitting of a further increase of 350,000, a total of 900,000 records.

That a separation of the wholesale and retail forces and plants would result in a maximum development for both has been proven to such an extent that Benjamin E. Neal has bought the retail interests and withdrawn from the wholesale field.

The directors of the new Buffalo Talking Machine Co. are Olin L. Neal, H. B. Clark and V. W. Moody. With Mr. Moody as general manager the company is eminently fitted to accomplish its aims which will be directed toward a constructive co-operation with the dealers of their New York territory and that of nearby Ohio and Pennsylvania. Probably in no city in the country is there as much improvement, alterations and talking machine building being done as in Buffalo, and the new company states that the start has not really been made.

PHONOGRAPH AIDS PHOTOGRAPHER

A photographer has found a phonograph a valuable aid in obtaining the desired facial expression in a subject. After studying the face of the person whose likeness he is to obtain he decides whether he wishes an animated, reserved, sad or pensive expression. He then places a record in the phonograph likely to stimulate the expression desired. For animation he will play such a tune as "Dixie," while to produce a sad or thoughtful expression "My Old Kentucky Home" or some other well-known sentimental number may be played.

FOR SALE

50 SHARES

**Victor Talking Machine Co.
Common Stock
at \$875**

WILLIS O. HEARD
LAFAYETTE BUILDING PHILADELPHIA, PA.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

REID-LAWSON, Inc.

Birmingham, Ala.



We are pleased to advise progressive phonograph dealers that we have been appointed

DISTRIBUTORS OF



This popular record line is well worth considering by all successful dealers, for the OkeH record embodies quality and value.

All OkeH records are double-faced and retail at 85c.

The OkeH library has the "cream" of the biggest sellers of today, and we can fill your orders promptly and completely.

Make the OkeH your Record Leader

AN ATTRACTIVE WINDOW DISPLAY

March Display for Columbia Dealers Carefully Prepared and Has Strong Appeal

The March window display for Columbia dealers announced this week by the Columbia dealer service department has a number of fea-



Columbia Window Display for March features of unusual interest. The general color scheme is well calculated to remove any feeling of "March blues," for the center card and all the other cards are illustrated on a background of myriad bubbles of all the colors of the rainbow. Care and taste displayed in the relative arrangement of the display units, for balance and effect, paying special attention to prevent crowding, give this display a distinctive setting and a strong commercial appeal.

The March display comprises several artistic cut-outs and half-sheets which can be utilized to excellent advantage in stimulating the demand for the various records they feature.

FRIEDA HEMPEL OPENS OWN OFFICE

Frieda Hempel, the famous soprano of the Metropolitan Opera—now an Edison star—has opened her own offices at 95 Madison avenue, New York, from which all concert dates will be booked. A force of four people will devote itself exclusively to the direction of Miss Hempel's various interests. Following the close of the opera season she will go on an extended concert tour. Miss Hempel has just finished making a number of new records, which will soon be announced.

CELEBRATE EDISON'S BIRTHDAY

Pioneer Associates Entertain Inventor and His Wife in Honor of Anniversary

ORANGE, N. J., February 11.—In honor of the seventy-second birthday of Thomas A. Edison, which occurs to-day, the Edison Pioneers, organized in New York a year ago by half a hundred friends who were associated with the inventor prior to 1886, entertained Mr. and Mrs. Edison at luncheon at the Robert Treat, Newark, at noon on Monday. A number of letters containing reminiscences of old times were presented to Mr. Edison by his friends. Following the dinner, Mr. Edison left for his plantation at Fort Myers, Fla., for a rest.

The pioneers, who include men from all parts of the world, held their first annual meeting on Monday morning in Newark. The present officers are: President, Francis R. Upton, of Orange; vice-presidents, S. Z. Mitchell and T. Commerford Martin, of New York; treasurer, Frank A. Scheffler, of New York; secretary, Robert T. Lozier, of New York; historian, William H. Meadowcroft, of Orange.

STRONG CAMPAIGN ON SHEET MUSIC

A. J. Stasny Music Co. Using Magazines of National Circulation and Call Attention to Fact That Music Has Been Recorded

The A. J. Stasny Music Co., publishers of popular and standard music, have joined the ranks of those publishers using magazines of large national circulation to exploit their song numbers, and in the Saturday Evening Post of both March 1 and 8 there will appear half-page advertisements featuring four of the most popular numbers in the Stasny catalog, and mentioning other active numbers in the list. In addition to calling attention to the numbers in sheet music form, the fact is also emphasized that the songs may be obtained on talking machine records and player-piano rolls. This should be of direct benefit to talking machine dealers, and is likewise to be accepted as indicating the recognition given the importance of the talking machine record by music publishers generally to-day in giving greater distribution for their music.

Specialized Manufacturing Production for the Phonograph Trade



"They buy at a place where prices compete, where Quality must always excel."

Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need ?

Correspondence invited—

Orders promptly attended to

60 Grand Street New York City

COLUMBIA NEWS GLEANINGS

Walter Shannon Joins Traveling Staff—Williams, Johnson and Matthews Rejoin Force

Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., announced last week the appointment of Walter Shannon as a member of the company's traveling staff. Mr. Shannon, who was formerly associated with the theatrical field, and is well known in musical circles, will visit Columbia dealers in Long Island, Staten Island and Queens.

John E. Biro, formerly a member of Mr. Friedl's staff, has resigned from the company's staff, and will sail for Europe shortly. It is understood that Mr. Biro, who concentrated his activities with the Columbia Co. upon the development of foreign language record business, will go abroad under the auspices of the United States Government.

Leroy Williams and John Johnson, who were discharged from the service of the United States Navy last week, have rejoined the sales force of the local Columbia branch, and are now calling on the dealers. Mr. Williams is covering the Bronx, Westchester County and Fairfield County, Conn., and Mr. Johnson's territory comprises sections of the metropolitan district.

John L. Matthews, who received his discharge from the U. S. Army recently, is also back with the local branch, and it is pleasing to note that Mr. Friedl is giving practical evidence of the Columbia policy of giving every man in the service an opportunity to rejoin the staff.

O. P. Graffen, one of the most popular members of the Columbia wholesale staff, is now visiting Columbia dealers in New Jersey.

H. J. SMITH LABORATORIES

Jewel Manufacturer

**EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS**

**Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.**

**SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY**

**Plant No. 2
54½ Franklin St.
NEWARK, N. J.**

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

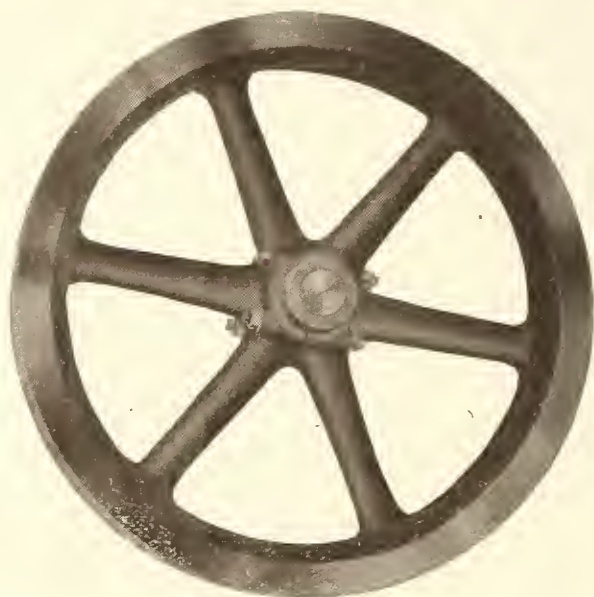


The Aristocrat of Phonographs

No other Phonograph has ever created such favorable and widespread comment in the Talking Machine World. The "Widdicomb" is now being successfully featured by the leading houses throughout the country.

Write for catalogue and trade discounts

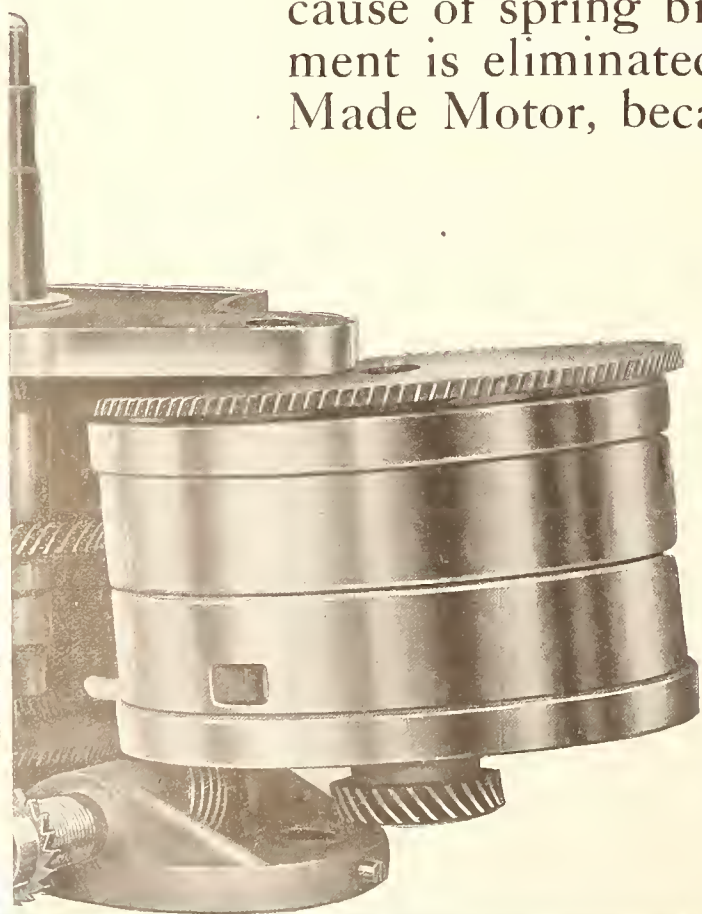
**P. PAUL GRAEF 105 W. 40th St.
Eastern Representative New York City**



Reducing
Spring Breakage
to a minimum

Inertia is greater at the circumference of a wheel than at the hub.

The spring barrels of the Stephenson Precision Made Motor are free to revolve independent of any gear . . . as the springs unwind the "slack" is taken up by the smooth, silent action of the slow moving drum. Violent jumping of springs is the cause of spring breakage. Violent, quick movement is eliminated in the Stephenson Precision Made Motor, because shock is absorbed by the inertia of the spring drums. This feature, in conjunction with the interchangeable spring drums is an exclusive feature of the Stephenson Motor—one reason why it is a Precision Made Motor.



STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

ANNUAL CONVENTION OF EDISON DIAMOND DISC JOBBERS

Large Attendance at Annual Gathering of Association at Hotel Knickerbocker, February 11 to 13—
Walter E. Kipp Re-elected President—William Maxwell and Carl H. Wilson Make Addresses
—Trade Problems Discussed at Open Forum on Tuesday—Jobbers Entertained

The annual convention of the Edison Diamond Disc Jobbers' Association, which incidentally was a most successful and interesting gathering, was held at the Hotel Knickerbocker, New York, on Monday, Tuesday and Wednesday of this week, with an attendance of practically 100 per cent., only one jobber, located in Vancouver, being absent.

The program for the most part followed along the lines of those arranged for previous conventions, with the difference that there were many problems of the reconstruction period that required special discussion and special handling. Factory officials attended various sessions, told of the plans of the company in the matter of production and exploitation, and incidentally offered a big surprise to the jobbers, details of which will be announced publicly in due course.

Monday morning was devoted to getting the machinery of the convention in working order and selecting the new officers for the coming year. Walter Kipp, of the Kipp Phonograph Co., Indianapolis, was re-elected president unanimously, in recognition of his wonderful work as presiding officer of the association during the past year. The other officers elected were: Vice-president, F. H. Silliman, Pardee-Ellenberger Co., Boston; secretary, Frank E. Bolway, Frank E. Bolway & Son, Syracuse, N. Y.; and treasurer, George C. Silzer, Harger & Blish, Des Moines, Ia. In addition to the officers the Executive Committee will also include B. W. Smith, Cleveland; C. E. Goodwin, Chicago, and J. G. Harrison, St. Johns, N. B.

After the initial session there was a special luncheon in the banquet hall at the Knickerbocker attended by all the jobbers and a number of the officials of Thomas A. Edison, Inc., at which the feature was a lengthy and comprehensive address by Carl H. Wilson, first vice-president and general manager of the company, who, as announced recently, is about to start on a lengthy vacation.

The Monday afternoon session was devoted chiefly to an address by William Maxwell, vice-president of Thomas A. Edison, Inc., who outlined at great length the various plans of the company for business development during 1919. The information offered by Mr. Maxwell was of the most encouraging sort, and indicated that his company has long been working on plans for business advancement.

On Tuesday morning there was held an open forum at which the jobbers brought up for general discussion various subjects of importance and interest, and concerning for the most part future business plans. This session was followed by a "Dutch treat" luncheon and in the afternoon the jobbers assembled to witness the showing of the new Anna Case film under the auspices of Verdi E. B. Fuller, adjourning afterwards to the convention hall for further discussion.

Wednesday morning was given over to a special address by George C. Silzer, of Harger & Blish, Inc., Des Moines, in which he reviewed many matters of prime importance to the Edison men and gave his views regarding them. Wednesday afternoon's session was more or less in the form of an open meeting, and in addition to an address by Charles Edison, who now fills such a prominent place in the Edison organization, there was an address by Sigmund Spaeth, musical critic of the New York Evening Mail, on the subject of "Musical Values in Their Relation to the Phonograph"; a talk on financing business by George A. O'Reilly, the financial expert of the Irving National Bank, and some interesting comments from Adolph F. Gall, technical director of the Re-creation Department of Thomas A. Edison, Inc.

An honored guest at the final session was the Hon. Charles E. Hughes, former Governor of New York State, who made a brief address. The convention wound up with an elaborate

banquet at the Ritz-Carlton Hotel on Wednesday evening, at which the jobbers were the guests of the factory officials and at which they were provided with entertainment of a high order by Edison artists and others.

Before and after the convention sessions the majority of the jobbers took advantage of the opportunity of visiting the factory in Orange, N. J., although no special trip to the plant was scheduled.

Among those present were: A. H. Curry, Texas-Oklahoma Phonograph Co., Dallas, Tex.;



Walter E. Kipp, President

W. M. A. Schmidt, Phonograph Co., of Milwaukee, Wis.; R. S. Williams, G. H. Stanton, O. Wagner and T. Dillon, R. S. Williams & Sons Co., Toronto, Ont.; Mark Silverstone, Silverstone Music Co., St. Louis, Mo.; H. H. Blish, H. H. Blish, Jr., G. U. Silzer and G. C. Silzer, Harger & Blish, Des Moines, Ia.; R. L. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; N. D. Griffin and P. R. Hawley, American Phonograph Co., Albany, N. Y.; P. H. Oldman, Phonograph Co., Cincinnati, O.; R. B. Cope, Girard Phonograph Co., Philadelphia; C. E. Goodwin, The Phonograph Co., Chicago; W. C. Wyatt, Denver Drygoods Co., Denver, Colo.; D. W. Schultz, Schultz Bros., Omaha, Neb.; L. A. Walker, Montana Phonograph Co., Helena, Mont.; M. M. Blackman, The Phonograph Co., Kansas City, Mo.; R. B. Alling, Phonograph Co. of Detroit, Detroit, Mich.; W. A. Meyers, Wil-

liamsport, Pa.; J. G. Harrison, W. H. Thorne & Co., Ltd., St. Johns, Canada; C. B. Haynes and E. Bowman, C. B. Haynes & Co., Richmond, Va.; A. A. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. L. F. Rosenblatt, the Phonograph Co., Atlanta, Ga.; H. L. Ellen, F. T. Keeney and W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; W. E. Kipp, Kipp Phonograph Co., Indianapolis, Ind.; Frank E. Bolway, W. P. Eddy, J. G. Brown and G. H. Williamson, Frank E. Bolway & Son, Syracuse, N. Y.; Laurence H. Lucker and William A. Lucker, Minneapolis, Minn.; L. N. Bloom and B. W. Smith, The Phonograph Co., Cleveland, O.; L. T. Donnelly and F. S. Hemingway, The Diamond Music Co., Inc., New Orleans, La.

TO MARKET PHONOGRAPH OUTPUT

Michigan Phonograph Co. Makes Arrangements With Lauzon Furniture Co. to That End

GRAND RAPIDS, MICH., February 8.—The Michigan Phonograph Co., of this city, has made arrangements by which it becomes the phonograph division of the Lauzon Furniture Co., one of the best-known manufacturers of furniture in Grand Rapids, and will market the entire phonograph output of this company. The line is an extensive one, consisting of a number of upright models in the various period styles, ranging in price from \$65 to \$450. The Michigan Phonograph Co. has been in existence for the past two years and the founders, George M. Cook and H. W. Knobloch, have established themselves in the minds of the trade as men of long experience and ability and this association with the Lauzon Co. is a distinct tribute to their energy and progress.

The company are jobbers for Paramount records and will shortly open a branch distributing office in Detroit in the Broadway Market Building. They also handle a full line of supplies and are able to take care of the dealers' wants very completely. Mr. Cook, by the way, has been associated with the phonograph game all his life and when in the music business in Cincinnati years ago had the distinction of receiving the second Berliner gramophone shipped into Ohio. Both Mr. Cook and Mr. Knobloch had had extended experience in the retail and wholesale business before becoming associated with the Michigan Phonograph Co. and are therefore well equipped for understanding the dealers' problems and to lend their experience in creating a line meeting every need of the trade.

MOVES TO LARGER QUARTERS

The Brunswick Music Shop, Terre Haute, Ind., of which John H. Jensen is the proprietor, has moved to new and larger quarters at 527 Wabash avenue, that city. Brunswick phonographs are featured by the shop.



TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE
ON ALL UNIVERSAL TONE ARM MACHINES

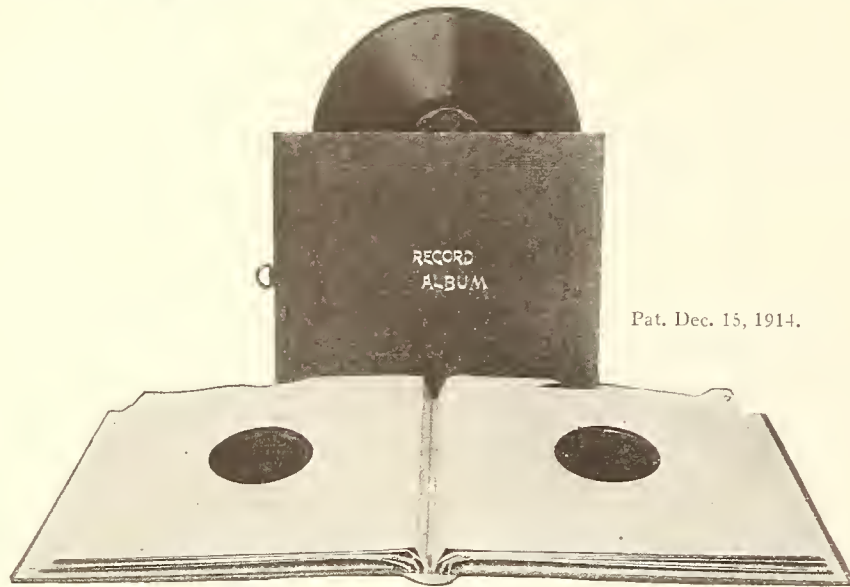
Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



THIS ALBUM MADE US FAMOUS by selling it. Why don't you try ?



Buy Your Albums Direct From the Manufacturer
THE BOSTON BOOK CO., Inc.

40-46 WEST 20th ST.

NEW YORK

The only exclusive and the largest record album factory in the world.

IMPORTANT CHANGES IN BALTIMORE "TALKER" TRADE

Outlook for Business Is Cheering—Cohen & Hughes Retire From Retail Field—Kranz Music Co. Makes Its Debut—New Columbia Dealers—Activity With Droop & Sons Co.—News of Month

BALTIMORE, Md., February 7.—Judging by the business done in the opening month of 1919 this year is going to be a great one for business, according to the dealers and distributors. Retailers who were fortunate enough to obtain goods were able to show increases in business.

Dealers are all cheered with the intimations from many sources that the large companies,

especially the Victor, expect to have their record shipments up to first-grade order by March, and the fact that shipments this month and last month are an improvement over what they have been. The machine situation is also expected to show big improvement very shortly.

One of the most important announcements to be made within the next few months is that of the removal from the retail field of Cohen & Hughes, one of the largest Victor distributors in the South. This firm has for more than a year had a distinct wholesale department. This firm has leased the salesrooms of its Howard street establishment, where it conducted a retail Victrola and piano department to a women's wear store. Occupation of this building by the new holders of the lease is expected on May 1.

With the passing of Cohen & Hughes from the retail field there enters a new firm into the talking machine business, that of the G. Fred Kranz Music Co., at present located at Fayette and Charles street in the same building that quarters the Kranz-Smith Piano Co. and the Kranz-Fink Talking Machine Co. The Kranz Music Co. will take up new quarters at 303 North Charles street about March 1, and will fit out their new building with modern quarters and plan to place at least ten booths in the new home. The firm will, besides handling the Victor line, have one of the most up-to-date sheet music establishments in the city and a modern small goods department. Charles W. Glaser is president, and William F. Vordemberg vice-president and secretary of the company. Joseph Grottendick, for many years with the H. D. French Piano Co., in charge of the sheet music department, is now on the staff of the Kranz Music Co.

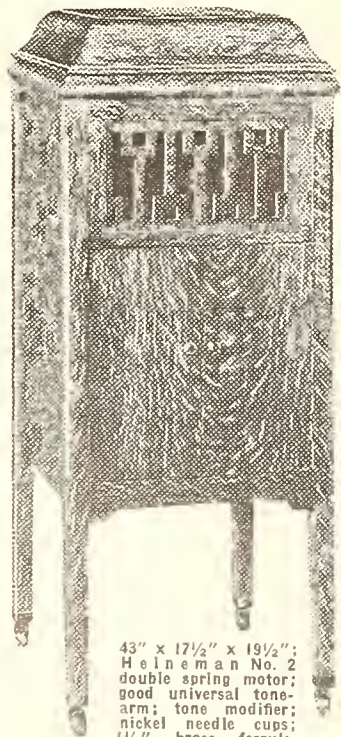
For the Columbia Graphophone Co. William S. Parks, the local manager, makes an excellent report. He is happy in that his force bettered his expectations with the business done during January.

"When I returned from New York," said Mr. Parks, "I set a minimum sales mark for each month of 1919, at a slight increase of about 100 per cent. over the corresponding month of a year ago. My men met the test and surprised me with their efforts; despite the fact that we only were able to get a few machines and all of the business had to be done with records."

\$28.75

To the Dealer While They Last

We have two hundred of these in quartered golden oak, and one hundred in mahogany finish. They were made for our regular trade and are well rubbed and finished.



A good toned machine that easily retails for \$65.00 or \$75.00. \$28.75 as described above, or \$30.50 with the new style No. 35 Heine-man cast frame motor—Terms, cash with order, or C.O.D. War tax paid.

We are closing out these machines at a sac-

rifice to enable us to devote our entire time to pushing our new "Lauzon" line advertised elsewhere in this issue.

We have several larger models we are also discontinuing. Write us for further information.

MICHIGAN PHONOGRAPH COMPANY
785 Ashton Bldg. :: Grand Rapids, Mich.

Among the new Columbia accounts are Thompson & Thompson, Anacosta, D. C.; A. G. Powell, West Point, Va.; C. E. Cline, Frederick, Md. This place is being turned into a very modern talking machine establishment.

W. C. Roberts, manager of E. F. Droop & Sons Co., says that business has not been going ahead very rapidly in the wholesale end because of stock shortage. During the month Mr. Roberts made several trips to the Victor factory seeking to obtain more goods. "I have been able," said Mr. Roberts in discussing his retail business, "to keep our retail end going fairly well because I have been buying records and machines as well whenever the opportunity presented from distributors from as far as Texas and even into New York." Edward Lyons, of the Eclipse Music Co., Cleveland, O., was a visitor to the Droop store during the month.

James Cowen, the Richmond, Va., Columbia dealer, has purchased the interests of the Colonial Piano Co., and has already begun enlarging his talking machine department.

The Avon Comedy Four, a popular quartet, who have made a number of records, visited many Columbia dealers in company with Dan Defoldes, who is in charge of the dealers' service department here. The Columbia Co. also plans to popularize many of its artists through the holding of a number of recitals and concerts in Baltimore, Hagerstown, Winchester, Roanoke and other points. To this end Vera Bull, of Winto & Livingston Booking Agency, has signed up a number of artists for these recitals, including Barbara Maurel, Amparito Farrar, Toscha Jacobson, Oscar Seagle and the Columbia Stellar Quartet. Hulda Lashanska, soprano, will appear at the Lyric on February 21, and she is one of the Columbia stars.

For Cohen & Hughes Miss E. M. Griffith, in charge of the wholesale department, said that business is not showing much at this time because of lack of goods, but that present shipments showed some improvement over past months. I. Son Cohen, of the firm, is in Florida taking a much-needed rest. L. F. Ziegler, of Edenton, N. C., was a caller at the C. & H. headquarters during the month.

A. P. Petit, manager for the phonograph department of the Brunswick-Balke-Collender Co., is not in a very good frame of mind. He was called back from a very successful trip after being out a few weeks when he expected to be out on a three months' trip. His firm is desirous of keeping its present accounts well supplied and will not take up any new orders unless for delivery four or more months' time. Mr. Petit visited Hagerstown, Md.; Harrisonburg, Clifton, Petersburg, Richmond, Va.; Raleigh, N. C., and other points and says the South is booming with business.

Jesse Rosenstein is joyful these days over the reception of the Pathé, and while he has not been able to get all the machines he has needed he has been fairly successful in keeping most of his dealers happy. He reports a big increase in the volume of business in Pathé records and the sale of more than 1,000 Pathé attachments for the other machines during December and a great quantity in January. Eddie Rosenstein, of the wholesale department, has signed up the Miller Music Co., Waynesboro, Pa., with Pathé and Emerson accounts. The Little Joe Weisenflet Co., Baltimore, have become Emerson dealers.



New song hits as soon as they're sung—
you've got them, if the Records you sell
are Columbia.



Columbia Graphophone Co.
NEW YORK

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUERIES AND ANSWERS

The Size of Ball Sapphires

New York, January 10, 1919.

Editor, Talking Machine World.

Dear Sir—Can you inform me through your Repair column the size of the ball sapphire needles used on records made like the Pathé?

Would appreciate any information you could furnish me.—N. Y. Jewel Co.

ANSWER—Ball sapphires for use on disc records are made in sizes varying from ten to thirty one-thousandths of an inch in diameter of the ball, and are set in brass or German-silver holders which enables them to be held tight in the needle arm of the sound box in the same manner that a steel needle is used.

Why the Grill Is Cloth Covered

Kingston, N. Y., February 2, 1919.

Editor, Talking Machine World.

Dear Sir—In my talking machine the back of the grill of the horn is covered with a green cloth. Does this cloth have anything to do with the playing of the machine? I find when I take the grill out and play the machine that

I get a very much better tone.—J. E. Ostrander.

ANSWER—The green cloth is put on the grill to cover the view of the horn, which in many machines is left unfinished. Different colored cloths are used also to contrast with the wood of the cabinet. Personally, I favor a finished horn to match the cabinet, which makes it unnecessary to cover the grill and gives the benefit of a clearer and fuller reproduction of a record.

Anent Record Cleaning Brushes

New York, January 30, 1919.

Editor, Talking Machine World.

Dear Sir—In an argument with a friend of mine I claim that the so-called record cleaning brushes are of no actual benefit in keeping a record from being scratched when played with a steel needle.

Can you give us your opinion in the matter, for which I thank you in advance?—T. R. Huxley.

ANSWER—My opinion is that a properly made record brush used in the right way helps to prevent scratching records.

The brush must be made of a coarse ribbed cloth fastened in such a way as to not have any part but the cloth come in contact with the record surface.

I have only recently examined a new brush which revolves itself as it is run around the surface of the record. Hidden somewhere in this brush is a quantity of fine graphite which works through the surface of the cloth and lubricates the record surface just enough to form a little coating of graphite in the grooves of the record.

There is less liability of scratching a perfectly clean record surface as there is in scratching one which may be covered with dust.

EXHIBITOR AT ANNUAL TOY FAIR

Garford Mfg. Co. Showing Models of "Baby" Cabinet Toy Phonographs

The Garford Mfg. Co., Elyria, O., manufacturer of the Garford phonograph, which has attained signal success throughout the country, is one of the exhibitors at the annual "Toy Fair" which is now being held in New York. The company's exhibit is in charge of Homer Stephens, sales manager, and the products on display comprise the "Baby" cabinet toy phonograph, Model X, and the smaller table model of the "Baby" toy phonograph which has been on the market for some time.

Mr. Stephens states that he has received large orders for the cabinet model from many of the leading houses throughout the country, who are planning to merchandise it aggressively during the coming year. This instrument measures seventeen and one-quarter inches in height, eight and five-eighths inches in wider and nine and five-eighths inches in depth. It is provided with a one-spring worm gear motor, and has a five and one-quarter-inch turntable, a high-grade sound box, and a speed regulator. It plays records up to seven inches in size and the cabinet has an attractive mahogany finish.

Mr. Stephens left for Elyria this week to spend a few days at the company's executive offices, but the importance of the Toy Show and its unlimited sales possibilities will necessitate his return to New York the end of this month in order to give personal attention to developing the "Model X" business.

ADDITIONS TO COLUMBIA FORCES

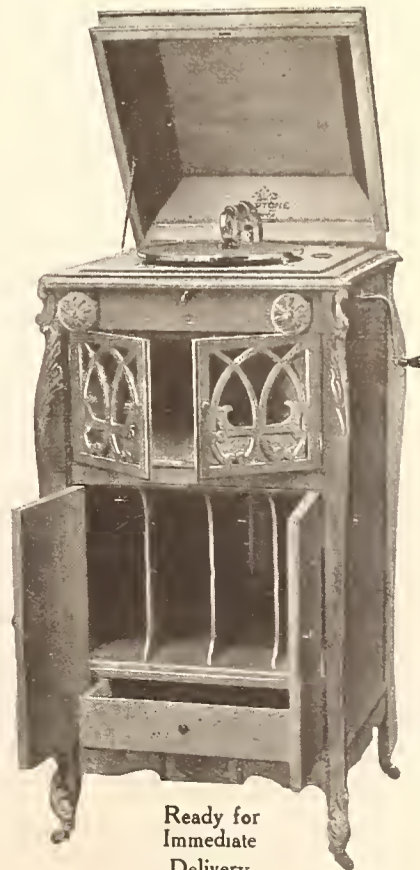
The general sales department of the Columbia Graphophone Co., New York, announced this week the addition to the Columbia sales force of F. P. Conklin, John Henderson and H. L. Moorey.

Mr. Conklin has been appointed a member of the sales force at New Haven, Conn.; H. M. Blakeborough, manager. Mr. Henderson has joined the force of the Indianapolis branch; Ben L. Brown, manager. Mr. Moorey, who has for several years been a member of the auditing division, is now preparing to join one of the Columbia branches, and his definite assignment will be announced later.



Made UP to a Standard

Not DOWN to a price



Prices Range from \$80 to \$160

Four Styles

Territory open for Agents

Send for details and dealers' discounts. Helpful booklets furnished to Culstone dealers free.

Culp Phonograph Co.

240 Broadway New York City

Ready for Immediate Delivery

THE BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



50 Needles to a box and they retail at 10c. per Box. 60 Boxes to a package \$6.00. This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway Brooklyn, N.Y.
Manufacturers of Musical Instruments
Canadian Wholesale Agent, H. A. BEMISTER
10 Victoria St., Montreal, Can.
Western Distributor: WALTER S. GRAY
530 Chronicle Bldg. San Francisco, Cal.

THOS. J. LEONARD'S RAPID RISE

General Sales Manager of Musical Phonograph Division of Thos. A. Edison, Inc., Climbed the Business Ladder Rapidly

Thomas J. Leonard, the general sales manager of the musical phonograph division of Thomas A. Edison, Inc., was originally an accountant, later an assistant advertising manager, next an assistant sales manager in another line of business and for the past six years in the musical



Thomas J. Leonard

phonograph division, first as assistant sales manager and later as general sales manager.

Tom Leonard, according to Mr. Maxwell, is "better liked by Edison jobbers and dealers than any other man in the musical phonograph division. Not that he tries to curry favor with any of them, but because he is always reasonable and considerate, and if there is any misunderstanding goes out of his way to make everything clear."

Mr. Leonard has a taste for politics, which his duties as general sales manager do not permit him to indulge except in occasional arguments with Mr. Maxwell, who professes to regard him as the most benighted Democrat of the age.

Tom Leonard is also celebrated as a practical joker. "He breaks out every so often," says Robert Michie, manager of the order and service department. "About once in two months you can count on him to pull some kind of a joke on somebody. Mr. Kipp, the president of the Edison Jobbers' Association, will testify that there is frequently considerable finesse to Mr. Leonard's jokes."

ATTENTION!

We make a specialty of **PERSONAL RECORDS** at a reasonable cost

AMERICAN RECORDING LABORATORIES

56 West 45th Street

Tel. Vanderbilt 3728

New York City

FOUND THE WEST PROSPEROUS

Adolf Heineman Gratified With General Business Outlook as Noted in Recent Trip

Adolf Heineman, vice-president and assistant general manager of the Otto Heineman Phonograph Supply Co., New York, accompanied by John M. Dean, of the company's Dean needle division, visited the Western trade last week, calling upon the manufacturers and jobbers as far west as Kansas City and in the Northwest section. In a chat with The World he commented upon the fact that the talking machine trade in the West is enjoying an unprecedented era of prosperity that gives every indication of continuing for some time to come. The manufacturers are working to capacity, and the jobbers state that their business is limited only by the merchandise received from the factories.

The situation in the needle field is very encouraging, and Mr. Heineman found that "Dean" needles are gaining in popularity with the trade day by day. While on this trip Mr. Heineman also inquired regarding the progress of "OkeH" records and was gratified to find that without exception the jobbers and dealers handling this line are closing a business well ahead of all expectations.

ROSA RAISA IS FEATURED

The Aeolian Co., New York, carried an artistic full-page advertisement in colors in last week's Saturday Evening Post, devoted to the Aeolian-Vocalion records made by Rosa Raïsa, the famous prima donna soprano of the Chicago Opera Co., who records exclusively for the Aeolian-Vocalion library. This advertisement gave a brief resumé of Mme. Raïsa's accomplishments and achievements in the operatic world, and called attention to a concert given last year at the Hippodrome in New York, when Mme. Raïsa received a tremendous ovation from a capacity audience, and remarkable encomiums from the musical critics of the leading local newspapers. This advertisement combined prestige talk with sales arguments that made the page unusually effective and interest compelling.

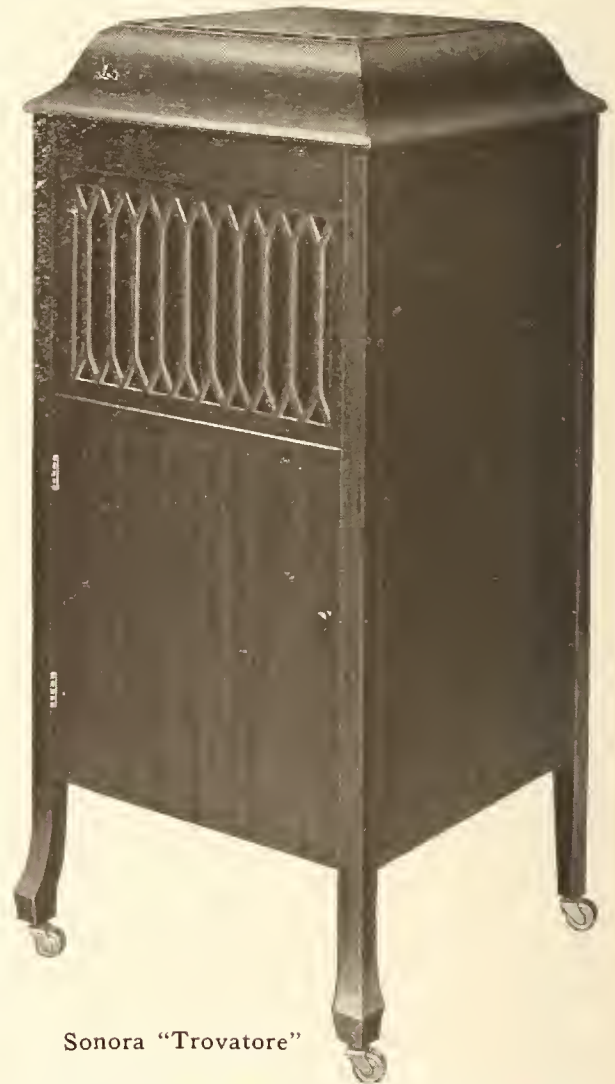
CLARK MUSIC CO. EMPLOYEES DINED

SYRACUSE, N. Y., February 10.—Twenty-five employees of the Clark Music Co. were the guests of the company last Tuesday night at a banquet at The Onondaga, in celebration of the enlargement of the talking machine department.

NEW MODEL PLEASURES DEALERS

Sonora "Trovatore" Model Recently Placed on Market Proves a Success

The Sonora Phonograph Sales Co., New York, has been advised by its dealers throughout the country that the new "Trovatore" model retailing at \$100 is proving a signal success, and that the demand for this instrument is far beyond expectation. They place emphasis on the fact



Sonora "Trovatore"

that this model has all the distinctive constructional and tonal features and the graceful lines in cabinet design that make a particular appeal to discriminating music-lovers. It is equipped with the usual Sonora automatic stop, tone modifier, etc., and is made in golden, fumed, Early English or mission oak, brown mahogany and mahogany.

THE PRACTICAL PACKING CASE for TALKING MACHINE PRODUCTS is the

Re-enforced Three-Ply Veneer Case



STRENGTH: Fully equal to $\frac{7}{8}$ lumber.

WEIGHT: About 60% of lumber case.

TIGHTNESS: Sides, Tops and Ends are each one piece, making a practically dust-proof and water-tight case.

APPEARANCE: Much neater than any other type case.

PROOF: Some of the largest manufacturers of Talking Machine products use this case.

If you will advise sizes of your packing cases, inside dimensions, we will send without charge a case to test out.

EMPIRE MANUFACTURING CO., Goldsboro, N. C.

SECRETARY REDFIELD SAYS COMMERCE MUST BE RESTORED

Tells Members of Foreign Trade Council of the Work Ahead of the United States in Rehabilitating Both Foreign and Domestic Commerce—Work Must Be Done in an Unselfish Spirit

Secretary of Commerce Redfield told the members of the Foreign Trade Council at a dinner held at the Hotel Astor recently that the United States, facing the possible necessity of turning from a war on autocracy to a war on the anarchy of Bolshevism, must plan its foreign trade in a spirit of service to the afflicted nations of Europe and not in one of selfish exploitation. The council, made up of members of the Secretary's official family and heads of leading business and banking houses, heard Mr. Redfield explain in detail the augmented service his department is prepared to give to the commerce of the nation, which he did to emphasize the need for the threefold appropriation he is asking of Congress this year in order that the expanded need of the reconstruction period may be met.

Many of the department's trade commissioners in foreign countries, and other agents, recently returned, told in detail of the latest trade conditions in the countries they had left. In general they advocated slow and careful proceeding on the part of American business men, whom they urged not to rush abroad to sell goods before they were amply fortified with information.

Gerhard M. Dahl, vice-president of the Chase National Bank, was applauded heartily when he told the gathering that the greatest of all essentials for American business is co-operation on the part of the Government, a sympathetic attitude on the part of the public, and a willingness on the part of business itself to become a large importer of foreign securities.

"As far and fast as we may we must set our commerce free from all restrictions and look toward a great and growing domestic and foreign trade," Mr. Redfield said in his address. "The viewpoint of the Department of Commerce toward this matter is shown in the fact that at its request it is to receive, in a pending bill, double the funds for commercial work it has ever had. This is not all it asks, but it will help. Business men, whether public or private, must, however, consider actual facts in planning both the time and the extent of their trade efforts.

"There are those who seem to think that the commerce of the United States has two distinct parts which have little in common. They speak of foreign commerce and of domestic commerce as separate and even at times as almost antagonistic.

"One cannot in truth promote foreign commerce without thereby aiding domestic commerce. Nations do not, indeed cannot, live unto themselves alone, any more than men can and do. The man, or the nation, that is self-centered fails of his high calling. We may not in foreign trade or in domestic policy be keepers merely of ourselves. Experience and economics as well as ethics answer affirmatively the question, 'Are nations their brothers' keepers?'

"It was characteristic of American energy that when the President announced the close of active military operations through the signing of the armistice many in our land jumped to the conclusion that the war was over and that all that was necessary was to take up the threads, go ahead and readjust quickly, 'get busy,' get results.

"A program of readjustment was suggested, and we were to push ahead with business as usual. These ardent spirits—whose energy is not to be abused, for it is that which has created America and won the war—forgot, however, certain facts which made their ardor unpractical. In the sense of military operations the war was over; in the sense of war problems, war limitations, war difficulties, war responsibilities, it was not over, is not over yet.

"Consider well the problem of credits. We are the greatest unexhausted reservoir of finance, but if we are at one and the same time to

finance a greater revival of trade at home and a large part of the necessary reconstruction abroad, may there not be a question whether this tool of trade will be overstrained to do all the work required of it? The apostles of hurry should remember that conditions seem to be such that we who would trade must also furnish the means to pay the bills, and this not for ourselves alone but for others as well. This is a new problem, a war problem, a novel responsibility, but very real. Our brethren overseas are doing their best to care for themselves, and we should aid them in every way which lies within our power."

FEATURING PERIOD DESIGNS

The Widdicomb Furniture Co. Have Prepared a Very Large Line of Phonographs to Appeal to the Purchasing Public in 1919

GRAND RAPIDS, MICH., February 10.—A very active campaign, both of production and exploitation, has been prepared for the coming year by the Widdicomb Furniture Co., manufacturers of the Widdicomb phonographs, instruments which have won considerable success as a result of the attractiveness of their case designs, which is the result of long experience in the production of fine cabinet work.

The Widdicomb Furniture Co. is one of the very largest manufacturers of art furniture, and their entrance into the phonograph field naturally aroused great interest among those familiar with the artistic achievements of the company. The line, which has been gradually augmented since the start, now consists of eleven beautiful art models, including six console type and five uprights, the designs covering the prevailing styles in fine furniture, such as Chippendale, Queen Anne, Sheraton, Adam and Early American. The line ranges in retail prices from \$110 to \$275 and as a result of the rapid development in demand for their products arrangements have been made to greatly increase their phonograph output this year. J. G. Griswold, the vice-president and sales manager of the company, and M. A. Guest, the secretary, give their personal attention to the phonograph division and are extremely gratified with the class of dealers who have taken on the line and the progress they have made with it.

GENUINE ECONOMY IN SIGNS

W. C. Meinhardt, of Independence, Kan., Mixes Ingenuity, Paint and Old Packing Cases Together With Excellent Effect

W. C. Meinhardt, Edison dealer of Independence, Kan., is one of those enterprising gentlemen who do things different from "the other fellow." He has worked out a plan of economy in signs, which utilizes material that usually either goes to waste or is sold by the dealer for little or nothing. Mr. Meinhardt's completed sign is manufactured out of the packing case in which the New Edison is delivered. Mr. Meinhardt is always careful in unpacking an Edison that he does not destroy the packing case. He has found that the ends and sides of these cases can be turned to very good use in the form of signs. He has over 150 of these signs prominently placed at cross-roads, and other places in his neighborhood on the country roads leading to Independence, and they have brought him many a sale. The body of the sign he gives three coats of pure white lead paint, and around the edges, or "frame," he coats with three coats of the best carriage gloss black paint. After this is thoroughly dry he stencils the wording with the same black paint, which wording stands out in bold relief, and can easily be seen a good distance away. The stencils he made himself, with the exception of the word "Edison," which he had a tinner cut for him at a very slight cost. In order to exclude the weather, as far as possible, he coats the back of the signs with common red barn paint. He paints these signs at odd times when not pressed with other matters. He finds that they cost him about 22 cents apiece. In large batches he can bring the cost down to 20 cents each. In other words, he painted 129 of these signs, seventy-six large ones (sides of cases) and fifty-three small ones, at a total cost of \$22 35.

H. C. NAILL VISITING THE TRADE

H. C. Naill, secretary of the George A. Long Cabinet Co., Hanover, Pa., was a recent visitor to New York, and from there journeyed southward to Baltimore and Washington, where he called upon a number of talking machine dealers and others interested in his line. Mr. Naill reports great activity in his plant, and is quite optimistic regarding the trade outlook.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

TRADE MARK
BEE CROFT

RECORD CABINETS

Made under Beecroft's patent No. 1,244,944
and other styles

Record Envelopes
ALL KINDS

Write for prices

CLEMENT BEECROFT
309 West Susquehanna Avenue, Philadelphia

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

WANTED—Reliable and capable man to represent a prominent record manufacturer in Eastern territory with headquarters in New York. Offices and best co-operation will be furnished. A rare opportunity for the right man. Address "Box 607," care The Talking Machine World, 373 Fourth Ave., New York.

Talking machine salesmen will find an exceedingly interesting proposition in an absolutely silent electric motor, cheaper and more satisfactory than any motor on the market. The spring motors may be replaced easily in old machines. Retail price, installed, \$35. Apply "Electricity," care The Talking Machine World, 373 Fourth Avenue, New York.

POSITION WANTED—Gentleman having a good knowledge of the retail phonograph business desires position as salesman with a first-class retail house or department store. Age 37 years, tall, good appearance, speak French fluently. Address, Ransom, 146 First Ave., Long Island City, L. I.

RECORDING EXPERT, with extensive experience in record making in America and abroad, seeks opportunity with a substantial concern; has thorough knowledge of every process in making records, planning and installing equipment, managing factory, etc. Address "Box 597," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—New and second-hand Victor and Columbia talking machines and records. Spot cash paid for them. Deninger Cycle Co., Rochester, N. Y.

SITUATION WANTED—Young man (31), expert mechanic, thoroughly familiar with every angle of the phonograph business and capable of taking charge of assembling and inspection of motors, cabinets and accessories, also repairs. Can furnish best of reference. Address "Box 605," care The Talking Machine World, 373 Fourth Ave., New York.

SUPERVISORY CABINET DRAFTSMAN—Thorough knowledge woods, veneering, shop methods, working drawings, manufacturers' specifications and inspection, desires permanent connection where conscientious work and ability are appreciated, salary dependent on future prospects. Address "Box 598," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Production manager to supervise the manufacture of spring-driven phonograph motors in a Chicago plant. Must understand every detail of motor construction and be able to produce in large quantities. Address "Box 599," care The Talking Machine World, 373 Fourth Ave., New York.

PRACTICAL phonograph factory superintendent seeks position where extensive knowledge of phonograph manufacturing in all its branches and economical production is required. Thoroughly familiar with cabinet construction, finish, designing, motors, etc. Only position with first-class company willing to pay for such services considered. Forty-two years old. Highest reference. Address "Huster," care The Talking Machine World, 373 Fourth Ave., New York.

EDISON salesman and manager, man of exceptional ability, desires position with responsible house in the East. Address "Box 600," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION DESIRED—Designer having important and practical ideas on phonograph improvement wishes position as developing engineer. Address "Box 601," care The Talking Machine World, 373 Fourth Ave., New York.

LIVE-WIRE Victor record saleslady wanted, one who knows the Victor record catalog thoroughly and can order records intelligently. Must have good references and be experienced. Good salary and pleasant surroundings. Apply Lauter Piano Co., 149 Newark Ave., Jersey City, N. J.

MANAGER—Now successfully handling large Victor retail business, desires new connection where up-to-date business methods plus determined, aggressive efforts will be recognized. Address "Box 602," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As manager of retail phonograph department or as salesman for wholesale concern dealing in phonographs or records, by young man of five years' experience in the phonograph business. Address "F. N. 15," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—High-class talking machine man with seven years' experience as salesman and manager has just been honorably discharged from the army, and wishes to connect with a large-sized concern carrying standard makes of machines. Prefer town of not less than 50,000. Twenty-seven years old and married. Can furnish the best of references. Address "Sergeant," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Young man or woman clerk for Victor department. One that speaks Italian preferred. Must be familiar with the Victor catalog. Steady, fine position. Salary \$25 a week to begin. Apply in own writing to Hunt's Leading Music House, Inc., 114 Main St., White Plains, N. Y.

TRAVELING representative promoting an educational work of high merit and thoroughly acquainted with the talking machine business wishes to connect with manufacturer or producer for handling line through Southern territory. Address "Box 588," care The Talking Machine World, 373 Fourth Ave., New York.

RECORDER and wax maker, etc., wants position. Able to handle any branch of manufacturing in the record line. Address "Box 589," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced Edison salesman and manager desires a situation on the Pacific Coast. Age thirty-one, married. Address "Box 590," care The Talking Machine World, 373 Fourth Ave., New York.

A LIVE salesman calling on phonograph and furniture trade; we have a good side line proposition. Reliable Purchasing Co., 133 Mercer St., New York.

WANTED—Phonograph salesman to sell standard make records to dealers as a side line. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

SITUATION WANTED—Experienced wholesale piano and phonograph man desires change. Well acquainted with trade in Middle West. Can manage retail store. Reference A1. Prefers position east of Chicago or a retail manager position in New York State or New England. Address "Box 592," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG married man (thirty-two) just released from Government work, who has had several years' experience in Victor retailing, is open for position in Victor line. Ability to handle all details of business and with good record in building successful business on permanent basis. Address "Box 593," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—We are Pathé distributors and have an opening for a live-wire phonograph man. Tell us your history for the past ten years. Address "Box 10," care The Talking Machine World, 373 Fourth Ave., New York.

MAN (thirty-five), married, five years' experience with Victor, Columbia, Edison, wishes permanent position. Capable of taking charge of department. Can furnish best of reference. Address "Box 594," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN wanted to carry as side line talking machine repair parts and accessories on commission basis. State territory and references. Address "Box 591," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

10,000 two and four minute unbreakable cylinder records at \$.05 each; 12,000 seven-inch \$.35 double-faced disc records, mostly bands and instrumental, \$.06 each.

Large stock of Edison, Victor and Columbia machines and records selling out. Walcer, 144 Ludlow St., New York. Telephone 6668 Orchard.

SALESMEN WANTED to sell nationally advertised phonograph accessory to all dealers. Will give exclusive rights. Attractive commission proposition. Excellent territories now open. May allow as side line. State full particulars.

JONES-MOTROLA, INC.,
29 West 35th St., New York, N. Y.

USED RECORDS WANTED

Advertiser wants to buy, for cash, 500 to 1,000 used Victor Records, monthly. Records must be in fair condition, and packed for Parcel Post. Would sooner make arrangements with one dealer for regular monthly supply than purchase in small lots. Address "Box 606," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED
Experienced salesman wants to purchase Victrola Agency.
Address "Box 604," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER
3064 Albany-Crescent Ave. New York

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good paying proposition for live, active men. Address "J. N. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

SALESMAN WANTED to cover New York metropolitan district with high-grade lateral-cut records. Applicants must be thoroughly experienced and show successful record in similar line. Drawing account and commission. State full details and present connection. Address "Box 603," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED SALESMAN

Calling on the talking machine trade to carry as a side line the All-In-One attachment for Victor and Columbia machines.

THE ALL-IN-ONE COMPANY,
401 Isabella Bldg. Chicago, Ill.

MANUFACTURERS ATTENTION

Englishman with many years' Canadian and English experience in the manufacturing phonograph business is returning to England and desires to get in touch with concerns manufacturing complete machines, motors and general hardware, who are looking for export trade connection. Only first-class firms entertained. For the American manufacturer England offers a good sound market. Write "Advertiser," 739 Broadview Ave., Toronto, Canada.

WANTED.

Columbia and Victor Records. Large quantity. State what you have and what discount.

VICTORY MUSIC SUPPLY CO.
1431 Broadway New York

WANTED RECORDS

Edison standard two-minute records.
Edison Blue Amberol records.
Will pay cash for any amount, old or up-to-date.

WELLS CURIOSITY SHOP,
20 South Second St. Philadelphia, Pa.

FOR SALE

Self-cleaning record brush patent No. 1,244,170. Fits on Edison Disc Reproducer. Apply to James I. Buffa, 51 Geary St., San Francisco, Cal.

FOR SALE

Twelve-inch stamped steel turntables and flat motor springs. Address "Box 582," care The Talking Machine World, 373 Fourth Ave., New York.

A UTAH DEALER WHO CAN SELL

A visitor this week at the offices of the Columbia Graphophone Co., New York, was J. Auerbach, Columbia dealer at Richfield, Utah, who handles this line exclusively. Mr. Auerbach, although established in a city whose total population is only 4,000, has achieved remarkable results in developing Columbia business, and his energy and aggressiveness have enabled him to close a business that compares very favorably with the sales totals of dealers in "first-class" cities.

In one small town adjoining Richfield, where the population comprises seventy-five families, Mr. Auerbach has sold Grafonolas to thirty-three families, and the majority of these sales called for the higher-priced instruments. He is planning to sell the remaining forty-two families upon his return from the East, and in line with other Columbia dealers throughout the country his only complaint is a shortage of merchandise.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Return of British Industries to a Peace Basis Depends Largely Upon Progress of Demobilization Plans, the Effect of Which Is of Necessity Slow—Withdrawal of Restrictions Encourages the Trade—Efforts of Engineers Devoted to Improvement of British-Made Gramophone Parts—General Items of Interest That Denote Trade Progress—New Year Message From the Association President—"Bachelor of Commerce" a University Degree

LONDON, E. C., ENGLAND, January 31.—Since the Christmas rush musical instrument and gramophone trade has eased up somewhat. It is, however, thought to be but a passing phase due to the general disorganization of our industries consequent upon the many difficulties to be overcome in connection with the by no means light task of diverting output from war to peace articles. The change over is being accomplished fairly well, at least as rapidly as circumstances permit. It must be remembered that technically the Allies are still at war with the Central European powers, and until the peace is actually ratified the British Government is proceeding cautiously in the demobilization of official and controlled establishments, of which there are close upon 6,000, and of the services. To impose the Allies' terms at the Peace Conference, and for the purpose of carrying out those terms in their entirety a big army is necessary, especially in view of the conditions prevalent in Germany. These facts appear to be partly overlooked or greatly minimized by those who so light-heartedly advocate immediate and total demobilization of the engine of war. Within the bounds of reason, the foregoing facts considered, officialdom is acting

fairly, with a full realization of the urgent need for rebuilding the destroyed social and industrial fabric. Such a gigantic undertaking is of course open to criticism in more directions than one, and although there is plenty of it, constructive and useful criticism is sadly lacking. For the general view, however, it must be said that some dissatisfaction exists over the slow manner in which factory and labor demobilization is proceeding, the argument being that even given the possibility of a resumption of hostilities, a much reduced war output and army would be all-sufficient to cope with the demoralized enemy. For that opinion there is of course much to be said. Various explanations put forward by the Government, some good, some bad, fail to altogether appease commercial institutions anxious to resuscitate their fast disappearing trade. As a result of strong representations, it looks as though a speeding-up process will be operative shortly. The exercise of patience for a little while yet is the best advice that one can give, especially in view of the huge aggregate of problems which demand official solution.

In other directions, matters which closely affect the musical as well as other industries are making a welcome move. I refer particularly to the withdrawal of restrictions in regard to the use of metals, advertising literature, etc., which, in the case of metals, for the most part automatically abolishes the need for rationing. True, it does not greatly help us in the supplies of gramophones, of which there has been such a shortage during the war period. Until British production is au fait accompli, and the immediate prospects are not over bright, by the way, we shall remain dependent upon Swiss and

American imports, at least, of motors. That in turn, as we know to our cost, is regulated by the availability of shipping space, of which there will be no increased amount to spare for some months to come, having regard to the urgent need of replenishing the depleted food stocks of all the European nations.

Anent the Gramophone Mechanism Output

In regard to the prospects of British gramophone mechanism output, my inquiries go to show that while a certain amount has been marketed over the last few months or so, it has met with considerable dissatisfaction mainly as a result of imperfect manufacture or assembling. This of course is very much to be regretted. Every patience should be exercised, and at such a difficult time as the present I cannot help saying that every encouragement, short of financial loss, should be given to engineering firms grappling with a serious attempt to produce an all-British motor. Even to an experienced engineering firm the initial difficulties of motor construction consequent upon the need for extremely limited work call for much experimental industry in the tool room, and only through the hard school of practical experience of the precise nature of the work can success be assured. These are perhaps elementary points, I know, but they are often lost sight of by gramophone firms accustomed to the highly skilled products of men who have been at the job for a score of years. Broadly speaking, there is no finer workmanship in the world than British, and I have every confidence that with the freer availability of metal supplies British firms can produce satisfactorily as many motors as the market can handle. At the

(Continued on page 132)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnen, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
holaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanov Dvor, Moscow; 9, Golevinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lughatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Buluwayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

EDISON BELL


WINNER
 TRADE MARK
 GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
FROM OUR LONDON HEADQUARTERS—(Continued from page 131)

same time there is room for greater enterprise than has so far been displayed by our factory officials, whose attitude towards the production of a new article is so often hedged with impossible conditions. On this point I hope to say a few words in my next report.

Notes of General Interest

In announcing that a January supplement will not be issued, the "His Master's Voice" company draw the attention of dealers to the many good records of popular items previously published, and listed in the main catalogue, which are often overlooked when twenty to thirty new records are issued each month. It is a welcome and timely reminder.

The Winner Record Co., Ltd., is now prepared to reconsider the recording of suitable songs or musical items suggested by gramophonists, who are invited to submit a list of their special favorites on a postcard. A special program of old songs and ballads is contemplated for issue in due course.

I have received an inquiry from a firm well known in the trade, who are desirous of handling for exclusive sale a disc record of the phono-cut type. The sale of this class of disc offers a good scope in Great Britain. Anyone interested should address offers to the London office of this journal; they will be placed in the right quarter.

Louis Young, who claims to have seen longer service in the trade than any present member thereof, tells me that his business has been registered as a public company under the style of The Louis Young Manufacturing Co., Ltd. According to arrangements already made, the prospects of the new concern are particularly good. More anon.

Official advice has been received of the abolition of the permit system for dispatch abroad of mail matter, photographs, etc. Certain postal matter is still subject to censorship.

Apropos the "flu" or pneumonia epidemic, I learn that so many of the staff were involved at the "Guardman" record factory that output was for a time very seriously restricted. Four employes succumbed, unfortunately, and I regret to say that Mr. Simmonds, of the executive staff at headquarters, is still on the sick list. He is, however, on the mend and will doubtless be able to resume his duty within a few weeks.

Trading Restrictions Removed—Official Notices

It is announced that for the Indian mail dispatched from London every Thursday the overland route has been resumed, the period of transit to Bombay now being twenty-one days.

It is now permissible to register and use abbreviated addresses for foreign telegrams.

The Minister of Blockade advises that bankers are now relieved of the formalities previously required before financing exports from England to neutral European countries.

No permits are now required for dealing in timber in the United Kingdom, and the restrictions are removed in the buying and selling of hard woods (as distinct from soft woods) from other countries.

A new list of firms of enemy nationality or association with whom we must not trade is available at the British Stationery Office.

While the rationing of paper must continue until more shipping space becomes available for imports of this necessary commodity, a revival of mail order and other business enterprise in the use of lists and circulars is anticipated as a result of the removal of some of the many regulations under the Paper Restrictions Order.

It is no longer necessary to obtain permits to purchase musical instrument parts from America.

The British Gramophone Association announces that facilities have now been granted to those importers from U. S. A. who came under the original allotment to ship musical in-

strument component parts. A certain amount of space has been placed at the disposal of the steamship lines in which to carry commercial cargo, and those members and any others entitled to do so should approach the shipping companies at the port from which shipment is desired.

A certain amount of shipping space is now free for private consignees of goods to Italy. Applications for shipment should be made through the usual channels.

Firms wishing to extend their factory plants will be glad to hear that with the withdrawal of permits for the purchase and sale of machinery a general license has been issued, valid until March 1 next, permitting the importation of machine tools.

Records may now be exported to European neutral countries, free of all conditions as to license or re-export.

Association President's New Year Message

The Secretary of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers writes:

"The officers and general committee desire to convey to every member of the association their cordial wishes for happiness and prosperity in the New Year. Trade prospects are exceedingly bright and propitious, and it is hoped by means of this association and with the cooperation of all its members to maintain and extend the spirit of mutual help and friendship engendered by the difficult times through which we have recently passed, so that the branches of the music industry represented may never again be threatened by the state of egoism and unpreparedness revealed on the outbreak of the great war.

"Reconstruction"—a New Year's message from your president: We have all, many times, spoken this word and thought of the time when the war would be over—when we should be


THE "POPULAR" RECORDS

 Double-Sided
 Superb Needle Cut
 "Lateral"

LONDON'S LEADING VALUE!!!
"OUR POINTS" }
 SET OUT BELOW

Have Attracted Keen Overseas Houses

 from SCANDINAVIA to PATAGONIA
 AND THE PRINCIPAL
 EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS

 For 5,000 Lots and up "Your Selection" or a Sample 1,000,
 made up with "One Example" of Every Catalogued Pairing.

 Address: **SOUND RECORDING CO., Ltd.**
 EXPORT DEPT., 18-19 Swallow Street
 Piccadilly, London, England

 CABLES "Grammavox"
 London
 QUOTATIONS CABLED FREE

POINTS

- Repertoire Approx 2,000 Titles
- Superb Selection, Bands and Orchestras
- Lightning Shipments under Government Export License
- Packing by Experts
- **Rock Quotations "Always"**
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side **FREE**

FROM OUR LONDON HEADQUARTERS—(Continued from page 132)

J. Stead & Co., Ltd.*Manor Needle Works***SHEFFIELD, ENGLAND**

MANUFACTURERS OF

Talking Machine**Main Springs***Best Prices—Best Quality
Inquiries Solicited*

called upon to deal with reconstruction. The actual signing of the armistice has brought us face to face with the necessity for action.

"I am not quite certain that I like the word. It means so little in itself—to construct again. Well, we could construct again to the pre-war plan, but that is not nearly enough. Our plain duty is to construct a commercial edifice that will be a glory to Britain forever—something that future generations will be hard put to to beat and something that will cause them to look upon the work of the business men of Britain to-day with the same veneration as they will look back upon the gigantic and glorious victory of our Navy and Army.

"The country called upon the men of the Navy and Army to lay down their lives so that Britain might live, and to-day she calls upon the business men and women to plan and work to build such a property, the like of which the world has never seen. It must be done; we must find employment for all our brave defenders, plus the women who so nobly entered the arena and attained to a skill that nearly approximates to that of the 'skilled man.' It can be done, but not by the old methods. We must scrap all these and work only on a scientific basis in every phase, and then, and only then, will our merchandise command the home and the overseas markets; and because our products will be the best and the cheapest, quality for quality, competition will be at the top mark. It will not do for us to rely on sentiment for support; we have got to make such good goods at such a price that buyers will have to purchase.

"And in this new era every workman, workwoman, shopkeeper, clerk, salesperson, manager, director, will have to put every ounce of their brains and energy into working on the most scientific lines possible: it is now a case of making £3 of sales where we made £1 in pre-war days.

"When we have achieved this, we shall have the right to call Britain ours.—M. E. Ricketts."

Good News for "Popular" Record Buyers

As announced in my last report the "Popular" record people have planned to double the output for 1919 as against last year, and there should be ample supplies for oversea buyers requiring to carry good stocks of the latest hits from London town. Excellent progress is be-

ing made in the direction indicated, and I learn that it will not be long before a full output of these competitive priced records is assured. It is mainly now a matter of securing additional labor, and that is but a matter of time now that the war, to all intents and purposes, is over. This latter fact, by the way, will early react beneficially as regards shipments.

Getting "The Boys" Back Again

Our service men have been backwards and forward, some of them several times, from the various battlefields, but all are now looking eagerly towards the great day when they will return for good. In that heartfelt wish all employers of labor will subscribe. Though it be a few months yet before final demobilization can take place, application should be made as early as possible by giving effect to the official procedure requiring employers to furnish full particulars of their old employes—name, battalion, regimental number, etc., with a view to insuring for them a position to which they can return when discharged.

To those men not already communicated with the Gramophone Co., by public advertising, request them to send in such particulars as will enable the company to apply for their early discharge.

Artistic Testimony to Winner Record Value

The Winner Record Co. is in receipt of a number of opinions concerning the recording quality of their records from leading artistes. Stanley Kirkby vows that of all the hundreds of records he has made for other companies none have given him greater satisfaction than the Winner! Fine tribute is also paid to Winner recording by Ivor Foster, Charles Tree, Ernie Mayne, Rita Squire and Harry Hudson, all of whom are represented in recent Winner programs.

Special attention is drawn by the company to some 1919 favorites, records of music and songs mostly of the very latest class, by the Band of H. M., First Life Guards, the Irish Guards, Royal Court Orchestra, John Ansell and His Band, Miss Lee White and Clay Smith, Charles Tree, Stanley Kirkby, Billy Merson, the Two Bobs, the Elliots and Herbert Cave. Most of these instrumentalists and vocalists record only for the Winner Co. and their eminence in the world of music speaks volumes for the great popularity which the Winner record enjoys among all gramophonists.

There is some difficulty in keeping the supply up to the demand line, but as a result of special efforts and the expected return to something like peace conditions within the near future, the company avow they will be in a position to meet all home and export demands upon their output at no very distant date.

First New Year List of "Guardsmen" Records

The January supplement of the above records just issued comprises ten discs (twenty titles) bearing a variety of "hits" by artistes of repute like Robert Carr, Will Thompson, Messrs. Fan-

Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

*Orders for less than gross lots not accepted**Wire "Knotaslepe, London".***W. H. Reynolds (1915) Ltd.****45, City Road, London, E. C.****Write for new illustrated
Complete Catalogue**

ning and Fortune, in addition to the Band of H. M. Scots Guards, J. H. Squire's Orchestra, etc. The class of selection presented is, broadly speaking, of the up-to-date order, but I observe that due attention is given to the inclusion of a few evergreen acceptables, as, for instance, "Bells of St. Malo," "Weymouth Chimes," "Dream of Delight Waltz" and "Nights of Romance Waltz." Two of the best "As You Were" hits—"If You Would Only Care" and "I'm the Great Big Pot of Potsdam," as sung by Robert Carr, baritone—will find a hearty welcome awaiting them, this musical play being a general favorite. An all round good list!

"Master of Commerce"

It is a sign of the times that among the degrees which may be granted by the London University are those of Bachelor and Master of Commerce. This university's direct association with trade is welcomed as a move in the right direction.

The Performing Rights Society

It is stated in connection with a dispute over performing rights between the Amalgamated Musicians' Union and the Performing Rights Society that the latter has issued a writ against the dance committee which arranges the dances at the Grafton Galleries. The complaint alleged is that the band at these dances has been playing, without a license, music of which the society holds the performing rights. This question of performing rights has again been the subject recently of considerable acrimonious correspondence in the London press.

Columbia's Optimistic "New Year Message"

In a brief review of the current situation the Columbia Co. point out that after more than

*(Continued on page 134)***Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands**

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world-famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS

10 AND 12 INCH LATERAL CUT

1 New Inn Yard, London, E. C. Write for Catalogs and prices to INVICTA RECORD CO., Ltd. Cables: Duarrab, London

FROM OUR LONDON HEADQUARTERS—(Continued from page 133)

four years of war, during which the music of records has filled a place in human wants never before satisfied, we stand at the dawn of a greater era than history has yet seen.

In that way the tendency unquestionably has been towards the uplift of recorded music, and the Columbia Co. assure us that with the return of more normal conditions that policy will be extended in a progressive manner.

A New Year Removal

M. Hirst & Co., the enterprising talking machine merchants of Willesden, advise me that they have acquired suitable premises in Gt. Sutton street, Clerkenwell, in order to offer a

better new year service to their increasing clientele, and in particular to develop the manufacture of British sound boxes. Messrs. Hirst specialize in tone arms, needles, gears and many other gramophone parts in which they hope to maintain this year an even larger output than last.

New Zonophone Records

New records issued by the British zonophone people, supplement No. 5, comprise a remarkable variety of vocal and instrumental music of the usual high standard of quality for which this make of record is so well known.

of a master. Of the vocal records, mention should be made of the excellent contributions of Harry Lauder, Robert Radford, Sydney Coltham, George Parker, Florrie Forde, George Formby, Harry Fay, Chas. Penrose, etc., who, by the way, regularly figure on the Zono programs. It is a sales list that should delight the hearts of dealers everywhere!

Captain Nathan's Return

Captain Louis J. Nathan, of the well-known New Zealand firm of wholesalers, A. J. Nathan, Ltd., who came to England early in the war to take part in the fighting is returning to his native land in the course of a few days.

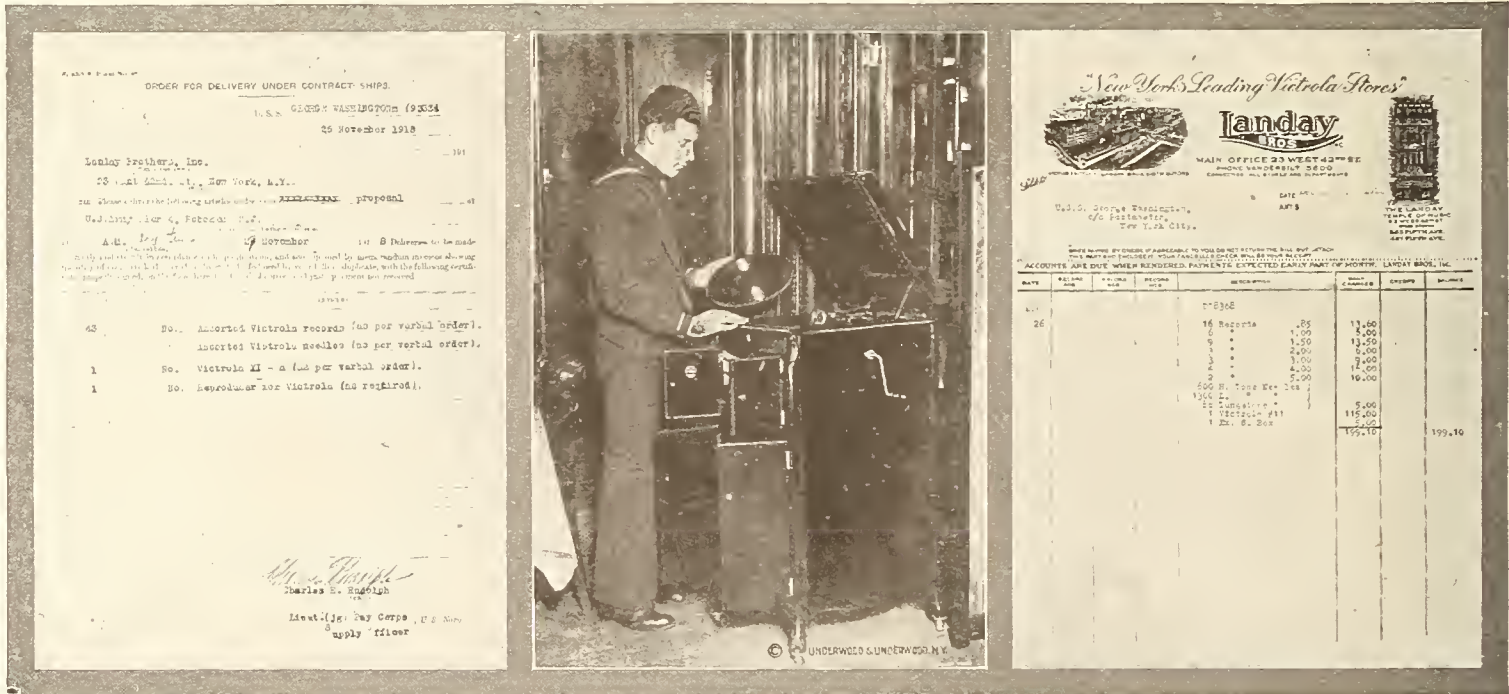
VICTROLA AND RECORDS BOUGHT FOR PRESIDENT'S SHIP

Naval Officer Buys Nearly \$200 Worth of Victor Products From Landay Bros. for Use on the U. S. S. George Washington, Which Carried President Wilson to France

Just before the U. S. S. George Washington sailed for France bearing President Wilson to the Peace Conference, a naval supply officer went to the store of Landay Bros., Inc., on West Forty-second street, New York, and, evidently fully informed as to what he was to purchase, placed an order for a Victrola XI, over forty records of various kinds, and a liberal supply of needles, amounting in all to nearly \$200, with instruction that the machine and records be delivered to the George Washington and placed in the lounging-room of the ship for the entertainment of the President and other members of his party during the voyage.

A particularly interesting feature of the transaction was the fact that Underwood & Underwood secured a picture of the Victrola in the lounging-room of the ship and featured

it in their Photo News Service. The regular bulletin attached to the photograph read: "President Wilson Entertained by the Victrola In Voyage to France on George Washington" "While the executive mind busied with affairs



Victrola in Music Room of U. S. S. George Washington and Copies of Order and Bill

it in their Photo News Service. The regular bulletin attached to the photograph read: "President Wilson Entertained by the Victrola In Voyage to France on George Washington" "While the executive mind busied with affairs

all did their bit in the varied program. The President could always be found near his Victrola. This photograph, taken in the lounging-room of the George Washington, shows the Victrola that was installed."

whereby he will represent the Cheney line in Minnesota, North and South Dakota and Wyoming.

URGES DRUGGISTS TO GET IN LINE

MINNEAPOLIS, MINN., February 6.—The Minneapolis Drug Co., of this city, distributors of Sonora phonographs, received recently the following letter from a Minnesota druggist:

"Just a few words about the Sonora as a business proposition in the drug store, and it is not an easy task to say the helpful thing for the other fellow, but here goes: First—let me say that the Sonora phonograph is all that is claimed for it. This I have amply demonstrated in my store, after taking on some of the other

'best sellers.' Secondly—my success with the Sonora was so far ahead of my wildest dreams that I cannot boost it too high to the other fellow who wants to get into the game. Finally, I find that it is only necessary to put in a stock, give the ordinary selling talk and the Sonoras do the rest. My advice to any druggist who is considering going into the phonograph business is—'Don't be afraid to try the Sonora out. It will not fail.'"

Among the callers at the Columbia offices last week was Fred E. Yahn, successful Columbia dealer, who conducts retail establishments in Springfield, Fall River and New Bedford, Mass. Mr. Yahn was very optimistic in discussing the business situation in New England, and stated that his Columbia sales totals were large.

TO REPRESENT THE CHENEY LINE

Edward G. Hoch has made arrangements with the Cheney Talking Machine Co., Chicago, Ill.,

SHELTON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

SHELTON ELECTRIC CO. 30 East 42nd Street, NEW YORK

Advertisement for Record Delivery Envelopes. Includes an illustration of a hand putting a record into an envelope. Text: "Record Delivery Envelopes Safe - Swift - Secure. The heavy paper means protection; the button and cord mean speed—you can wait on more customers. Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices. Lewis C. Frank, 694 Book Bldg., Detroit"

Advertisement for Emerson Records. Features a large treble clef graphic with the word "Emerson" written across it and "Records" written below. Includes "TRADE MARK" and "Emerson Records" text.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 8.—TALKING MACHINE.—Shular Baum, Utica, N. Y., assignor to the Century Cabinet Co., same place. Patent No. 1,284,988.

This invention relates to appliances for talking machines and refers particularly to the tone arm and means for allowing the movement thereof.

One object of the invention is a device in which the tone arm has a free vertical and horizontal movement.

Another object is a device in which the moving parts of the tone arm are subjected to a minimum of frictional wear.

Another object is a device in which the stylus may be removed from, and introduced into, the sound groove of a record with a minimum danger of injuring the undulations therein.

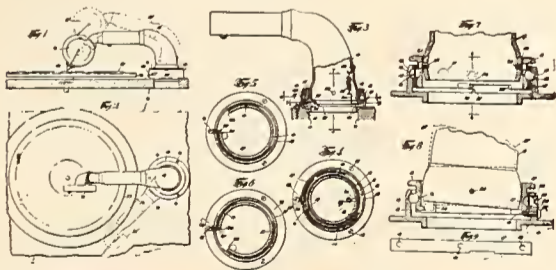
Another object is a device in which the horizontal and vertical movements of the tone arm are limited.

In the operation of talking machines, it is essential that the tone arm carrying the sound box and the stylus have free and unrestricted horizontal and vertical movements in order that the stylus may correctly follow the sound undulations in the sound groove. This can be obtained only by reducing the frictional movement to a minimum and by obviating the inherent weight of this portion of the machine.

As experience has shown that the least injurious effect is produced upon the sound undulations by removing, or inserting, the stylus during the revolution of the record, it is essential that the stylus be removed, or inserted, in such a direction and in such a manner that the point of the stylus will not mar or scratch the undulations at their point of contact with the stylus during this operation.

It is further essential in machines of this character that it be possible to remove the stylus from the sound groove and then swing it away from the record in order to remove or replace the record upon the turntable, and to maintain the tone arm from descending too far and injuring the stylus and sound box by the contact of the stylus with some part of the machine.

Figure 1 is a side plan view of one form of the device, the dotted lines indicating the tone arm in a raised position. Fig. 2 is a top plan view of Fig. 1, the dotted lines indicating the tone arm in a horizontal revolved position. Fig. 3 is a broken side view of the tone arm, with parts broken away and parts shown in cross-section. Fig. 4 is a cross-section through the line 4—4 of Fig. 3. Fig. 5 is a cross-section through the line 5—5 of Fig. 3. Fig. 6 is



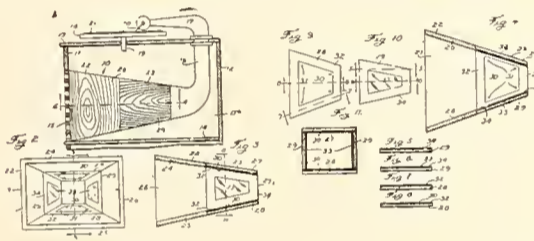
a cross-section similar to Fig. 5, the tone arm being in the revolved position indicated by the dotted lines in Fig. 2. Fig. 7 is a cross-section through the line 7—7 of Fig. 3. Fig. 8 is a cross-section through the line 8—8 of Fig. 7. Fig. 9 is a broken development of the ball cage.

SOUND AMPLIFIER FOR PHONOGRAPHS.—William C. Freeman, Nashville, Tenn. Patent No. 1,285,668.

This invention relates to sound amplifiers for phonographs and the like, and more particularly to phonographs of that kind commonly known as the cabinet type and wherein the sound chamber or amplifier is inclosed within the cabinet and is located below the turntable for a record of the flat disc type.

In carrying out the objects of this invention there is provided in general a hollow sound chamber or amplifier of the tapered type, and provided within such chamber, adjacent the end communicating with the conduit of the tone arm, a plurality of oppositely disposed plates of glass or like sound-conducting material, so as to increase the strength of the tone of the sound conveyed to such chamber through the tone arm. In order to present the greatest possible amount of resonance and volume to the sound there are provided several metallic plates arranged opposite each other and located one on each side of said glass plates, and, furthermore, surround each of such plates with resilient material, such as rubber, which material serves to deflect the sound waves within the sound box and neutralize the abrasive, nasal, and other foreign sounds likely to be produced in the playing of a record, to such an extent as to make the same not audible and thus completely eliminate the same.

In the accompanying drawings Figure 1 is a vertical sectional view taken through the cabinet of a phonograph and showing therein, in elevation, a hollow sound chamber or amplifier constructed in accordance with the invention; Fig. 2 is a view looking into said sound cham-

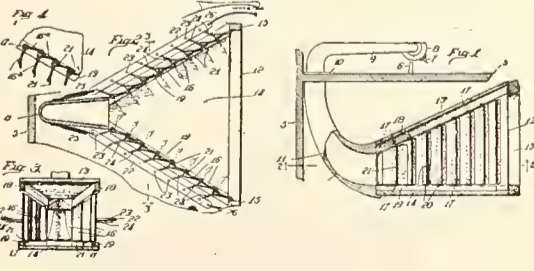


ber or amplifier from the outer or larger end thereof, the cabinet and other parts of the phonographs, being omitted for the sake of clearness of illustration; Fig. 3 is a vertical sectional view taken on line 3—3 of Fig. 2; Fig. 4 is a horizontal sectional view taken on line 4—4 of Fig. 1; Figs. 5 and 6 are longitudinal sectional views taken on lines 5—5 and 6—6, respectively, of Fig. 10; Figs. 7 and 8 are like views taken on lines 7—7 and 8—8, respectively, of Fig. 9; Fig. 9 is a top plan view of one of the walls of the sound amplifier; Fig. 10 is a like view of another of such walls; and Fig. 11 is a vertical sectional view taken on line 11—11 of Fig. 3.

PHONOGRAPH HORN.—Frank J. W. Weiser, Elmhurst, Ill. Patent No. 1,286,459.

This invention relates to phonograph horns, and its object is to provide a sound-control to eliminate the metallic character of the tone of the sound-waves issuing from the throat of the phonograph and to control the volume of sound of the waves.

In the accompanying drawings Figure 1 is a side view of a phonograph with the horn in vertical section to better illustrate the features of the invention; Fig. 2 is a top view in longitudinal section on the line 2—2 of Fig. 1 through the horn and showing the closed and opened



positions of the shutters in full and dotted lines respectively, Fig. 3 is a sectional view on the line 3—3 of Fig. 2, and Fig. 4 is modification.

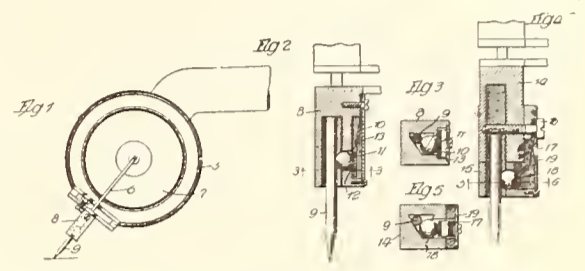
STYLUS HOLDER.—Raymond Paul, Chicago, Ill., assignor to Gainer & Koehler, same place. Patent No. 1,286,759.

This invention relates to talking machines and has for its object the provision of means on the sound box or reproducer whereby the stylus

may be readily inserted and removed without the necessity of manipulating screws or other fastening means.

A further object of the invention is the provision of means whereby the improved stylus holder is readily adaptable to sound boxes of usual construction without interfering with or modifying the structure thereof.

Figure 1 is a side elevation of a sound box embodying the invention; Fig. 2 is an enlarged detail in section of the invention; Fig. 3 is a sec-



tion on the line 3—3 of Fig. 2; Fig. 4 is an enlarged detail in section of a slightly different form of the invention, and Fig. 5 is a section on the line 5—5 of Fig. 4.

STYLUS HOLDER.—Walker Booth, Collingswood, N. J. Patent No. 1,287,199.

The invention as used in connection with talking machines has for an object to provide a holder for the stylus of the sound box. It comprehends, among other features, the provision of a simple holder for securing the free end of the stylus arm with relation to the sound box proper, the invention being of a form which will enable the same to be made very cheaply, and readily applied, and also permit of securing the stylus arm to the desired degree of rigidity, so that the most effective sound results can be obtained, and whereby further adjustment of the connection can be obtained.

Figure 1 is a side elevation of the sound box showing device applied thereto. Fig. 2 is a face view of the structure shown in Fig. 1.

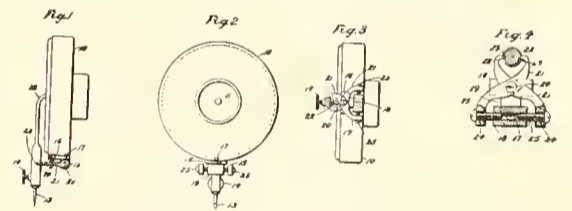
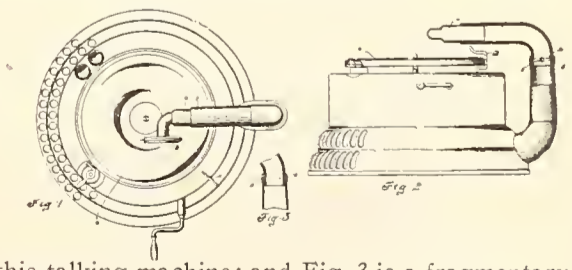


Fig. 3 is a bottom plan view, and Fig. 4 is a fragmentary bottom plan sectional view.

TALKING MACHINE.—Mark Jay Samuels, New York, assignor to the Lyraphone Co. of America, Washington, D. C. Patent No. 1,287,763.

This invention relates to talking machines and particularly to the means for connecting the reproducer or sound box to the sound amplifier or horn. Some of the objects are to eliminate the false and impure sounds sometimes experienced in phonographs of ordinary construction; to provide a simple means for attaching and detaching the tone arm from the amplifier, to permit easy motion thereof in all directions, and to effect a more perfect contact of the needle and record.

Figure 1 is a plan view of a talking machine, to which the improved tone arm is applied; Fig. 2 is a side elevation, partly in section, of



this talking machine; and Fig. 3 is a fragmentary sectional view, showing the means for attaching the tone arm to the amplifier.

SOUND REPRODUCING MACHINE.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,287,881.

This invention is concerned with certain improvements in sound reproducing machines that are designed to make the adjustment of the

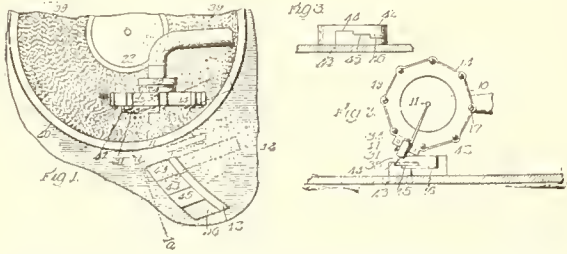
(Continued on page 136)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 135)

needle easier than is possible with these devices as they are now constructed.

This improved machine includes a breech-loading needle-holder, together with a gage by which the needles can be accurately adjusted without any expert knowledge of how the adjustment should be effected. Referring to the drawing:

Figure 1 is a top plan view of a portion of a machine embodying the invention; Fig. 2 is a

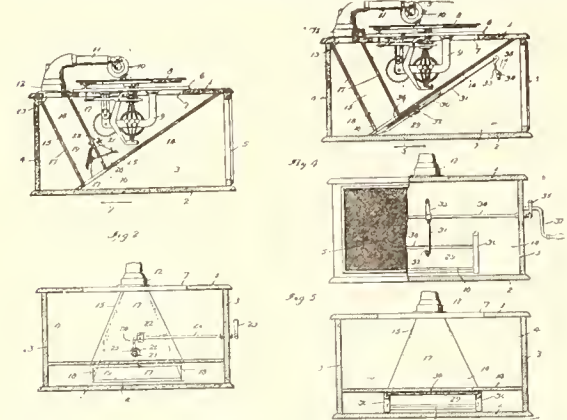


side elevation of the sound box resting upon the needle-adjusting gage; Fig. 3 is a detail in section on the line A—A of Fig. 1.

SOUND REPRODUCING OR TALKING MACHINE.—Adolph P. Gustafson, Chicago, Ill., assignor to the M. Schulz Co., same place. Patent No. 1,287,585.

The invention relates to sound reproducing or talking machines and seeks to provide an improved arrangement of the sound amplifying and modifying devices.

In the drawings Figure 1 is a vertical section



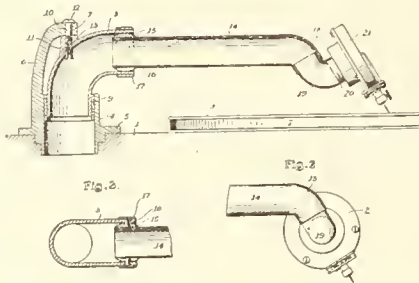
from front to rear of the preferred embodiment of the invention. Fig. 2 is a cross section on line 2—2 of Fig. 1 with the turntable, actuating motor and sound box omitted. Fig. 3 is a view similar to Fig. 1, illustrating a modification. Fig. 4 is a front view, with parts broken away, of the form shown in Fig. 3. Fig.

5 is a section on the line 5—5 of Fig. 3 with the turntable, actuating motor and sound box omitted.

MOUNTING FOR TONE ARMS OF TALKING MACHINES.—James J. Phillips, Rochester, N. Y. Patent No. 1,288,168.

The present invention relates to mountings for tone arms of talking machines, and an object thereof is to provide a simple and inexpensive construction which will permit the tone arm to swing across the record and, at the same time, have a movement toward and from the record.

Figure 1 is a sectional view through a tone arm showing the connection of the latter with



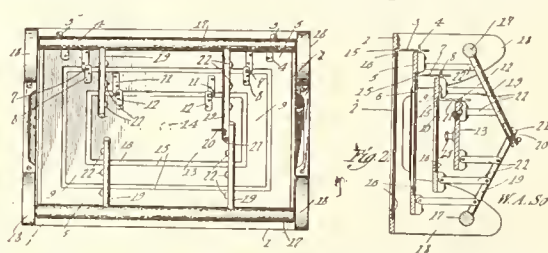
the reproducer at one end and with the horn or amplifier of the talking machine at the other end, the reproducer being adjusted for operating upon talking machines of the hill and valley type; Fig. 2 is a detail view showing the reproducer adjusted for operating upon records of the lateral wave type; and Fig. 3 is a sectional view on the line a—a, Fig. 1.

SOUND CONTROLLER.—William A. Sommerhof, Erie, Pa. Patent No. 1,288,726.

This invention relates to sound controllers for phonographs, one of its objects being to provide a novel form of shutter designed normally to close the outlet of the sound chamber but which can be shifted readily to bring the various members thereof into parallel planes one back of the other, thereby to provide outlets for the sound waves.

Another object is to provide a sound controller which, when open, will not project forwardly where it is likely to be hit against and broken, and which will conceal the interior of the sound chamber without, however, interfering with the escape of the sound waves.

A further object is to provide a device which can be partly closed to modulate the sound without, however, concentrating the sound waves in a restricted throat, but by reducing the area, simultaneously, of a series of homocentric outlets. Another object is to provide a modulating or sound controlling device which,



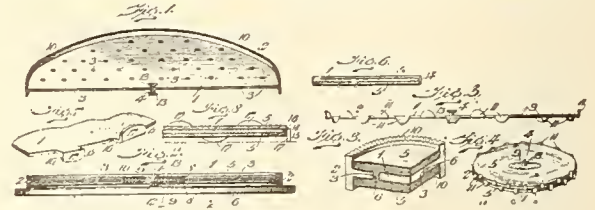
when closed, will serve effectively to exclude dust from the sound chamber of the instrument.

Figure 1 is a rear elevation of the sound controlling or modulating device. Fig. 2 is a central vertical section therethrough.

TALKING MACHINE RECORD.—Alva D. Jones (deceased), Philadelphia, Pa., assignor of part to Frank Lyster, same place. Patent No. 1,288,610. This invention consists of a record for talk-

ing machines having a reinforcing support for the record material supporting and confining the same. It further consists of a duplex record in which two record surfaces are provided, so that one disc will carry two records which may each be reproduced by reversing the disc. It also consists of a reinforced record having a central hub or bushing adapted to engage the central stud of the turntable; a reinforced record having means for protecting the edges of the compound disc against injury, and also a record with means for insuring its true and uniform rotation with the turntable.

In the annexed drawings Figure 1 represents a perspective view of one-half of the reinforcing foundation forming a part of the improved record. Fig. 2 represents an edge view of a turntable of a talking machine and a diametrical



section of the record. Fig. 3 represents a perspective view of a broken-away piece of the record. Fig. 4 represents a perspective view of a record embodying the invention in a slightly different form. Fig. 5 represents an edge view of the foundation disc used in the form of Fig. 4, but on a larger scale. Fig. 6 represents a sectional detail view of a portion of a disc embodying another form of the invention. Fig. 7 represents a perspective detail view of a portion of a foundation disc embodying still another form of the invention. Fig. 8 represents a sectional detail view of the complete record embodying such form. Similar numerals of reference indicate corresponding parts in the figures.

AMPLIFYING DEVICE FOR TALKING MACHINES.—Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,289,065.

This invention relates to amplifying devices for talking machines, and more particularly to that class of amplifying devices as are concealed within the talking machine cabinet. The object of the invention is to make the sound boards used in connection with the sound amplifying device resonant by placing the boards constituting the walls of the amplifying device under tension in order to cause the same to readily vibrate in sympathy with the air inclosed between the same.

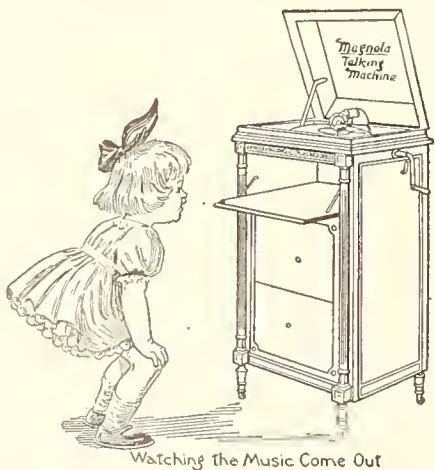
Another object of the invention is to provide improvements in apparatus for reproducing sound; by means of which the quality and naturalness of the recorded sounds are reproduced with greater faithfulness, and to impart resonance to the reproduced sounds. Other objects of the invention are to so improve and construct the amplifying device that the resonance and quality of the reproduced sound will be increased, and intensified to provide means whereby the tension of the amplifier may be varied as desired.

S. R. Christophersen has resigned as manager of the Tri-City Piano Co., Davenport, Ia., to become salesman for the Sonora Phonograph Corp., in the Iowa territory.

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



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

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TELEPHONE, CHELSEA 8437

RECORD BULLETINS FOR MARCH, 1919

VICTOR TALKING MACHINE CO.

- POPULAR SONGS**
 18523 In the Land of Beginning Again, Charles Harrison 10
 I Found the End of the Rainbow, Charles Harrison 10
 18525 I'm Waiting for You, 'Liza Jane, Vernon Dalhart 10
 Mummy MineSterling Trio 10
- DANCE RECORDS**
 18520 Oui, Oui, Marie—Medley One-step.....Pietro 10
 Sweet 'n' Pretty—Fox-trot.....All Star Trio 10
 18521 Rockin' the Boat—Fox-trot, Joseph C. Smith's Orchestra 10
 The Girl Behind the Gun—Medley One-step, Joseph C. Smith's Orchestra 10
 18526—Till We Meet Again—Waltz, Nicholas Orlando's Orchestra 10
 Beautiful Ohio—Waltz, Waldorf-Astoria Dance Orchestra 10
 35682—Head Over Heels—Medley Fox-trot, Joseph C. Smith's Orchestra 12
 I'm Always Chasing Rainbows—Medley Fox-trot, Joseph C. Smith's Orchestra 12
- MISCELLANEOUS RECORDS**
 70119 There Is Somebody Waiting for Me, Harry Lauder 12
 45158 Sérénade. (Pianoforte by Bourdon) (Violoncello)Fernand Pollain 10
 The Butterfly (Le Papillon). (Pianoforte by Bourdon)Fernand Pollain 10
 45161 Beautiful Ohio, Olive Kline and Marguerite Dunlap 10
 Dear Little Boy of Mine.....Elsie Baker 10
 18519 (1) Old Folks at Home (2) Juanita, for community singingConway's Band 10
 (1) Old Black Joe (2) Massa's in de Cold, Cold Ground, for community singing. Conway's Band 10
- RED SEAL RECORDS**
 ENRICO CARUSO, Tenor—In Italian
 88599 Pietà, Signore! (Lord, Have Mercy!), Attributed to Stradella, 1681 12
 GIUSEPPE DE LUCCA, Baritone
 64775 God Bless You, My Dear, Ariadne Holmes Edwards 10
 MABEL GARRISON, Soprano
 64795 Kiss Me Again, Henry Blossom and Victor Herbert 10
 FRITZ KREISLER, Violinist
 Pianoforte by Carl Lamson
 64563 Songs My Mother Taught Me (Gypsy Song), Dvorak-Kreisler 10
 GIOVANNI MARTINELLI, Tenor—In French
 74573 Faust—Calut, demeure (All Hail, Thou Dwelling Lowly)Gounod 12
 JOHN McCORMACK, Tenor
 64796 My Irish Song of Songs, Alfred Dubin and Daniel J. Sullivan 10
 EFREM ZIMBALIST, Violinist
 74582 The Lark (L'Alouette) (Romance).....Glinka-Auer 12

COLUMBIA GRAPHOPHONE CO.

- A6090 Sylvia Ballet (Cortege de Bacchus). (Delibes.) French Symphony Orchestra (Societe Des Concerts Du Conservatoire De Paris) 12
 Sylvia Ballet (Les Chasseresses). (The Huntress.) (Delibes.) French Symphony Orchestra (Societe Des Concerts Du Conservatoire De Paris) 12
 A2675 Quand Madelon (Robert and Allier). French Army Band, under the direction of Capt. Gabriel Pares 10
 Le Tram (Mougeot). French Army Band, under the direction of Capt. Gabriel Pares 10
 A2673 Hawaiian Breezes (Macmeekin). Hawaiian guitar, Hawaiian banjo and ukulele trio, Louise, Ferera and Greenus 10
 Kawaihau Waltz. Hawaiian guitar, Hawaiian banjo and ukulele trio, Louise, Ferera and Greenus 10
 A7535 Spirit of Victory (March) (Cogswell). Prince's Band 12
 Connecticut March (Massann).....Prince's Band 12
 A6091 Old Black Joe (Foster). Orch. accomp., Barbara Maurel and Columbia Stellar Quartet 12
 Carry Me Back to Old Virginny (Bland). Orch., Barbara Maurel and Columbia Stellar Quartet 12
 77899 Traumerei (Dreaming) (Schumann). Violin solo, Louis T. Grunberg at the piano, Foscha Seidel 10
 77843 Kiss Me Again (Herbert). Soprano solo, orch. accomp.Hulda Lashanska 10
 A2678 Good-Bye France (Berlin). Nora Bayes, Comedienne 10
 My Barney Lies Over the Ocean (Just the Way He Lied to Me) (Grant). Nora Bayes, Comedienne 10
 A2677 Mother, Here's Your Boy! (Mitchell, Gottler, Morse). Male voices, orch. accomp., Sterling Trio 10
 The Navy Will Bring Them Back! (Schuster). Baritone and male quartet, Arthur Fields and Peerless Quartet 10
 A2679 Jim, Jim, I Always Knew That You'd Win (H. Von Tilzer). Baritone solo, orch., Arthur Fields 10
 You'll Have to Put Him to Sleep with the Marseillaise and Wake Him Up With an Oo-La-La (H. Von Tilzer). Tenor solo, orch.Irving Kaufman 10
 A2680 You're Some Pretty Doll (Williams). Tenor solo, orch. accomp.Samuel Ash 10
 Sarah Come Over Here (H. Von Tilzer). Baritone solo, orch. accomp.Arthur Fields 10
- POPULAR HITS**
 A2676 Kisses (The Sweetest Kisses of All) (Cowan). Tenor duet, orch.Campbell and Burr 10
 I Found the End of the Rainbow (Mears, Tierney, McCarthy). Tenor solo, orch. Samuel Ash 10
 A2674 Why Do They Call Them Babies? (Eagan). Character duet, orch. accomp., Van and Schenk 10
 I Always Think I'm Up in Heaven (When I'm Down in Dixieland) (Abrahams). Baritone and tenor duet, orch. accomp., Van and Schenk 10
 A2681 Have a Smile (For Everyone You Meet and They Will Have a Smile for You) (Rule). Tenor solo, orch. accomp.Louis James 10
 Don't Cry, Little Girl, Don't Cry (Pinkard). Tenor solo, orch. accomp.Henry Burr 10
 A2682 Bluin' the Blues (Ragas). Jazz fox trot, Wilbur Sweatman's Original Jazz Band 10
 Ringtail Blues (Robinson and Williams). Fox-trot, Wilbur Sweatman's Original Jazz Band 10
 A6088 Oui, Oui, Marie (Wee, Wee, Marie) (Bryan, McCarthy and Fisher). Medley one-step. Intro. (1) "I'm Goin' to Fight My Way Back

- to Carolina," (2) "Everything Is Hunky Dory Down in Honky-Tonky Town," Yerkes Jazarimba Orchestra 12
 Stick in the Mud (Winne). Fox-trot, Yerkes Jazarimba Orchestra 12
 A6089 Memories of the Past Waltzes, Part I, Prince's Orchestra 12
 Memories of the Past Waltzes, Part II, Prince's Orchestra 12
 E4133 Jewish Wedding Dance (Chupeh Tantz), Yiddisher Orchestra 10
 Dance On, Dance On (Tantz, Tantz). Yiddisher Orchestra 10

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS**
 29019 Inno di Garibaldi (Garibaldi's Hymn). Tenor, in Italian, orch. accomp. Eduardo Ferrari-Fontana 10
 29018 Our Little Home (Coates). Baritone, orch. accomp.Thomas Chalmers 10
 29020 Smiles (Roberts). Soprano, orch. accomp., Marie Rappold 10
- REGULAR LIST**
 3666 After You've Gone (Creamer-Layton). Soprano and tenor, orch. accomp., Rachel Grant and Billy Murray 10
 3667 Arabian Nights (David-Hewitt). One-step, saxophone, xylophone and piano for dancing, All Star Trio 10
 3678 Bring Back the Rose (Fisher). Counter-Tenor, orch. accomp.Will Oakland 10
 3668 Clancy's Wooden Wedding (Simons). Comic song, orch. accomp.Edward Meeker 10
 3671 Djer-Kiss Waltz (Ager). For dancing, Jaudas' Society Orchestra 10
 3684 Dusky Lullaby (Gilberte). First soprano, second soprano and alto, orch. accomp.Homestead Trio 10
 3663 Irish Washerwoman. Medley of jigs, violin, piano accomp. by John F. Burckhardt. Harold Vco 10
 3681 It's Never Too Late to Be Sorry (Burke). Tenor, orch. accomp.Manuel Romain 10
 3662 I Want a Doll (H. Von Tilzer). Tenor, orch. accomp.Billy Murray 10
 3680 Jim, Jim, I Always Knew That You'd Win (H. Von Tilzer). Baritone, orch. accomp. Arthur Fields 10
 3661 La Dance des Sorcieres (Losey). Sodero's Band 10
 3672 Miss Trombone (Fillmore). New York Military Band 10
 3682 Mollie Darling (Hays). Tenor and male voices, orch. accomp.Charles Hart and Chorus 10
 3679 Mother—and Me (Cavanagh). Tenor, orch. accomp.George Wilton Ballard 10
 3683 Passion Dance (An Oriental Fantasy) (Friedman). Peerless Orchestra 10
 3665 Reilly's Reel. Medley of reels, violin, piano accomp. by John F. Burckhardt. Harold Vco 10
 3677 Rose of No Man's Land (Caddigan-Brennan). Soprano, tenor and bass, orch. accomp., Moonlight Trio 10
 3674 Simplicity—Intermezzo (Lee). Whistling, orch. accomp.Sibyl Sanderson Fagan 10
 3676 Some Day Waiting Will End—Girl Behind the Gun (Caryll). Soprano, orch. accomp., Leola Lucy and Chorus of Girls 10
 3670 Till We Meet Again (Whiting). Soprano and tenor, orch. accomp., Gladys Rice and Vernon Dalhart 10
 3664 When I Come Home to You (Grey). Orch. accomp.Lyric Male Quartet 10
 3675 When You Look in the Heart of a Rose—The Better 'Ole (Methven). Baritone, orch. accomp.Edward Allen 10
 3673 Worst Is Yet to Come (Grant). Comic song, orch. accomp.Billy Murray and Chorus of Girls 10
 3669 You Don't Know What You're Missing (If You've Never Had a Kiss) (H. Von Tilzer). Tenor, orch. accomp.Vernon Dalhart 10
 1957 Sheridan's Ride (Read). Talking, Edgar L. Davenport 10
 2854 Answer (Robyn). Baritone.Thomas Chalmers 10
 2939 The Italian Rosa (Cotton-Long). Recitation, Lester Bernard 10
 3091 In Dear Old Napoli (Brockman). Tenor, Walter Van Brunt 10
 3106 Good-Night, Dinny, and God Bless You (Gartlan). Tenor.George McFadden 10
 3118 Mother—Her Soldier Boy (Romberg). Tenor, George Wilton Ballard 10
 3131 Reminiscences of Ireland, No. 1 (Godfrey), Sodero's Band 10
 3132 Reminiscences of Ireland, No. 2 (Godfrey), Sodero's Band 10
 3144 Jesus Lives! Easter Hymn (Gauntlett). Mixed VoicesCalvary Choir 10
 3145 Angels, Roll the Rock Away—Easter Hymn (Roper). Mixed voices.Calvary Choir 10
 3209 Vera—Valse Lente (Lithgow).....Sodero's Band 10

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- OPERATIC SELECTIONS**
 GIULIO CRIMI, Tenor—In Italian
 54013 La Giocanda—Cielo e mar (Heaven and Ocean). Vocalion orch. accomp.Ponchielli 12
 FLORENCE EASTON, Soprano—In French
 54014 Herodiade—Il est doux, il est bon (He is good, he is kind). Vocalion orch. accomp.Massenet 12
- STANDARD SELECTIONS**
 22018 Little Road of Dreams (Kramer). Tenor, Vocalion orch. accomp.Colin O'More 10
 Dear Old Pal of Mine (Lieut. Gitz-Rice). Vocalion orch. accomp.Colin O'More 10
 12078 Home Again (Pike). Orch. accomp., Shannon Four—Male Quartet 10
 When I Come Home to You (Grey). Orch. accomp.Shannon Four—Male Quartet 10
- INSTRUMENTAL SELECTIONS**
 32008 Aria—Pur dicesti (Lott). Piano accomp., Maurice Dambois 10
 Aria for G string (Bach). Piano accomp., Maurice Dambois 10
 12079 O Sole Mio (Di Capua). Louise Ferera and Greenus Trio 10
 Aloha Oe—Trumpet Solo (Hawaiian Melody). Orch. accomp.Capodiferro 10
- MILITARY BAND**
 12080 Sabre and Spurs March (Souza), Played by Rogers' Band 10
 Madelon—French Marching Song (Roberts), Played by the Vocalion Military Band 10
- POPULAR SELECTIONS**
 12082 "Some Day Waiting Will End" from "The Girl Behind the Gun" (Caryll). Soprano, orch. accomp.Nanette Flack 10
 "Sometime" from "Sometime" (Friml). Orch. accomp.Nanette Flack 10
 12083 "Your Boy's on the Coal Pile Now" (Ward). Orch. accomp.Arthur Fields 10
 "How Are We Going to Keep Them Now" (Donaldson). Orch. accomp.Bryon Harlan 10
 12085 I Found the End of the Rainbow (Means, Tier-

- ney, McCarthy). Orch. accomp. Irving Kaufman 10
 On the Road to Calais (Al Jolson). Orch. accomp.Irving Kaufman 10
 12086 Singapore (Gilbert-Friedland). Orch. accomp.Arthur Fields 10
 Oh, Helen! (McCarron-Morgan). Orch. accomp.Arthur Fields 10
- DANCE SELECTIONS**
 12086 The Better 'Ole (Dareski). One-step, Played by Aeolian Dance Orchestra 10
 Kisses—Valse d'Amour (Zamecnik). Played by Aeolian Dance Orchestra 10
- FEBRUARY MID-MONTH LIST**
NOVELTY SELECTIONS
 12081 Hindustan (Wallace-Weeks). Accordion, banjo and xylophone.Sensation Instrumental Trio 10
 Beautiful Ohio (Shapiro). Accordion solo, Le Vaux 10
- POPULAR SELECTIONS**
 12090 Won't You Be a Dear, Dear Daddy to a 'Itta Bitta Doll Like Me (Cramer-Layton). Accomp. by her "Five Kings of Syncopation," Sophie Tucker 10
 I'm Glad My Daddy's in a Uniform (McCarron). Accomp. by her "Five Kings of Syncopation"Sophie Tucker 10
 12084 Rose of No Man's Land (Caddigan-Brennan). Orch. accomp.Arthur Burns 10
 To Madelon (Koemmenich). Orch. accomp., Reed Miller 10
 12087 'Till We Meet Again. Orch. accomp., Harry McClaskey 10
 Don't Cry Little Girl, Don't Cry (Pinkard). Orch. accomp.Harry McClaskey 10
- DANCE SELECTIONS**
 12089 Kisses (Cowan). Fox-trot, Played by Aeolian Dance Orchestra 10
 Pickin's One-step (Arr. by Kaplan), Played by Aeolian Dance Orchestra 10

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- POPULAR "HITS" OF THE MONTH**
 29231* Oh! Tomorrow Night. Baritone, piano accomp.Jack Norworth 12
 Can You Tame Wild Women? (Von Tilzer). Baritone, piano accomp.Jack Norworth 12
 22034* You'll Have to Put Him to Sleep With the Marseillaise (Von Tilzer). Baritone, Arthur Fields 10
 Has Anybody Seen My Corinne? (Johnson). BaritoneErnest Hare 10
 22035* Sweet and Pretty (Creamer-Leighton). BaritoneLouis Winsch 10
 Jim, Jim, I Always Knew You'd Win (Von Tilzer). Baritone.Louis Winsch 10
 22036* You Don't Know (Roberts). Tenor, Harry McClaskey 10
 Till We Meet Again (Whiting). Tenor duet, Lewis James and Charles Hart 10
 22033* Save a Little One for Me (Godfrey). ComedianBilly Williams 10
 I Must Go Home To-Night (Hargreaves). ComedianBilly Williams 10
- STANDARD BALLADS SUNG IN ENGLISH**
 25023 Sing! Sing! Birds on the Wing (Nutting). SopranoGrace Hoffman 10
 Joyous Love (Spencer). Soprano. Grace Hoffman 10
 25024 Good-Bye (Tosti). Tenor.Craig Campbell 10
 I Mind the Day (Willeby). Tenor, Craig Campbell 10
 59066 Come Back to Erin (Claribel). Mezzo-Soprano, Eleonora de Cisneros 12
 Ben Bolt (Kneass). Mezzo-Soprano, Eleonora de Cisneros 12
- TWO FAVORITE IRISH BALLADS**
 29233 Irish Eyes of Love (Ball). Tenor, Desmond O'Connor 12
 The Heart of Molly Malone (Shea). Tenor, Desmond O'Connor 12
- PATHE "DANCE SPECIAL"**
 29230* Stern "Hit" Melody. Intro. (1) "I'm Glad I Can Make You Cry," (2) "Belinda," (3) Tishomingo, Blues," (4) "I'm Crazy 'Bout My Daddy," Fox-trot.American Republic Band 12
 Contentment (Penn) Waltz, American Republic Band 12
- PATHE "DE LUXE" DANCE RECORDS**
 22021* Rocking the Boat (Frey) Fox-trot, American Republic Band 10
 Ching-A-Ling (Penn). Chinese One-step, American Republic Band 10
 22032* The Laddies Who Fought and Won (Harry Lauder). Medley one-step. Intro. "I Love to Be a Sailor".....American Republic Band 10
 The Canary (Berlin). Medley Fox-trot, Intro: (1) "I Wouldn't Give 'That' for the Man Who Couldn't Dance," (2) "Ding Dong," (3) "It's the Little Bit of Irish," American Republic Band 10
- NEW DANCE FOX-TROT "BLUES"**
 22038* The St. Louis Blues (Handy). Fox-trot, Wadsworth's Novelty Dance Orchestra 10
 Yellow Dog Rag (Handy). Fox-trot, Wadsworth's Novelty Dance Orchestra 10
- NEW OPERATIC VOCAL RECORDS**
 54025 William Tell (Rossini). "Romance," in Italian. SopranoClaudia Muzio 12
 54006 L'Africaine (Meyerbeer). "O Paradis" (Oh, Paradise) in French. Tenor. Lucien Muratore 12
 54007 Le Roi d'Ys (Lalo). "Aubade" (In Vain, Beloved) in French. Tenor.Lucien Muratore 12
 59065 L'Africaine (Meyerbeer). "Choeur des Mamelots" (Chorus of Fishermen) in French, MM. De Poumayrac, Nansen, Danges and Belhomme 12
 Aida (Verdi). "O Terra Addio" (Farewell), Oh, Earth.Mme. Lenzi and M. Venerandi 12
- XYLOPHONE SOLOS**
 22040 Valse Classique, Adapted from "Humoresque" by Dvorak (Dabney).....George H. Green 10
 One Fleeting Hour (Lee).....George H. Green 10
- VOCAL GEMS**
 29228* What the Chimney Sang (Parks). Unaccomp., Hudson Male Quartet 12
 Sunset (Vanderwater). Unaccomp., Hudson Male Quartet 12
 29229 The Phantom Band (Thayer). Unaccomp., Hudson Male Quartet 12
 The Mulligan Musketeers (Atkinson). Unaccomp.Hudson Male Quartet 12
- NEW INSTRUMENTAL RECORDS**
 52031 Hungarian Dance No. 2 in D Minor (Brahms). Violin solo, piano accomp.Emily Gresser 12
 Hymn to the Sun, from "Le Coq d'Or." Violin solo, piano accomp.Emily Gresser 12
 59064 Liebestraum (Love Dream) (Liszt). Piano soloRudolph Ganz 12
 I Love Thee (Grieg). Piano solo. Rudolph Ganz 12
 22026 Keep Going Rag (Sak). Accordion duet, Peppino and Perry 10
 Spring of Love (Waldteufel). Accordion solo, M. Perry 10
- NEW BAND AND ORCHESTRA RECORDS**
 40149 Coppelia (Delibes). Ballet, Part I, Garde Republicaine Band of France 12
 Coppelia (Delibes). Ballet, Part II, Garde Republicaine Band of France 12

(Continued on page 138)

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RECORD BULLETINS FOR MARCH—(Continued from page 137)

- 22037 The Stars and Stripes Forever (Sousa). March, Pathe Military Band 10
- Old Faith March (Holzman), Imperial Military Band 10
- 40150 The Masquerade (Fletcher). "Valse Caprice," Imperial Symphony Orchestra 12
- La Biondina (Bord). "Waltz," Imperial Symphony Orchestra 12

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- 15004 Aida—Celeste Aida (Heavenly Aida) (Verdi). In Italian. Orch. accomp. Andrea Arensen
 - Rigoletto, Duet in Act 2 (Verdi). Tenor and soprano, orch. accomp., Mme. Nadina Legat and Andrea Arensen
 - 13502 ReverieHelen Ware
 - CapriceHelen Ware
- GENNETT RECORDS
- 8540 For the Beauty of the Earth.Conrad Kather
 - Ahide With Me.Instrumental Choral
 - Jesus Lover of My Soul.Instrumental Choral
 - Nearer My God to Thee.Instrumental Choral
 - 8536 Rock-a-bye Your Baby (With a Dixie Melody). Tenor, orch. accomp.Vernon Dalhart
 - When a Blue Service Star Turns to Gold. Tenor, orch. accomp.Harry McClusky
 - 8537 Would You Rather Be a Colonel. Baritone, orch., accomp.Arthur Fields
 - My Friends, Morris and Max. Tenor, orch. accomp.Geo. Thompson
 - 8539 Tealious Moon. Fox-trot. Riley's Cabaret Orchestra
 - Watermelon Whispers Fox-trot. (Xylophone by Joe Green.Conklin's Novelty Orchestra
 - 8538 Djer Kiss Waltz.Gennett Society Orchestra
 - My Hawaii (You're Calling Me). Hawaiian Troupe
 - 8541 Medley of Nursery Tunes. Dowry's Special Orchestra
- LATERAL RECORDS
- 4500 Blue Danube Waltz.Dante's Band
 - Dolores Waltz (Amiel Waldteufel)Dante's Band

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- 6286 The Navy Took Them Over and the Navy Will Bring Them Back (Johnson-Schuster). Baritone, orch. accomp.Ben Pilgrim
 - Jim, Jim, I Always Knew You'd Win (Von Tilzer). Baritone, orch. accomp.Louis Wunsch
 - 6287 Oh! What a Lovin' the Girls Will Get When the Boys Come Home (Jentes). Baritone, orch. accomp.Billy Edwards
 - A Khaki Lad (Aylward). Baritone, orch. accomp.Ben Pilgrim
 - 6288 The Sunshine of Your Smile (Ray). Tenor, orch. accomp.Harry Lorraine
 - A Tear, a Kiss, a Smile (Motzan). Tenor, orch. accomp.Milton Bernard
 - 6289 Mother, Dixie and You (Santly). Baritone, orch. accomp.Louis Wunsch
 - You Can Always Come Back to Me (Kerr). Tenor, orch. accomp.Charles Hart
 - 6290 Cheer Up, Liza (Hubbell). Baritone, orch. accomp.Louis Wunsch
 - Sweetness (Honeysuckle of Mine) (Leonard-Stern). Baritone, orch. accomp.Billy Edwards
- STANDARD VOCAL SELECTIONS
- 6291 Auld Lang Syne (Burns). Unaccomp., University Quartet
 - The Bridge (Carew). Unaccomp., University Male Quartet
 - 6292 The Valley of Peace (Meredith). Unaccomp., Chautauqua Preachers' Quartet
 - Softly Now the Light of Day (Gottschalk). Unaccomp., Chautauqua Preachers' Quartet
- INSTRUMENTAL SELECTIONS
- 6293 Firelight Fancies (Loth). Violin, piano accomp., Alhert Faber
 - Serenade (Drdla). Violin, piano accomp., Jan Ruhini
 - 6294 Salut d'Amour (Elgar). Violin, 'cello and harp, Symphonic Trio

- Forsaken (Fitzhugh)Amphion Brass Quartet
 - HAWAIIAN SELECTIONS
 - 6295 Kamawe (Shake Your Feet). Hawaiian guitars, Louise and Ferera
 - Ninyso (Hilima). Hawaiian guitars, Louise and Ferera
 - 6296 Kilima Waltz. Soprano, Hawaiian guitar and ukulele accomp.Irene Greenus
 - One, Two, Three, Four (Alau). Soprano, Hawaiian guitar and ukulele accomp.Irene Greenus
- DANCE SELECTIONS
- 6297 Madelon (Roberts). One-step. Empire Military Band
 - Lucille (Wadsworth-Arden). Fox-trot, Empire Military Band
 - 6298 The Rose of No Man's Land. Medley Waltz. Intro.: My Belgian Rose and I'm Sorry I Made You CryEmpire Military Band
 - Mary (Frey). Fox-trot.Empire Military Band
 - 6299 Ching a Ling (Penn). Chinese one-step, Empire Military Band
 - Hindustan (Wallace Weeks). Saxophone, F. W. Wadsworth; Xylophone, George Green; Piano, Victor Arden
 - 6300 Twilight (Savino). Waltz. Society Dance Orchestra
 - Ain't You Coming Back to Dixieland (Whiting). Fox-trot.Society Dance Orchestra

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 - In the Land of Beginning Again (Clarke-Meyer). Baritone solo, orch. accomp.Arthur Fields
 - 9125 Oh, Helen! (McCarron-Morgan). Character song, orch. accomp.Eddie Nelson
 - Every Day's a Holiday in Dixie (Will Tracey). Southern jazz melody, orch. accomp., Collins & Harlan
 - 9126 You Don't Know (Callahan-Roberts). Tenor solo, orch. accomp.Sam Ash
 - Everybody's Happy Now (Kendis-Brockman-Vincent). Baritone solo, orch. accomp.Ben Linn
 - 9133 Sarah! Come Over Here (Nelson-Conrad). Character song, orch. accomp.Irving Kaufman
 - That's What the Red, White and Blue Means (Levenson-Bagley). Baritone solo, orch. accomp.Warwick Williams
 - 9134 Down the Lane and Home Again (Leslie-Kalmar-Jerome). Tenor solo, orch. accomp., Henry Burr
 - City of Dreams (Wodehouse-Hirsch). Tenor solo, orch. accomp.George Gordon
 - 9127 Ring Out, Sweet Bells of Peace (Gardner-Roma). Male quartet, orch. accomp.Peerless Quartet
 - Norah Acushla (Cooper-Millard). Tenor solo, orch. accomp.Will Oakland
 - 9128 Madelon, I'll Be True to the Whole Regiment (Camille Robert). French war song, orch. accomp.Arthur Fields
 - The Statue of Liberty Is Smiling (Mahoney-Mohr). Tenor solo, orch. accomp.George Gordon
 - 9135 Satan, I'm Here; I Couldn't Stand for a Triffin' Man (Marshall Walker). "Blues" character song, orch. accomp.Ernest Hare
 - They've Gone and Stopped the War (Edward Laska). Character song, orch. accomp., Arthur Collins
 - 9136 Jazz Baby (Merrill-Jerome). Jazz character song, orch. accomp.Eddie Nelson
 - I've Got the Blue Ridge Blues (Mason-Cooke-Whiting). "Blues" character duet, orch. accomp.Jack and Phil Kaufman
- LATEST DANCE AND BAND HITS
- 9129 Pahjamah—Oriental Novelty (Henry-Onivas). One-stepEmerson Military Band
 - Singapore (Gilbert-Friedland). Fox-trot, Emerson Military Band
 - 9137 Madelon (Camille Robert). March and one-step, Emerson Military Band
 - Social Life (George Hamilton Green). One-step, Xylophone solo, orch. accomp., George Hamilton Green
 - 9138 Venice Blues (Intro. Vampire Blues) (Scibilia-Pinkard). Fox-trot.Emerson Military Band

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- Honolulu March (Pale Lua). March and one-step. Ukuleles and guitars, Biltmore Hawaiian Quintet
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 - 7453 Come On, Papa (Leslie-Ruby). Character song, orch. accomp.George Beaver
 - When I Dream About That Southern Home of Mine (Ray Sherwood). Baritone solo, orch. accomp.George Beaver
 - 7454 Ev'rybody Shimmies Now (Blues) West-Gold-Porry). Character song, orch. accomp., Ernest Hare
 - Every Day's a Holiday in Dixie (Will Tracey). Southern jazz melody, orch. accomp., Collins and Harlan
 - 7455 The Statue of Liberty Is Smiling (Mahoney-Mohr). Tenor solo, orch. accomp.George Gordon
 - E-Yip-Yow! Yankee Boys, Welcome Home Again! (Sear-Brown). Baritone solo, orch. accomp.Eddie Nelson
 - 7456 Oh You La! La! (Brown-Moran-Tush). Character song, orch. accomp.D. (Bud) Bernie
 - In My Dusty Caravan (Gilbert-Lee). Oriental ballad, orch. accomp.Robert Rice
 - 7457 Ring Out, Sweet Bells of Peace (Caro Roma). Male quartet, orch. accomp.Peerless Quartet
 - I'll Change the Thorns to Roses (Lamb-Cheney-Fredericks). Tenor solo, orch. accomp.Geo. Gordon
 - 7458 As You Were When I First Met You, That's How I Want You To-day (Clarence Gaskill). Baritone solo, orch. accomp.Harry Evans
 - City of Dreams (Wodehouse-Hirsch). Tenor solo, orch. accomp.George Gordon
 - 7459 Has Anybody Seen My Corrine? (Blues) (Graham-Johnson). Baritone solo, orch. accomp., Ernest Hare
 - In a Little Sedan Chair (Cole-Johnson). A Japanese love song, orch. accomp.Robert Rice
- DANCE SELECTIONS
- 7460 Till We Meet Again (Richard A. Whiting). WaltzEmerson Military Band
 - United States Taps (Arthur N. Green). Fox-trotEmerson Military Band
 - 7461 Singapore (Gilbert-Friedland). Fox-trot, Emerson Military Band
 - Ringtail Blues (Robinson-Williams). Fox-trot, Emerson Military Band
 - 7462 Good-bye, France—Medley (Berlin-Leslie-Ruby). One-step. Banjo, piano and saxophone, Van Eps Banta Trio
 - 'Round the Town (John Victor Arden). Fox-trot. Banjo, piano and saxophone, Van Eps Banta Trio
 - 7463 The Better 'Ole—Medley (Knight-Darewski-Heard-Gideon). One-step. Emerson Military Band
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Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. H. Thorne & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.
Calgary—R. S. Williams & Sons Co., Ltd.

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, April 15, 1919



The best-known trade-mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—*Collier's Weekly*.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE instrument of magnificent and matchless tonal beauty which commands cash payments and which is in such favor with the public that it is probably the most "oversold" phonograph in the world today is the Sonora.

With enlarged factory facilities we hope soon to be able to care for additional dealers. If you are interested in handling The Highest Class Talking Machine in the World write today for information.

Superb Standard Upright and Period Styles

\$50 to \$1000

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive offices: 279 Broadway, New York.

*Demonstration Salons, New York: Fifth Avenue at 53rd Street.
50 Broadway (Standard Arcade)*

Canadian Headquarters: Ryrie Building, Toronto

Export Department: 417 West 28th Street, New York, U. S. A.

Sonora Semi-Permanent Silvered Needles, play from 50 to 100 times and are used on ALL MAKES of steel needle records. Because of these and other remarkable features, Sonora needles continue their triumphal progress. To get prompt delivery place your order AT ONCE.

The Talking Machine World

Vol. 15. No. 4

New York, April 15, 1919

Price Twenty-five Cents

TALKING MACHINE AND THE DANCE

Popularity in That Connection Due to the Fact That It Enables the Dance Enthusiast to Have the Music He Wants When He Wants It

Some one has said that the modern dance craze is the result of the talking machine. This may be a trifle exaggerated, but there is much truth behind the idea. If it had not been possible to bring music—dance music—into every home by means of the talking machine, the dance craze would probably have been confined to a certain class of people who frequent public places where music is always to be had.

It is in the home, at the club, cottage, seashore, wherever young people gather for a good time, that the talking machine furnishes the brightening touch. We dance when we are happy, when the spirit moves. We want to dance when we want to, but if we are obliged to wait until an orchestra plays our music, our enthusiasm soon wanes. Of course, an orchestra has certain advantages, but that is in another sort of environment. We ordinary mortals cannot have a five-piece orchestra always at our elbow waiting for us. We depend on our talking machine, and keep up with the times by getting the latest song hits as they appear.

We may want a fox-trot, "jazz," or just the "blues," and with a turn of the hand the music comes forth. It is all so utterly convenient that there is no getting away from it. Not that we want to be lazy—but a labor- and time-saving device that never fails is something we cannot afford to do without. If we like to dance we can do so when and where we please if we have our talking machine. Whether it really is responsible for the dance craze or not is of very little interest to us. All we are interested in is the fact that it is ever ready to serve us well, and we wouldn't want to get along without it.

THE TALKING MACHINE AS A MONEY TESTER—MY WORD!

From England We Learn of Money That Speaks for Itself—Picture the Possibilities in This Connection—What a Field It Opens Up to Enterprising Talking Machine Men

Money-making schemes are as numerous as the leaves of the forest, and most of them last just about as long. Many have tried to make money and have spent the fruits of their labor looking at the world from between iron bars, all because they thought they could counterfeit that little slip of paper and have all the money they wanted for the rest of their lives. From England comes the story of a man who has invented a new kind of bank note that has something in common with a talking machine record.

The secret of this new bank note consists of having, along the edge of the paper, certain lines similar to the grooves in a record, which, when placed in a machine, will produce words or sounds proving the note to be genuine. The human imagination certainly does outdo itself occasionally.

Picture to yourself the possibilities of such a bank note. How the sale of talking machines would increase! Every man would have to have a machine on which he could test his money on Saturday night; our banks would be turned into music halls, and new slogans, such as "New Songs for New Money," would appear everywhere. Our dollar bill, being the standard, would have to have some classical melody befitting its dignity, testifying to the fact that it was born in the Treasury Department at Washington. The two-dollar currency, being a little more unusual, would necessitate a type of music a trifle out of the ordinary, and for the dear old "V" we would need something companionable and intimate, something suitable for an old and steady friend, and perhaps something with a touch of home in it, so that he might be induced to stay with us a little longer.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending January 31, 1919, Total \$2,320,393

WASHINGTON, D. C., April 6.—In the summary of exports and imports of the commerce of the United States for the month of January, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during January, 1919, amounted in value to \$26,299, as compared with \$30,946 worth, which were imported during the same month of 1918. The seven months' total ending January, 1919, showed importations valued at \$143,312, as compared with \$190,778 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 3,904, valued at \$114,331, were exported in January, 1919, as compared with 5,731 talking machines, valued at \$150,649, sent abroad in the same period of 1918. The seven months' total showed that we exported 26,391 talking machines, valued at \$779,606, as against 54,796 talking machines, valued at \$1,520,738 in 1918, and 44,943 talking machines, valued at \$1,111,761 in 1917.

The total exports of records and supplies for January, 1919, were valued at \$330,829, as compared with \$164,074 in January, 1918. For the seven months ending January, 1919, records and accessories were exported valued at \$1,540,787, as compared with \$1,171,138 in 1918, and \$877,283 in 1917.

The Rorolo Talking Machine Co. has been incorporated in Brooklyn, with a capital of \$20,000, by J. Monteleone and S. and C. J. Rotolo, 774 Hart street.

KNOW PEOPLE IN YOUR TERRITORY

Being Able to Cater to the Particular Tastes of Your Prospects at the Right Time Means Business Development of the Right Kind

There is a great deal in knowing the kind of people in your own particular section, especially in the "talker" trade. Different nationalities favor different musical instruments and different types of music. In addition to the regular line of popular music, which is almost universal in its appeal, there is the music of special nationalities, dear to those who, although at present in this country, have yet the fondness for the things of their native lands. There are the Irish ballads loved by every son and daughter of the Emerald Isle, and the love songs of Scotland, with their memories of heather and fen and the strains of the martial bagpipe.

These records really sell themselves to the particular class who cares for them. Dealers in various parts of the country say that they do not need to advertise these records beyond an occasional window card showing new arrivals, for the people themselves are on the watch for them. Although we believe the trade in these records could be greatly increased by proper publicity in windows and newspapers, business flows along on the same even level, at least for some time past, equal to the obtainable supply. As people become more accustomed to having music in their homes their tastes become more discriminating, and they stick to that class of music which brings them the greatest amount of real enjoyment. Each to his own taste, especially in the line of music.

WHY RECORDING SINGERS GO CRAZY

Werrenrath Sets Forth Some of the Questions That He Has Been Called Upon to Answer

Reinald Werrenrath, popular baritone, has supplied the Victor Talking Machine Co. with a touching little article entitled "Why Recording Singers Go Crazy; Being a Few of the Questions Put to One Reinald Werrenrath During His Fourteen Years in the Talking Machine Game." The questions follow, but it is only fair to say that the last time we saw Werrenrath he was still quite sane:

1. How much does Caruso make a year? (Sometimes McCormack is used in recent years.)
2. How do you make a record?
3. I'd like to make some records for the Victor Co.—how do I go about it?
4. When you make records how far do you stand from the recording apparatus?
5. How does it feel to hear your own voice on the Victrola?
6. Of course, you are a Victor artist, but don't you admit that the Dingbat people get out a much better machine?
7. I have just written a song that the publishers say is better than "Little Grey Home in the West." Won't you make a record of it?
8. (And my favorite, actually occurring but once.) Won't it be a comfort for your family to hear your voice on the Victor after you are dead?

TO INTRODUCE SONORA ABROAD

A. F. Bramley Leaves for Paris—Will Visit Many European Points in Sonora Interests

A. F. Bramley, head of the Sonora export department, left New York recently bound for Paris. Mr. Bramley took with him a number of Sonora phonographs and is preparing to introduce this instrument to the French people. After exhibiting the Sonora at important fairs in France, Mr. Bramley will visit Italy, England, South Africa and South America, returning to New York late in 1920.

Small Payment Plan in Talking Machine Selling Should Be Strongly Opposed :: By Warfield Webb

There are two evils that should be ever bitterly opposed in the talking machine industry. These are: Price cutting and small payments. Either of these can do a great deal of harm, not only to the individual who adopts such a plan, but to the general trade. The evil is done on account of the effect that it has on the public. Let one man inaugurate a cut price or small payment method, and it does not take long for the public to become aware of it, and what follows? Why, the average customer feels that he is entitled to better terms than he otherwise might hope to obtain.

There are many notable reasons in these times for strict adherence to good prices, and the obtaining of cash or as large payments as can be obtained. It is a serious mistake to advertise that on given days a payment of \$1.00 down and \$1.00 per week will be accepted in payment of a phonograph or talking machine. It is a mistake to give this idea publicity and a very serious mistake to make it a habit or to even encourage it. If a customer can purchase a talking machine at all—that is, a machine that is above the commonplace—then he should be able and willing to make a cash payment for it, and if not able to do this he should make a down payment of at least 10 or 15 per cent. of the retail price. This will be a fair down payment, and if it is followed up with substantial weekly or monthly payments it will be a good plan.

In ordinary times, with a large stock of high-grade machines to offer the trade, there is less strenuous care demanded as to the amount of the down and monthly payments, when the factor of competition to make sales is calculated to urge the dealers to adopt methods that, while inadvisable, might be looked upon with a little consideration.

But when conditions obtain such as have been in vogue for some months, and which will be sure to continue for a considerable period to come, what is the use of urging sales on long-time terms when the demands and the stock supply do not necessitate it? There is and has been a scarcity of talking machines in the market. The manufacturers are and will be handicapped for a time as yet. There is no help for this, and the part that the dealer wants to do now is to co-operate with the manufacturer and see that he is not placed in a position that makes his lot even more difficult than it is now.

It is not any great trouble now to sell talking machines. No, the trouble lies in being unable to secure the stock that most of the dealers are so eager to obtain. For a long time there has been a limited number of machines on the market. The demands are still very active. The sales come readily enough now. Why not then obtain the best class of customers for the stock that you have to offer the trade? The customers who are able to buy talking machines at this time—not merely to purchase them without due consideration as to the obligation of paying for

*With Customers as
Plentiful as at Present
Cash Should
Be Insisted Upon*

them—should be able and glad to make a cash payment that will make it worth the dealer's time to close the sale.

He can readily enough sell his machines to good customers, and why is there a need for urging sales by inducements that are of no possible value to him and of injury to the customer who is given a false idea of the value of the purchase made? Customers are coming rapidly enough to the stores to-day. There is no reason for urging purchases when the payments cannot be in keeping with the nature of the sale. It is an unwise plan to advertise low terms and to seek to bring about an obligation on the part of the customers that will be hard for them to fulfil, and that will decrease your stock supply and tie you up in a way that is not agreeable.

When it is just as easy to get a good price and good terms for the sale of a talking machine, why not do so? This is sure to be a help to your customer in being able to get a machine that is worth the sale—of course, in this case you are selling a make that is of a high order—

and he can also more quickly reduce his obligation. The latter feature is something that should not be passed by as a mere trifle. It is so much easier to be content with a purchase that is paid for in a short time than were it dragged out for months. Thus it becomes a burden, and the longer it is carried the heavier it becomes until there arises in the mind a feeling of repugnance to the article.

If you are making sales to parties who are becoming imbued with this idea on account of the long time that payments extend, then we can readily enough see a reason why there will be many unsatisfactory sales. These can be made just the opposite by our regard for the higher payment plan.

Therefore let the payments be as large as possible. Let the cash payment be at least not less than 10 or 15 per cent. of the sale price and the other payments based on this same idea. Then keep up the price that is asked for the machine, and encourage all cash sales. There is always a gain in profit to the dealer when he gets the cash. The delays and annoyances that often accompany the long-time payment plan can be obviated, and this is a big help.

This brings up another matter in this connection. The cost, annoyance, delays, worries and losses, repossessions and other experiences make sales often so unsatisfactory to the dealer when the payments cover an unusual long time that the profit is really eaten up before the machine is paid for, if it is paid for at all. Are these things not sufficient in themselves to make the dealer hesitate a long time before he seeks to gain trade in this way?

There is a special reason now for making the best effort possible to make the word "sale" all that it implies. Make it a profit-making event, and not merely another reason for increasing your worries and adding its bit to your expenses, and in this way making your business anything but a pleasure.

Keep before you the idea that the business can be had to-day by an effort in the right direction, and this consists of making your place attractive, your treatment courteous, your prices right and your eagerness to give good service to your trade. If you can give these in return for sales, the sales will come, and they will be of the better kind, too, and that is what you are certainly seeking.

PRINCIPLE AND INTEREST IN DITSON VICTOR SERVICE

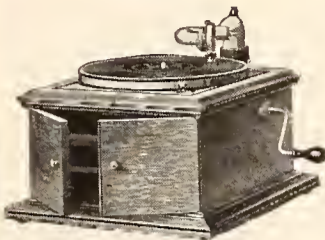
THE PRINCIPLE of Ditson Service is a permanent factor—
designed to give the dealer much more than just the goods.
OUR INTEREST in every order goes much further than our
shipping platform—right into the dealer's store.

*IT'S SERVICE TO BE APPRECIATED WHETHER
GOODS ARE SCARCE OR PLENTIFUL :: ::*

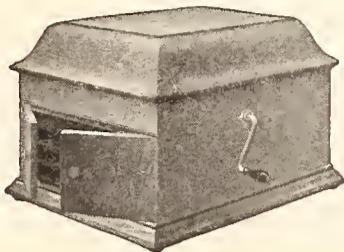
OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$90
Mahogany or oak



Victor Supremacy

Victor Supremacy is the natural reward of merit.

And it is responsible for the success of every Victor retailer.

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

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.

Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victor Wholesalers

- Albany, N. Y....Gately-Haire Co., Inc.
- Atlanta, Ga.....Elyea Company
Phillips & Crew Piano Co.
- Austin, Tex.....The Talking Machine Co., of Texas.
- Baltimore, Md....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me.....Andrews Music House Co.
- Birmingham, Ala.Talking Machine Co.
- Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
- Brooklyn, N. Y...American Talking Mch. Co.
G. T. Williams.
- Buffalo, N. Y.....W. D. & C. N. Andrews.
Buffalo Talking Machine Co., Inc.
- Burlington, Vt...American Phonograph Co.
- Butte, Mont.....Orton Bros.
- Chicago, Ill.....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
- Cincinnati, O.....The Rudolph Wurlitzer Co.
- Cleveland, O.....The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsit Co.
- Dallas, Tex.....Sanger Bros.
- Denver, Colo.....The Knight-Campbell Music Co.

- Des Moines, Ia....Mickel Bros. Co.
- Detroit, Mich.....Grinnell Bros.
- Elmira, N. Y.....Elmira Arms Co.
- El Paso, Tex.....W. G. Walz Co.
- Honolulu, T. H....Bergstrom Music Co., Ltd.
- Houston, Tex....Thos. Goggan & Bro.
- Indianapolis, Ind..Stewart Talking Machine Co.
- Jacksonville, Fla..Florida Talking Machine Co.
- Kansas City, Mo...J. W. Jenkins Sons Music Co.
Schmeizer Arms Co.
- Lincoln, Nebr....Ross P. Curtice Co.
- Los Angeles, Cal..Sherman, Clay & Co.
- Memphis, Tenn....O. K. Houck Piano Co.
- Milwaukee, Wis...Badger Talking Machine Co.
- Minneapolis, Minn.Beckwith, O'Neill Co.
- Mobile, Ala.....Wm. H. Reynolds.
- Montreal, Can....Berliner Gramophone Co., Ltd.
- Newark, N. J....Price Talking Machine Co.
- New Haven, Conn.The Horton-Gallo-Creamer Co.
- New Orleans, La...Philip Werlein, Ltd.
- New York, N. Y...Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
Charles H. Ditson & Co.
Landy Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

- Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co.
- Peoria, Ill.....Putnam-Page Co., Inc.
- Philadelphia, Pa..Louis Buehn Co., Inc.
C. J. Hepe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa...W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me.....Cressey & Allen, Inc.
- Portland, Ore....Sherman, Clay & Co.
- Providence, R. I...J. Samuels & Bro., Inc.
- Richmond, Va....The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, U.Consolidated Music Co.
The John Elliott Clark Co.
- San Antonio, Tex.Thos. Goggan & Bros.
- San Francisco, Cal.Sherman, Clay & Co.
- Seattle, Wash....Sherman, Clay & Co.
- Sioux Falls, S. D..Talking Machine Exchange.
- Spokane, Wash....Sherman, Clay & Co.
- St. Louis, Mo....Koerber-Brenner Music Co.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y....W. D. Andrews Co.
- Toledo, O.....The Whitney & Currier Co.
- Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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



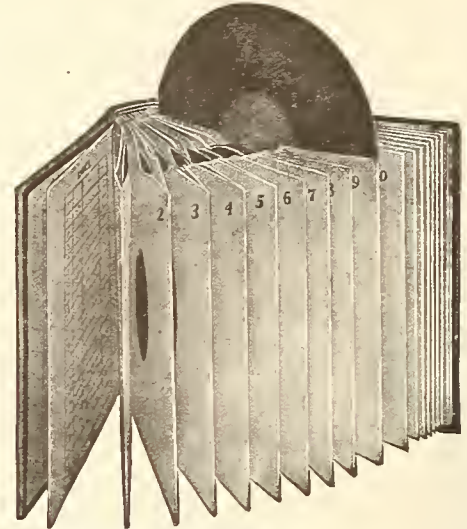
MAKING THEIR SELECTION

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



THE ALBUM

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



THE PERFECT PLAN

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

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

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

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

The Elite Phonograph Co. has been incorporated in Philadelphia by Pearson Cummin, of Devon. The capital stock is \$10,000.

PEERLESS RECORD ALBUMS

REPRESENT ALL THAT QUALITY,
MATERIAL AND SKILLED WORKMANSHIP
CAN PRODUCE

Mr. Dealer :

ASIDE FROM THE immediate profit, there is also an endless amount of future record business to be derived from the sale of record albums. An empty album is like an empty garage behind a new house—a constant reminder that something is missing—an enduring inspiration to the phonograph owner to buy more records.

Mr. Manufacturer :

WE ARE SPECIALISTS in exclusive designs and would like to submit samples of a Peerless Quality Album that might be used in connection with your regular product.

DELIVERIES AT ONCE, NO ORDER TOO SMALL FOR OUR MOST CAREFUL ATTENTION, NONE TOO LARGE FOR OUR CAPACITY

PEERLESS ALBUM COMPANY

(Incorporated)

43-49 BLEECKER STREET
NEW YORK CITY

Phil Ravis, President

MUSIC'S MESSAGE FOR DAVENPORT

George W. Pound, General Counsel of the Music Industries Chamber of Commerce, to Address the Dealers in That City on May 7

DAVENPORT, IA., April 5.—Music dealers, including talking machine men, in this city and neighboring territory are much interested in the coming visit of George W. Pound, general counsel of the Music Industries Chamber of Commerce, who will be in Davenport on May 7 and 8 for the purpose of informing the retailers of what has been done and what is being done in the way of furthering musical interest in the United States.

E. A. Schmidt, head of Schmidt's Music House, is chairman in charge of the local arrangements, and L. A. Murray, of L. A. Murray & Co., is looking after the publicity. Both men are working hard.

In speaking of Mr. Pound's coming visit Mr. Murray said:

"We have heard music dealers refer to Mr. Pound as a 'war-time bacon saver,' and we will all agree that the signing of the armistice has in no way slackened his pace. The general tone of his correspondence gives us the impression that Mr. Pound is in no mood to lay down his tools, but, on the contrary, he sets about his work with new enthusiasm, and the success he meets with depends almost entirely upon the support accorded by the music trade.

"Mr. Pound's visit to Davenport is his only stop between Omaha and Chicago, and local dealers are naturally very enthusiastic over his coming, and are planning a fine reception. We would like to guarantee Mr. Pound that every dealer, wholesaler, jobber or manufacturer who deals in anything pertaining to music within the boundary lines of Iowa and western Illinois will be present at the banquet on the night of May 7."

Cave-man methods may have produced a sale, but they never yet produced a repeat order.

NEW STORE IN LONG BEACH, CAL.

The Long Beach Music Co. has opened a new store at 221 East First street, Long Beach, Cal., H. N. Elliot, well known in the business of that city, will be the manager. This company is exclusive agent for the Columbia Grafonola, and will carry in addition a large stock of sheet music.

The psychology of salesmanship is nothing less than the application of the psychology of human nature. This is a fact which some people apparently overlook.



Be Fair to Yourself

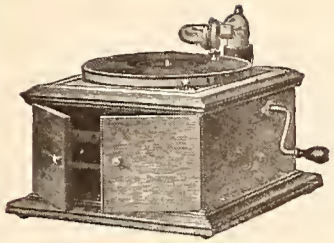
Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

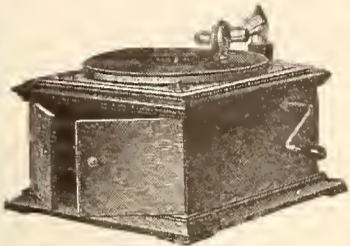
It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

The Cortina Academy
12 East 46th Street :: New York



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

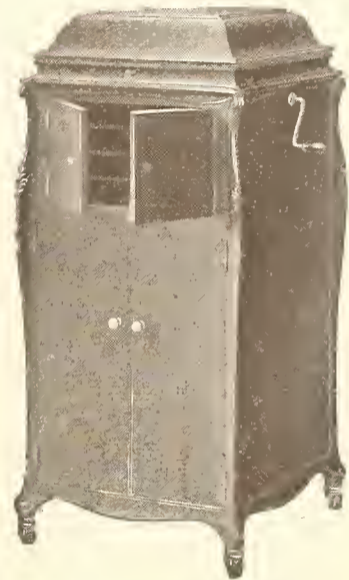
Victor Supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor retailers.

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



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, APRIL 15, 1919

WE are face to face with extraordinary developments in every phase of business in America to-day. Manufacturers in the talking machine and record fields whose business was seriously disrupted through their patriotic efforts to help Uncle Sam win the war are now rapidly increasing their output and within a few months normal pre-war conditions will be attained. This is a situation which will bring joy to an army of dealers. Meanwhile all branches of business continue to be extremely active, with the demand exceeding the supply.

This development does not mean that there will not be problems to meet and handle and that our path will be as flowery as we now anticipate. It means, however, that the nation's foundation is solid and sound despite the fact that there are some factors in the industrial situation which are irritating. We have a handful of extremists who have got to be taken in hand and made to realize that this is the United States and not Europe, and on the other hand we must watch those who would take advantage of public susceptibility to preach reaction and an impossible return to outworn ways.

There is no time or room to-day for people of this type. American business cannot be reactionary. Prosperity must not only exist, it must be distributed. The future of the talking machine and the music industry as a whole rests on the growing capacity of the individual consumer. The one hundred richest men will buy only one or perhaps two talking machines for each of their houses, but a million prosperous, middle-class Americans will buy a million talking machines and a great many million records.

Despite the croakers business since the war closed has been rapidly readjusting itself. The masses of the American people are earning good money, and have some to spend. They are ordering talking machines and other musical instruments far in excess of the ability of the manufacturers to provide. Dealers realize these facts and find themselves able to demand prices and terms that are in accordance with sound business principles. It is the time to continue this policy of large cash and short-term sales. The public will recognize the justice and wisdom of this policy and will subscribe to it willingly.

We are entering a new era in the history not only of this nation, but of the world. The League of Nations is born, and this is indicative of international stability—in time. To-day the United States is a large creditor nation and in a condition of financial health that is unparalleled. The banks are filled to bursting with

money, savings deposits have increased immensely, and the approach of the Victory Loan only emphasizes confidence in the ability of the people to support it and thus continue the saving habit.

The demand for talking machines demonstrates that the people to-day, as never before, appreciate the value and importance of music in the home, and find an investment in Government Bonds and talking machines along lines of essential savings, hence it can be said that the economic condition of the country is on the best possible basis, and that the present prosperity will continue for an indefinite period.

It is certainly not a time to view the future through indigued glasses; it is not a time for doubtful forebodings or misgivings. It is true that some men will always worry when times are good, less perchance they cease to be so some day. This is a case of borrowing trouble, and is a mighty illogical and unsound form of reasoning. Conditions to-day are fundamentally safe and sound. The people of the nation realize the importance of a policy of progress and are going to choke reactionism when once they recognize its real danger. We must have courageous thinking and bold speaking if we are to maintain the happiness and increasing prosperity which we to-day so thankfully recognize is ours.

AS a great many members of the talking machine trade are already aware, George W. Pound, general counsel of the Music Industries Chamber of Commerce, is now on a two months' tour of the United States, and before returning to his offices in New York he will have addressed music dealers in over thirty cities, and delivered to them the message of trade unity primarily for the purpose of building up the future of the industry and developing a more general interest in music itself. Mr. Pound started his tour in Pittsburgh on March 18, and will end it in Buffalo on May 18.

It is significant to note that in the cities wherein he has already stopped the talking machine dealers have been prominent among those gathered to hear him, for the work he is engaged in doing is, for the most part, of distinct interest to the talking machine man, as well as to the piano dealer. Anything that tends to develop musical interest, to advance the cause of music and to place the entire industry on a higher plane naturally reacts to the benefit of everyone engaged in any branch of that industry.

Talking machine interests have not taken an active interest in the Music Industries Chamber of Commerce so far as becoming members of that organization is concerned, but that fact should not interfere with the members of this trade joining with piano men and other factors in the industry in any promotion work that will forward the cause of music, and which has for its object the developing of new demands for musical instruments. The National Association of Piano Merchants has broadened its scope, and has readjusted its by-laws to make talking machine dealers, sheet music dealers and others eligible to membership. Whether or not talking machine men take advantage of the opportunity, the fact remains that they can at least join with piano men in local and national campaigns that are calculated to benefit the music industry as a whole. That they are helping in no small measure to make Mr. Pound's trip a success shows that this fact is genuinely appreciated.

THE move now under way to bring together the retail talking machine interests in Ohio, Michigan and neighboring States into one general organization is most interesting and should receive encouragement as one of the initial moves along this line. It is true that The Talking Machine Men, Inc., in New York City took in dealers from the neighboring States of Connecticut and New Jersey, but these members are for the most part located within the immediate vicinity of the metropolis, and those in the further reaches of the State are left out. The move in Ohio and neighboring States is the first to bring together all the dealers in several States into one organization, and it is not going too far to foresee in the success of such an organization the formation of a nucleus for a national association either complete in itself or made up of smaller State bodies.

THE co-operative idea in advertising—that is between manufacturer and jobber—has been one of the gratifying trends in modern publicity. The talking machine industry has been no exception, for every issue of The World witnesses a broader spirit in this

combined appeal to the dealer. Such advertising is forceful and direct, because the manufacturer's announcements are supplemented by those of the jobber who makes known to the dealers in his territory that he is handling the special lines which the manufacturer has introduced to the trade. To use a war phrase, it is a case of using heavy guns—155 howitzers, as compared with rifles. This advertising artillery breaks down all kinds of Hindenburg walls of ignorance, and brings to the attention of the trade the aims set forth they are manufacturers, jobbers or dealers.

Advertising properly conceived and placed is to-day the greatest constructive force in business. It is impossible to think of one succeeding without a proper appreciation of this most essential factor to success. It will be noted that the concerns which believe in publicity are those that make their mark, and this is true whether they are manufacturers, jobbers or dealers.

THE talking machine industry has attained such an eminence in the industrial field that every manufacturer and dealer should be imbued with the desire to maintain business on a quality basis—to produce and sell talking machines and records that will do them credit and add to the prestige of the industry. Never before in history were people so thoroughly cognizant of the essentiality of music as an educational and uplifting factor in the home, and the part played by the talking machine in bringing the best in music to the masses of the people is too well known to need reiteration. This policy can best continue by keeping the trade on that high plane to which it has been developed by the individual efforts of our great manufacturers, who have spent millions of dollars in winning public recognition of the status of the talking machine and records in the domain of music.

Manufacturers and dealers alike should be alert to maintain and develop a high quality standard—one that will dignify the industry and help emphasize the especial place which the talking machine has won as a potent factor in the dissemination of musical knowledge and appreciation. If this is maintained purchasers of talking machines and records will feel that their possession is worth while, and they will consider them with a more complete appreciation of their merits.

INDICATIONS are that those members of the industry who are perhaps going somewhat slow in their buying and their arrangement for producing, in expectation of a lowering of prices in the trade, are going to be mistaken, for there is a combination of circumstances that seems to be against any reduction either in raw materials or finished products.

It may be that the market reports will show a decline in steel prices, and that there may be some downward readjustment in lumber quotations, but the factor that is keeping prices up and promises to keep them up indefinitely is labor. The cost of labor has reached a high level, and may be expected to remain at that

level for at least some years to come. In fact, the tendency seems to be to continue to increase wages either by direct advances or shortening of working hours.

Even in the modern talking machine factory where machinery accomplishes so much, the labor factor is a tremendous one, and it must be remembered that before the raw materials arrive at the factory there has entered into them considerable labor cost, for, as has been frequently explained, the labor cost starts from the time the crude ore is removed from the mine, or the tree felled in the forest, until the finished steel spring or casting, or the finished lumber, is made available for the manufacturer's use.

There are certain business factors regarding the future of which even the most enlightened may be in some doubt, but the labor factor is not one of them, and it is going to prove the dominating element in maintaining high prices for a long period.

THERE are many and varied opinions as to what will happen when this country undergoes the major operation on July 1, and has its booze cut out. There are, of course, those who talk of prohibition being unconstitutional and an infringement of personal liberty. There are others who base their arguments on the fact that some hundreds of thousands of brewery and distillery workers and barkeepers are going to lose their jobs, that some millions of dollars worth of property will be rendered valueless, and that an extra burden will be placed on the ordinary citizen in making up for the revenue lost from the income from liquor taxes and saloon licenses.

What the business man in what is now termed "wet" territory wants to know, however, is to what extent the prohibition move is going to affect his business. Insofar as can be determined from the experiences of talking machine dealers in States that have already been dry for some time, the retailer has nothing to worry about. In fact both talking machine and piano dealers in districts where prohibition already rules declare that they are perfectly willing to forego their daily toddy forever in view of the improved business conditions prohibition has brought, especially in dealing with certain classes of people. It has been found by experience that where the head of the house, be he mechanic, teamster, or laborer, cannot stop at the corner gin mill for a few rounds of drinks on pay night, he has more money to bring home and this money quite frequently finds its way into the coffers of the dealer in musical instruments, either for instalments due, or instalments on new purchases.

It is certain that the 10 or 20 per cent. of his wages that the average drinking man frequently used for decorating the mahogany on pay night, or for the few nights following, will find its way into other channels of trade, and while talking machine dealers will, of course, not get all of this money, they stand an excellent chance of getting a good proportion of it and will certainly not lose out. In fact, if the predictions of the optimist come true, the shortage of machines and records during the holiday season will be as nothing to the dearth of goods to meet the after-July rush.



Give Jobs to Soldiers

If a man can fight for Uncle Sam, he can fight for you—and fighters make good. So give him a job—and a good one.

Give the Pearsall Kid a job packing your shipments of Victrolas and Victor Records, and watch him make good too.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

INSTALL NEW CONCERT HALL

The P. J. Mann Co., of Worcester, Mass., Appreciate the Value of a Recital Hall as a Means of Cultivating High Class Trade

The New York Talking Machine Co., Victor wholesaler, recently received from the P. J. Mann Co., Victor dealer at Worcester, Mass., a photograph showing a new concert hall which was lately constructed at Mr. Mann's establishment. Notwithstanding the tremendous shortage of Victor products, Mr. Mann has sufficient confidence in the future of this business to make a considerable investment, and rented a store adjoining his establishment, wherein he erected the attractive concert hall shown herewith.

In other words, this Victor dealer has real vision, and his keen business judgment will undoubtedly yield profitable dividends in the very near future.

Commenting upon his new concert hall, Mr. Mann stated that the concerts are well attended and that he is getting excellent results. In addition to playing Victor records, he also employs local artists to give a greater variety to his program. No records whatever are sold and no orders are taken at these concerts.

It is interesting to know that the P. J. Mann Co. has built up a large clientele for Victor Red

Seal records, and the aggressive business methods utilized by this dealer, combined with



P. J. Mann Co.'s Concert Hall

his confidence in the future of the Victor business, have contributed materially to the success he has achieved.

KNIGHT-CAMPBELL ADVERTISING

The Knight-Campbell Music Co., Denver, Colo., recently ran a very interesting and attractive advertisement in the papers of that city, featuring Victrolas. It was well illustrated, and gave an excellent idea of the line of machines handled by the firm.

ASSOCIATION FOR RHODE ISLAND

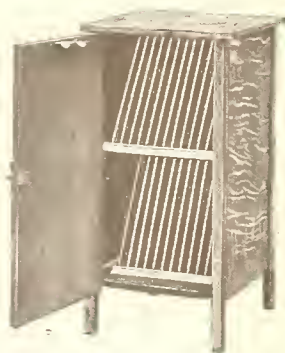
Talking Machine Men in That State Working to Establish a New Trade Organization

PROVIDENCE, R. I., March 31.—Talking machine men are busy discussing the possibilities and advantages of a dealers' association for Rhode Island. Piano men of this state have made the announcement that in the near future they expect to have such an association, but the talking machine men have as yet come to no definite conclusion as to what should be done. The prevailing opinion seems to be in favor of a talking machine dealers' association, but no one is willing to undertake the task of organizing one. It is said that Rhode Island is the only state in the country without an association of the kind proposed. A suggestion has been made that it might be possible to form an association of both piano and talking machine dealers if the latter were willing. Nothing has yet been done to solve the difficulty, but early and favorable action is hoped for.

INCREASE CAPITAL STOCK

The Master-Tone Phonograph Corp., of Cohoes, N. Y., have certified to an increase in capital from \$1,000 to \$20,000.

CABINET SUPREMACY



503
Top 17 x 17 inches
All Machines
Showing Interior Rack Construction



504. Matches Victrola IV
502. Matches Columbia A



506. Matches Victrola VI
505. Matches Columbia B

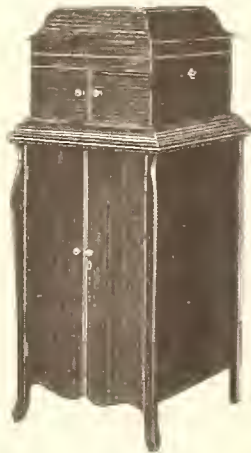


508. Matches Victrola VIII
507. Matches Columbia C

Be Sure to Get a "Cabinetmatch" When Buying Cabinets. Finish and Construction Guaranteed. Mahogany,



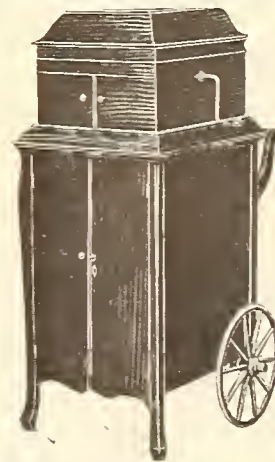
702. Matches New Victrola IX
701. Matches Old Victrola IX
703. Matches Columbia D



809. Matches New Victrola IX
800. Plain Top 19 1/2" x 23",
Columbia D. All Machines



809
Showing Interior Shelf Construction



909. Matches New Victrola IX
910. Plain Top 19 1/2" x 23",
All Machines

Golden, Fumed, Weathered Oak, and Special Finishes. Nickel-Plated Trimmings. Lock and Key. Casters Extra.

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.

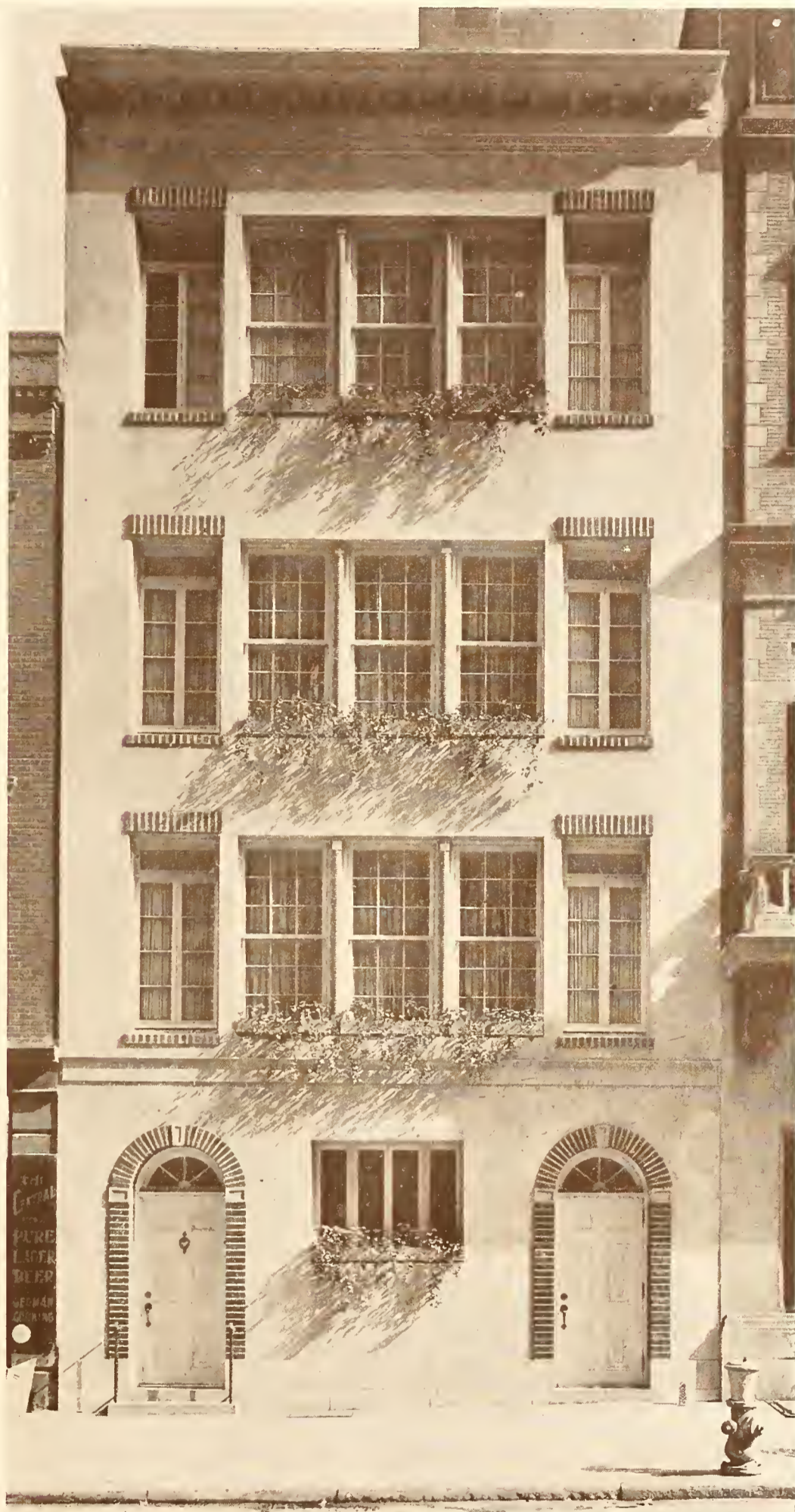
QUALITY, PRICE AND SERVICE

Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

Write today for our Catalog and be Prepared for Your Spring Business

SCHLOSS BROTHERS, 637-645 West 55th Street, New York

PHONE, COLUMBUS 7947



THE BEAUTIFUL VOCALION STUDIO

IN this beautiful building, situated on West Forty-third Street, in New York, opposite Aeolian Hall, is faithfully portrayed the spirit of Aeolian—the blending of art, of science, and of skill.

No concern in the music industry today—no concern in any industry has a clearer perception of the value of ideals in their practical application to the uses of commerce and of manufacturing.

The Vocalion Studio, where come the artists who make Vocalion Records, welcomes them with an atmosphere that inspires them to their best. The

very exterior of the building, the Reception Room, the Lounge—are redolent of Art. Science and skill are also here. The wonderful new system under which Vocalion Records are produced is the last word in the world's knowledge of sound—its production and its reproduction. The full beauty of the artist's voice—all the overtones, too subtle, too delicate for older systems to record—are caught by the new Vocalion method. The records made under this new system are as superior to all other records as the Vocalion itself surpasses all other phonographs.



FOR THE FIRST TIME COMPLETE ON ONE RECORD

That Masterpiece of Music

THE OVERTURE FROM WILLIAM TELL

(Rossini)

Played by the Vocalion Concert Band

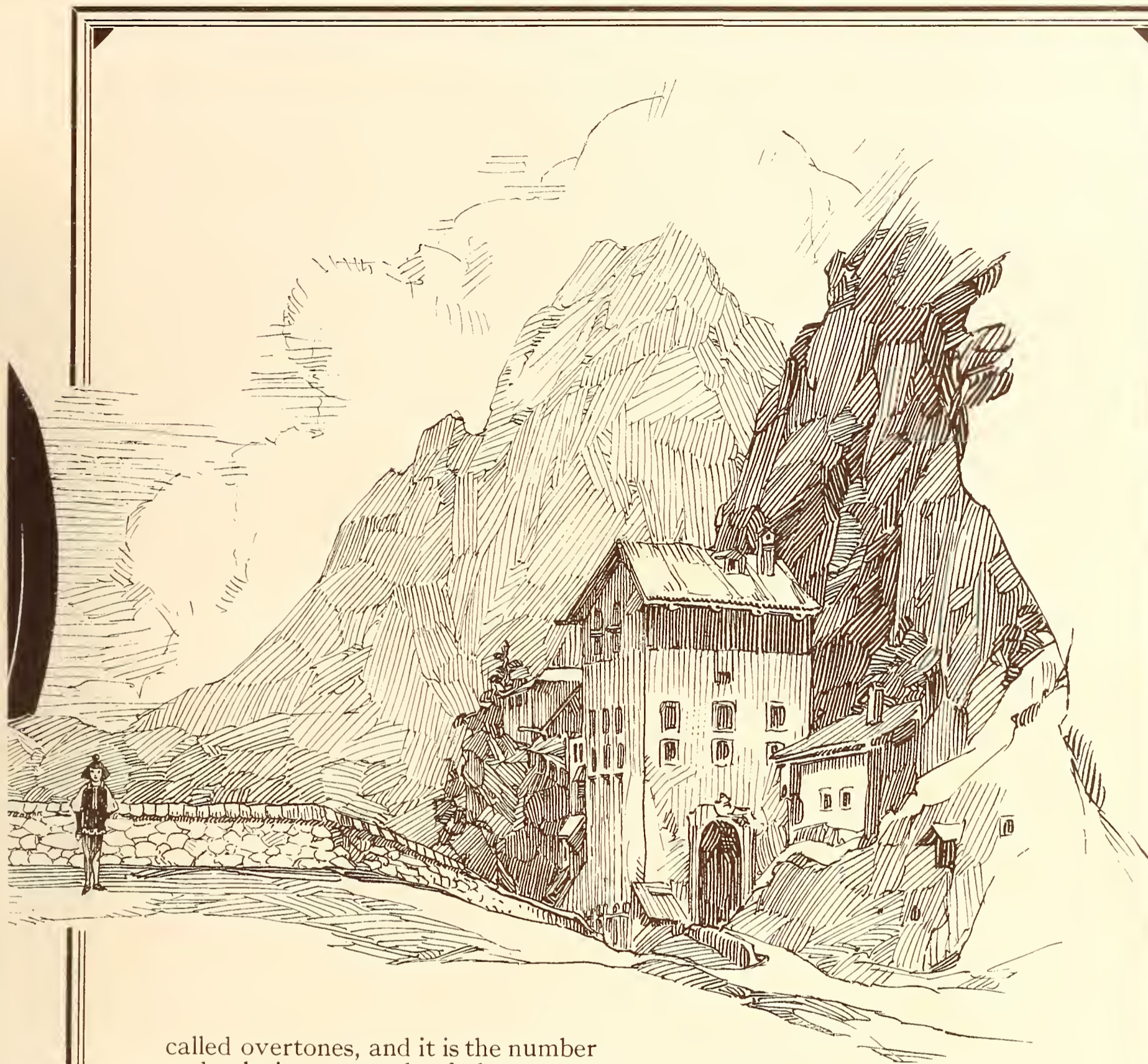
VOCALION RECORDS accommodating one-third more music than other records, through their improved system of recording, make possible the complete presentation *on one record* of the famous Overture from William Tell. The reproduction of this noted composition—rich in dramatic contrasts by the Vocalion Concert Band—is both masterful and impressive.

SCIENTIFIC SUPERIORITY

As is generally known, all musical tones are composite in character—that is, every tone of voice or

instrument is really composed of a number of individual tones.

These components are commonly



called overtones, and it is the number and relative strength of these overtones which decides the character and quality of any given tone.

When sounded or sung, every musical note creates a definite number of sound-waves, one for each partial, as overtones are scientifically called. No sooner are these distinct waves formed, however, than they all merge into *one wave* which owes its regularity of outline to the number and strength of the partial waves.

Many of these waves, particularly where there are a large number in a series, are exceedingly delicate. Their presence can hardly be detected by the finest instruments. And yet the natural timbre of any individual voice, or distinctive instrument like the violin or flute, is not apparent unless a sufficient number of partial waves can be recorded and reproduced.

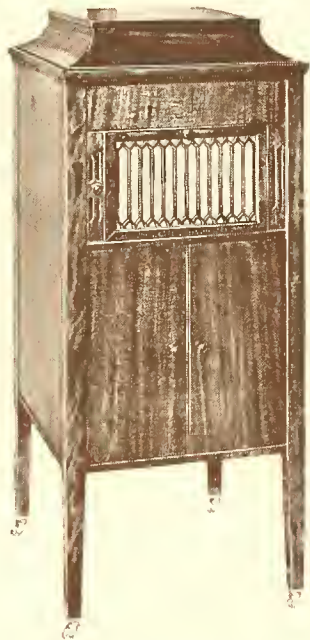
Briefly:—the superiority of the Vocalion system lies in its greater sensitiveness. It is able to record far more delicate partial waves than older systems and also to reproduce them.

Hence, a Vocalion violin record, played upon the Aeolian-Vocalion, sounds appreciably more like a true violin than has hitherto been possible. And the same is true of all other musical instruments and individual artists.

Moreover, the tones themselves are fuller, richer, and possess more body and carrying quality. Also, these records contain *one-third more music* than other records; 10-inch Vocalion records playing as long as ordinary 12-inch records, and 12-inch Vocalion records playing correspondingly longer.

THE AEOLIAN-VOCALION

*The Phonograph Made
by Musical Experts
For Musical People*



Style 500
\$175

THE Aeolian Company are the world's masters in the art of musical instrument building. The magnificent *Pipe-Organs* built by this firm—the most pretentious and costliest

instruments ever constructed—are installed in hundreds of the palaces of *Europe* and residences of wealth in this country.

The *Steinway* and the *Weber Duo-Art Pianos* and *Grand Pianolas* are unapproached in the realm of the pianoforte. All the productions of this great house are distinctive, distinguished and supreme, each in its field.

THE *Aeolian-Vocalion* is far more than has hitherto been conveyed by the word "phonograph." It is a true musical instrument, designed for, and appealing to, people of cultured taste and discernment.

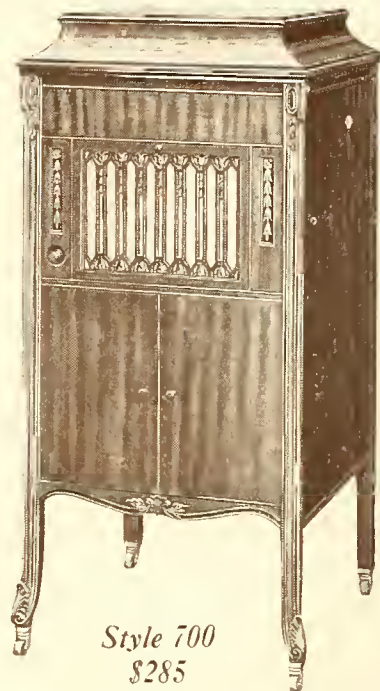
Its tone has the richness, depth, purity and beauty that people with such taste demand and appreciate. Its cases exhibit the simplicity of true art, the appropriateness to

their surroundings, that only knowledge and experience in fine instrument designing can produce.

Its many important and exclusive features, such as the *Graduola*, giving personal control of tone effects; the *Universal Tone-Arm*, giving access to all the different standard makes of records, and the *Automatic Stop*, providing a simple and precise means for starting the music and stopping it at desired points; all add their value to the sum of its completeness.

Today, the *Aeolian-Vocalion*, with its extraordinary qualities emphasized and enhanced by the production of the new and revolutionary *Vocalion Record*, occupies a position in the phonograph field that is a true reflection of the standing and the character of the distinguished *Music House* that builds it.

Conventional models of the *Vocalion*, cost with the *Graduola*, from \$115 upwards; without *Graduola* from \$50. There are many beautiful *Period Models* from \$240 upwards. All prices subject to change.



Style 700
\$285



William and Mary
Style 1497
\$340

THE AEOLIAN COMPANY

NEW YORK LONDON PARIS MELBOURNE SYDNEY MADRID

Better Grade Machines the Logical Products Under the Existing Market Conditions

Although it is generally recognized that the bulk of the talking machine demand at the present time is for machines retailing at from \$75 to \$125, with a tendency towards still more expensive models where finances permit, there are still manufacturers of cheap machines, or would-be manufacturers, and assemblers of talking machines, who persist in believing that cheapness is, or is likely to be, the chief sales argument, and are, therefore, devoting their efforts to the production of machines to sell at very low prices.

Some years ago, before the prices of supplies began soaring, a flood of "cheap" machines appeared on the market, cheap particularly in construction, but mighty few of these machines have survived. The fact of the matter is that the public has been educated to demand machines of the better grade—machines that, although they represent a more or less substantial investment, possess the mechanical and tonal qualities that are calculated to make that investment one of permanent value. Increasing manufacturing costs have put even the cheaper models of standard machines on a higher level, and it is doubtful if the price of these cheaper machines will ever be reduced to any appreciable degree, unless there is a wondrous and unexpected drop in material and labor costs.

Machines can still be assembled or manufactured at a low cost, but anyone at all acquainted with trade conditions must realize that such machines are cheap all through, cannot stand up in use, and are not calculated to build up a permanent trade for the manufacturer. Those who buy such machines and the dealers who handle them both come back to the manufacturer when the cheap motors and other materials give out. The dealer begins to look around for another line selling at a price that will make it possible to give a half decent product, and the ultimate consumer is so disgusted with the cheap machine that he either loses all faith in talking machines as a whole or makes up his mind to buy a new machine of recognized quality and at a price that will give him something for his money.

The talking machine has been developed up to the present time along high-grade lines, and has been offered to the public as an instrument of distinct value. The appeal has been made chiefly on the basis of the tremendous musical possibilities of the machine and the accompanying records, rather than upon the price. It has been offered not simply as a fad, but as something of intrinsic and permanent value worth any price asked for it within reason.

Whatever possible excuse that might be found under ordinary conditions for making a low-priced machine for the public, it is without

standing just now, when it is not possible for the majority of factories to turn out sufficient machines of the \$100 value, or better, to meet the demand that exists at present. If the public

Public Has Been Educated to Appreciate the Higher Class of Machines and Trade Should Profit by Fact

is crying for machines of that type why kill the goose that lays the golden egg by endeavoring to go after business on a small change basis?

Keep the trade on the high plane to which it has been developed by a tremendous amount of

individual effort and millions of dollars of advertising expenditure. It means the retaining of public respect for the instrument, the inculcation and maintenance in the minds of worthwhile prospects of the desire to own a talking machine as something worth possessing, and means a satisfactory income from machines for both dealer and manufacturer, a return that enables the former to conduct his business along high-grade lines, and enables the latter to put into his product materials of a quality that will insure satisfactory durability.

If the talking machine is lowered to the level of a common merchandising proposition, then much of the results of the effort and money devoted to the development of the industry will have been lost.

Progress means going ahead and not backward, and the term progress can never be accepted as indicating a lowered quality standard. The opportunity exists, right now for developing for the future—for producing machines and records that make their possession worth while. So long as it is kept upon a high quality standard, just so long will the talking machine business be such a desirable one, and continue to outrank the majority of other lines of business.

PHONOGRAPH IN A NEW LIGHT

Senator Baker, of Michigan, Compares Good Roads Building to Phonograph Buying

State Senator Herbert F. Baker, of Michigan, who has long been a staunch friend of the farmer in the West, and whose activities in fighting their battles have brought upon him the name of "The Untamed Bear Cat From Cheboygan," in discussing the proposed good roads amendment draws a striking analogy between that proposition and the purchase of a phonograph. He says in part:

"The proponents of the good roads amendment argue that our trunk line roads should be built now and built by the State and nation and paid for on the instalment plan, thus placing the State, in the matter of the expenditure necessary to rapid highway development, in the same position as the family unable to buy a phonograph for cash. The instalment plan relieves the situation and in each case it is possible for those interested to enjoy the use of the desired object while raising the fund with which to pay for it."

The Dudley Phonograph Co., Elkhart, Ind., has been incorporated with a capital of \$200,000. The directors of the new corporation are Francis N. Harris, Reno H. Sales, Samuel W. Dudley, Roy T. Newland and James F. Boyer.

PROGRESS IN TERRE HAUTE, IND.

Brunswick Shop Enlarged and Remodeled to Take Care of Growing Business

TERRE HAUTE, IND., March 20.—John Jensen, manager of the Brunswick shop, has recently enlarged and improved his showrooms on Wash avenue. He is featuring the Brunswick talking machines and the Ultona reproducer, made by the Brunswick-Balke-Collender Co. The addition of several new sound-proof booths on the first floor will aid greatly in the display and demonstration of records and machines, and the comfort and ease of the customers are assured by the furnishings and decorations of the rooms.

MOVE TO NEW QUARTERS

The American Phonograph Co., Grand Rapids, Mich., formerly located in the Shepard Building, has moved to the second floor of the Bishop Furniture Building, Ionia avenue. The new quarters have been extensively remodeled and a fine suite of offices and assembling and shipping rooms have been added.

The Starr Piano Co., Vincennes, Ind., has moved to larger rooms at 423 Main street. The rooms have been handsomely decorated and newly furnished.

The Corley Company

VICTOR WHOLESALERS
RICHMOND, VIRGINIA

Victor Retailers are invited to write for our list of available records

Columbia

Symphony Records



ROSA PONSELLE

Nextest Columbia Star
Sensational Dramatic Soprano of the Metropolitan Opera

An entirely Argentine soprano. Born in Mercedes, Spain, of parents who emigrated from Italy. Educated in the Mexican public schools. Sang in the Mendocino Cadet Corps. Then in Vaudeville. Sings for money. Went to see a famous teacher. Studied Grand Opera and became a star. Made her debut in November, 1918. Now the greatest living dramatic soprano. Lives in a New York apartment, and says, "I must work and work." That is the story of Rosa Ponselle's new American career.



Lazaro

At the age of 20, Hipolito Lazaro joined the Spanish Army for the war in Morocco. One night his captain heard a glorious voice soaring out above the silent bivouac—the next day Lazaro was on his way home to study under the great masters. Thus began the career of this wonder-tenor of the generation.





More profit. More prestige. Symphony records give you both. More profit than other records. All the prestige of handling music made by world-famous artists. To help you sell these symphony records we have prepared individual mailing inserts in color, telling striking stories of these artists' careers.



Barrie

Once a year, Maria Barrientos goes back to Barcelona, the romantic old Spanish town that gave her birth, and sings at a performance whose like is to be found nowhere else on earth. The King of Spain is there—and the lowliest peasant. It is the annual concert for the Barrientos Free Scholarship Fund—established by the great soprano for the inspiration and help of all young Spanish vocal aspirants.




Stracciari

Cardo Stracciari has been decorated with two kings—but could never in the world guess it. The great baritone is like a boy—a big, happy boy—happiest when ladies and courts and conductors are far away, and he can don old togs, fish to his heart's content and tramp home with a hearty appetite for his favorite dish.




Grainger

the see may tak h

And in them—as in all the rest of the young Australian's lithe, supple body—is the poised strength of steel. Percy Grainger's genius dwells in a marvelous house—a physique like that of a Greek athlete. He has revived many old English and Irish selections by a re-arrangement of the music.




The use of these artistic inserts will bring your customers back for more. Use them to push these artists' records. On the face is the intimate story. On the back is the list of the artist's records.

Build yourself a permanent trade. There are people in every district who like to hear the classical music. Symphony records serve to keep the Grafonola in active use. You can make one record sell many more by using these attractive inserts.

Columbia

Symphony

Records

These mailing inserts tie up with our nation-wide advertising of our high-grade artists. Mailed to a selected list of your customers, they increase the value of this advertising to you.

Use them also to increase your business when these great artists appear in concerts or opera in your district. Such appearances afford an unequalled opportunity to push the sales of records made by them.



Lucy Gates

Miss Gates has been called "the Maude Adams of Grand Opera." The term is apt—the vocal charm of this dainty little Westerner who has sung her way into the heart of America is indeed comparable only to the charm of manner of America's best-loved actress. It is of interest that Miss Adams and Miss Gates both claim Salt Lake City as a birthplace.

Toscha Seidel

Toscha Seidel's uncle, himself a violinist of no mean repute, tells how the little Toscha would stamp his feet and cry with rage whenever he detected a false note (struck purposely) in his uncle's playing.

So true an ear for harmony; or so marvelous a hand for technique have rarely been associated in the person of a violinist.

Oscar Seagle

A young man studying law in a small Southern College—the discovery of a golden baritone voice that no campus glee club could do without—the decision to give up a profession for an art—such are the steps in Oscar Seagle's notable musical development. It also explains his wonderfully sympathetic rendering of southern folk-songs and negro spirituals.

Hulda Lashanska

A day with Hulda Lashanska begins with a 10-mile gallop "cross country." Follows 18 holes of golf; a glorious swim in Lake Placid; a spin in the Lashanska motor—and then, best of all, home to the dearest, golden-haired little girl-child in all the world. Yes—the very same small person to whom the prima donna sings those wonderful, lulling lullabies that have so often held you spell-bound.

With each fifteen 10-inch or 12-inch single or double disc symphony records we will send you a total of 100 inserts about the artist or artists whose records you choose. Try them out. You'll find that they pull.

This is a good time to feature Foreign-Language Records. Why not put in a line? The cost is small—profits big. Write for particulars.

COLUMBIA GRAPHOPHONE COMPANY
New York
London Factory: 102 Clerkenwell Road, E. C.

Some New and Interesting Angles on Record Publicity and Salesmanship

By Laszlo Schwartz
Advertising Mgr., OkeH Records

Notwithstanding the fact that outside of the automobile no other new invention with universal marketing possibilities ever received the publicity that has been applied to the phonograph and the record, nevertheless, the marketing methods of these products are still in need of considerable improvement.

One could not possibly form a fair opinion of the merits and shortcomings of phonograph and record selling methods judging same by the efficient ad campaigns waged by the leading manufacturers and the successful retailers in the field. After all, the modern methods resulting from their progressive spirit form but a minor numerical part of the legions of retailers small and large.

Every progressive dealer owes it to his business to study this subject from various angles. Let us hope that these humble efforts may be instrumental in scattering genuine constructive enlightenment on this fascinating subject.

Path of Errors

1. It is a grave error for a dealer to be misled by the idea that a good piano salesman is necessarily just as good a phonograph and record seller. No. Not quite. When the piano is sold the piano salesman considers the deal closed for good.

In that respect the phonograph salesman's psychology is vastly different from that of a piano seller. It must be different so as to adhere to the thing most vital to the existence and growth of the entire phonograph industry. Namely, unlike in piano salesmanship, the phonograph sales folk must consider the sale of the instrument merely as the introduction to a serial story with endless instalments.

He must prepare the customer for this long-lived partnership. He must begin to enlighten the buyer to the keenest understanding of the educational and entertaining powers of the records which he will sell him from time to time. This cannot be accomplished by any record salesman or saleswoman unless they themselves become thoroughly enlightened and genuinely interested in the record industry and in many phases of our musical life.

Inasmuch as piano salesmen are trained to possess somewhat different selling qualifications, record dealers will do well not to expect wonders from ex-piano salesfolk when they first enter the record field.

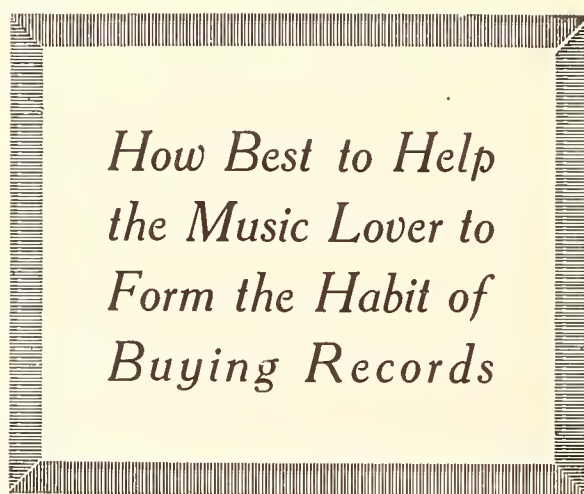
Warning No. 2

Wherever we find dealers selling records under adverse conditions we usually find a dealer who does not fully realize that the phonograph and record industries have created a new art in salesmanship. Yes, an entirely new art, one which has set upon itself, making contented bedfellows of commercialism and musical art. The

mere fact that this problem of making peace between art and commercialism has proven the riddle of ages gone by should make this new art worthy of every dealer's close study. There's no doubt but what the success of the phonograph and record industries has grown to such immense dimensions because for the first time in the history of the world art and commercialism found it possible to get along side by side on a world-wide scale and thrive without detriment to one another.

Let us outline the workings of this new art in salesmanship.

1. Record dealers aiming for 100 per cent. sell-



How Best to Help the Music Lover to Form the Habit of Buying Records

ing efficiency must first of all create an atmosphere in the record department which will be conducive to successful record selling. This means (a) Make it possible that the buyer's entire attention is monopolized by the record on the instrument. (b) The booth must be made as soundproof as possible. No effort should be left untried toward that end. (c) The furnishings and pictures in that booth must be selected with an eye to artistic effects which will create an atmosphere of homey coziness. (d) If possible, booths should be built so that Mrs. Brown sitting in Booth No. 1 should by no means have her attention distracted from listening to the record through the act of scrutinizing Mrs. Green's new bonnet or dress in Booth No. 2.

There are other fine points worthy of mention, each and everyone showing the workings of this new art in salesmanship, but the above are sufficient to set any progressive dealer athinking in the right direction.

The Good Musical Mixer

In diagnosing the cases of some less successful record dealers we also find that most of them have never made a genuine systematized attempt to mix with local musical folk.

This is a grave error. The good will of the musical leaders of the community is not so much

needed in marketing popular records, but their influence and boosting is a mighty strong factor in a dealers' propaganda trying to sell classic and operatic records.

The smaller the city the more dependent is the dealer upon the co-operation of the flag-bearers of the musical cause in his community. Unfortunately in small cities the great recording artists are rarely heard, hence their fame cannot be exploited through the personal appeal which they make from the concert stage. With the absence of this potential power in record selling the next best substitute is the recommendation of a professional local musician whose word is accepted as that of an authority on matters musical.

Let Prof. Rosinowitch, the local violin instructor, speak of the wonderful new violin solos he heard on such and such records by such and such artist and it will not be difficult for Mr. Dealer to trace his increase of that particular number to the source pointed out above.

Now, then, it will not take a wide stretch of imagination to see that if Prof. Rosinowitch, the local violin teacher, Mme. Bawford, the local vocal teacher, and Mr. Banger, the piano teacher, will be systematically enlightened by Mr. Local Dealer about the new events in Phonoland, it will soon stimulate the sale of his standard records.

Nowadays no progressive music teacher can do without a phonograph in his studio and the local dealer who is a good mixer with musical folks will soon find his friendship bringing him record sales undreamed of in the past.

Following this path a live wire local dealer will eventually succeed in making his store a pleasant "drop in" place for all musical folk of his town.

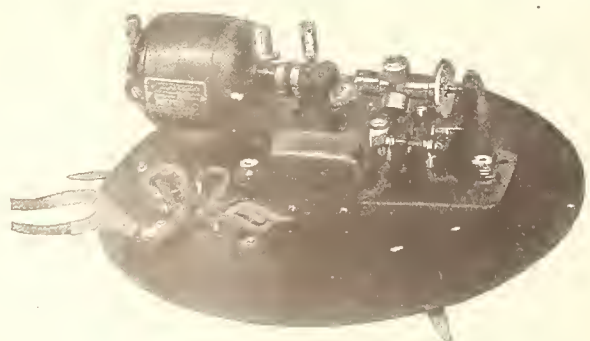
Buying records will become as much of a habit with these musical folk as the very habit they formed of dropping in "to hear the latest records."

It's all in helping the music-lover to form the habit of buying records—it can be done.

JOINS BOLWAY WHOLESALE FORCES

Frank E. Bolway & Son, Inc., Edison jobbers, Syracuse, N. Y., have obtained the services of H. D. Bush to assist them in their wholesale work. He will represent the Bolway concern in the Eastern and Northwestern part of their territory.

Harry M. Curtis, Lynn, Mass., has added to his stock a large supply of pianos and player-pianos, Victrolas, Sonoras, Grafonolas, Edisons, Brunswicks, disc records, sheet music and all kinds of musical instruments.



Operates on any current: D. C., A. C. 25 or
A. C. 60 cycle

IT'S WONDERFUL How the trade is getting into line for Electric Motors

The JOHNSON, of course. The demand for the JOHNSON RELIABLE ELECTRIC MOTORS is increasing by leaps and bounds. You cannot afford to show your line without including JOHNSON ELECTRICS.

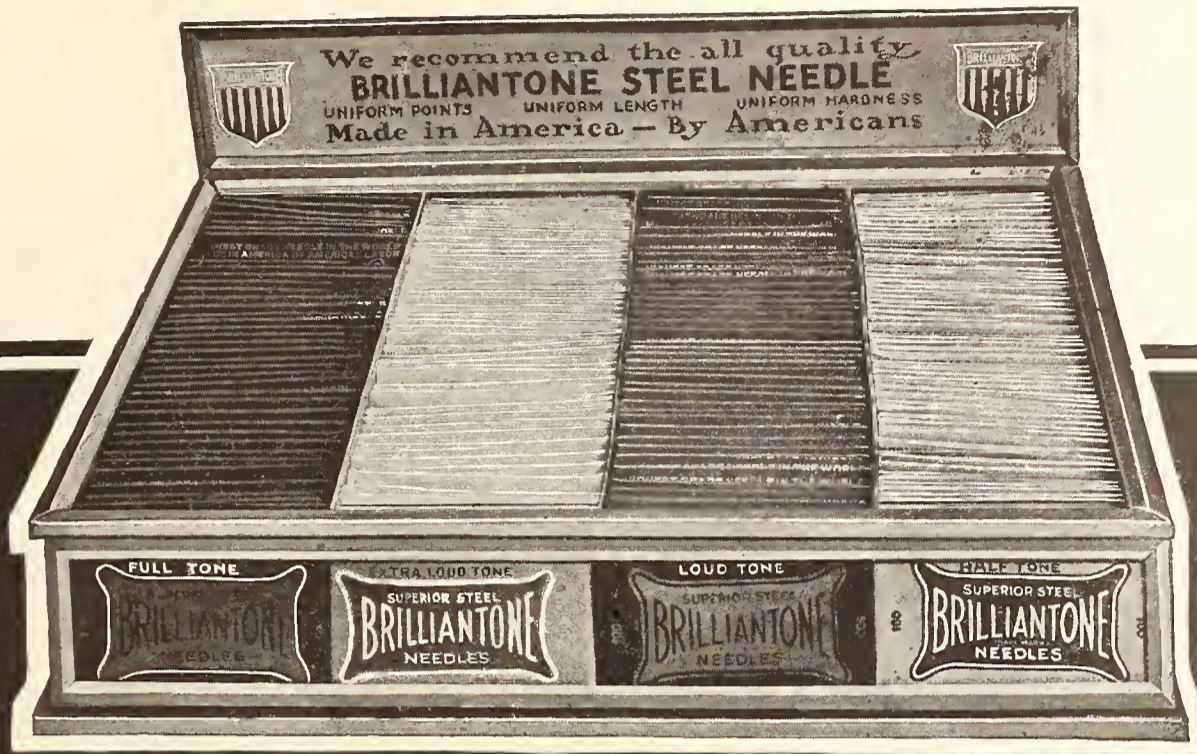
GET YOUR ORDER IN TODAY.

JOHNSON MOTOR COMPANY

3233 West Lake Street

Telephone, Garfield 6724

CHICAGO, ILL.



We Apologize!

BUT DON'T BLAME US TOO MUCH

HOW were we to know that the Brilliantone Peace Baby was going to make such a hit with the trade. They swooped down upon us for these Counter Displays with such a rush, that there are still some dealers who have not been supplied.

To those disappointed dealers we extend our regrets and if they will be patient just a little while longer, every one of them will be supplied, no matter at what effort or expense to us.

We are as good as our word—we offered these counter displays, and we will supply them to those dealers who have sent in their application—in exactly the same way that we made good on deliveries of Brilliantone Steel Needles during the War, when Needles were as scarce as hens teeth.

If you want your customers satisfied
—BUY BRILLIANTONE STEEL NEEDLES

If you want your Phonographs to sound their best
—BUY BRILLIANTONE STEEL NEEDLES

Made in America by Americans



BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

Suite 655-659 Marbridge Building, Broadway at 34th Street, NEW YORK CITY

Chicago District
WALTER A. CARTER
 57 East Jackson B'ldg.
 Chicago, Ill.

B. R. FORSTER, President

Pacific Coast District
WALTER S. GRAY
 530 Chronicle Bldg.,
 San Francisco, Cal.

Spring Publicity Campaigns Started for Talking Machines and Records

By W. B. Stoddard

Love of music should be fostered in every home, and the talking machine dealer should see to it that every parent is made aware of the advantage of having a first-class music instrument to make that home more attractive for the young people. That was the idea of the Starr Piano Co. in some of their recent advertising.

The same idea was expressed by the Gibson Co., Washington, D. C., who recently ran a distinctive two-column ad.:

KEEP THE YOUNG FOLKS AT HOME

How to keep the children at home evenings: that's the question that faces many parents. Too old to be disciplined; too young to select desirable environment; just how to handle children in their teens is a problem. Why not make the home so attractive that they'll want to stay there? Ever think about it in that way?

THE NEW EDISON DIAMOND DISC PHONOGRAPH

will help to keep the young folks at home. It will make your house a centre for your children's friends. And you can feel safe about their surroundings.

What rollicking good times the New Edison assures! The young people can dance to it; sing with it; and then, as their mood becomes more quiet, can slip in some of the beautiful grand opera arias and listen to the world's greatest artists.

THE GIBSON CO., INC.

Such advertisements as the above are sure to set parents to thinking, and if a talking machine is not already installed publicity of this kind will result in many new sales.

Children make excellent boosters for any firm once their interest is aroused, and they have a spirit of loyalty and an appreciation of team work that surpasses their elders. Give them the proper incentive and they will pull together with a will for their school, or club, or church. This spirit of co-operation was recognized recently by Lansburgh & Bros., Washington, D. C., who offered a handsome Grafonola to the room in the public schools of the city whose purchases amounted to the most during the month of April. Anyone making a purchase could have it credited to any room he desired, and the way those children did "pull" for their own particular class room was good to see. In order to be assured that every room in every school was entering the contest they inserted a little box ad. in the middle of their large ad.:

NEW ARRIVALS

Don't forget that every boy or girl entering his or her room in our Grafonola contest will receive 100 votes FREE toward winning a \$200.00 de luxe Grafonola. Come on, boys and girls, a long pull, and a strong pull, and a pull together, for the honor of your room.

LANSBURGH & BROS.

Of course every house that handles Victrolas or player-pianos also handles rolls and music, and in order to bring them to the attention of the public there is nothing so effective as a good window display. One of the most popular of this season's records is the catchy one-step "Me-ow." The universality of its appeal is proven from the fact that a couple of music stores on opposite sides of the continent featured it at practically the same time in their show window. The Chalmers Co., Newark, N. J., had the floor of their window covered with linoleum in large blocks of black and orange. In either corner were placed Victrolas, and forming a procession from one to the other was a line of black cats, life size, cut from cardboard, with big green eyes and red tongues. The walls were of black, with panels of orange, the cloth being laid in pleats. On the orange panels were a series of black cat heads, one above the other, the bottom one larger than life size,

growing gradually smaller towards the top, until the apex showed a head about the size of a dollar. Pasted to the window in large black letters was the word "Me-ow." Records of this piece were scattered all through the window, both in racks and on the floor.

The Southern California Music Co., Los Angeles, Cal., likewise featured this popular selection. In the center of the display was a pedestal covered with green velvet, on which was a cardboard cat of gray, about three feet high. A mechanical contrivance in the rear caused this Tom to open his mouth to the fullest extent, at the same time closing his eyes. The long red tongue hung out, in a manner which almost made one hear him say "Me-ow." The floor of the window was covered with green velvet, and on it were laid talking machine records and player rolls of the selection, while in the background on the wall were ukuleles, banjos, guitars and violins.

THE TALKER AS AN EDUCATOR

J. A. Fairfield, with the Mandel Mfg. Co., Calls the Talking Machine the Greatest Developer of Musical Taste in the Nation's History

OMAHA, NEB., April 2.—J. A. Fairfield, who travels for the Mandel Mfg. Co., of Chicago, gives the following reasons for his belief that there should be a talking machine in every home worthy of the name: "Some people still think," said Mr. Fairfield, "that the talking machine is nothing more or less than a mechanical toy and that it interferes with their children's musical education. This is a great mistake, as the talking machine is the greatest educator in music that we know of. Take two young girls who are to study singing. Teach one with and the other without the aid of the talking machine and then note which one knows the most in a year or two. You will find the talking machine pupil is far ahead of her sister who never had a chance to hear the great singers through this medium.

"The young girl who has studied with the aid of a talking machine had a chance to cultivate her musical taste by playing over the records at intervals. Listening to the masterpieces developed her musical inclinations and assisted her in her musical education and studies. In every case it is the means of advancing the standard of musical taste.

"It makes children truly musical to listen to the works of the great composers, and singers cultivate their taste for a better class of music.

"The talking machine is the greatest teacher of music. Leading musicians are using it in

their studies, as well as in public schools, and give daily recitals in order that their pupils may grasp the right ideas of music and how it should be played and sung. The phonograph gives a person a general mental development in music. Just watch those who have these instruments in their homes. At first they will play all kinds of ragtime and light popular records, but in less than six months those same people have discarded these records for a higher class of music, showing conclusively that their musical taste has advanced.

"The talking machine is here to stay. It is the greatest teacher and developer of music that the world has ever had."

NEW QUARTERS IN LA PORTE

Sonneborn's Sons Occupy Larger Store on Lincoln Way, That City

LA PORTE, IND., March 31.—Sonneborn's Sons, of this city, have moved to new quarters on Lincoln Way, where their store offers an unusually complete display of musical instruments. Considerable space has been added to the interior, which is utilized for the display of musical goods. In the piano and talking machine department five new booths have been installed, designed to demonstrate Victrolas and Sonoras, as well as Hobart M. Cable and Adam Schaaf pianos and players.

The A. G. Ogren Music Co., Rockford, Ill., one of the best-known houses in the music business in northern Illinois, is celebrating the tenth anniversary of its establishment.

To Manufacturers of Talking Machines and Cabinets

*TONE is not all that sells your machine
APPEARANCE is a strong factor*

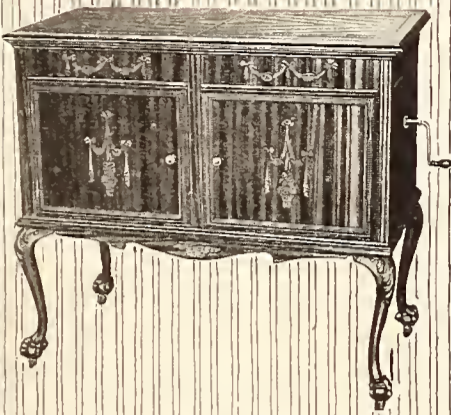
Our Mahogany, American Walnut, Quartered Oak, Plain Oak and Gum Cabinet Panels give your case a pleasing appearance that helps make sales. Let us quote on a list of Panels you use.

"Guaranteed Satisfaction" is our motto.

JAMESTOWN PANEL CO., INC.

BOX 109

JAMESTOWN, N. Y.



VITANOLA 17, \$300.00
Brown Mahogany



VITANOLA 12, \$160.00
Mahogany or Oak



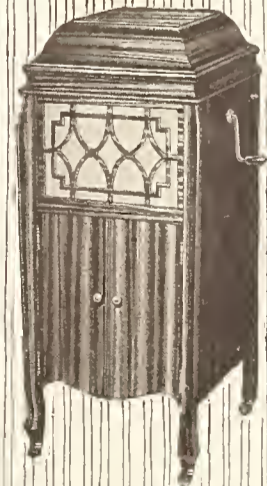
VITANOLA 16, \$200.00
Mahogany or Oak



VITANOLA 10, \$120.00
Mahogany or Oak



VITANOLA 14, \$180.00
Mahogany or Oak



VITANOLA 8, \$90.00
Mahogany or Oak

THE NEW LINE OF
VITANOLA
TALKING MACHINES

Select the Line of Phonographs you are going to offer to your Customers on the Basis of the

Quality and Values

In the Instruments and the

Organization

Back of Them.

In the Vitanola Line we offer you not only a line of established reputation and proven merit, but we also offer you the backing, the cooperation and the service which only a large and well organized concern can give you.

The great growth of our business has been built up on the policy of standing with and back of our representatives and this same policy continues to be the fundamental principle on which our organization is operated.

It is a big line of big-value machines, backed by a concern with large resources and of established prestige—a combination that means big business and big profits to the merchants who carry our machines.

The demand for the Vitanola is growing. If not already represented in your town or territory, we have a most interesting proposition to offer you.

Write for full details.

VITANOLA TALKING MACHINE CO.

508 West 35th Street
CHICAGO, ILLINOIS





Today's Music Today. That's what you get on Columbia Records.

Columbia Graphophone Co.
NEW YORK

INCREASE THEIR FACTORY SPACE

The Faultless Caster Co. Compelled to Enlarge Manufacturing Quarters to Meet Increased Demand for Its Products

EVANSVILLE, IND., April 5.—The Faultless Caster Co., of this city, manufacturer of the well-known line of "Faultless" casters, has been obliged to materially increase its factory space during the past few weeks in order to handle the demands of its clients. The company is endeavoring to give satisfactory service to the users of "Faultless" casters, and the only way it can accomplish this is by the erection of new buildings and the installation of additional machinery. This caster has been particularly successful in the talking machine industry and is now being used exclusively by many of the best-known manufacturers.

MUSIC FOR SICK SOLDIERS

Half a million records have been distributed in camps, ships and hospitals by the Phonographic Records Recruiting Corps since the organization was created in August last. This statement was made recently at a meeting held in the home of Mrs. Charles H. Ditson, No. 19 East Thirty-seventh street, to discuss means of continuing the work of providing musical instruments, phonographs and records for the sick and wounded. The organization has 400 branches.

CONTAINS MANY NEWSY ITEMS

Latest Issue of "Sonora Bell" Contains Many Articles of Interest That Tend to Wider Knowledge of Conditions in the Trade

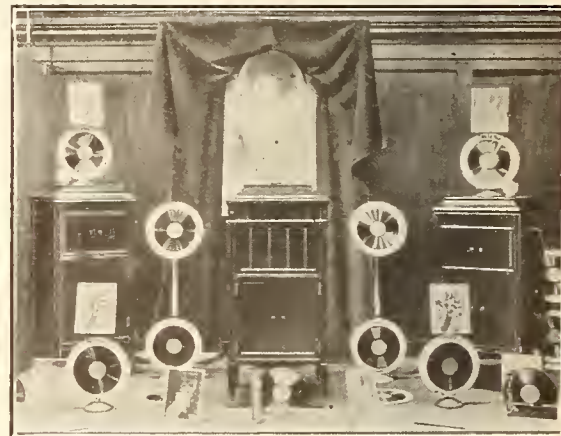
The most recent issue of the "Sonora Bell," the house organ published monthly by the Sonora Phonograph Sales Co., contains a number of practical and valuable items that will undoubtedly be of keen interest to Sonora representatives. On the first page of this issue is reproduced a graphical chart which shows the phenomenal increase of Sonora sales during 1918. According to this chart, the sales of 1913 may be considered as one unit, and on this basis the sales of 1914 are represented as two units, 1915 as 14 units, 1916 as 42 units, 1917 as 100 units, and 1918 as 150 units; the sales of 1918 being about 150 per cent. of those of the big year preceding.

There are several general articles relative to the subject of music, and a few semi-technical discussions that will give Sonora representatives an excellent idea of the true musical import of the phonograph. There is introduced in this issue a page of news about Sonora dealers and this page will undoubtedly become one of the most popular sections in this successful house organ. The center spread of this issue reproduces some of the advertising that will be used in national magazines in behalf of the Sonora phonograph and Sonora semi-permanent silvered needles.

ATTRACTIVE WINDOW DISPLAY

C. T. Sherer & Co., of Worcester, Mass., Feature the "Mickey" Records

WORCESTER, MASS., April 4.—C. T. Sherer & Co., of this city, who handle Columbia Grafonolas and Columbia records, recently prepared a very attractive window display featuring the "Mickey" records issued by the Columbia Co. This display, which was prepared under the



C. T. Sherer & Co. Feature "Mickey" Records direction of Mrs. R. M. Galbraith, manager of the Grafonola department, was presented while the film of "Mickey" was being shown in Worcester. As a result of this display this department sold a large number of "Mickey" records, and needless to say this attractive and timely window was the center of attraction during the running of this film.

CHAS. F. SIMES OUT OF SERVICE

Resumes Duties as Sales Manager of Veeco Co., After Active Duty in France

BOSTON, MASS., March 29.—Charles F. Simes, who before joining the United States army at the beginning of the war was connected with the Veeco, the electric motor manufacturers of this city, has returned from active service in France, been mustered out and has rejoined the Veeco Co. organization as sales manager. Mr. Simes went abroad as a member of an artillery regiment organized in Boston, in which he held the rank of lieutenant. He was wounded in action, and after being discharged from the hospital was assigned to the One Hundred and Forty-third Field Artillery, of California, known as "Mary Pickford's Regiment," with which outfit he returned to the States.

Your observation of the plans of others helps, because it sets your thinking machine into motion.

DIAMOND POINTS
and **SAPPHIRES**
In Any Quantity
LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "WARD New London" quality.

Write for prices

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

BRISTOL & BARBER CO., INC.

111 E. 14th St. New York City

DISTRIBUTORS

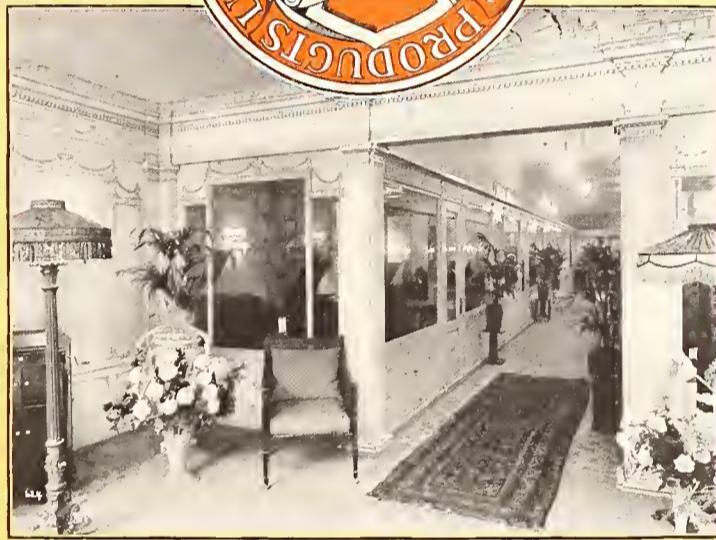
YAHN & LANGE DRUG CO.

Milwaukee, Wisconsin

DISTRIBUTORS

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UNICO INSTALLATION NO. 624

STYLE ADAM

THE WAR CLOUDS PASSING AWAY REVEAL A future of unprecedented prosperity for the whole nation. Talking Machine Dealers will profit directly by the confidence that comes with permanent peace, provided they make the most of their opportunities.

Install now the UNICO System of demonstrating rooms and record files. Over one thousand dealers are now profiting by the beauty and convenience of the UNICO System. To keep ahead of your competition, to gain the utmost from your business, provide the best service that is within your power to install.

1913		23 UNICO DEPARTMENTS
1914		67 " " "
1915		235 " " "
1916		472 " " "
1917		735 " " "
1918	UNICO SERVICE DEVOTED 100% TO GOVERNMENT WAR NEEDS	
1919	MORE THAN A 1000 DEPT'S.	

UNIT CONSTRUCTION COMPANY

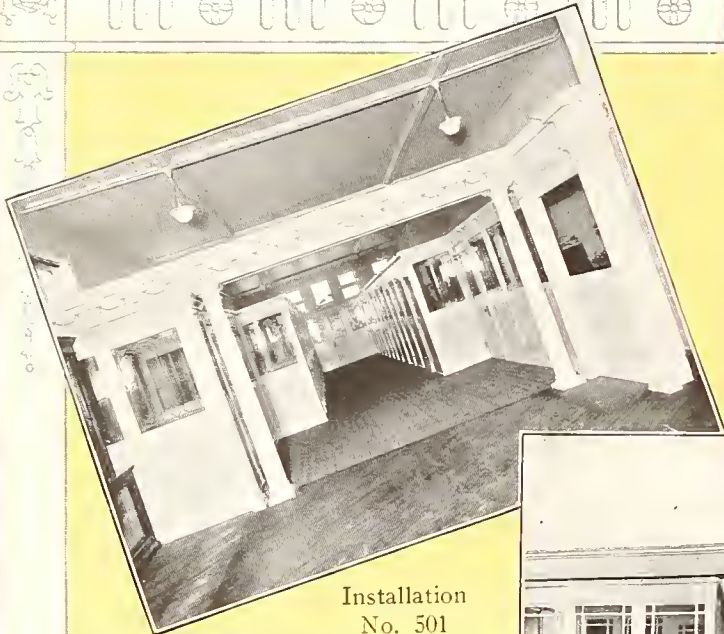
NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Avenue
PHILADELPHIA

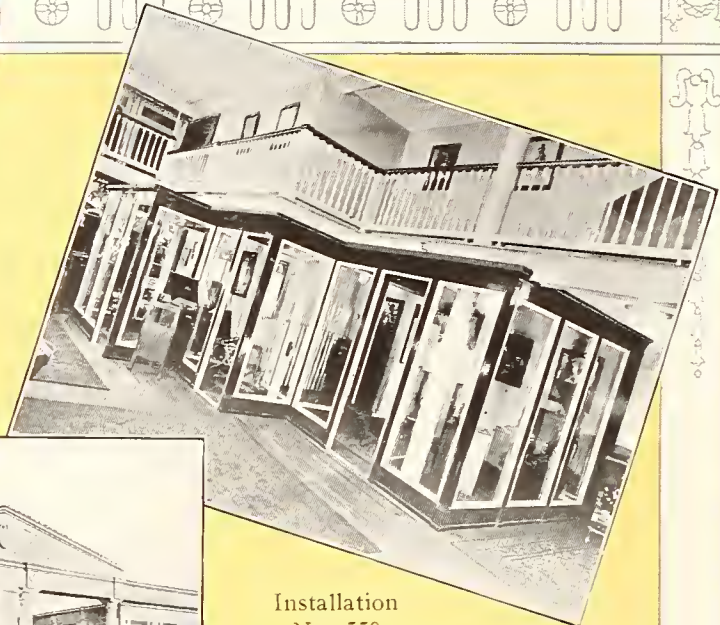
CHICAGO
Lyon & Healy
Building



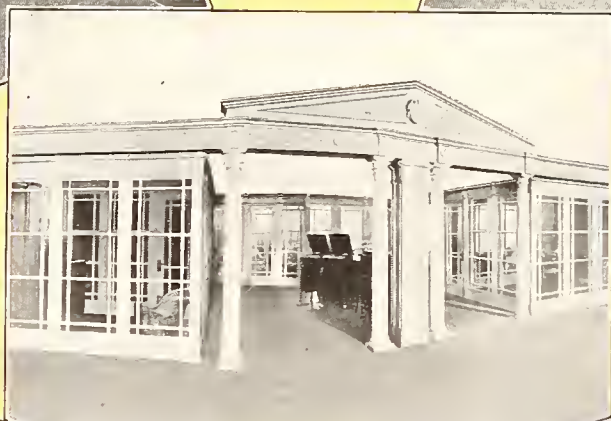
FIVE VERY
POPULAR
UNICO
STYLES



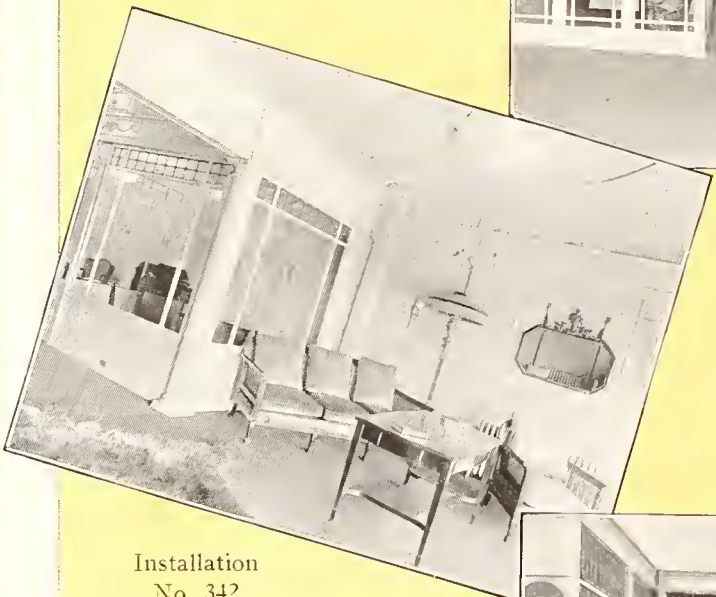
Installation
No. 501
Unico Design No. 2



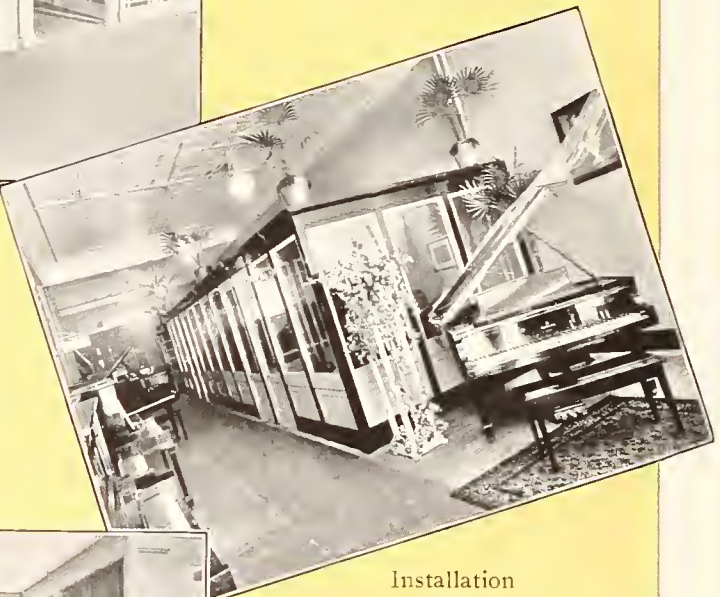
Installation
No. 550
Unico Design No. 7



Installation
No. 273
Unico Design
No. 3



Installation
No. 342
Style Adam



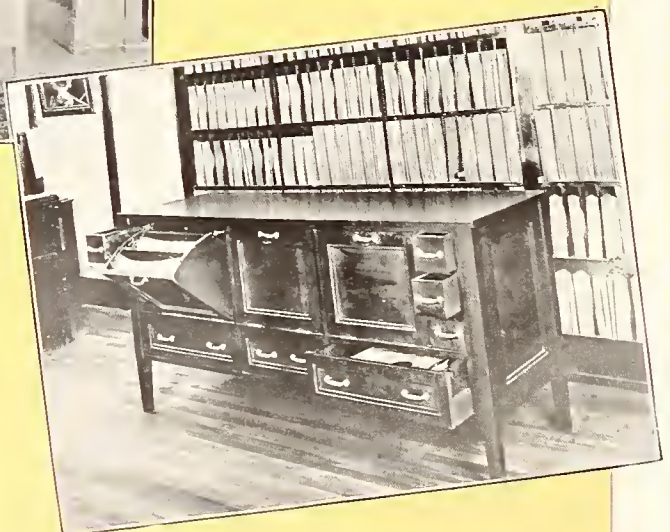
Installation
No. 394
Unico Design No. 5

UNICO
EQUIPMENT
is patented
as to construction

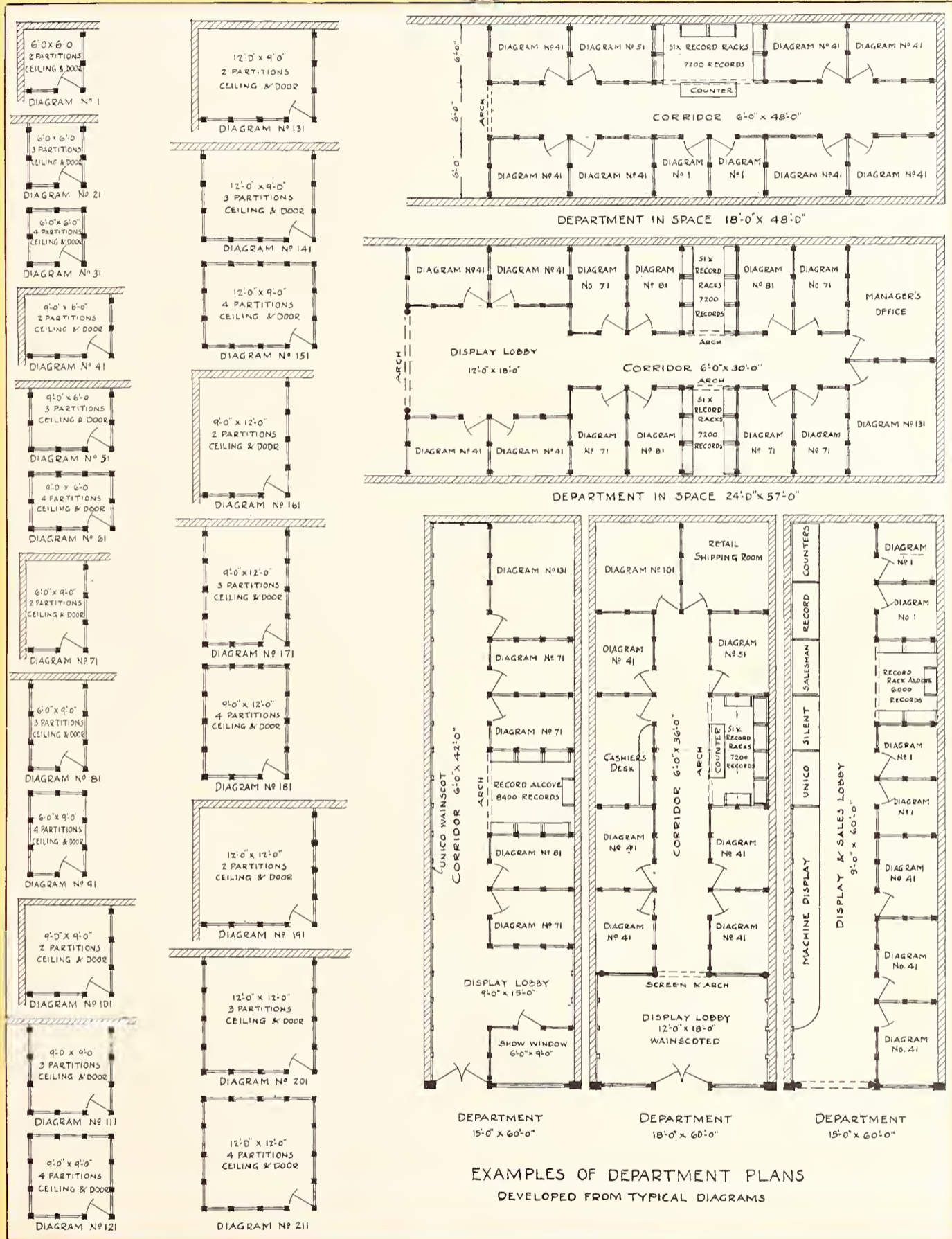
UNICO
EQUIPMENT
is patented
as to design



THREE
FAVORITE
RECORD FILING
SYSTEMS



UNICO RECORD RACK and COUNTER EQUIPMENT
Affords Maximum Capacity in Minimum Space



EXAMPLES OF DEPARTMENT PLANS
DEVELOPED FROM TYPICAL DIAGRAMS

UNICO DEPARTMENT PLANNING SYSTEM

COVERED IN FULL DETAIL IN OUR NEW LITERATURE READY FOR MAY DISTRIBUTION

By the use of the UNICO System, no matter what size space you may have available,
you can in a very few minutes lay out a department of maximum efficiency insuring

INCREASED SALES

LOWER SELLING COST

INCREASED PROFITS



All other United States territory covered by Traveling Department from Philadelphia.

All Canadian and export sales covered by Export Office, New York City.



UNICO DISTRICT NO. 1
New Jersey, Eastern Pennsylvania, Delaware, Eastern Maryland, District of Columbia.
District Office, Philadelphia.



UNICO DISTRICT NO. 3
Illinois, Michigan, Western Ohio, Indiana, Wisconsin, Iowa, Missouri.
District Office, Chicago.

UNICO DISTRICT NO. 2
New York, Northern Pennsylvania, Connecticut, Massachusetts, Rhode Island, Vermont, New Hampshire, Maine.
District Office, New York City.



UNICO DISTRICT NO. 4
Western Pennsylvania, Eastern Ohio, West Virginia, Virginia, Western Maryland, Kentucky, Tennessee, North Carolina.
District Office, Philadelphia.

UNICO quality and efficiency demanded this nation-wide amplification and localization of UNICO Service. Address the District office nearest you. UNICO offices in New York, Chicago, and Philadelphia are entirely at the service of the Talking Machine Trade. Visiting dealers are cordially invited to make our offices their headquarters.

UNICO Planning Service is freely offered to all Talking Machine dealers contemplating improvements in facilities and equipment.

Send us rough dimension sketch of your available space and outline of your requirements, whether for a single room, counter, record rack or for an entire building. Full information plans and estimates will be promptly sent you.

A new UNICO Booklet will be ready for May distribution. Make a requisition for your copy today.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy Building

SIG. CARUSO CELEBRATES HIS SILVER JUBILEE IN OPERA

Famous Victor Recording Artist Showered With Honors by the Municipal Authorities of New York, His Associates and Friends—Interesting Addresses Made—Performance Realizes \$25,000

Sig. Caruso, the famous Victor artist, who has been singing fifteen years in New York alone, and twenty-five since his Italian opera debut, was honored with a special silver jubilee performance, prepared by General Manager Gatti-Casazza at the Metropolitan Opera House on the night of March 22. The program for the Caruso gala performance included selections from a number of leading operas, engaging many of the notable artists of the Metropolitan Opera Co.

After the operatic feature the curtain was raised and disclosed the entire Metropolitan organization, from directors down, grouped about a table loaded with gifts that were to be given to Caruso. Otto H. Kahn, as chairman of the Metropolitan Opera Co., was the first speaker and told of how much Caruso was admired not only for his voice, for his art, and as a man. He spoke of his high artistic striving, his splendid purpose, his generosity, his kindness and simplicity.

The speaker was followed by a deputation of city authorities headed by the Mayor, and the City Chamberlain, who through Police Commissioner Enright, presented Caruso with a magnificent flag of the City of New York in recognition of his services in war benefits and in singing for the Liberty Loans, services that exceeded in cold cash over \$100,000.

General Manager Gatti-Casazza also delivered an address, felicitously couched, in which he extolled Caruso's great art, remarking: "Today on his silver jubilee he can celebrate not only the completion of twenty-five years of his career, but also the arrival at the zenith of his art and his physical powers. He is an artist who ever has in reserve for the public many varied and delightful surprises. We can await them with faith assured."

Caruso seldom makes an extended speech, but with much feeling he replied:

"My heart is beating so hard with the emotion that I feel that I am afraid I cannot even put a few words together. I am sure you will forgive me if I do not make a long speech. I can only thank you and beg you to accept my sincerest and most heartfelt gratitude for tonight and for all the very many kindnesses which you have showered upon me. I assure you that I will never forget this occasion, and will ever cherish in my heart of hearts my affection for my dear American friends. Thank you! Thank you! Thank you!"

The gifts to the tenor included a gold medal

from the Metropolitan management, and another from the chiefs of departments on the stage; an eighteen-inch silver loving-cup from the chorus, and from the orchestra men an ornate silver vase, as well as a great Italian vase of silver, two feet high, from the Opera Directors' Board, and a silver fruit dish from the directors of the Victor Talking Machine Co.

His fellow artists in the world-famous company gave Caruso a platinum watch, having seventy-eight little diamonds set around the rim, and ornamented on the back with 140 small



Enrico Caruso

stones in three circles about the monogram "E. C.," made up of sixty-one square-cut sapphires. It was presented in a silver box on which were engraved the names of all the members of the Metropolitan's company of stars.

From the Metropolitan Opera and Real Estate Co. stockholders, the owners of the theatre, there was an illuminated parchment signed on behalf of all the thirty-five families holding boxes in the \$7,000,000 Golden Horseshoe by their president, A. D. Juilliard. An engrossed parchment from the Philadelphia Opera Directors was signed by Edward T. Stotesbury as president, and an illuminated scroll from the Brooklyn Academy Directors by President Thomas L. Leeming.

At the close of the proceedings Geraldine

Farrar took hold of the municipal flag presented to Caruso and walking to the front of the stage summed up the situation for the entire assembly by kissing Caruso on the cheek, while she called for "Three cheers for Caruso," to which the tenor responded with "Three cheers for America."

At six-and-forty the famous tenor of Metropolitan opera destinies during two administrations is without a successor, not alone a rival. He has borne his honors and emoluments with boyish bonhomie—a good fellow among companions great and small. His voice is probably unique in the history of the lyric stage. It is not extravagant to say that through his Victor records Caruso has, during his career, sung to greater audiences than have ever gathered within the opera house, for no record collection is ever complete without this artist.

The receipts of the Caruso Silver Jubilee opera evening amounted to \$25,000 and were donated to the Opera Pension Fund.

NEW QUARTERS IN ATTICA, IND.

ATTICA, IND., March 20.—James A. Coffing has purchased the three-story building just north of his present location, and on or about April 1 he expects to be open for business. The first floor has been equipped with sound-proof booths for the display and demonstration of the Edison phonographs and records, etc.

NEW MANAGER IN PROVIDENCE

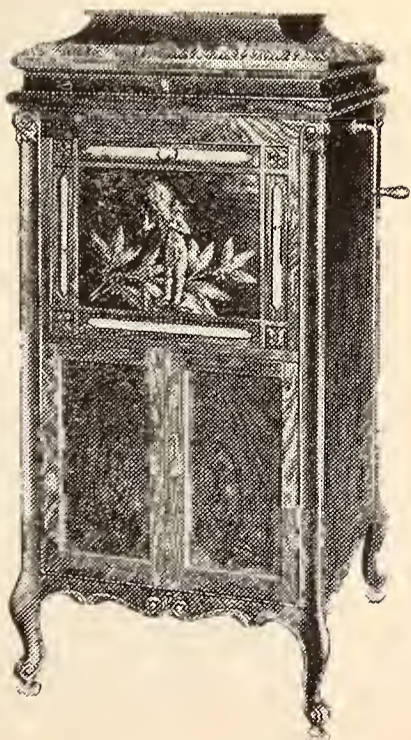
Earl L. Wooster is now in charge of the Victor department of the Anthony Furniture Co., Providence, R. I. Mr. Wooster has had considerable experience in the talking machine trade, and has handled Columbia and Edison machines as well as the Victor line. He has only just returned from the air force of the United States navy, having seen service at naval bases in England, Ireland and France.

INCORPORATED

F. M. B., Inc., Brooklyn, has been incorporated with a capital stock of \$10,000 to handle Victrolas and sporting goods. The incorporators are J. P. Bahrenburg, A. O. Johnson and J. J. O'Leary, 7721 Ridge Boulevard, Brooklyn.

STARR CO. STORE REMODELED

The Evansville, Ind., store of the Starr Piano Co., at 208 Main street, recently completed the remodeling and redecorating of its store and has built several demonstration booths for Gennett records and Starr phonographs.



The Wonderful Tone Production of PHON D'AMOUR

is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

PHON D'AMOUR

THE FRITZSCH PHONOGRAPH CO. N. W. C. Main & Canal
CINCINNATI, OHIO

Edison Message No. 40

We are beginning to hear these days about the "American Bolshevik." There is no such person. A man may be a Bolshevik or he may be an American, but he cannot be both a Bolshevik and an American.

*There is Bolshevism in America,
but there are no American Bolsheviks.*

THOMAS A. EDISON, Inc.

ORANGE, N. J.

Modern Ideas in Window Display and Store Equipment Pay Big Profits

By Elbert Parsons

"Variety is the spice of life" is an old saw which was never so true as when applied to window and interior arrangement of talking machine stores. Now I am going to put some pointed questions to you. First of all, is that window of yours going to present the same familiar appearance this coming spring and summer that it has for the past six months?

It's a pertinent question, isn't it, particularly when you bear in mind that the leading talking machine companies are spending thousands of dollars in preparing special window displays that are well worth the consideration of dealers who desire to get "out of the rut"—to interest the public in the fact that they are alive and up-to-date—for in presenting something original and striking the men who conduct a store are advertised to the public as progressive.

It is true that talking machine dealers in larger cities and in the principal streets are believers in oft-changed windows and attractively arranged stores, but take some of the smaller towns and the less frequented sections of the cities, and there are dealers who seem to be absolutely indifferent to the value of their windows and to the fact that they have at their disposal displays that might afford evidence of their enterprise if they were disposed to take advantage of them.

You can pass these small stores for months at a time and window displays are unchanged; machines and records are dusty and poorly placed, and there is a general air of indifference to one of the most profitable means of interesting the public in the store.

The time is then ripe for action—for change. You are, unless your attention is called to it, very apt to become "accustomed to things," and it is "bad business"—this "becoming accustomed." The public's taste runs to variety—that

is a pretty well established truism by this time. It is your business to increase your business by catering to the tastes of the public. You owe it to yourself and to your business. In fact, you can never hope to be successful beyond a small degree unless you have sufficient psychology in your make-up to realize that the man is judged by his store, and that the infrequently

The Talking Machine Dealer is Often Judged by the Character of His Window and Store Equipment

changed, ill-kept window is the most positive proof of a store being run by a man who has poor business tact and ability.

People in your community do not care to deal with such a store; they are apt to go elsewhere—to the man who believes that "the window oft proclaims the man" and spend their money for talking machines and records in pleasing environment.

Change, individuality, variety—call it what you will—always appeal, and the dealer who will succeed is he who realizes this fact not only as applied to his window, but to the entire interior arrangement of his store.

In many cases it might be well to create a

general upheaval of store traditions and install modern ideas of equipment throughout—ideas that will make the store a more attractive place for people to trade in; a place where they will visit more frequently, and where they will feel at home.

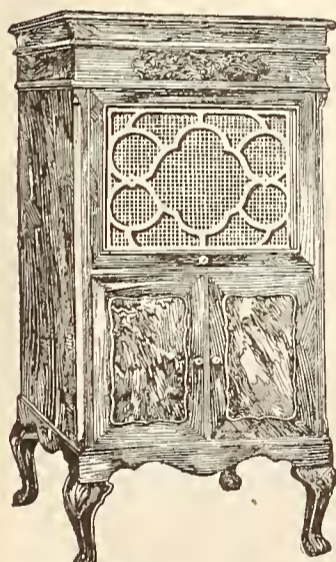
The war is now over, and we can prepare for a good long stretch of prosperous times, hence hustle things around right away. Let no moss-grown policy prevail.

Fix up your window and your store so that it will stand out as a model—as an example that will be talked about in the neighborhood. Be individual and progressive—particularly so if you are living in a community where merchants are indifferent to the value of window and store arrangement. Remember that it is not the locality that counts as much as the store. The attractive talking machine store can dominate the locality, and every penny spent for frequent window displays and artistic interior arrangements will pay a big profit. It may be said this is an old topic, but the subject is one that is well worthy of being reiterated and emphasized.

W. S. GRAY HAS "NYACCO" AGENCY

SAN FRANCISCO, CAL., April 1.—Walter S. Gray, Chronicle Building, who is the Pacific Coast agent for many successful talking machine accessories, has been appointed distributor in this section for "Nyacco" albums, manufactured by the New York Album & Card Co., New York. These albums enjoy wide popularity and Mr. Gray expects to develop a profitable demand for these products in the large territory which he controls on the Pacific Coast.

If you want better ideas—more active, original, and valuable—improve your thinking.



Tonal Beauty and Cabinet Quality

THE Cheney Phonograph is prized both for its transcendent beauty of tone and its masterly cabinet quality.

The tonal system employs new principles of accoustic science which place the Cheney in a class alone.

The CHENEY PHONOGRAPH

Cheney cabinet craftsmanship does more than suggest the work of the old masters of furniture artistry.

It equals their finest achievements.

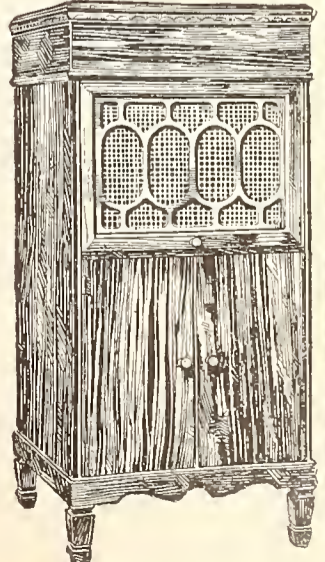
Cheney cabinets possess the distinction and artistic charm of the original period productions which inspired them.

The far-seeing dealer will recognize in these commanding advantages, the greatest opportunity offered in the phonograph field.

Write us for full details

CHENEY TALKING MACHINE COMPANY

Marshall Field Annex Building, 24 North Wabash Ave., Chicago



TALKER AN AID TO PHOTOGRAPHY

Western Photographer Makes Subject Look Pleasant With Selected Music

A photographer has been discovered in the State of Michigan who is a musician and also a bit of a psychologist. He has found the talking machine a great help in his business of making portraits of his subjects. When a person enters his shop and expresses a desire to have a picture made this enterprising photographer makes a study of this person, trying to read from the facial expression and actions his disposition and characteristics. Then he studies the face and decides just which features should be emphasized in order to get the best results, from an artistic point of view.

But he found it a difficult matter to make these features stand out so that they would make a life-like impression on the plate. At last he hit upon the talking machine as the solution, and now uses music suited to the particular type of individual. To make his subject register joy or animation he plays some lively tune, and if he thinks his subject should appear sad or thoughtful he depends upon such old Southern melodies as "My Old Kentucky Home" to produce the desired result.

He has found this plan very successful, for there is music to express every shade of human emotion and feeling, and with the aid of the talking machine this music is always at hand, ready to do its work.

CAUSES NO DAMAGE BY FIRE

L. M. Huntington, vice-president of Phonographs, Ltd., 861 Broad street, Newark, N. J., advises *The World* that the fire which visited the building in which they are located last month actually caused no damage by fire, the only loss being by water and smoke which amounted to not more than \$1,500. There was no interruption to their business, and everything is running in first-class shape.

POPULARITY OF ALL STAR TRIO

Victor Records Made by This Organization Have Won a Large Measure of Popularity Throughout the Country

Very few organizations introduced to the public during recent years have made such an impressive and immediate success as the All Star Trio, whose Victor records are proving among the most popular numbers in the recent supplements.

This trio consists of J. V. Arden, W. Wadsworth, and G. H. Green. Mr. Arden has been recording music rolls for some time past; Mr. Wadsworth has been on the vaudeville stage for quite a few years, and Mr. Green is recognized as one of our leading xylophone players.



The All Star Trio

These artists with keen perception recognize the value of spending money on their own publicity instead of asking other people to do it. Accordingly, they have arranged to distribute 500 photographs, similar to the one shown herewith, measuring seven by nine inches, and Mr. Arden has personally visited many of the Victor

dealers in metropolitan territory and presented them with an autographed picture.

The sale of the Victor records recorded by the All Star Trio has been little short of phenomenal, and their future records will undoubtedly meet with equal success. Incidentally, these artists have also composed several popular selections. Wadsworth and Arden are the composers of two lovely fox-trots, "Lucille" and "Just Blue," and George Green is the composer of "Frivoly," a very successful one-step.

APPROVES THE TRADE ACCEPTANCE

Mandel Mfg. Co., of Chicago, Find an Increasing Interest in This Means of Settling Accounts—How Dealers Would Benefit by Use

In the talking machine as in other industries there is evident an increasing interest in trade acceptances as a means of providing a method of settlement that is deemed most modern and most satisfactory by students of credits and accounts. The Mandel Mfg. Co., of Chicago, in a recent letter states that it has been trying hard the past six months to secure trade acceptances from customers, and is meeting with splendid success. "It is simply," writes J. H. Hupp, of that concern, "a case of thoroughly explaining the advantages of the trade acceptance to the dealers and in most cases they are found to be heartily in accord with the plan."

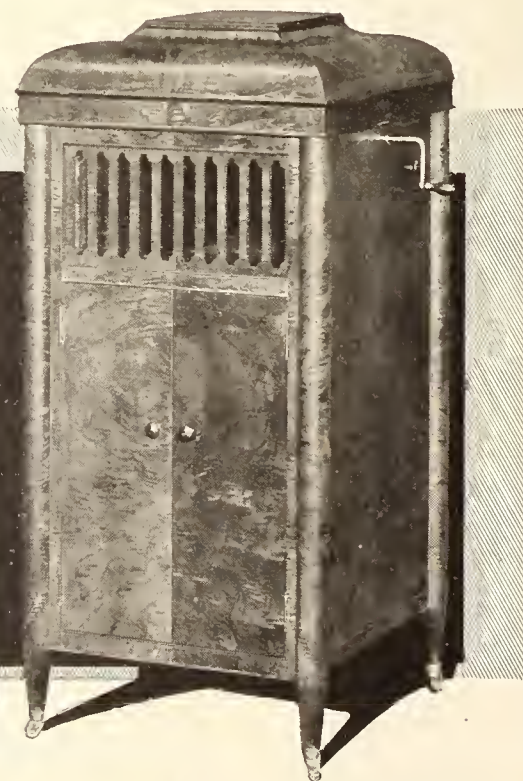
One dealer located in Washington, D. C., in returning to Mr. Hupp an acceptance closing his account, wrote: "I am glad you adopted this method of doing business. If all wholesalers would insist on prompt settlement of their accounts, the retailer would be made to push his collections and cut out the bad customers and do business with those who pay, and thus make more money. The acceptance is best for the wholesaler, best for the retailer and best for the customer!"

All good awaits the man whose desire to serve is the dominant passion of his life.

THE LAST WORD IN TONE REPRODUCTION

Achieved by men who have made
a Life Study of Musical Sound.

The
BUSH & LANE
PHONOGRAPH
*is a Perfect Musical
Instrument*



BUSH & LANE PIANO CO.
HOLLAND, MICH.

Barring None

No Other Record Won Great Popularity in
as Short a Time as the

**GROWTH
IN
QUANTITY**



**GROWTH
IN
QUALITY**

We Invite All Progressive Dealers to **Get in Touch With Us**
We Will Stock You Up With the

Latest Broadway Song and Dance Hits

ON



K E H

RECORDS

EASY SELLING

EVER SATISFYING

ORDER TODAY—WE SHIP TODAY

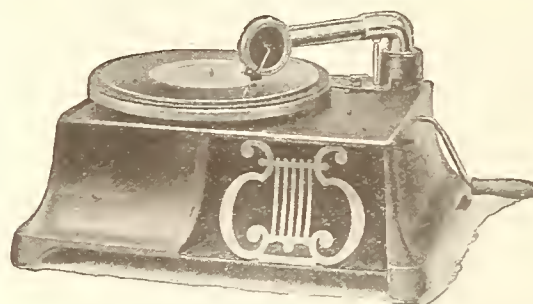
Garford Manufacturing Company

ELYRIA, OHIO

Garford Phonograph

MODEL C

*Retails
at
\$15.00*



MODEL C

*Retails
at
\$15.00*

To The Trade

We wish to thank the trade for the remarkable reception given the

Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

GARFORD Agencies have been placed throughout the country and dealers who have any demand for a phonograph,

Retailing at \$15.00,

will find the **GARFORD** agency profitable and valuable.

THE GARFORD MFG. CO.
ELYRIA, OHIO

The Application of Period Decoration to Talking Machine Cabinets—French Renaissance

To the ordinary mortal, unless he is a close student of history, the Middle French Renaissance period in decorative arts means little or nothing, but to the decorator who has made a close study of this art the phrase indicates the period that marked the final rejection of the Gothic influence in the art and the adoption of the real Italian style and its later developments. This period includes four reigns in France, those of Henri II, Francois II, Charles IX and Henri III, embracing a period of approximately 40 years.

The decorative art in these early days was confined largely to church purposes, and the courts of the period, being closely associated with the churches, naturally followed the same bent in the decoration of castles and palaces. At this period the church was absolutely dominant, and its influence was felt far beyond the confines of the church buildings and the cloisters proper. The Gothic style was accepted as the style of the church, and it required radical action to get away from it and to launch into the real development of decorative art.

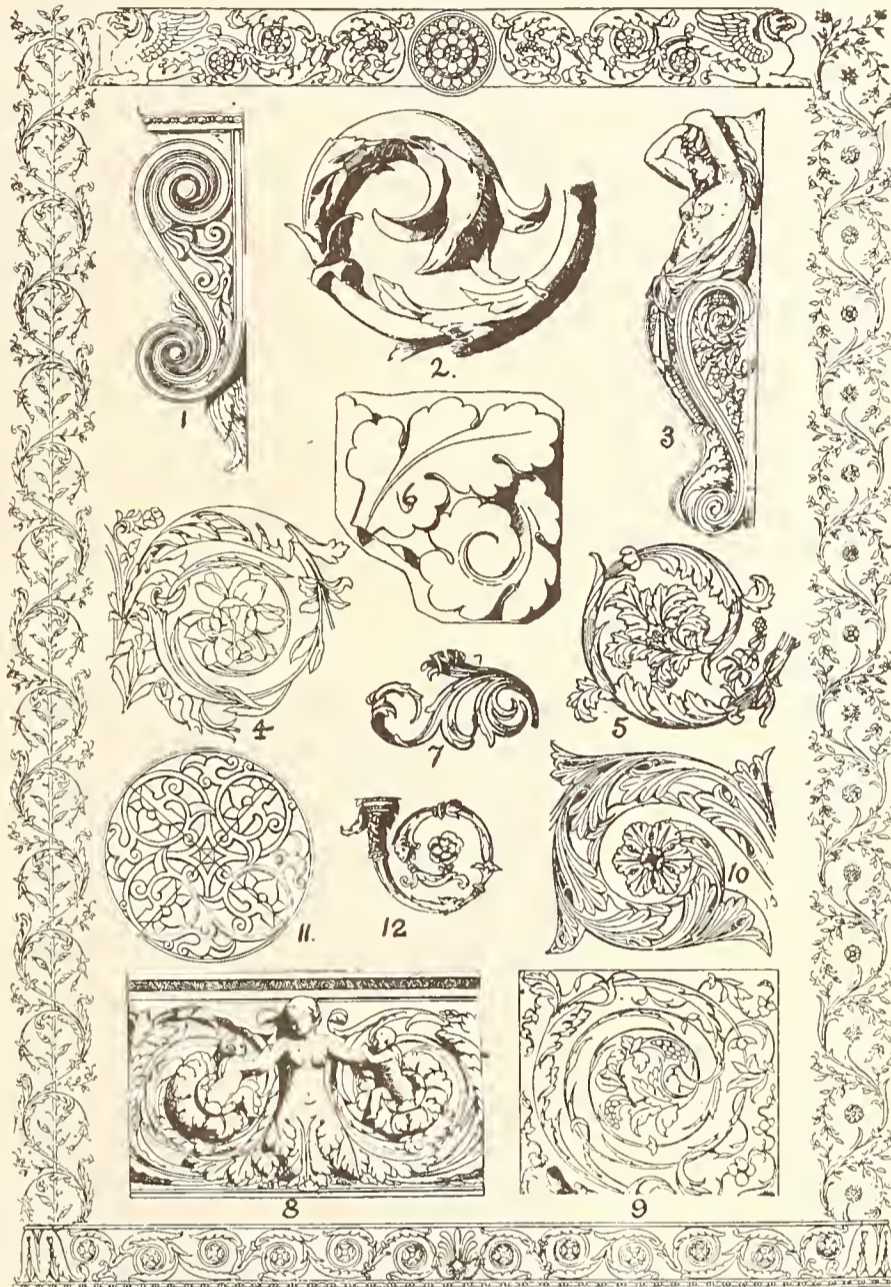
Renaissance means, colloquially speaking, "revival," or "renewal," but in the case of the French decorative arts it represented more a genuine advance and a departure from accepted terms—revolutionary in a large measure. It was during the reign of Henri II, from 1549 to 1555, that the departure from the Gothic became first pronounced, although the style was still retained for church purposes. Henri married Catherine de Medici, and the close connection thus made with one of the Florentine families aided materially in the spread of the Italian art principles in France. Italian furniture was imported in great quantities, and the French artists and artisans, taking their cue quickly, soon began following the Italian style, as is evident in the decorations and furnishings of the Louvre, which for the most part belongs to this reign. The tendency of the period, which perhaps gave to it the name of the Renaissance, was toward the increased use of the Greek or-

ders, Doric, Ionic and Corinthian; heavy paneling, rich carvings, the use of marquetry and rich colorings were much in evidence.

decorative period from which present-day designers may copy, it nevertheless possesses numerous virtues and can be adapted for use in

talking machine cabinet work most acceptably, giving the cabinets the appearance of stability and a solid richness that is most impressive. The French artists did much to improve the style in their efforts to create something that was neither French, German nor Flemish. They brought the use of the scroll to a high point of development, and it is these scrolls that offer to the modern designer an unusual opportunity for decorating his cabinets acceptably.

In homes where heavy furniture predominates, even though it be of the modern craftsman school, cabinets showing just a touch of the French Renaissance influence should find a ready place. The style will never be as popular as the styles of some of the later French periods, but that fact alone should make for its exclusiveness, and consequently for its desirability. For the cabinet designer who is seeking something new there is nothing that can occupy his



Middle French Renaissance Period Ideas for Cabinets

The Middle French Renaissance was noted for the close adherence to various accepted details. While not perhaps exceedingly popular as a

time better than an earnest study of the French Renaissance style and how it might be applied successfully to modern talking machine cabinets.

GIVE DINNER TO RETURNED FIGHTERS

The J. A. Foster Co. Employees' Benefit Association, Providence, R. I., recently gave a dinner for all employees who had returned from military service and were again with the com-

pany. Among the guests were three talking machine men: Frederick Q. Knight, manager of the Victor department of the J. A. Foster Co.; Rene Robillard and Harold Worman, of the talking machine department of the Dimond Co. store.

CARVED PHONOGRAPH POSTS, GRILLS, MOLDINGS, ETC.

We manufacture and design carved period posts, grills, moldings, carvings, etc. Can quote from cuts, sketches or samples.

Catalogue on request

KLISE MANUFACTURING CO.
GRAND RAPIDS, MICH.

Superior Die Castings

will Cut Your Costs and Increase Your Sales

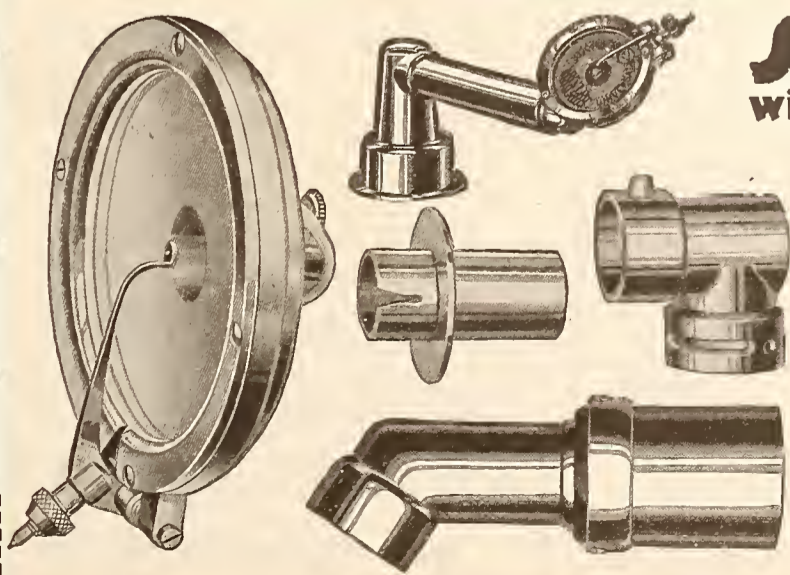
Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line



Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois





"Funiculi-Funicula." Everybody has heard it. Sung by Stracciari, everybody wants to hear it again. Columbia 78104.

**Columbia Graphophone Co.
NEW YORK**

GREAT FOREIGN DEMAND FOR TALKING MACHINE PRODUCTS

R. C. Ackerman, Manager of Export Department of Otto Heineman Phonograph Supply Co., Inc., Tells of Important Trade Connections Made Throughout World—Impressive Evidence of Progress

The peace treaty is not yet signed, but already the export department of the Otto Heineman Phonograph Supply Co., Inc., reports indications of unprecedented activity through its foreign representation in South America, Asia, Australia, England, Scandinavia, etc.

It is to the credit of the talking machine industry that though it was one of the first to place its tremendous plants at the service of Uncle Sam when the call came for co-operation, the moment the opening of the door of peace was in sight the entire industry lost not a moment to get back to pre-war footing. Since the ending of the war the demand for talking machine supplies—motors, needles, and OkeH records—has strained to the limit the producing capacity of the numerous Heineman plants and it was only through the addition of new factories that it could keep pace with the demand.

R. C. Ackerman, manager of the export department, has established connections in the farthest corners of the world and has placed Heineman products upon the catalogs of the largest foreign jobbers. "It will not be long before, in every land where the sun sets, there will be Heineman products to herald their tale of universal success," he remarked.

To-day Richardson, Orr & Co. are covering Australia and New Zealand from their offices in Melbourne, Sydney, Brisbane and Wellington, showing excellent results in creating new markets for the Heineman products.

On account of the high freight rates, and because the enterprising people of the Antipodean Commonwealths of Australia and New Zealand are very ready to recognize a good idea, the building of phonographs locally is a subject of much interest, and the demands for Heineman literature have come by mail and cable, so that it is only a question of a very short time when "Made in Australia" and "Made in New Zealand" talking machines equipped with Heineman and Meisselbach motors, tone arms and sound boxes will be well known in those countries.

The Asiatic territory is thoroughly canvassed by Muller, Maclean & Co., whose numerous

traveling men are constantly on the road reaching out into every nook and corner of the vast Asiatic territories.

From the Heineman agent in Kristiania, Th. Bjerke Gruner, comes the news that this progressive concern has just rented a large building in Kristiania which will be devoted to the



R. C. Ackerman

display of Heineman products. In addition to this they are also building a modern plant for the manufacture of phonographs.

The Cuban field is thoroughly covered by the Texidor Commercial Co., of Havana, who have sub-agents in thirty-one cities of the Island Republic. Attractive showrooms are being arranged for and already most gratifying results have been attained for OkeH products.

The extensive English interests of the Heineman Co. will be looked after by A. J. Balcombe, of London, whose fast growing clientele is one of the most promising signs in the speedy recuperation of even those countries which had to bear the brunt of the long war's burdens.

Mr. Ackerman, on account of his long expe-

rience in export work and familiarity with foreign fields, is particularly qualified to make a big success of Heineman products in the immense markets outside of the United States,—especially in South America, with the language and characteristics of whose peoples he is conversant. "Optimism is the keynote of all of our export correspondence," he remarked upon being questioned about conditions of the world's talking machine and record trade. "And if optimism means anything at all it signals the greatest tide of prosperity. It will swamp the American phonograph industry for it's on its way from all parts of the world."

INCORPORATED IN BROOKLYN

The Metropolitan Record Sales Co., Brooklyn, has been incorporated to deal in musical supplies and novelties, with a capital stock of \$5,000. The incorporators are Abraham Levy, 102 South Fourth street, and William and B. L. Block, 111 Lee avenue, Brooklyn.

NEW STORE IN MIAMI, FLA.

MIAMI, FLA., March 20.—A new talking machine store is to be established in this city by the Wolfe Bros. Phonograph Co., which will handle the Pathé line exclusively. Members of the firm R. B. Wolfe and William F. Wolfe, who are joined by John A. Futch, of the John A. Futch Co., are the distributors for the Pathé phonographs.

FEATURING THE ACTUELLE

The Herbert & Huesgen Co., 18 East Forty-second street, New York, is at present concentrating on the sale of the Pathé Actuelle. Charles H. Huesgen, founder of the Photographic Association of America, is enthusiastic over the instrument, and is planning to construct a camouflaged booth in his retail department. The idea of this novel booth is to make the customer unaware that a talking machine is being played for his benefit.

ENLARGING PRESENT QUARTERS

The Piper-McIntire Co., Manchester, N. H., is enlarging its present quarters and is adding five soundproof demonstration rooms in the rear of the store. These rooms will be well fitted up for the comfort of patrons and the display of Victor, Edison and Columbia machines. A complete line of musical instruments and sheet music is also carried.

If you see your customer come in with a smile on his face be sure to play a record which will broaden that smile. It will pay you well.

COTTON FLOCKS

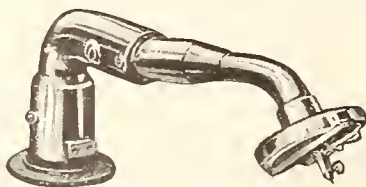
.. FOR ..

Record Manufacturing

**THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.**

THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

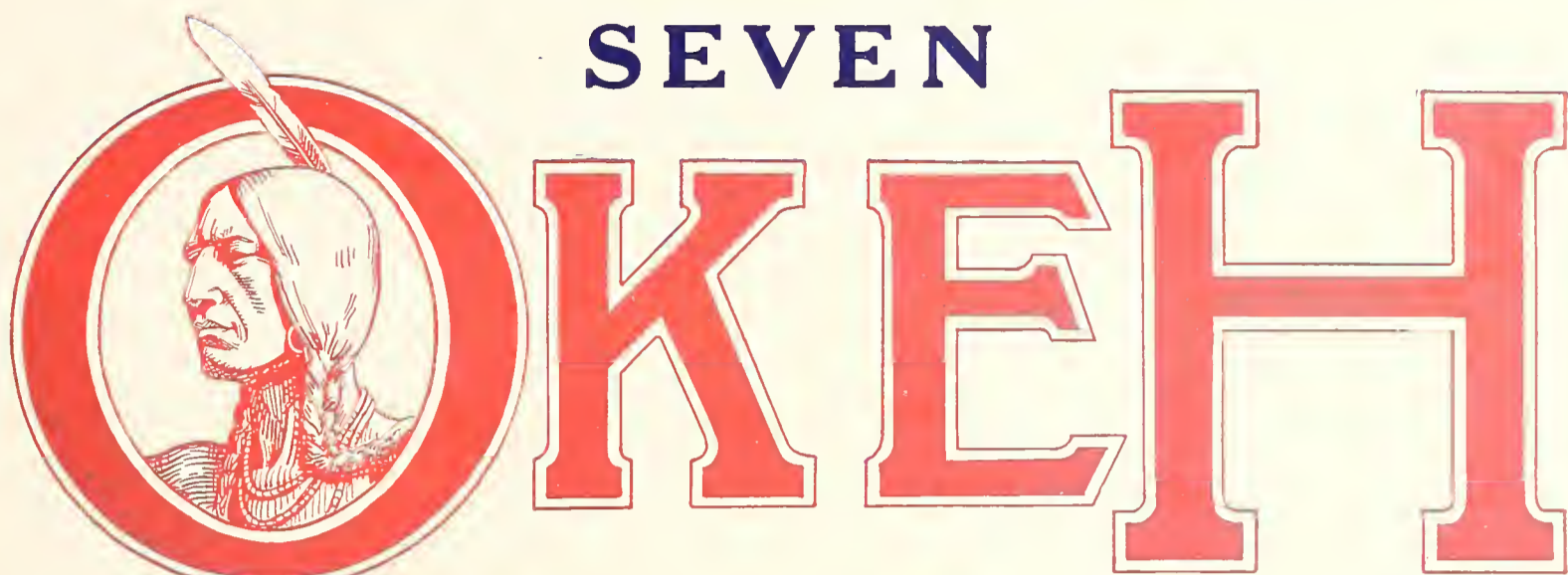
THE REGINA CO.

47 West 34th Street, NEW YORK
209 South State St., CHICAGO, ILL.

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.



OUR LUCKY STRIKE SEVEN



RECORDS

EVERY NUMBER A MAGNET

These 7 Hits Draw Bigger Business Than Any Previous OkeH Record Release

PLACE A SAMPLE ORDER

Get in With Us for Your Share of Profits

- { MADELON (Tenor)
- { WHY DID THEY STOP THE WAR? (Baritone)
- { TILL WE MEET AGAIN (Tenor Duet)
- { LONESOME (Tenor)
- { EGYPTLAND (Vocal)
- { EVERY DAY'S A HOLIDAY IN DIXIE (Baritone and Tenor)

- { THE AMERICANS COME (Baritone)
- { THE STATUE OF LIBERTY IS SMILING AGAIN (Vocal Trio)
- { KISSES (Tenor)
- { AFTER ALL (Tenor Duet)
- { HINDUSTAN (Fox Trot)
- { JA-DA (Fox Trot)

- { EGYPTLAND (Fox Trot)
- { OLE MISS (One Step)

NOR CAN YOU AFFORD TO FORGET

COME ON PAPA
SMILES
SOMETIME

I'M ALWAYS CHASING
RAINBOWS
and the Ever Popular
MARSEILLAISE

Selling As Frisk As Ever
TERMS RIGHT

One Hearing Will Convince You
IMMEDIATE DELIVERIES

Otto Heineman Phonograph Supply Co., Inc.

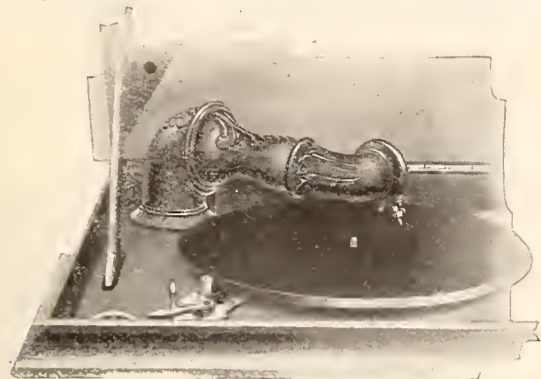
25 West 45th Street New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.

INTRODUCE WOODEN TONE ARM

Sonora Dealers Furnished With Wooden Tone Arm to Fit All Cabinet Models—Provides An All Wooden Tone Passage

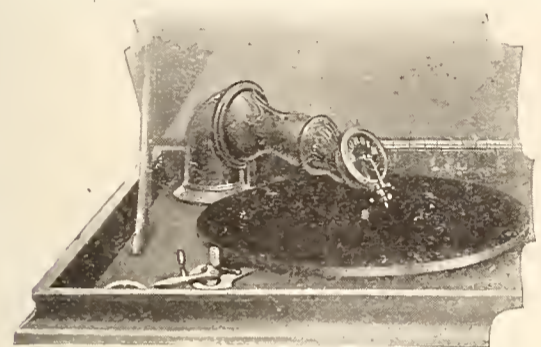
The Sonora Phonograph Sales Co., New York, has just issued an interesting folder featuring



Playing Lateral Cut Records

an all wooden tone arm that can be used to replace the metal tone arm on any cabinet model Sonora phonograph.

When the Sonora Phonograph Sales Co. introduced its Sonora Invincible II., listing at \$500,



Playing Hill and Dale Cut Records

it equipped this instrument with a wooden tone arm in order to determine how it would be received by the public. During the past few months the company has been in receipt of letters from Sonora dealers and owners in all parts of the country heartily commending the wooden tone arm. It therefore decided to produce a tone arm of this character which can be used on any of the standard cabinet models. By its use there is provided in Sonora phonographs an all wooden tone passage, that the company believes "is the ideal medium for producing the highest possible degree of tone quality."

SOLDIER BOYS WELCOME ARTISTS

Famous 27th Division Enthusiastic Over Visit of a Number of Artists of the Emerson Co. to Camp Merritt, N. J.—Cheer for the Boys

The boys of the famous 27th Division gave a royal welcome to a number of artists who recently visited Camp Merritt, N. J., under the auspices of the Emerson Phonograph Co. The entertainment lasted three hours and the boys enjoyed every minute of it.

The program opened up with ragtime playing by Miss Bess Ancele. She was followed by one of the best-known baritones in local circles, Irving Kaufmann, formerly a member of the "Avon Comedy Four," who was received with applause that necessitated encore after encore.

Bigio de Luca, popular accordionist, gave several tuneful dances and marches, and he was followed by one of the leading Russian pianists, Alex. Makoffka. The next number on the program was Mme. Maria Grever-Marcell, popular dramatic Spanish soprano, and the boys appreciated her efforts to such an extent that she was obliged to sing six selections.

The next artist to entertain the "boys" was Fred Duff, lyric tenor, and Mr. Duff's talented little niece, Martha Duff, popular juvenile contralto, concluded the program with the singing of parodies and popular songs.

Every member of the 27th in the audience was then treated to a package of cigarettes donated by the Emerson Phonograph Co. and presented by L. D. Rosenfeld, who, as on previous occasions, managed this affair.

TYPEWRITING TO TALKER MUSIC

Commercial Clubs Find That Music Proves Better Aid Than Chewing Gum in Training Typists to Develop Speed in Operation

And now music with your letters! In some schools teaching commercial subjects, and especially typewriting, the talking machine has become a pleasant necessity. Our erstwhile typists sit before their machines and learn the art of the keyboard to the music of the latest one-step. It has been found that music is a great help in learning to typewrite. Regularity and precision are necessary for beginners in typewriting, for each finger must do its work at the proper time in relation to each other finger. It was hard to instil this principle into the minds and fingers of the students in the days when the eternal chewing gum was their only consolation. But at last some one realized that the same music which makes our feet dance so irresistibly would also guide the halting fingers of the pupils, and the new system was introduced which has found much favor among teachers of typewriting.

There seems to be an inherent tendency in our fingers to drum out a tune and keep time with music we like. The talking machine is well suited to make use of this tendency, for the speed of the music may be regulated to the requirements of the moment, and above all it

furnishes that unvarying regularity which teachers says is the secret of good typewriting. With the addition of the talking machine in teaching, this subject becomes a pleasure rather than a drudge, a great deal of time is saved because the students learn faster and the work is more thoroughly done because it is done unconsciously. The necessary precision becomes a matter of habit.

REACH PEACE-TIME PRODUCTION

Brilliantone Steel Needle Co. Increase Output—Introducing New Spear Pointed Needle

B. R. Forster, president, and H. W. Acton, secretary of the Brilliantone Steel Needle Co., were recently in the New England territory. They reported increased sales of the Brilliantone steel needle, and general good conditions existing throughout the trade in that section of the country.

The Brilliantone Steel Needle Co. have once more returned to their full peace-time production, and are again producing light tone needles in quantities. Within the past month a new spear pointed needle has been produced by this company for which they are already receiving a strong demand.

Inspiration has value. It's worth a good deal, but it costs something.

Give New Customers A Chance to Find You

**Place a Bright Sparkling
FEDERAL ELECTRIC SIGN
In Front of Your Store**

P I A N O S
 P H O N O G R A P H S

Attracts From A Distance
The Federal Electric Sign widens your zone of attraction from a few feet either side of your store to several blocks. Prospective customers, glancing up and down the street, see your sign sparkling by night and glistening by day, and are attracted and lured past establishments less attractive.

Twelve Months To Pay
We give you twelve months to pay for this sign. During this time you have the services of this energetic sales agent, to assist you in making the payments.

Works 24 Hours A Day
The attractive Federal Electric sign gives a cheerful, prosperous, inviting appearance to your establishment. Made of enameled porcelain, it cannot fade, rot or rust, it is not painted, and therefore never needs refinishing. Lasts indefinitely. An occasional washing keeps the porcelain surface sparkling like new.

Mail Coupon TO-DAY

Federal Sign System (ELECTRIC)
LAKE AND DESPLAINES STREETS, CHICAGO, ILL.

Branches In All Large Cities

Please send full information on FEDERAL ELECTRIC SIGN suitable for my business.

Name
Address
Business

12 Months to Pay

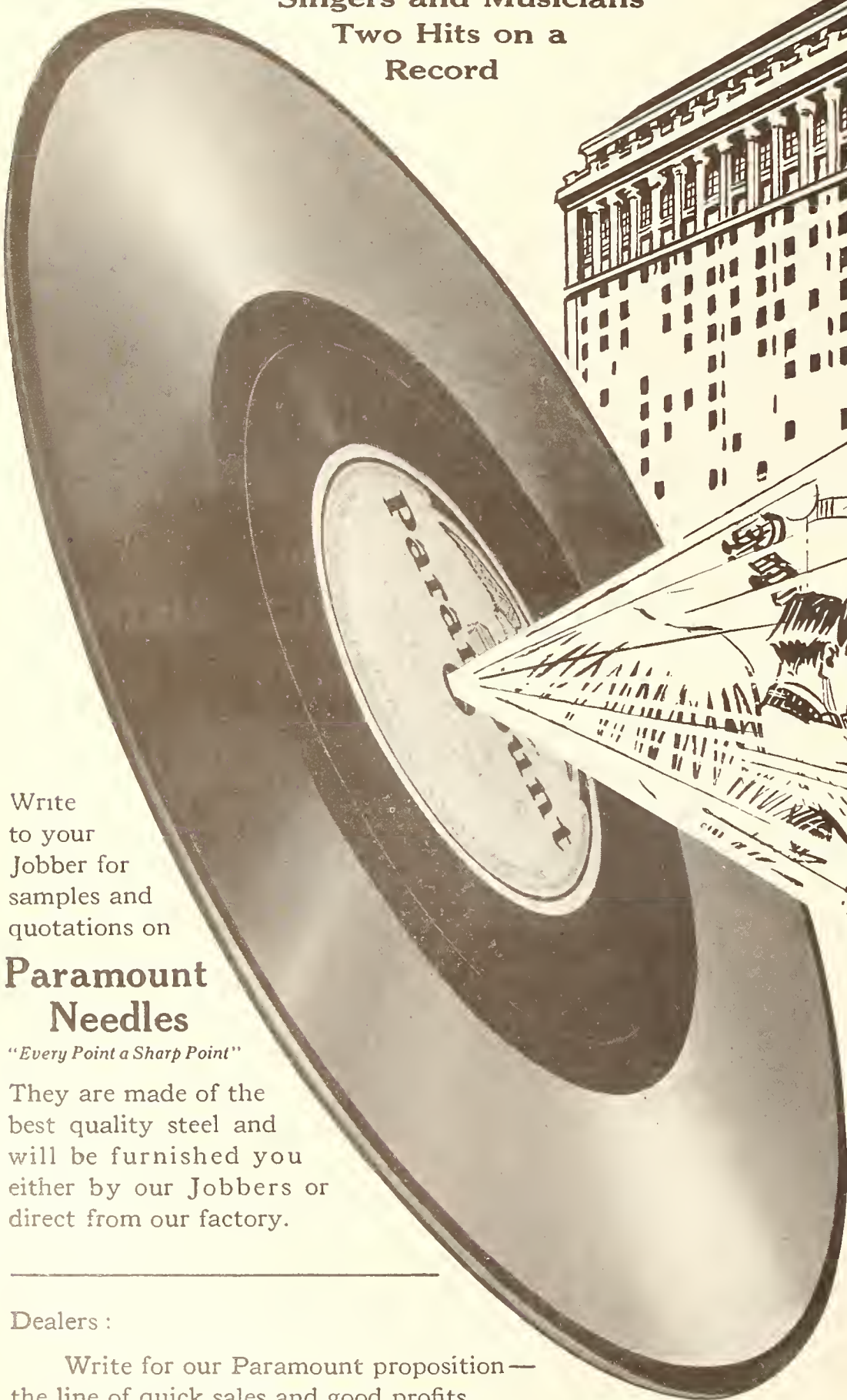
(C.M.W.-4)

REG. U.S. PAT. OFF.

Paramount Records

The All-Hit Line of Independent Records
No Shelf Warmers—The Best
Singers and Musicians
Two Hits on a
Record

Double Disc



Write to your Jobber for samples and quotations on

Paramount Needles

"Every Point a Sharp Point"

They are made of the best quality steel and will be furnished you either by our Jobbers or direct from our factory.

Dealers :

Write for our Paramount proposition—the line of quick sales and good profits.

Name _____

Address _____

BECK'S THE TALK of New York City Pennsylvania Hotel Orchestra

Features this month's Paramount Records with a sensational series of Dance Hits.

THE NEW YORK RECORDING LABORATORIES, Inc.
PORT WASHINGTON, WISCONSIN
NEW YORK CITY GRAFTON, WISCONSIN

THE COLUMBIA RECORDING STAFF

Counterfeit Presentments of the Men of the Columbia Recording Department

We take pleasure in presenting herewith the members of the staff of the Columbia Graphophone Co.'s recording department. C. D. Emerson, recording supervisor of the Columbia laboratories in New York, is one of the veterans



Members of the Columbia Co.'s Recording Department of the talking machine industry, and he has surrounded himself with a body of able and experienced men.

The members in this group reading from left to right are as follows: Standing—Fred Ochs, assistant operator; Wallace Downing, assistant operator; H. M. Gloetzner, operator; E. J. Lee, operator (shaving machine); Jos. Silless, operator. Seated—W. F. Freiberg, operator; C. D. Emerson, recording supervisor; A. Hausmann, operator; W. A. Forbush, booking agent.

WOULD BREAK THE MONOTONY

C. T. Hubbard Tells in System How He Impresses His Statements on Customers

In that interesting department of System entitled "What I Would Do," Clarence T. Hubbard contributes some pointers on what he would do if we were a credit manager which may be of interest to talking machine men. He says:

"I would send out my statements on paper of different color for each month. The change would impress itself upon my customers' attention and would help the bookkeepers in checking up. I would even vary the size, although I would maintain a uniform ruling.

"Snappy little phrases like these would enliven the statements: 'Live wires know where to charge their accounts. That's why we maintain a credit department. Live wires know when to pay their accounts, too. That's why we have you rated in Class 1A. It means you are reckoned a prompt payer.'

"For my long-standing customers I might have statement forms prepared which would show a picture of the credit department, or the pile of statements just before mailing, or other interesting yet practical views with the credit end of my business.

"There is so much sameness about statements that these odd little touches would surely make mine stand out from any pile of mail. The additional expense would undoubtedly be more than offset by the reduction in the list of delinquents, and by the later expense of follow-ups, collector's visits and occasional lawsuits."

MAKES A GENEROUS OFFER

B. W. Fisher, Barre, Vt., manager of the Bailey music rooms, has offered to contribute half the price of a Victrola to be used in the local hospital if the other half is raised. Many are contributing to the fund, and within a few days the patients in the hospital may enjoy the latest music and songs.

GEO. E. COUGHLIN BACK FROM WAR

Son of Well-Known Talking Machine Man Makes Fine Record in United States Naval Aviation Service—Some High Flying

George E. Coughlin, son of James T. Coughlin, president of the Talking Machine Men, Inc., of New York, has returned after a long service in the air force of the United States Navy. In his training course he made the highest record of any man in his class and was made an instructor at Pensacola. At one time he had a thrilling escape from death when his machine burst into flames in mid air and plunged into the water two miles from shore. After swimming over a mile with all his heavy clothes on he was picked up by a launch sent to his rescue, and the next day was none the worse for his mishap.

James T. Coughlin is a well-known talking machine man who carries the Victor line of machines and records in his establishment at 487 Eighth avenue. He is president of the Talking Machine Men, Inc.

"INDIANA" CO. IN NEW YORK

Well-Known Die Casting Company of Indianapolis Opens Offices, With V. F. di Lustro in Charge—Well Qualified For the Post

The "Indiana" Die Casting Co., Indianapolis, Ind., has opened offices on the tenth floor of the Tribune Building, New York City. Vitus F. di Lustro will represent the interests of the "Indiana" Die Casting Co. at this address. The increasing business of this company among the talking machine manufacturers of the East and the general marked increased production of the trade in general has made the opening of these Eastern offices a necessity. Mr. di Lustro, through his expert knowledge and qualifications, is particularly fitted to render services of the highest character to the talking machine trade.

F. G. McAlpine, Rockford, Ill., has opened a music store and phonograph record exchange at 522 West State street.

RETIRE FROM THE RETAIL FIELD

I. Davega, Jr., Inc., Retail Stock Acquired by S. B. Davega Co.—The Former Will Take Name of Knickerbocker Talking Machine Co., Victor Wholesalers Exclusively, on May 1

As their doors closed on Saturday evening, March 29, I. Davega, Jr., Inc., retired from the retail business. Their large store at 125 West One Hundred and Twenty-fifth street, New York, which carried a large and varied line of sporting goods and Victrolas, has been acquired by the S. B. Davega Co., who will add this stock to their other sporting goods and Victrola stores in the metropolis.

I. Davega, Jr., Inc., as was previously announced, will confine their activities entirely to the wholesaling of Victor merchandise, and on May 1 will change their name to the Knickerbocker Talking Machine Co.

Work is rapidly being completed on their new quarters at 138 to 140 West One Hundred and Twenty-fourth street, which will probably be ready for occupancy by May 1. This new company has planned to institute a number of departments rendering special services to the Victor retailer.

TO MARKET NEW PHONOGRAPH

W. H. Bennington, of Cleveland, Ohio, is organizing a company which will immediately embark in the manufacture of a new line of talking machines. This product will have two distinguishing features, one a special record holder making for convenience in filing records, and a system for changing records on the turntable without opening or closing the lid.

OCCUPY LARGER QUARTERS

The Electric Phonograph Corporation, formerly at 29 West Thirty-fourth street, have acquired an entire floor at 235-237-239 West Twenty-third street and have moved their offices to that address. In addition to the offices they will open well-equipped recording laboratories at that address in New York.

MICA IN GUATEMALA

The existence of mica, obtainable in very large sheets, has been known in Guatemala for several years, and efforts will be made to exploit the deposits, according to an official report from that country.

**1919 Will Be A
Banner Phonograph Year**

**Prepare Now To Give
YOUR CUSTOMERS THE BEST POSSIBLE**

By Getting

Pathe Phonographs and Pathe Records

Through

The Fischer Company
(Oldest Pathe Jobbers)

940 Chestnut Avenue **Cleveland, O.**

—there are 80 people who whistle or hum a popular hit to one lone person who hears opera and concerts. When you do business in Emerson Records you are 80 to 1 on the safe side.

If you wish representation, why not write today to our Vice President, Mr. H. T. Leeming.



Emerson Phonograph Company

NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Blvd.

Guido Deiro's accordion has 200 stops. The sale of his Columbia Records never stops! Have you ordered A-2695?



Columbia Graphophone Co. NEW YORK

HOW LACEY MAKES GOOD

Energy and Originality Bring Deserved Reward to Edison Dealer in Peoria

William Maxwell, vice-president of Thomas A. Edison, Inc., had occasion to write to Jimmy Lacey, Edison dealer of Peoria, recently, and in



James Lacey

his letter he suggested that Mr. Lacey give some of the reasons why he has been so successful. In reply Mr. Lacey wrote: "Recently the executive secretary of our Association of Commerce—

a man known for his aggressiveness—was sitting in the store waiting for his wife, who was attending a lecture on art in our recital hall. 'Jimmy,' he said, 'I've watched with unusual in-

That dealer was no more surprised at the new viewpoints I brought him than was I at his lack of originality in store methods.

"Belief in your product, in the gospel of music,



One of Mr. Lacey's Stunts Is to Give Phonograph Concerts for School Children

terest the building up of your business in Peoria, and while I'm in the dark as to your sales methods, I am aware of one big fact: You have made this store the most popular shop in town. Were I in the market to-day for a phonograph I'd just naturally come right over here and buy.'

"An Edison dealer, who is reasonably successful, came to visit us the other day. I got out my 'bag of tricks' and began to work on him. There followed such exclamations as, 'Where did you get that idea?' 'Who told you that?' 'I never thought to say it that way.'

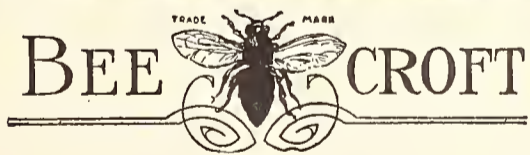
an overwhelming desire to serve, imagination, a willingness to work, these are some of the reasons why. Also, to my mind, you are an unworthy representative of the New Edison if you insist upon making your establishment a phonograph sandwich—losing sight of the meat midst so many crusts. You must specialize.

"Since our business in 1918 doubled the 1917 business with less than \$1,000 additional expense and since the sales of December, 1918, exceeded the entire first year's sales, we must be employing safe and sane methods, don't you think?"

Very Good Victor Records

We Will Gladly Play Any of them For You

1017-1020	Love Song	Edith Day	40
1017-1021	Love Song	Edith Day	40
1017-1022	Love Song	Edith Day	40
1017-1023	Love Song	Edith Day	40
1017-1024	Love Song	Edith Day	40
1017-1025	Love Song	Edith Day	40
1017-1026	Love Song	Edith Day	40
1017-1027	Love Song	Edith Day	40
1017-1028	Love Song	Edith Day	40
1017-1029	Love Song	Edith Day	40
1017-1030	Love Song	Edith Day	40
1017-1031	Love Song	Edith Day	40
1017-1032	Love Song	Edith Day	40
1017-1033	Love Song	Edith Day	40
1017-1034	Love Song	Edith Day	40
1017-1035	Love Song	Edith Day	40
1017-1036	Love Song	Edith Day	40
1017-1037	Love Song	Edith Day	40
1017-1038	Love Song	Edith Day	40
1017-1039	Love Song	Edith Day	40
1017-1040	Love Song	Edith Day	40



Art Series Delivery Envelopes

Jobbers get particulars— Very attractive

Also Columbia, Edison and Pathé lists of Records in Art Series

RECORD CABINETS

made with **Beecroft's Patent Moulding** Pat. No. 1,244,944

SOME NEW STYLES

Correspondence solicited

ON THE BOWERY: THE BOWERY!

Famous New York Street Now Proves Center For Talking Machine Shops

The Bowery, renowned of old for many things, is now attracting notice in the trade for its increased business in talking machines. The music stores are full of machines of different models and makes, not the small machines, but the more pretentious ones selling for \$100 and up. Dealers say that many people whom they never thought would be prospects are buying talking machines and records on a large scale. The percentage of cash sales is unusually large, for the people have the money and want to spend it for music—good music. They look upon their purchase of a talking machine as an investment, dividends to be paid in enjoyment, and want the best there is to be had. They feel now that they can afford to put some money into things that make life more agreeable, for the period of enforced saving and self-denial is over.

Doubtless the return of the soldier boys has

much to do with the increased demand for talking machines and records, for a noticeable number of soldiers are to be found in the shops listening to different pieces, and they always go out with a bundle under their arm. In one store three soldiers were grouped around a machine which was playing a well-known popular song, and so intently were they listening to the words that they forgot to stop the machine at the end. Luckily the automatic stop prevented any mishap. Each of these boys left the store with that record in his proud possession.

Amid the rattle and roar of the "L" trains, the clatter of wagons and carts, the babble of voices and hucksters' cries, came from open doorways and windows here and there the music of the talking machine. Evidently everyone was getting the maximum amount of enjoyment out of life.

F. L. Favor has opened a Pathé shop at 426 Bleecker street, Utica, N. Y. Good sales of the Pathé machine and records are reported from that city.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

NEW POST FOR J. A. SIEBER

Joins Dealer Service Department of Columbia Co. Following Discharge From Navy

H. L. Tuers, manager of the dealer service department of the Columbia Graphophone Co., New York, announced recently the appointment of Jack A. Sieber as a member of this department's staff. Mr. Sieber, who has just been discharged from the U. S. Navy, has been identified with the Columbia association for several years, having previously been associated with the local wholesale branch. His experience has also included several years of retail selling, and he is therefore well qualified to assist Mr. Tuers in the dealer service department.

It is interesting to note that Mr. Tuers and his staff, which includes Courtland Shaw and Mr. Sieber, have all had practical retail selling experience, and are therefore fully conversant with the problems that confront the Columbia dealer. This experience has been a very important factor in the signal success achieved by the Columbia dealer service department.

INCORPORATED IN WASHINGTON, D. C.

Arthur Jordan Piano Co. Plans to Develop Business in a Big Way

WASHINGTON, D. C., April 7.—The Arthur Jordan Piano Co., successors to the Juelg Piano Co., has been incorporated with a capital stock of \$250,000. Arthur Jordan, of Indianapolis, is the president, and W. K. Ellis, of Washington, vice-president.

Homer L. Kitt, the widely known piano man, who has been connected with the house since its establishment, becomes a member of the new firm in the capacity of secretary and treasurer. The building occupied by the Jordan Piano Co. is in the heart of the music trade district at Thirteenth and G streets. The house has the agency for Victor talking machines and records.

USING FALSE BUSINESS NAMES

New Bill in New York Legislature Designed to Control Use of Assumed Names

A new bill introduced in the New York State Legislature to amend Section 440 of the Penal Code in relation to conducting business under an assumed name provides that, in addition to the information now required to be filed with the County Clerk by persons conducting business under an assumed name, the age of any persons who may be infants interested in the conduct or transaction of such business must be given; and prohibits the use of, or the filing of certificates for use of, any name which is so similar to that of any other business or corporation as to deceive or tend to deceive.

BOOK LARGE RECORD ALBUM ORDERS

The Peerless Album Co., New York, has received very large record album orders during the past few weeks from manufacturers, jobbers and dealers. The company expects to announce several appointments in the near future whereby important territory will be handled by well-known jobbers.

Philip A. Ravis, president of the Peerless Album Co., is receiving the congratulations of his many friends in the trade upon the recent arrival of a baby boy, who has been christened Norman.

The League of Nations

is planned as a service for the nations constituting the League, a service for the common good of all.

Gately-Haire Service

provides for the Victor dealer a service that is impartial, prompt and efficient. Debates are not necessary regarding the qualities of Gately-Haire Service. Its quality is known and has proven its worth for many years. It has *more* than 14 good points.

Our central location with the principal railroads of the country radiating in all directions offers dealers using the Gately-Haire Service exceptional advantages. Victor dealers not familiar with Gately-Haire Service will do well to investigate.



Remember—

ALBANY

"for capital service"

NEED WE
SAY MORE?

THE GATELY-HAIRE CO., Inc.

Victor Distributors

121 N. Pearl St.

JOHN L. GATELY, Pres.

Albany, N. Y.



Printed in Two Different Color Combinations; Size 9 by 11 inches

May We Send You—Free—Some of these Attractive Display Cards?

Phonograph merchants who take pride in the appearance of their store will be glad to hang these slightly display cards in a prominent place. Needless to say, they will attract favorable attention; and your sales not only of B & H Fibre Needles but also of the higher-priced, bigger-profit records should take a decided upward bound. With the public these days, selling is more largely than ever a matter of suggestion. And these handsome cards have been pronounced unusually rich in suggestion value.

Send Coupon to Boost Your Sales of B & H Fibre Needles

You might also request, through the coupon, a supply of the new Fibre Needle leaflets which are arousing such interest everywhere. These, together with the display cards, will be sent without slightest cost, and all carrying charges prepaid. Please let us know your requirements.

B & H FIBRE MFG. CO.
33-35 W. Kinzie St., Chicago

KINDLY MAIL IN THIS COUPON

B & H Fibre Mfg. Co., 35 W. Kinzie St., Chicago

Please send us immediately, free of all charge,
of your new Display Card Hangers. Also.....
Fibre Needle Advertising Leaflets. We will use them to the
best possible advantage.

Our Jobber's Name is.....

Our Name.....

Address

DOING BUDDIES A FAVOR BY SELLING THEM GOOD MUSIC

Talking Machine Man Who Helped Lick the Kaiser Has the Right Dope When It Comes to Doing Business With the Members of His Former Outfit—They Need Music

Jim Blake, who had left his talking machine store in charge of his wife in order to join Uncle Sam's army and show the Kaiser and Hindenburg that they had added to their troubles by causing him to go after their scalps, came back with his division, was mustered out, carried home his tin hat and his gas mask, sent friend wife back to the kitchen and started out to make up for the time he had lost. It took a little time to get a line on things, but Jim went to it and thought hard. Finally one day as he sat just inside the store door waiting for some new customers and singing softly to himself the battle hymn of the doughboy:

"Mademoiselle from Armentières
Parlez vous
Mademoiselle from Armentières
Parlez vous
Mademoiselle from Armentières
Hasn't been kissed in forty years,
Pinky, Pinky, Parlez vous."

He saw passing the store one of his buddies who had been with the same regiment and who had been mustered out at the same time. "Where do we go from here?" yells Jim. "Going home to my new wife," says buddy. "Going to play those new records on the new talking machine to-night?" says Jim. "Ain't got no new records, because I ain't got no new talking machine," says buddy. "Got to fix that up right away," says Jim. "Come here till I sell you one."

Buddy stalled, but Jim used a little of the push that busted the Hindenburg line, got his friend into the store and said: "Listen, buddy, you have got to have one of these for the wife. You ought to buy one from sentiment if from nothing else. Remember the nights in the Y. M. C. A. and K. of C. huts in Frogland, with Heinie spreading shrapnel and gas all over the place and us whiling away the hours of 'rest' listening to the old reliable talking machine grinding out time and time again music on rec-

ords that had seen better days? Maybe the reason we are not with the shell-shocked is because that much-abused music took our minds off our troubles. You came all the way through without a scar, buddy. Isn't it worth a few bucks just to show you appreciate one of the reasons?" Buddy surrenders and finally falls for the talk, a machine is delivered at so much down and some more to come.

"It's easy," says Jim to himself, after he rang up the first payment, "and I'm doing the boys a favor when I am making them see things in the right light." He scouts around till he gets a look at the old regimental lists and then goes around the neighborhood renewing acquaintances. About 50 per cent. of the boys had got so tired of the French dames that they tied up with their own girls about as soon as the boat had touched the dock. They had homes of their own, and just about found out that even talks about the war won't serve to pass every evening pleasantly when Jim blew in with his talking machine proposition. On the level it was so easy that it was almost a crime, and in 90 per cent. of the cases they didn't have to touch the \$60 bonus from the Government to buy the machine, either. "I didn't even have to show them a Croix de Guerre to make them come across," said Jim. "Just gave them the straight-from-the-shoulder stuff, and when they found out I was doing business at the old stand any friend who has gone any place else since for a machine or some records has been flirting with the hospital so desperately that it was painful.

"I'm not doing business for patriotism," says Jim, "but when I can do my buddies a favor and at the same time make a few bucks on the side for myself I'm doing a little something for my country. The music of these machines is going to stop many a family squabble before it

starts. If friend wife wants to get gabby 'Over There' played with the loud needle is not only going to drown her voice, but make her think the second time before she crowns friend husband with the skillet. It was a sweet little war, but to get back to real business I'm sorry the army was not larger."

ESTABLISHING NEW DISTRIBUTORS

C. E. Ward Co. Feel That New System Will Insure Better Service for Dealers

The C. E. Ward Co., New London, O., well known as manufacturers of khaki moving covers for talking machines, are rapidly establishing a chain of distributors throughout the country for their products with a view of providing better delivery and service for the dealers. The jobbers will be in a position to fill dealers' orders from local stocks promptly and thus do away with the waiting for shipments from the factory.

NEW JONES-MOTROLA JOBBERS

Harry E. Merriam, general mechanic and salesman connected with Jones-Motrola, Inc., recently spent some time in the South convalescing from an attack of mastoiditis. While there he called on several members of the trade and succeeded in adding the Florida Talking Machine Co. to the list of those firms distributing the Jones-Motrola. Other distributors added during the last month included the National Piano Co., of Baltimore, and the Beckwith-O'Neill Co., of Minneapolis, Minn. Expansion is the order of the day with this concern.

SECURE NEW QUARTERS

John H. Landreth and Ed. Haverly have rented space in the Crawford Building, Mitchell, Ind., and will open a store with a good line of talking machines and pianos.

AMERICAN

In the **AMERICAN** line you will find a model for every prospective buyer, seven models made in mahogany and oak. The **AMERICAN** remains sold when delivered, and plays all records. Guaranteed throughout.

The cabinet, the motor, the tone chamber, the tone arm, the reproducer, and the packing case are all proven and correct.



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

39 FOUNTAIN ST.

GRAND RAPIDS, MICH.



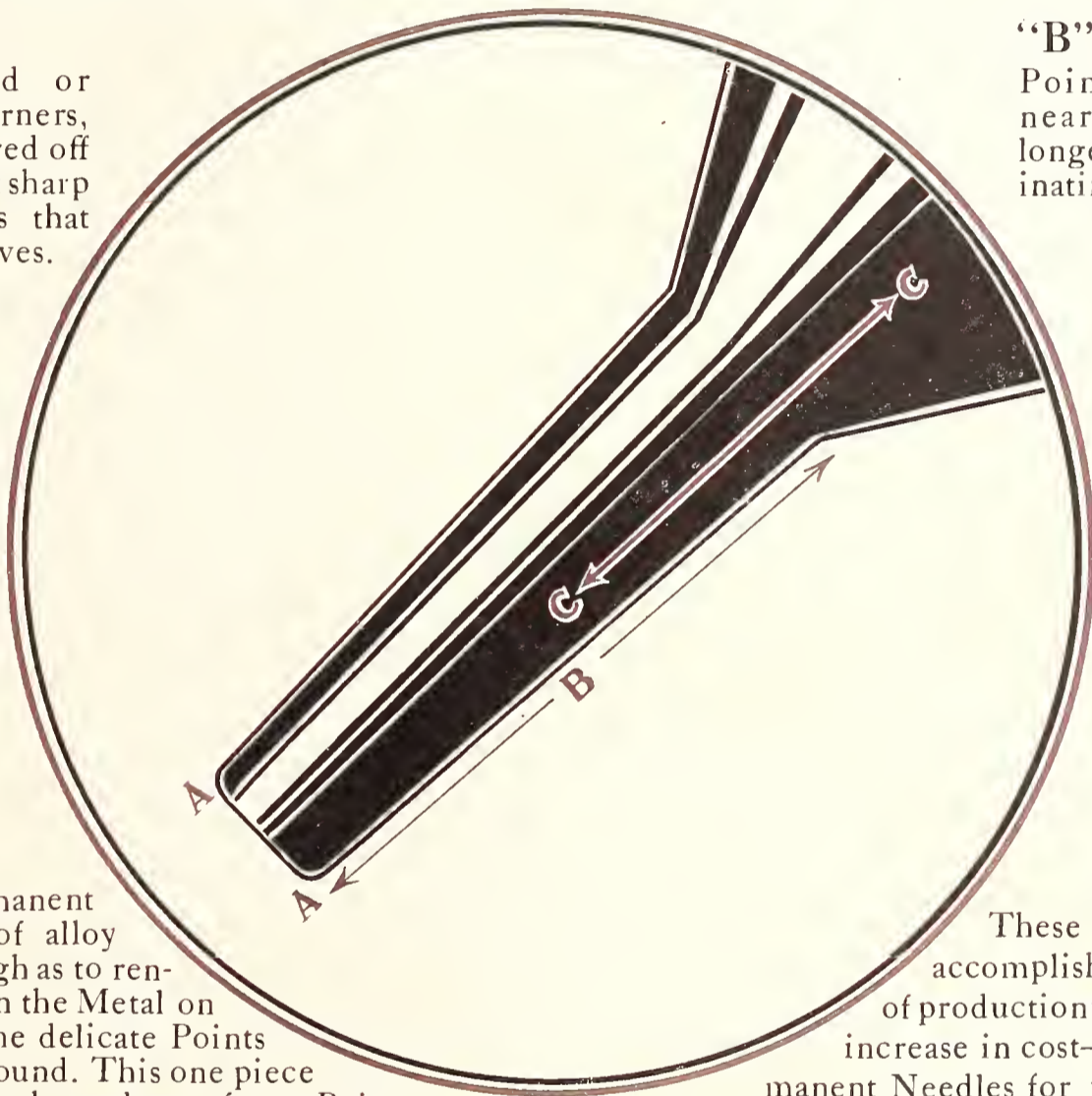
THE
A. B. C.'s
OF THE
SEMI-PERMANENT
NEEDLE
QUESTION



Not alone content with mere leadership in the field of Semi-Permanent Needles for Playing Lateral Cut Records, the founders of the Vallorbes Semi-Permanent Needle in their strife for final and complete Perfection—Perfection that is unassailable—have virtually re-created the Vallorbes Semi-Permanent Needle, have placed it so far above the two-piece (point insert) type of Needle as to render comparison as ridiculous as it would be to compare a wagon with an automobile. Parts marked A, B, and C show clearly the improved Points of superiority.

“A”

Correctly rounded or chamfered Point corners, most others are sheared off square, with resultant sharp and burred corners that damage Record Groves.



“B”

Point Length increased nearly double, insuring longer playing Life, eliminating buzzy vibrations.

“C”

Vallorbes Semi-Permanent Needles are made of alloy Metals that are so tough as to render all attempts to turn the Metal on Lathes quite futile, the delicate Points must therefore be ground. This one piece type of construction throughout, from Point extending to fillet and thence into the shank of Needle, provides the required strength and minimizes breakage and bending of Points, so common to other types.

These improvements being accomplished only at the expense of production with its corresponding increase in cost—Vallorbes Semi-Permanent Needles for playing Lateral Cut or Steel Needle Type of Records are now priced to sell for 25 cents per Card of Five. They are supplied in Loud, Medium and Soft Tone, in cartons containing 100 Cards. Usual dealers discounts.

Pacific Coast

WALTER S. GRAY

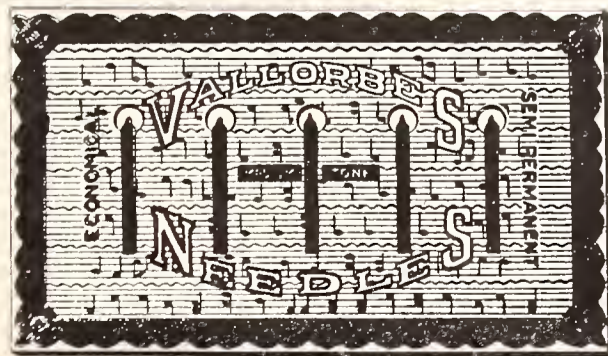
508 Chronicle Building, San Francisco, Cal.

Samples Free to
Responsible Dealers
Addressing

England—Scotland—Wales

THE MURDOCH TRADING CO.

59 Clerkenwell Road, London, E. C. 1.



LANCASTER, PA., U.S.A.



THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., April 1.—There has been a rapid development of healthy business this past month, and there is a better feeling among the dealers, who now are able to see farther ahead than was possible a few months ago, when the clouds of war only allowed them to see through a glass darkly. Goods are coming along with greater regularity and in larger consignment, and it is no longer necessary for jobbers to make trips over to the factories in order to try and pacify the trade; nor does one hear so much of the wires urging haste in the shipment of goods. In the New England field there is evidence on every hand of good business, and the best evidence as testifying to the genuine faith that the trade possesses in the future is seen in the many extensive preparations that are being made to take care of the business.

The Boston field has witnessed a number of important changes this past month; not the least are two removals, which are mentioned more in detail further along in this letter. In brief, the trade has furnished some good news in several departments of the phonograph business.

Plans are maturing locally to meet the requirements of the fifth Liberty Loan scheduled for the latter part of the month. The trade did itself proud in all of the previous loans, and it is confidently expected to make as good a showing this time. Probably the same energetic members of the business who pushed the other loans to success, insofar as the phonograph end is concerned, will take hold this time. May success attend their efforts.

Eastern Co. Moves Wholesale Quarters

The Eastern Talking Machine Co., with the energetic George Dodge as the motive power behind the local business, has moved its whole-

sale headquarters from Oxford street to a more central location, 85 Essex street, where it occupies practically the entire third floor. Mr. Dodge at the same time has moved his own private offices from the Tremont street quarters to Essex street. As the large area is practically on three streets there is no scarcity of good light. Mr. Dodge has his desk in one corner, and close by are the desks of Messrs. Fitzgerald and Shoemaker, the new associate whose advent in the city is referred to in more detail under a separate head. Along the front are the executive offices, while most of the rear portion of the floor is given over to stock purposes. The space will all be used to advantage, as it is Mr. Dodge's purpose to keep the largest stock always on hand, so that there shall be no delay in supplying all demands for Victor goods which the trade may make.

Billy Fitzgerald Back at Desk

Everybody has been glad to welcome back Billy Fitzgerald after a several weeks' illness from which he had a surprising recovery. Mr. Fitzgerald had an attack of the influenza, which subsequently developed into bronchitis, and to look at him one can believe he lost more than twelve pounds. While confined to his home he received all sorts of kindly expressions of sympathy from his many friends, for there is no one in the talking machine trade who is better liked than he. "A white man" is one of the familiar phrases that one hears when "Fitzzy's" name is mentioned. In the new quarters of the Eastern Talking Machine Co., in Essex street, Mr. Fitzgerald is now sales manager, and as such is not confining himself to the office, but is traveling about through the local field.

Brunswick Phonograph Progress

The Brunswick proposition continues to push

ahead under the able guidance of Kraft, Bates & Spencer, in Boylston street. Harry L. Spencer is giving much of his personal attention to the proposition, while Fred H. Walter, who associated himself with Mr. Spencer upon getting out of service, is spending his time among the out-of-town dealers.

Edison in Unique Window Display

An eighteenth century English model Edison machine has an unusual setting in the window of the C. C. Harvey Co., which house is both Edison and Victor headquarters. The display surrounding this handsome instrument is suggestive of a spring garden, with all kinds of early flowers springing from the ground, clinging to the walls and depending from the ceiling. In the center is a little fountain. The Harvey Co. is making a big reputation for its attractive window displays.

Takes on the Pathé Line

One of the latest concerns to take on the Pathé line is the store of M. L. Howard, in Massachusetts avenue, near Central square, Cambridge, scarcely more than a ten minutes' ride from Tremont street through the Cambridge tunnel. Mr. Howard has a handsome window display of the Pathé goods.

Emerson New England in New Home

The Emerson New England, of which Oscar W. Ray is the guiding hand, has made a radical departure in moving away from the Little Building to 68 Essex street, where it is now occupying an area in excess of 3,000 square feet on the third floor. As the location is at the corner of Chauncy street, there are windows on two sides, thus insuring plenty of daylight. Despite the fact that additional rooms were about to be occupied in the Little Building,

(Continued on page 36)

The Eastern Talking Machine Co.

is now

Wholesaling Victor Products

from its new exclusive

wholesale quarters

located at

85 Essex St.

Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 35)

Manager Ray found that with the rapid growth of his interests there still was to be a cramped condition, and the new location proved to be exactly what he needed. The large floor area has been divided off into suitable quarters for the sales department, the accounting department, the shipping department, and there is ample space for supplies and all the other various needs of the business. There is adequate and convenient elevator service for goods on the Chauncy street side. The move was made prior to the first of the month, and it is taking only a few days to get things into complete running order. Business in the Emerson line and the other allied activities is moving along at a rapid rate.

Iver Johnson Co. as Steger Jobbers

Roy R. Hinman, sales manager of the Steger phonograph, was in town the latter part of March, having come here to perfect the plans for placing the Steger line with the Iver Johnson Co., whose phonograph department is ably managed by A. W. Chamberlain. Henceforth the Iver Johnson Co. will be jobbers for New England for this machine, which is being pushed in this territory by R. H. Monroe. The Iver Johnson house has been handling phonographs for a number of years, and its department on an upper floor of its large building at the corner of Washington street and Cornhill has had to be enlarged a number of times to meet the demands of the growing business.

The Iver Johnson Co. has been carefully studying the merits of the Steger for some time, and the fact that at the factory in Chicago all the parts are manufactured, so that the company does not have to go outside for any of them, has been a great factor in commending this line. As soon as the house decided to handle the Steger line it wired a large order, perhaps one of the largest initial orders ever placed in this city for any line of machines. A part of this order is now on the way East, and should reach here in a few days.

Attend Columbia Managers' Meeting

Fred E. Mann, manager of the Columbia, and J. F. Carr and Roy F. Ott, both of Mr. Mann's staff, were all over at the managers' meeting in New York Friday, March 14. Mr. Carr stopped off at the factory at Bridgeport, Conn., on the way home, and he says he was greatly impressed with the intense degree of human interest he found among the workers in all departments. Mr. Carr's visit proved a highly instructive one to him.

Robert E. Rae a Visitor

Robert E. Rae, of the general sales department of the Columbia Co. in New York, was

a Boston visitor toward the latter part of the month. He spent several days here at the local Columbia quarters.

Symphony Talking Machine Shop Opens

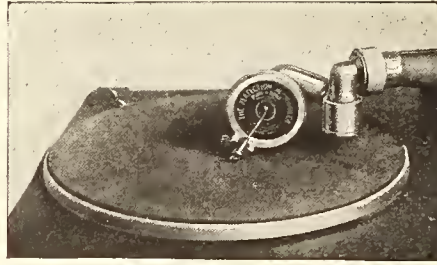
The Symphony Talking Machine Shop at 54 Bromfield street was opened for business the middle of March. This is a very central location, and the store is handsomely fitted up with booths, all done in white. The president of the company is Charles Soddeck, who, through a long association with another phonograph house, is thoroughly familiar with the business. Associated with him is Harry Sperber, a merchant,

located in School street. The Symphony Talking Machine Shop carries an exclusive line of Columbia goods. On the opening day the patrons of the store were presented with souvenirs.

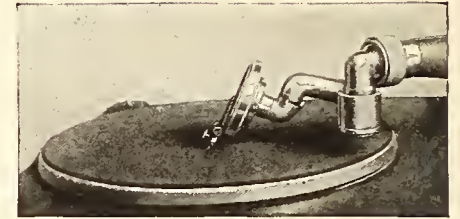
Sonora Sales Manager in Town

Frank J. Coupe, manager of sales and advertising for the Sonora Co., was a Boston visitor the latter part of the month, and made his headquarters while here at the offices of the Electric and Supply Equipment Co. Manager Richard Nelson was away a good part of the month assisting his brother in the management of

PLAYS ALL MAKES OF RECORDS ON EDISON DISC MACHINES



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "lateral" cut records.



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "hill and dale" cut records.

The "Perfection" Universal Ball-Bearing Tone Arm with Puri-tone Reproducer (attached) plays all makes of records on the Edison Disc Machines—Made in Nickel or Gold with extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET

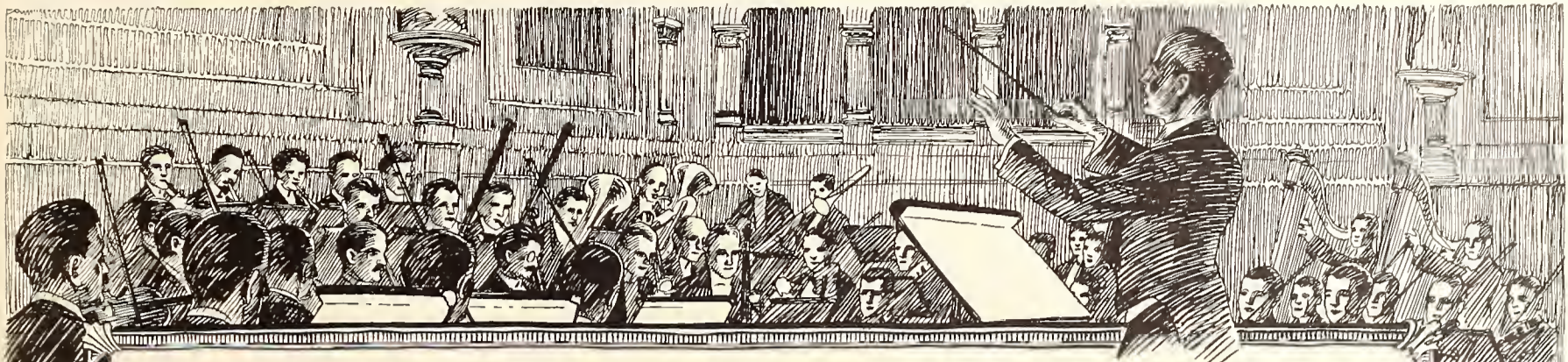
BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY

Chronicle Building, San Francisco, Cal.

— **Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons**

W. H. BAGSHAW CO., Lowell, Mass.



Emerson
Records



EMERSON NEW ENGLAND is now located in its large new offices. We are ready to give twenty-four hour delivery on all Emerson Records, Q R S Music Rolls and Brilliantone Needles.
Immediate delivery is assured on these big EMERSON Hits

VOCAL

- | | |
|---|--|
| <p>9140 } How 'Ya Gonna Keep 'Em Down on the Farm? (Lewis-Young-Donaldson) Char. Song, Orch. Acc. Byron G. Harlan
When You See Another Sweetie Hanging Around (Lewis-Young-Donaldson) Baritone Solo, Orch. Acc. Eddie Nelson
9139 } Dear Old Pal of Mine (Robe-Lieut. Gitz Rice) Tenor Solo, Orch. Acc. Henry Burr
The Americans Come (Wilber-Foster) Baritone Solo, Orch. Acc. Royal Dadmun
Salvation Lassie of Mine (Caddigan-Story) Tenor Solo, Orch. Acc. Henry Burr
9146 } I Think I'll Wait Until They All Come Home (Connelly-Lieut. Gitz Rice) Male Quartet, Orch. Acc., Peerless Quartet</p> | <p>9148 } How Are You Goin' to Wet Your Whistle? (Byrne-McIntyre-Wenrich) Character Song, Orch. Acc. Billy Murray
Blue-Eyed, Blond-Haired Heart-Breaking Baby Doll (Hess-Mitchell) Character Song, Orch. Acc. Billy Murray
9111 } Come On, Papa (Leslie-Ruby) Character Song, Orch. Acc. Irving Kaufman
Have a Smile for Everyone You Meet and They Will Have a Smile for You (Brennan-Cunningham-Rule) Male Trio, Orch. Acc. Sterling Trio
9109 } Till We Meet Again, Tenor Duet, Orch. Acc. Burr & Campbell
A Little Birch Canoe and You, Vocal Trio, Orch. Acc. Sterling Trio</p> |
|---|--|

INSTRUMENTAL

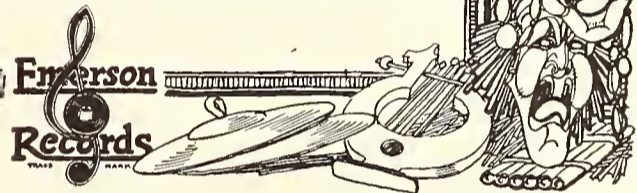
- | | |
|---|---|
| <p>9143 } Me-ow (Mel B. Kaufman) One-step... Emerson Military Band
Some One-Step (Some One?) One-step... Emerson Military Band
9149 } Tears (Hickman-Black) Fox-trot... Emerson Xylo-Pneius
What's That? (Curtis Gordon) Fox-trot Emerson Military Band</p> | <p>9129 } Pahjahmah Oriental Novelty (Henry-Onivas) One-step Emerson Military Band
Singapore (Gilbert-Friedland) Fox-trot Emerson Military Band
Orange Blossom Rag (Lada-Nunez-Cawley) One-step Louisiana Five
9150 } Heart-Sickness Blues (DeRose-Coslow) "Blues" Fox-Trot... Louisiana Five</p> |
|---|---|

Emerson New England Inc.

68 Essex Street

Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 36)

"Come Along," which played three performances each in Hartford, Conn., and Albany, N. Y., the last week of the month. This is the musical comedy the music for which was written by J. C. Nelson, Manager Nelson's brother, of which mention was made last month. Another local caller was J. O. Morris, president of the Electric and Supply Equipment Co. The business of this company here, by the bye, has been very good.

Jerome Proctor Opens New Shop

Jerome Proctor, of Dorchester, is one of the latest ones to enter the talking machine business and has opened an exclusively Columbia shop at 894 Dorchester avenue, where he will keep a full line of goods.

Fred Silliman Plans Vacation

Manager Fred H. Silliman, of the Pardee-Ellenberger Co., Inc., says he is finding it difficult to meet the demands for machines; that all through the New England field orders are coming in from dealers very fast. He reports that the Edison factory is way behind in shipping consignments. Manager Silliman is looking forward eagerly to the approach of summer, for he says that not having had a real vacation for several years he proposes giving himself a good one this year.

Arthur H. Cushman Visits the Hub

Arthur H. Cushman, president of the Emerson New England, was over in Boston the latter part of the month, and for three days he was entertained by Oscar Ray, of the local quarters.

Join Vocalion Forces

Two additional salesmen are now in the employ of the Vocalion at its Boylston street headquarters. They are J. J. Hart, who lately was with the phonograph department of the Magrane Houston Co., and R. M. Alden, lately returned from service, where he was in the navy engaged in convoy work. Manager Hind-

ley spent the last week of the month in New York trying to get a supply of goods. The Vocalion staff is interested in the forthcoming recital in Symphony Hall of Rosa Raisa, the dramatic soprano, member of the Chicago Opera Co., who makes records for the Vocalion. Since it was announced that Miss Raisa was coming

to Boston there has been quite a call for her reproductions by those who own Vocalions.

J. F. McGuire Out of the Service

J. F. McGuire, who before enlistment was with the Eastern Talking Machine Co.'s Tremont street retail store, is back at his old job,
(Continued on page 38)

The Brunswick

ALL PHONOGRAPHS IN ONE

KRAFT, BATES & SPENCER, INC.

156 BOYLSTON ST. BOSTON, MASS.

AN EXCEPTIONAL MUSICAL INSTRUMENT
WITH
EXCEPTIONAL DEALER SERVICE

DESIRABLE AGENCIES OPEN

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.



No. 3 Carrying
Strap Shown in
Cut

These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the *originator* of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and
descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

the Rosen Talking Machine Co. is the establishment of a concert room on the second floor, which was opened to-day. It is planned to hold recitals on the first, tenth and twentieth of each month, when all the Victor and Columbia records which go on sale on those days will be demonstrated. There will be special recitals on Mondays and Thursdays of each week.

Utilizes Window as Trade Developer

Mrs. Grace Drysdale is making quite a reputation in the development of the children's work as a factor in the Columbia business. She has lately arranged a most attractive window in the Columbia shop of H. W. Berry Co., Massachusetts avenue, Cambridge. The department at this house is in charge of Mrs. Alice Graves.

Debut of Phon-O-Musical Sales Co.

The Phon-O-Musical Sales Co. is the name of a new organization just opened at 88 Tremont street by Harry Rosen. He plans to wholesale phonograph and musical products.

SHOEMAKER NOW GENERAL MANAGER

New Member of Eastern Talking Machine Co.
Staff Long Associated With Victor Interests

BOSTON, MASS., April 1.—Herbert Shoemaker, referred to briefly last month as having become associated with the Eastern Talking Machine Co., holds the post of general manager, and through close attention for a long time to the



Herbert Shoemaker

Victor interests is especially well qualified to fill so responsible a position. Lately, that is within the past year or more, Mr. Shoemaker was in the service of his country, but before that he was manager of the wholesale department of Sherman, Clay & Co., at Portland, Ore. He entered the service at the outbreak of the war as a second-class seaman and was stationed at Seattle, Wash., for three weeks. He then came East, and was at the Radio School in Cambridge. He was made an ensign, and went to the Naval Academy at Annapolis, where he was fortunate enough to get a commission in the regular navy. He was assigned to the battleship "Georgia," on which he was signal officer for six months. From this branch of the service he was detached December 10, after making two conveying trips across the Atlantic.

Mr. Shoemaker received his discharge December 26 and returned to the employ of the Victor Co. A few days later he rejoined the traveling staff and was assigned to the Ohio territory, but retired from this field a few weeks ago to join Manager George Dodge's staff at the Eastern Talking Machine Co. He is a graduate of the University of Pennsylvania.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 37)

only now he is at the wholesale department in Essex street. McGuire, while in the service, from which he is now honorably discharged, was with the United States Coast Guard No. 25, and for fifteen months was stationed in Boston Harbor.

R. T. Sylvester Is Buying

Roy T. Sylvester, manager of the Edison and Victor departments of Chickering & Sons, is the happy father of a seven-pound boy, who came into the world at Mr. and Mrs. Sylvester's home in Everett the middle of March. The young man has been named Royal Harwood Sylvester.

Record Artists Visit Columbia Dealers

Mme. Petrova and the vaudeville team of Van and Schenck, who were appearing at Keith's Theatre the latter week of March, visited around among the Columbia dealers, as they all make records for this company. They were escorted around by J. F. Carr, of the Columbia wholesale quarters.

Still Complain of Stock Shortage

Manager Winkelman, of the Victor department of the Oliver Ditson Co., is experiencing the same trouble that confronts many other Victor distributors, a scarcity of goods. A glance at the handsome warerooms shows fewer machines than the writer recalls ever before having seen there. Letters continue to be received by Manager Winkelman and his associates from Joseph Carlson, who is now at St. Mihiel, France, and longing to get back home.

John Alsen Back From the Front

John Alsen, manager of the Edison department of the George Lincoln Parker establishment, has arrived in this country after his long experience with the One Hundred and First Engineers in France. He reached New York a few days ago on the "Seattle," and is now at Camp Devens, Ayer, where he expects to receive his honorable discharge in a few days.

Install Many Demonstration Booths

Frank B. Curry, of 19 Wareham street, has become quite a big factor in the trade within the last few months by reason of the excellence of

his workmanship in the construction of demonstration booths which he has installed in a number of local phonograph establishments.

Timothy Hayes Back With Kahn

Timothy Hayes, formerly with the Columbia wholesale department and later with Henry Kahn's Columbia graphophone shop at 564 Washington street, has returned from the service of his country, having been with the aviation unit. He is again with the Kahn interests.

Ainslie After Pathé Goods

Manager R. O. Ainslie was over in New York for a few days toward the middle of March in an endeavor to get a large supply of Pathé goods. He reports that many dealers are becoming interested in this line. During the automobile week in Boston the window of the Hallet & Davis Co. made a most catchy display of Pathé machines and records.

George W. Lyle, of the Pathé, came over to Boston the latter part of March to look over the local field and to confer with Manager Ainslie. His visit here was a short one.

Represents Peerless Album Co.

L. W. Hough, who represents the Geo. A. Long Cabinet Co. in this territory, has been appointed New England representative for the Peerless Album Co. He has built up a very large following for the products of the Geo. A. Long Co., and he states that he is now enjoying the largest cabinet trade in history. He has opened up many new accounts for this company, and expects to be equally successful with the products of the Peerless Album Co. Mr. Hough is well known in the local trade, and he is giving his cabinet clientele excellent service in filling their requirements.

Meeting With Much Success

Both R. Silverman and George Rosen, operating under the name of the Phonograph Supply Co. of New England, are meeting with marked success at their headquarters, 28 School street. They make a specialty of motor renovation, and they are getting a large share of repair work.

Open Concert Room

One of the latest innovations introduced by

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited.
77-79 North Washington St., Boston, Mass.

Send for Descriptive Circular
Curry DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER
"SOUND PROOF"
FRANK B. CURRY
19 Wareham St. Boston, Mass.

REPAIRS AND REPAIR PARTS
Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston

DEALERS PLAN FOR GREAT EXPANSION IN INDIANAPOLIS

Stores Expanding Departments or Installing New Equipment—Taylor Carpet Co.'s New Record System—Columbia Dealers Meet—Demand for Machines and Records Still Exceeds Supply

INDIANAPOLIS, IND., April 4.—The need for more space is causing several of the local talking machine shops and departments to be considering plans for expansion. The Pearson Piano Co. has under way plans for enlarging the space devoted to its talking machine department which will probably occupy the entire first floor of the store under the proposed arrangement. Mrs. J. Ellison Fish has been in charge of the department since H. E. Whitman resigned to take over the new Indianapolis talking machine store, The Circle Talking Machine Shop.

The talking machine department of the Baldwin Piano Co., C. P. Herdman manager, has developed such a volume of business that plans are being made to devote more space to it.

The Grafonola Shops, Inc., which recently took over the Columbia retail store, and of which W. G. Wilson is manager, will likely make changes in the near future. Mr. Wilson proposes to make his shop more attractive to men. He believes that there is no reason why the men should not be buying as many, and even more, records than the women.

The Circle Talking Machine Shop, which handles Victor machines and records exclusively, is one of the best arranged and equipped shops in the city. The woodwork is finished in gray and the entire color scheme is particularly attractive. H. E. Whitman, proprietor of the shop, has taken advantage of his floor space effectively. The large display window shows off the front of the store to advantage. Near the front is a counter for the record customers, back of which stands the drawer cases containing the records which are easily accessible and are kept in clean, perfect condition.

Three of the five booths are used for demonstrating records. These are large enough to comfortably seat two persons. Mr. Whitman says that his experience in handling records has taught him that large booths in which five or six women can get in are not conducive to sales, as the women often become more interested in their own conversation than they do in the records, and that he purposely designed the small type of booth. There are two larger booths for the demonstrations of machines.

The opening of the shop was marked by a

large number of visitors and customers. Mr. Whitman says that the shop in its first week did the amount of business he had figured on doing the first month.

In the talking machine department of the Taylor Carpet Co., of which Miss Minnie Springer is manager, a seal system for Victor records has been adopted. As the records are received in the store they are tested and the envelope container is sealed with a paper seal which must be broken to remove the record. Miss Springer says that the customers have displayed great interest in this system and it is a powerful argument against sending records out on approval. Taylor's department does not do this. Printed leaflets explaining the reason for the sealed records are given to the record customers. They explain that Taylor's keep two distinct stocks of records—one for sale and the other for demonstrations.

The local wholesale office of the Columbia Co. was visited by a number of prominent Columbia men during the last few weeks. George W. Hopkins, general sales manager, paid his first visit to the new quarters of the wholesale office. He told Ben Brown, manager, that he was very much pleased with the new location.

F. K. Pennington, assistant sales manager, visited Indianapolis and made trips to Columbia stores near here. C. K. Woodbridge, Dictaphone sales manager; Marion Dorian, chief auditor, and O. F. Benz were the other visitors.

The monthly meeting of Columbia dealers was held at the Lincoln Hotel Tuesday night following a luncheon. W. G. Wilson, manager of the Grafonola Shops store, and George L. Schuetz, of the Columbia Co., spoke on Columbia business. Frank Kellar, manager of the Wayne-Leeson store of Tipton, Ind., started a round table discussion on the best methods of selling Columbia machines and records, in which all the dealers participated. There were a number of out-of-town dealers present.

Mr. Brown announced this district's quota of "The Lure of Music" had been sold to the dealers and several dealers reported their customers had shown an interest in the book. The Carlin Music Co., of Indianapolis, has made a strong showing in the sale of the book.

The E. L. Lennox Piano Co. has increased its Columbia machine and record business in its new location.

Business at the Edison Shop, of which A. H. Snyder is manager, continues to keep up the good record. H. G. Parker, who was with the marines, has returned as a salesman to the Edison shop. J. Elliott, who was in the army, has also taken a position as salesman there.

James Stewart, of the Stewart Talking Machine Co., Victor distributors, reports the demand for Victor machines and records continues to increase and he expects to see the Victor dealers, in spite of the present shortage, round out the biggest year they ever had.

R. B. Goldsberry, manager of the talking machine department of the Mooney-Mueller-Ward Co., Pathé distributors, is now on the road looking after the Pathé dealers in this territory. A. M. Dorsey has been added to the department as an assistant to Mr. Goldsberry and Miss Black has charge of the demonstrations. The company has been waging a vigorous newspaper advertising campaign and is going after the Pathé business.

The Pathé Shop, E. R. Eskew manager, is doing a nice business and Mr. Eskew is working to put the Pathé record business up to the point where his shop will be known as one of the leading record headquarters in the State.

The Kipp Phonograph Co., Walter E. Kipp president, reports a great business in sight for the Edison machines and records.

The Brunswick talking machine business was never better. George Standke, manager of the Brunswick Shop, says he is selling the Brunswick machines as fast as he gets them.



Semi-Permanent Silvered Needles

SALES of the new Sonora needles are increasing rapidly. The public is buying these remarkable needles and is finding them wonderfully satisfactory because they are of typical Sonora quality. Vigorous advertising in leading national publications is bringing substantial results.

Sonora needles replace steel needles, are used on ALL MAKES of steel needle records, preserve the records, are more economical and more convenient.

Write today for counter display holding 6 needle cards, and also leaflets, **FREE NEEDLE SAMPLES** to give your customers, etc.

Loud—Medium—Soft

30c. per card of 5

In Canada, 40c.

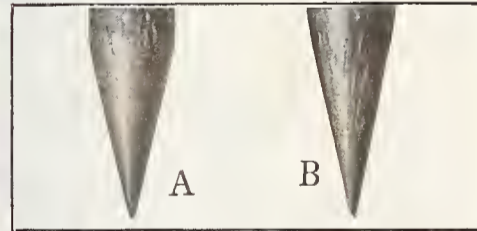
Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

279 Broadway, Dept. Y, New York

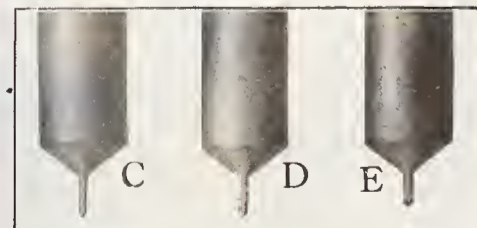
TORONTO: Ryrie Building

CAUTION! Beware of similarly constructed needles of inferior quality



A—New ordinary steel needle.

B—Ordinary steel needle after playing one record. Note the worn enlarged point!



C—New Sonora Needle.

D—Sonora Needle after playing one record.

E—Sonora Needle after playing over 50 records. Needle is shortened but has only a slight bevel on tip and is still in perfect playing condition.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

DON'T RUN THE RISK

of telling your customer

“SORRY WE’RE ALL SOLD OUT”

BUT—

“WE EXPECT SOME MORE

POPULAR HITS

MAYBE

IN A WEEK OR TWO”

DON'T RUN THAT RISK!



PUT IN A COMPLETE LINE OF POPULAR



KEH

RECORDS

AND YOU’LL NEVER SING THAT DOLEFUL TUNE

**TWO
HITS
ON
EVERY RECORD**

**We will see to it that you’ll have
LATEST SONG and DANCE HITS
WHEN YOU WANT THEM
RIGHT THEN AND THERE**

**85c.
RETAIL
PRICE**

NO WAITING FOR GOODS

NO SHORTAGE IN LATEST RECORD HITS

If You Deal With the

Franklin Phonograph Co.

MANAYUNK, PHILADELPHIA, PA.

SPRING OUTLOOK PROPITIOUS IN SAN FRANCISCO TRADE

Both City and Country Dealers Make Cheerful Reports—Betterment in Shipments—Death of A. R. Pommer Regretted—Talking Machine Departments Being Enlarged—Many New Agencies

SAN FRANCISCO, CAL., March 28.—Business in machines and records has held up well during March, and most firms report plentiful supplies on hand, with the exception of Victor goods. The spring outlook is propitious, both in the cities and in the country districts. Agencies in remote sections seem to be doing unusually well in proportion to the population. The talking machine business is expanding steadily on the Pacific Coast, and it sometimes seems that the field must be overworked, yet failures reported in the trade are very rare. Talking machines and records are largely handled as side lines in small places, and it is interesting to note that not a few concerns which now deal exclusively in talking machine goods began by carrying them as a side line.

Enlarge Talking Machine Department

The Wiley B. Allen Co., of San Francisco, is to greatly enlarge its talking machine department in the near future. The rear of the main floor piano salesroom will be segregated and remodeled to conform with the main talking machine room, which it adjoins. The record department will be moved from the basement to the main floor, and numerous other changes made to facilitate the handling of business in a more convenient manner than at present. Mr. Corcoran, manager of the talking machine department, in commenting on business tendencies of the day, remarked: "There is more need than ever to be able to give prompt service in the talking machine department; people want quick service, as a rule, and there are not nearly so many customers as formerly who care to hear a record before buying. They have heard the music somewhere, and, knowing how satisfactory the standard records are from previous experience, they buy without waiting for a demonstration. Some listen to only a few bars of the music and then buy. There remain, of course, the leisurely buyers, mostly women, who expect a free concert of the latest productions as a bonus for buying one or two records. We must please all classes of customers."

Record Albums Proving Popular

Walter S. Gray has again had to take more space in the Chronicle Building in order to accommodate his steadily growing business in needles and other talking machine accessories. Two new rooms for stock and the delivery department have been added, and shortly a loft will be needed, as Mr. Gray is to carry supplies in much larger quantities than heretofore in order to be able to afford the most prompt serv-

ice to the trade. A new addition to Mr. Gray's business is the Multiplex fixture line. In reference to record albums Mr. Gray says: "The album is the logical thing for a record library, and I am glad to report that the people are coming around to this view. The latest record albums leave nothing to be desired in the way of convenience and serviceability. With the vogue for expensive classical records it is certainly very foolish to risk damage to the records by not having a proper place to keep them. Also many private record libraries have grown so large that albums are necessary in order that they may be adequately indexed."

Remick Takes Columbia Agency

One of the liveliest musical concerns on Market street is the song shop of Jerome H. Remick & Co., and so it is not surprising to hear that the concern has outgrown its present quarters. A lease has been signed for space in the rear of the present store in order that the shop may be extended through to Eddy street. With entrances on both Market and Eddy streets, in one of the busiest sections of the downtown district, the company certainly will have a real chance to grow. But what is of special interest is the fact that the Remick Co. is going into the talking machine business on a life-sized scale. They have taken the Columbia agency and will carry the full library of records and a big line of machines. Ben Adkins, the manager of the shop, has included six record demonstration rooms in the plans for remodeling the enlarged store, and he says they are going after the talking machine trade with a hop, skip and a jump. The store will be finished in silver oak and arranged for effective display of stock and convenience in merchandising.

Attractive Home for Schmidt Music Co.

The new home of the Schmidt Music Co. at Anaheim is a model of tasteful attractiveness and business efficiency. The store is modern in every respect, and the company is better prepared than ever to live up to the house slogan: "Everything in Music, Nothing But Music." An assortment of 3,500 records is carried in the racks at all times.

Death of A. R. Pommer a Great Loss

The death of A. R. Pommer, one of the best known talking machine men on the Coast, comes as a shock to the trade. Mr. Pommer died on March 1 after an operation for appendicitis. For years he held the California jobbing agencies for Edison goods, which business was conducted under the name of the Pacific Phono-

graph Co. This concern dropped out of the field a few years ago, but Mr. Pommer had since maintained offices for his export business. He started in the music business with his father, who was at one time the Steinway representative at Sacramento. Mr. Pommer left an estate of over half a million dollars. He is survived by a widow and young son.

Three New Agencies

Omer N. Kruschke, manager of the Western Phonograph Co., has returned from a successful business trip in the southern part of the State. He established a new Pathé agency in Fresno, Cal.

New Columbia agencies reported are C. Lanza-fane, of Pittsburgh, Cal., and the Kimball-Upson Co., a well-known sporting goods house of Sacramento.

Florin Reports Fine Prospects

Mr. Florin, one of the firm of Florin Bros., Fall River, Cal., was in San Francisco on a buying trip this month. He reports fine prospects for the talking machine business in Shasta County. What the residents lack in numbers they make up in enthusiasm.

Personal News of Interest

The record department of the John Breuner Co., of Oakland, is now in charge of Miss Carroll, formerly with the Jennings Co., of Portland, Ore.

One of the Easterners to call on the trade in the past month is Mr. Patterson, of Harper & Bros., who is showing the "Bubble Book."


A change has taken place in the management of the Byron Mauzy talking machine department. G. S. McManus now has charge of the records section. His assistants are Misses Nonnemann and House. Mr. McManus has given the library a thorough overhauling and effected several decided improvements which will insure more convenient service.

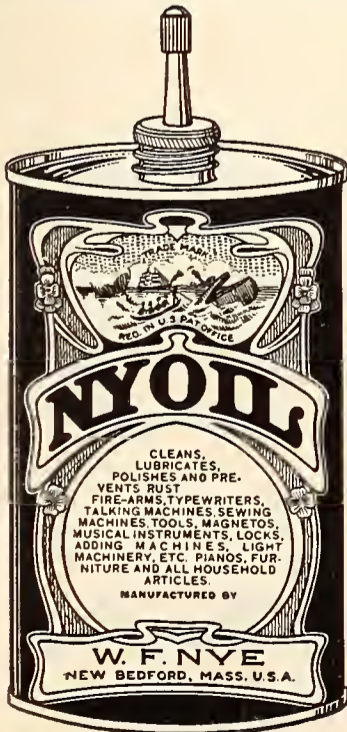
Andrew G. McCarthy, of Sherman, Clay & Co., has left for Los Angeles on a business trip in connection with the wholesale Victor business in the Southland.

SOUTH BEND STORE ENLARGED

The C. W. Copp Music Store, South Bend, Ind., is making extensive alterations and improvements in its present quarters, and new rooms for exhibition and demonstration of talking machines and records are being added.

One of the progressive enterprises in the Arcade in Webster, Mass., is the exclusive Columbia shop operated by John C. Burns. It is a most convenient center, is most artistically furnished and carries a large line of both machines and records.





is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."


Hundreds of satisfied customers have written us that they would never use anything else for

TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

and can be obtained of any "Up-to-date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 50 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.



NYOIL is put up in the following sizes:

No. 16 (Cans)	1 Pint
No. 32	1 Quart
No. 128	1 Gallon
No. 540	5 Gallon

NYOIL is put up in the following sizes:

No. 1 Bottle	1 ounce
No. 4	3 ounces
No. 8	8 ounces

TUNING THE TALKING MACHINE

Pointers of Interest and Value to Talking Machine Dealer Propounded by O. Klein, of Chicago, Who Submits Them to The World

Many valuable minutes are being wasted daily by repair men in testing the speed of talking machines by the old method of placing a paper underneath the record and counting the revolutions per minute. This is naturally a weary task, especially where a repair man has to go over the entire stock of a talking machine store.

It is of the utmost importance that the speed of the talking machine be correct in order to properly reproduce the music on the record, as a slight variation in pitch often causes the reproduction to become unnatural. In fact, in ten cases out of fifteen where you hear a talking machine that produces "canned music" it is due to the fact that the machine is running too fast.

The only absolutely authentic way of testing the speed of a talking machine is to "tune" it. This may be accomplished very easily by using a pitch pipe, piano or other musical instrument.

When the selection on a record is known to be played in a certain key, the position of the first note on that record can easily be determined. Whatever this note is, it should correspond in tone with the same note on the piano or instrument used. For instance, take Victor Record No. 74336, Cavatine, violin solo, the first note on which is A.

Put this record on your talking machine and play the first note only. Then compare that tone with the A on the piano. If the first tone of the record corresponds with the A on the piano, the speed of the talking machine is correct. If they differ, the speed of the machine must be adjusted until the right pitch is obtained.

Those who may not be able to determine the key in which certain pieces are written or played will find the following Victor records well

suitable for "tuning" purposes. These records, by the way, are very fine violin selections:

No. 74336, first note of which is A.
No. 74186, first note of which is E.
No. 64390, first note of which is E.

THE NEW ENGLAND VICTOR MAN

F. S. Horning, Victor Co. Representative, Makes Many Friends in That Territory

BOSTON, MASS., April 1.—Herewith is a likeness of a young man who is now widely known to the Victor dealers throughout the Eastern New



F. S. Horning

England territory. It is that of F. S. Horning, who is in and out among the trade, always with a helpful word as to service and supplies. Mr. Horning has been four years in the employ of the Victor Co., and has been making his headquarters in Boston for about six months, in which time he has made many friends. He is a native of Pennsylvania, and was educated at

the Penn Charter School, in Philadelphia. He has served the Victor Co. in various parts of the country since his connection with it.

SAUL BIRNS ENJOYS BIG TRADE

Carries Four Lines of Talking Machines in His Three New York Stores and Finds Strongest Demand for the High Class Models

The firm of Saul Birns, Inc., 211 Second avenue, is doing a large business in the talking machine field, and has a large stock on hand in preparation for the spring trade. Victrolas, Grafonolas, Sonoras and Vocalions in all styles and designs may be seen at this store, and one floor is devoted to the display of period designs. There is a special collection of records best adapted to bring out the good quality of these higher priced machines.

In the rear of the building there is a repair shop which is able to make all necessary repairs and in the basement is the finishing room in which every machine is given a special overhauling before going out to the customer. There is also a piano department, which is undergoing alterations and which will be greatly improved to take care of the expected increased trade.

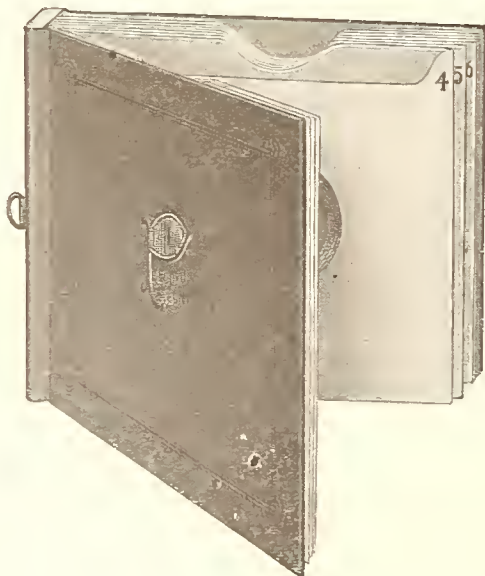
The same line of talking machines, with the exception of the Victor, is carried in the two other stores of Saul Birns, The Palace Talking Machine Shop, 88 Lenox avenue, and The Strand Talking Machine Co., 813 Westchester avenue, New York.

WM. A. MAYERS BACK FROM FRANCE

William A. Mayers, son of A. H. Mayers, the well-known Victor dealer, recently returned from France after seeing many months of active service over there. Mr. Mayers was a member of the Fifty-seventh Pioneers, a regiment that was in action at St. Mihiel, followed by the grueling engagements in the Argonne Forest. Prior to his entry into the army he was associated with his father in New York City.

Perfection Record Albums

WE CAN SHIP ON RECEIPT OF ORDER



Bound with finest linen cloth, leaves of heavy glazed green kraft paper. The backs are reinforced with metal.

These Albums are a high-class product, and should not be confused with inferior makes.

We can supply these Albums for Victor, Columbia, Pathe, Edison, Okeh and Emerson 10 inch Records.

Dealers can save money. Attractive prices to quantity buyers.

Order these and other important PHONOGRAPH ACCESSORIES from the

"ALL FROM ONE SOURCE HOUSE"

PLAZA MUSIC CO. 18 West 20th Street New York City

Ask for quotations on

MAGNEDO STEEL NEEDLES
PLAIN STEEL NEEDLES
SAPPHIRE NEEDLES
FIBRE NEEDLES AND CUTTERS

DELIVERY ENVELOPES
STOCK ENVELOPES
RECORD CLEANERS



of
Consummate Grace
and
Exquisite Tone

Master workers in wood brought fame to the House of Brunswick long before the day of the phonograph. And to their skill is due a share of the credit for the triumph of The Brunswick.

Their art has produced a series of cabinets, unmatched for beauty of design. They are a worthy shrine for the wonderful tone of this instrument. They command unqualified admiration before ever The Brunswick is heard.

The Brunswick Method of Reproduction
Its Revolutionizing Features

Just as the spinnet and clavichord were rendered obsolete by the piano, so old standards of tone reproduction gave way before the Brunswick method. It brought new conceptions.

The Brunswick was the first to popularize in a big way the all-record idea. The Ultona made it possible to play any record without regard to make, or recording principle. The music-loving public hailed it with enthusiasm.

Another improvement of fundamental

importance was the Brunswick Amplifier. This vibrant tone-chamber is constructed entirely of moulded holly-wood. No metal is used. It provides just the needed resiliency to build up and project the true tone. Like the sound board of a violin or piano it complies with the proved laws of acoustics. It brought new beauty to all records.

No finer phonograph is on the market. No better tone is to be found in any instrument.

The Brunswick continues to win friends. Sales are increasing enormously the country over.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: CHICAGO and NEW YORK

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

Manufacturers—Established 1845

Canadian Distributors: Musical Merchandise Sales Co., Excelsior Life Building, Toronto

The
Brunswick

ALL PHONOGRAPHS IN ONE

The Brunswick

ALL PHONOGRAPHS IN ONE

The House of Brunswick has achieved success in many lines of production. It has never been content to take second place. It has kept one ideal constantly before its staff—to build better, regardless of cost.

Before the first Brunswick phonograph was sold, a nationwide distributing organization was already established. At once an immense saving was effected. And this saving in distributing cost made possible the many improvements and added features of The Brunswick.

Initial and Permanent Success

The House of Brunswick is proud of the reception accorded this master phonograph. A single hearing is enough to convince the most doubtful customer. It has won millions of friends.

The sale of The Brunswick has continued to increase steadily and consistently. The logical and convincing story told by advertising in leading publications created uni-

versal interest. The Brunswick Method of Reproduction, by its obvious superiority, proved the truth of these statements in print.

Brunswick nation-wide service helps its dealers in every possible way. This co-operation in the past has achieved a remarkable triumph for The Brunswick.

It will continue to win ever increasing sales.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: CHICAGO and NEW YORK

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

Manufacturers—Established 1845

Canadian Distributors: Musical Merchandise
Sales Co., Excelsior Life Building, Toronto

INAUGURATE BIG NEEDLE CAMPAIGN

Distribution of Large Number of Sonora Semi-Permanent Silvered Needles as a Means of Acquainting the Public With Their Merits

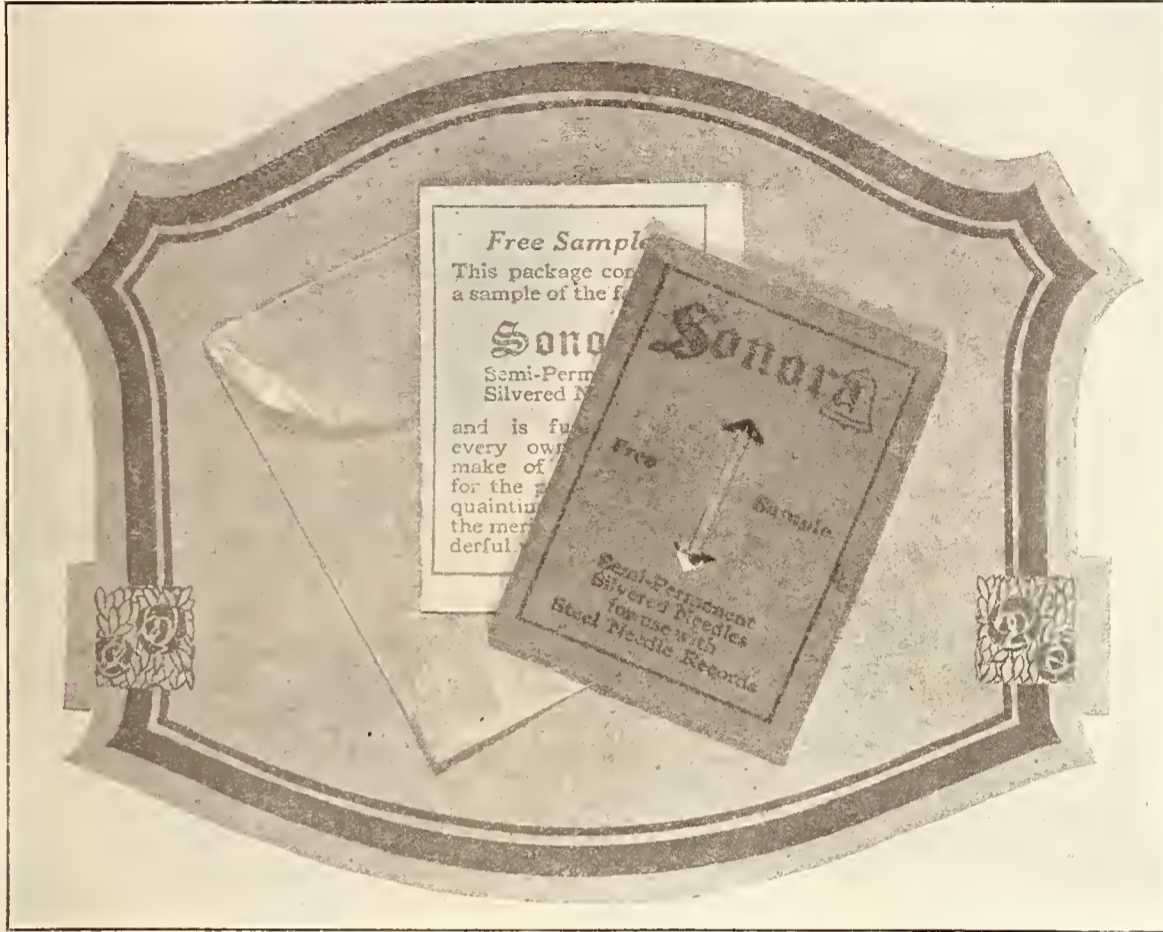
As announced recently in The World, the Sonora Phonograph Sales Co. has arranged to

acquaint the public with the merits of this needle. The original plans of the company called for a distribution of 500,000 of these needles, but instead it has been decided to distribute 600,000 needles during the course of the year.

There is reproduced herewith an illustration of the new Sonora semi-permanent silvered

velope, together with a tiny leaflet describing the needle.

As these needles retail at 6c each, the sampling campaign introduced by the Sonora Phonograph Sales Co. will amount to \$36,000. The free needle offer is being advertised extensively in leading magazines, such as the Saturday Evening Post, Literary Digest, etc.



Sonora Semi-Permanent Silvered Envelope

distribute free of charge a large number of Sonora semi-permanent silvered needles in order to provide its dealers with a medium for ac-

needle sample package. These sample needles are attractively mounted on a bright colored card and enclosed in a transparent paper en-

NEW MUSIC STORE IN GREENSBORO

Piedmont Piano Co. Will Handle Large Stock of Grafonolas and Records—Baby Popularity Contest Starts and Attracts Much Interest

GREENSBORO, N. C., April 7.—The Piedmont Piano Co. has opened a new store and will engage in a general musical instrument business, handling the Columbia Grafonola and Columbia Records, as well as the Lester Piano. As an inducement to get everyone in the city to visit the store a prize of a piano is offered for the winner of the baby popularity contest. Every customer coming to the store is asked to deposit his vote for the baby of his choice, and the winner will be rewarded by an instrument from the company's warerooms.

The new concern has been incorporated under the laws of Michigan, and the officers are: H. S. Leete, president; J. F. Moore, vice-president and local manager; L. R. Rich, secretary, and W. W. Crocker, treasurer.

PLACES BIG ORDER FOR GRAFONOLAS

What is said to be one of the largest orders of its kind in the Southwest has been placed by the Culp Bros. Piano Co., Fort Smith, Ark., for Columbia Grafonolas and records. The aggregate value of the order is \$30,000. The Culp Bros. Piano Co. has been very active in the music trade of this section, and just recently increased its capital stock of \$50,000. The large order for Grafonolas placed by this company shows that there is a great opportunity for the sale of talking machines in Arkansas.



-WHY-
Do You Use
Tone Arms

“off the shelf”? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove. These men are ready to serve and prove to you by sketches and figures that “INDIANA” made tone arms will increase the value of your machine and make it a better selling proposition.

Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

“INDIANA” DIE CASTING COMPANY

East 11th Street at Cornell Ave. INDIANAPOLIS, IND.

NEW YORK OFFICE, 1003 TRIBUNE BUILDING

MILWAUKEE RETAILERS TO MEET

First State Convention of Talking Machine and Piano Merchants Will Meet May 12 in Conjunction With Visit of Geo. W. Pound

MILWAUKEE, Wis., April 8.—The first State convention of talking machine, phonograph and piano dealers, and music merchants in general, which was to have been held in Milwaukee on April 15, has been postponed until May 12, in accordance with the change in the dates of the transcontinental tour of George W. Pound, general counsel of the Music Industries Chamber of Commerce. The Milwaukee Association of Music Industries is sponsoring the movement to effect a permanent organization of the Wisconsin trade as the result of the success of this procedure in Milwaukee a year and a half ago. Dealers in reproducing machines are being urged to attend the convention as much as piano men, as the new association, like the Milwaukee society, is to be composed of all elements of the trade, and the National Association is perfecting plans for being a general music trade organization in scope and name rather than merely a piano merchants' society. President Richard H. Zinke, of the Milwaukee Association, is working hard to make the convention a big success. He has compiled a list of 765 music dealers of Wisconsin, who will be invited by him personally and on behalf of the Milwaukee Association to come here to form an organization at the same time that they will have opportunity to hear Mr. Pound expatiate on "The Message of Music."

BROOKLYN STORE ENLARGED

C. A. Hanssen & Bro., 4711 Fifth avenue, Brooklyn, Victor and Columbia dealers, are making improvements in their present quarters, and when completed the store will be one of the largest talking machine agencies in that section of the city. The adjoining building has been secured and will be added to the present store.

A BELIEVER IN GOOD MUSIC

J. M. Bryant Features Red Seal Records in Demonstrations and Finds That a Thorough Knowledge of Music Helps Business.

J. M. Bryant, head of the Bryant Music House, 915 Eighth avenue, New York, is a lover of music and believes that a good knowledge of music is a requisite for any kind of musical instrument business. He carries Victor machines and records, and makes a point of playing the better kind of selections for his customers to make them realize their need for real music. If some one comes into the store with a question about the way they do certain things with a machine he does not take the nearest record to use by way of demonstration, but selects a Red Seal record or some other of an equally high quality, thus at the same time explaining the question of the customer and emphasizing musical values.

He is a firm believer in the value of the Victor language courses, and is always eager to demonstrate the method by which it is possible to learn a foreign language in your own home with the aid of the talking machine, which enables one to hear the spoken word in addition to seeing the printed word on the page.

TO MANUFACTURE THE PARLEPHONE

E. E. Trower, of St. Joseph, Mo., is planning to introduce a new make of talking machine known as the "Parlephone," the name being suggested by the French word "parler," to talk. Plans for a building have been approved by the Commerce Club directors, who will assist in the matter of finding a suitable location. Mr. Trower was formerly in the music business in St. Joseph.

The Regina Co., manufacturers of Regina-phones and musical specialties, has moved its Chicago office from 209 South Wabash avenue to 209 South State street.

C. T. ROBERTS CHIEF ENGINEER

Appointed to This Important Post With the Columbia Graphophone Co. Recently

Francis S. Whitten, president of the Columbia Graphophone Co., announced recently the appointment of C. T. Roberts as chief engineer and assistant to the president. Mr. Roberts will divide his time between the factory at Bridgeport, Conn., and the executive offices in New York.



C. T. Roberts

Mr. Roberts has spent many years in the engineering field and is particularly well qualified to take charge of the problems. Under his direction research and development work will have added impetus, and the tremendous growth of the Columbia manufacturing organization will give Mr. Roberts unlimited opportunities to utilize his wide engineering experience.

DEMAND FOR BETTER MACHINES

Joseph H. Mayers, the "live" talking machine dealer of 196 East Houston street, New York, is having an excellent trade in the better class of instruments. He carries the Victor, Sonora and Columbia machines, and has sold many models retailing from \$130 up. The number of cash sales in his district has greatly increased, and the long term instalments are decreasing, although higher-priced machines are bought.

The Concertophone Co. has been incorporated in Philadelphia with a capital of \$50,000.

STRADIVARA

"KNOWN FOR TONE" (PATENTED)

THE PROOF: Below are a few paragraphs from our daily mail. In our files are hundreds of such letters. We are glad to furnish names upon request. Read what these dealers say:—

"I have had the pleasure of placing the 'Strad' where other higher priced machines were and through comparison and persuasion, I have left the Strad while the other dealers have had to call for their machines."

"I am very much pleased with the Stradivara No. 145 just received. Your motto 'Known for tone' is very appropriate. I have never heard a better toned machine."

"I sold the No. 120 Saturday night. The best of it is that the customer had a—ordered, but when he saw the 'Strad' he went right over and cancelled the order. Please ship three more at once. Everyone that saw and heard the Stradivara thinks it the best ever."

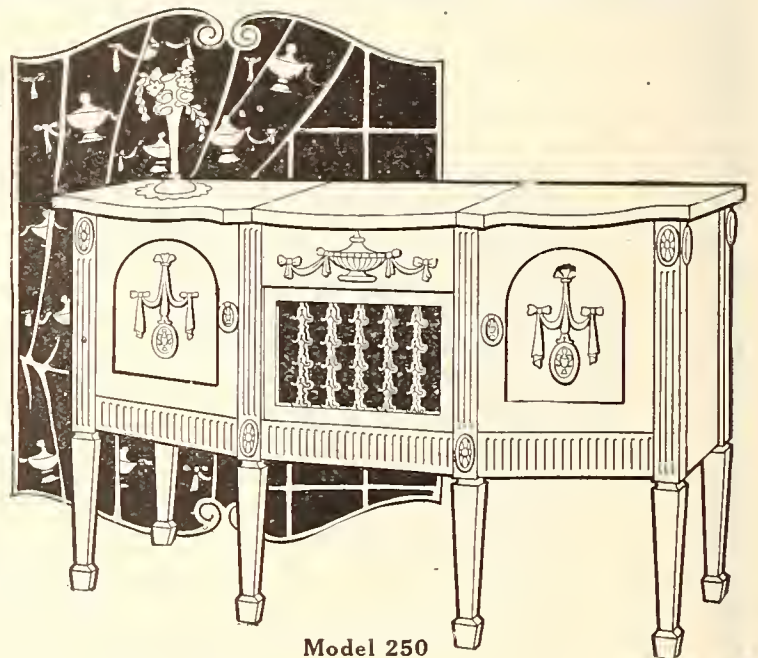
"I am much pleased with the Stradivara. I have sold other makes but there is no comparison; yours is so much superior. I am well repaid for waiting on this shipment."

"I consider the Stradivara the best machine on the market."

Frankly, can you afford *not* to investigate this quick-selling profitable line?
Write us today—It will pay you!

A Complete Quality Line
\$60 and up
Advertising Service

The Compton-Price Company
Coshocton, Ohio



Model 250



Model 95

NEW PACKING CASE MERGER

Atlas Sales Corporation Organized to Take Over Output of Four Leading Packing Case Manufacturers Who Have Catered to Requirements of Talking Machine Trade

Announcement was made early this month of the formation of the Atlas Sales Corp., which will take over the packing case output of the Nelson & Hall Co., Montgomery Center, Vt.; Richford Mfg. Co., Richford, Vt.; Blair Veneer Co., North Troy, Vt., and the Veneer Products Co., Greenville, Me.

All the products of the above firms will be distributed through the new organization, which was formed for the purpose of giving better service to the talking machine manufacturers. The factories are well distributed, and their locations place them in good position both in regard to raw materials and shipping facilities.

These firms, which for a number of years have

concentrated their efforts in supplying the demands of talking machine manufacturers for quality packing cases, have a number of experts in their organization who have given much study and time to the matter of expert and efficient packing.

The manufacturing facilities of these organizations have been increased steadily during the past few years, and plans for an even further increase are under way. At the present time the combined capacity of the plants is 10,000 cases a day, over 3,000,000 a year. The new organization will make an effort to increase the interest in the two-color printing which they do on their cases. This printing is done by a specially designed machine in one operation.

Ralph M. Buck, treasurer of the Nelson & Hall Co. and general manager of the Richford Mfg. Co., has been appointed general manager of the Atlas Sales Corp., the headquarters of which will be in Richford, Vt. Mr. Buck is well known in the talking machine trade, and

the above announcement of the formation of this new organization in which he is interested will be received by his friends with pleasure.

GRAFONOLA IN SUNDAY SCHOOL

Evansville Dealer Finds It Proves Strong Attraction for Children

INDIANAPOLIS, IND., April 4.—Ben Brown, manager of the Columbia wholesale branch office, has received a letter from J. E. Henderson, a Columbia salesman, telling of how Edward McGinniss, manager of the Handy Furniture Co., Columbia dealers at Evansville, Ind., uses a Grafonola in the Bayard Park Sunday School.

Mr. McGinniss is superintendent of the school and he keeps a Grafonola there and each Sunday takes three or four new records to play for the kiddies. Needless to say, the Grafonola is popular with the children—so popular, in fact, that parents must get them in their homes.

A New Empire Record Which Can be Played on any Phonograph!

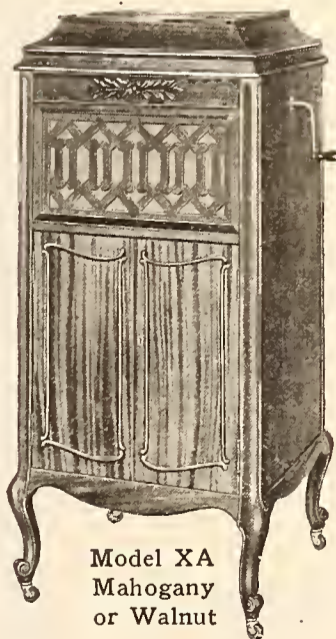


There is no question but what a great many dealers will be immediately interested in the wonderful new Empire records—especially because they can be played on any disc phonograph that is made to play with steel needles without the use of extra attachments or the necessity of turning the reproducer.

We call your attention to our list of these new records in the record bulletin of this paper—note the numbers, then make up a trial order of a dozen or two and send it to us. Our discounts are very liberal and we have prepared some very interesting sales helps to assist you in selling the new Empire records.

CAN BE PLAYED ON ANY PHONOGRAPH WITHOUT EXTRA ATTACHMENTS

The Machine that Plays any Record



Model XA Mahogany or Walnut

The Machine that Plays any Record



Model B Mahogany or Oak



Carrying the Empire line is a matter of both pleasure and profit to the dealer. It is a pleasure to sell a machine that unflinchingly delights your customers and assures them complete satisfaction. And the same qualities which make the Empire a delightful and satisfactory home entertainer make it an unparalleled profit-maker for the dealer. There are 10 models in the Empire line—prices at retail \$32.50 to \$500.00. Write for our dealer proposition and agency offer.

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

429 South Wabash Avenue, Chicago, Ill.




The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



YOU who are selling phonographs know, and those of you who intend to sell phonographs will quickly discover that three elements of vital importance in achieving success are:



- 1—The improvement of bank balances through cash sales (which is possible with the Sonora).
- 2—The choice of the right phonograph.
- 3—The cooperation and aggressiveness of a reliable distributor.

The Sonora is the famous instrument which won highest score for tone at the Panama Pacific Exposition. Competitive comparison invariably results in the triumph of the Sonora. It has a splendid richness, purity, sweetness and expression of sound reproduction which make it unequalled.

A complete line of magnificent upright models and superb period styles is available at prices from \$50 to \$1000. Write today to the distributor operating in your territory.



C. J. Van Houten & Zoon
CHICAGO, ILL.

Illinois, Kentucky and Iowa.

Kiefer-Stewart Co.
INDIANAPOLIS, IND.

Entire State of Indiana.

Minneapolis Drug Co.
MINNEAPOLIS, MINN.

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

Hessig-Ellis Drug Co.
MEMPHIS, TENN.

Arkansas, Louisiana, Tennessee, Mississippi.

C. D. Smith Drug Co.
ST. JOSEPH, MO.

In Nebraska, Missouri, Northern half and Eastern part of Kansas and Northern part of Oklahoma.

Southwestern Drug Co.
WICHITA, KANS.

Southern part of Kansas, part of Oklahoma and Texas Panhandle.

Strevell-Paterson Hardware Co.

SALT LAKE CITY, UTAH.

Entire State of Utah, Colorado, Wyoming, New Mexico, southern Idaho.

Ohio Sales Co.
DETROIT, MICH.

State of Ohio.

Yahr & Lange Drug Co.
MILWAUKEE, WIS.

Wisconsin, Upper Michigan.



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE firms whose names you see on these two pages will do all that is humanly possible to care for your interests if you are a Sonora dealer.

They will keep you advised as to the introduction of new models and the availability of current styles, they will give you advice and aid as desired in helping you to make Sonora selling a profitable business, and they will do their level best to see that service of the finest kind is furnished to you at all times.



You are urged to have a talk with the distributor operating in your locality. Ask questions, find out what others are doing.

See if you too can secure a Sonora agency and Sonora advantages.

<p>Gibson Snow Co. SYRACUSE, N. Y. State of New York with the exception of towns on Hudson River below Poughkeepsie and exception Greater New York.</p>	<p>Rountree Corporation RICHMOND, VA. North Carolina and South Carolina.</p>	<p>Sonora Phonograph Co. SAN FRANCISCO, CAL. Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.</p>
<p>Griffith Piano Co. NEWARK, N. J. Northern New Jersey.</p>	<p>Smith, Kline & French Co. PHILADELPHIA, PA. State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey south of and including Trenton.</p>	<p>Southern Sonora Phonograph Co. SELMA, ALA. Alabama, Georgia and Florida.</p>
<p>Musical Supply & Equipment Co. BOSTON, MASS. Southern New England.</p>	<p>Southern Drug Co. HOUSTON, TEXAS. Southeastern part of Texas.</p>	<p>Walthall Music Co. DALLAS, TEXAS. Southwestern part of Texas.</p>

Close Collections An Absolute Necessity to Insure Real Business Health

By J. H. Moorehouse

Talking machine dealers doing an instalment business should never forget that close collections are an absolute necessity if the business is to be kept on a healthy financial basis. Collections should be closely and unceasingly watched if it is desired to have the figures on the right side of the ledger at the close of the fiscal year. Some suggestions which I have found of practical value are submitted herewith:

In desiring to get a slow customer to settle his bill it is advisable to enclose a self-addressed envelope. Any good but slow customer in seeing this will not overlook to forward some reply.

Another which should also prove successful is this: At the end of the month send a bill reading something like this: "Amount of bill to date \$10,000. I have enlarged my stock and your inspections are desired. Hoping to receive an early call." etc.

Instances are on record where dealers have lost not only their customers, but their accounts by being overpersistent. The slow man fully intends to pay his bills; he is honest but likes to pay in small lots, and above all likes to be considered a good customer, and will advertise your place by relating to his friends what a good customer of yours he is.

In making collections by mail treat customers just as when collecting personally. Care must be taken in writing that no offense be given. Experience has proven that one friendly note has more effect than three threatening letters. Do not present a bill for payment before it is due, but be prompt in presenting it when it is due. Impress your customer with the fact that when a bill is due you expect your money, and

do not show too great a willingness to extend the time on a bill.

Don't worry the debtor's life out with bills, notes, etc., for that does not hasten a settlement; in fact, it puts you further than ever from it, for nothing tends to make the slow man more angry than a persistent bill, and a "please remit" is a torch to gun powder. Approach him occasionally in a friendly manner and suggest quietly that a little "on account" would be a great accommodation, not that you would like to press him, but that you are always glad to

In the Collection of Accounts Two Things Are Necessary to Success—Promptness and Perseverance

see him come into the store, and trust you are not asking too much, and if it is not convenient, not to trouble himself.

While I do not advise abuse or ungentlemanly recriminations toward the slow and hard payers, there is a fine, dignified bearing which must be maintained that will be effective—a sort of quiet way of saying you must be paid, and if

the party cannot pay as they agreed, they must pay something regularly. If, for instance, the bill is \$10.00 or \$20.00 and it is due, or overdue, ask the party to pay 50 cents or \$1.00 each day until the amount is paid. Let them know that it will cause you trouble, but you may rest assured that the money will be paid rather than see you after them more than twenty times. Then send or go for it, and insist on getting it, for any one can pay 50 or 100 cents a day, unless they are worthless, in which case give it up for a bad debt.

Accounts usually get more worthless with time, and it is a good plan to get them off the books in any way that it can be done. My experience has been that the accepting of small payments (so small that any one would be ashamed to say they could not do it) is the best plan. I think the question embraces a class who are known to be responsible, like farmers, but who are slow pay. They are generally good-natured people, who hardly realize the injury they cause a creditor, and yet they can be reached by plain dealing, like a refusal to continue their credits until the old amount is settled.

There are few men so hardened that they do not care what their fellows may think of them. If your debtor is unprepared to make a settlement when the time has come, when he had promised to do so, do not get angry, but rather convince him of your friendliness toward him, but that friendship must not stand in the way of business. All this failing of the desired effect, then see him again and state plainly that if he does not make satisfactory arrangement for the debt by a certain stated time you will have to sue, much as you dislike to do it. If arrangement has not been made when time given him has expired, then sue. There is one class to which above would not apply—those who for some reason are temporarily embarrassed. In dealing with these, settle account by note due at earliest date your debtor thinks he can meet it. Deal promptly with notes when due same as with accounts.

Politeness and social manners will do the most effective work with honest debtors when collecting accounts, and when these fail I would select occasionally one of the worst cases and sue for payment, in the hope that others would learn by it that there was a limit where it paid them to pay their debts.

In collecting two things are necessary to succeed, promptness and perseverance. Have your terms of sale printed plainly on all your bills and statements and send bills or statements promptly on first of each month. As soon as they are completed mail all those you cannot see personally, but deliver personally as many as possible.

However, if a bill is not paid when presented and your debtor does not state a time when he will pay it, then suggest a date in the near future when you would like to have it paid, and ask him to be prepared. In either case make it a point to call on him promptly at time stated. This will make two impressions on him, that you need the money and that you intend to keep after him until you get it. When you have received a promise to pay at a certain time do not again dun him until that time is up, showing him that you have faith in his promise and will cause him to make special effort to make his agreement good.

Talking Machine Moving Covers

Prepare for Moving Season

Made to Order
to fit
all styles of
Talking
Machines



Khaki
Heavily Padded
and
Fleeced lined
Quilted

Price

\$7.00

Net

Special Inducement to Talking Machine Jobbers

LYON & HEALY, Chicago

WHAT HAVE YOU TO SELL ?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York

This is not an "ad"

It is a call for a referendum vote on a matter of very vital concern to talking machine dealers everywhere



STANDARDIZATION, CO-OPERATION and ELIMINATION OF DUPLICATION were preached and practiced after we entered the war. Now that we have learned to do all these things under pressure, why should we not continue to seek the same advantages under normal conditions?

Dealers in talking machines—customers of ours—*many of whom hold agency contracts for more than one of the standard makes of machines*—have asked us to take up with manufacturers of machines the matter of establishing a definite and exact standard of base dimensions and finishes for the several portable models, so that a cabinet purchased for a Victrola VI could also be used for a Columbia 25 (Model B), and so on down the line, and would exactly fit the cabinet and match the finish in each case. This condition does not now prevail.

We hesitated about broaching this subject, but after giving the matter considerable thought we realized that standardization along these lines would be an invaluable boon to the dealer, and decided to go ahead and take it up.

We know full well that no results will be attained unless it can be shown in very conclusive fashion that there is a popular demand for the thing on the part of the dealers.

We shall be able to reach all of our customers by using the mails, and this announcement will reach a great many other dealers, but there are many others who still will not know about this movement, **consequently it is very essential that those dealers who are interested should fill out the coupon on this page.** Be sure to answer all of the questions, and mail it to us. We shall then tabulate the data and perform our part of the service.

From a manufacturing standpoint the changing of the base dimensions of machines is rather serious; it involves many changes which the non-manufacturer cannot understand; but the adoption of standard and uniform finishes for portable models of the different manufacturers sold at approximately the same prices is a thing that can easily be brought about.

All dealers interested in these changes are requested to answer the several questions on the attached coupon and mail it to us. Don't delay!

The Geo. A. Long Cabinet Company, Hanover, Pa.

REGISTER YOUR
VOTE ON THIS



COUPON NOW



The Geo. A. Long Cabinet Company, Hanover, Pa.

We favor the proposition of all talking machines, of different makes, and selling at approximately same prices, being made of the same base dimensions and finished in standard, uniform finishes.

We are dealers in (Place "x" under kinds sold):

Victor	Columbia	Pathé	Sonora	Brunswick	Vocalion	
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Name of Dealer.....

Address

City

NEW PROOFS OF EXPANSION OF TALKING MACHINE TRADE RECORDS BY THEODORE ROOSEVELT

That Dealers Appreciate the Importance of Artistic Interior Equipment Is Evident From the Army of Merchants Who Have Placed Orders With the Unit Construction Co.

The general spirit of expansion prevalent throughout the talking machine industry is showing itself in many marked ways. One manner that is visualized strongly is the "spreading out" of the talking machine dealer—by moving to larger quarters or by rearranging his present quarters to better advantage.

This expansion can be proven in no clearer way than by the records of the Unit Construction Co., of Philadelphia, Pa., who have installed booths, record files, etc., in the leading dealers' and jobbers' warerooms throughout the country. During the period of the war this company devoted almost their entire resources to "win the war" work. Since their return to peace production the demand for the "Unico" system of booths and fixtures has been phenomenal. Since the first of the year sixty-eight installations have been made.

The demands for "Unico" fixtures have come from every section of the country, showing that this progressive spirit is not alone limited to any one locality.

Among recent complete installations by the Unit Construction Co. is Kraft, Bates & Spencer, Boston, Mass., who were completely equipped in the Adam period; Ahrlinger & Raynor, Youngstown, O., who are said to have installed the largest talking machine department between Pittsburgh and Chicago, consisting of twenty-five rooms; D. S. Marsch, New London, Conn.; Gregory's Music House, Saginaw, Mich.; Alfred Gallup, Hartford, Conn.; Wilcockson Music Co., Hammond, Ind.; W. J. Killea, Albany, N. Y.; W. J. Keller & Sons, Easton, Pa.; Lehman Music House; Henry M. Curtis, Lynn, Mass.; Rothschild & Co., Chicago, Ill.; Noble Piano Co., Detroit, Mich.; Taylor, Moorehouse Co., Duluth, Minn.; Hyman Kahansky, Brooklyn, N. Y.; American Talking Machine Co., Brooklyn, N. Y.; J. F. Miller & Co., Fall River,

Mass.; Orton Bros., Butte, Mont.; Starr Piano Co., Nashville, Tenn.; M. F. Shea, Nashville, Tenn.; John Meckes Son, Cleveland, O.; G. H. Kelly, Gainesville, Fla.; Thos. C. Watkins, Hamilton, Canada; Hickerson Murphy, Alexandria, La.

Work will shortly begin on extensive and attractive installations for R. H. Macy & Co., New York, and the Eastern Talking Machine Co., of Boston.

The foregoing list is indicative of the general expansion, as it may be seen not only in this country but Canada as well.

The Unit Construction Co. have greatly increased their selling organization and have divided the country into sales districts. The selling staff now consists of fourteen men. In addition to the New York office recently opened announcement has been made of the opening of a Chicago office in the Lyon & Healy Building, that city. New and interesting literature is now being prepared and a sales campaign will be conducted along generous lines.

Rayburn Clark Smith, president of the company, is exceedingly optimistic over the future and reports that many new installations will shortly be started.

A NEW YORK INCORPORATION

The Cremonia Phonograph Co. has been incorporated under the laws of New York to manufacture talking machines and musical instruments, with a capital stock of \$10,000. The incorporators are Sidney S. Bobbe, Daniel P. Bergheimer and John J. Gallagher, 14 Wall street, New York.

The Pollock Shop, Calumet, Mich., has added the Columbia line of machines and records to satisfy the increasing demand for goods.

T. A. Edison, Inc., Issue Three Blue Amberol Records Made by Late Ex-President

Thomas A. Edison, Inc., have issued three Blue Amberol Records of the voice of "the greatest American." They contain three of Mr. Roosevelt's characteristic speeches, and those



Theodore Roosevelt

who knew the great man will testify that both in subject matter and in voice reproduction these records faithfully reproduce Mr. Roosevelt's personality. The records are:

- No. 3707—The Right of the People to Rule. No. 3708—The Farmer and the Business Man. No. 3709—Social and Industrial Justice.

Magnedo Steel Phonograph Needles

The Fastest Selling Multi-Playing Steel Needle

Each MAGNEDO will play ten records perfectly



ATTRACTIVE PACKING RAPID SALE SUBSTANTIAL PROFIT

Three excellent reasons why every dealer should sell MAGNEDOS.

SPECIAL INTRODUCTORY OFFER

Your initial order will be delivered free if you use the attached coupon.

Price—\$3.90 per Carton of 60 boxes (6 1/2c per box) Retail for 10c

MAGNEDOS are manufactured by the

"ALL FROM ONE SOURCE HOUSE"

COUPON

FREE DELIVERY OFFER

Gentlemen—Kindly ship charges prepaid.....cartons Magnedo Needles at \$3.90.

We are also interested in

- Record Albums Record Cleaners Delivery Envelopes Sapphire Needles Stock Envelopes Fibre Needles and Cutters

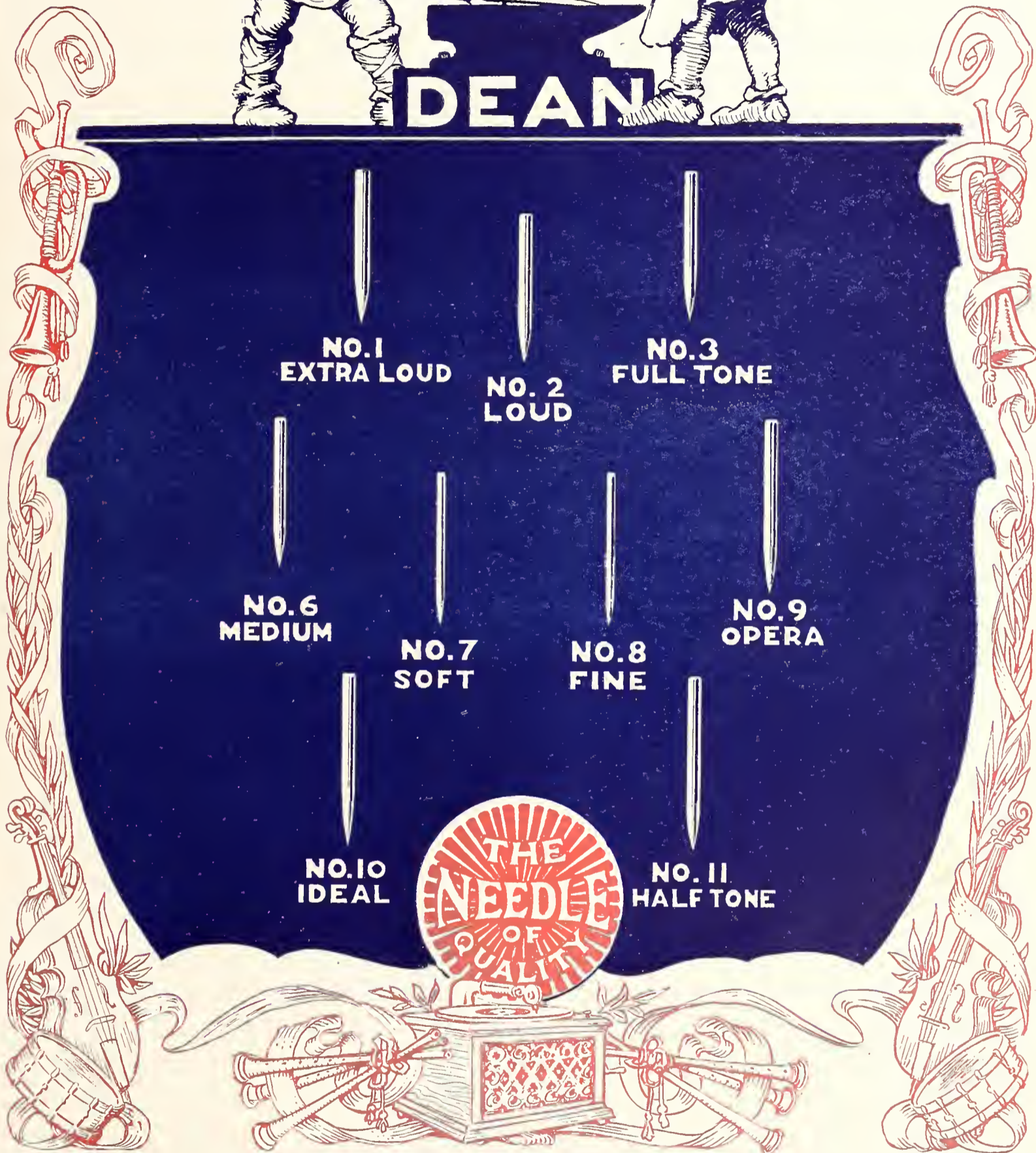
Name

Address

The steel needle with the gold finish Handled by prominent jobbers

PLAZA MUSIC CO.

18 WEST 20th STREET NEW YORK CITY



Otto Heineman Phonograph Supply Company, Inc.

25 West 45th Street, New York

Factories: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
Branches: Chicago, Ill. San Francisco, Cal. Toronto, Canada

ST. LOUIS SALESMEN GETTING TIRED OF EXPLANATIONS

Continued Scarcity of Stock Even With Improved Shipments Serves to Multiply the Sales Problems—Talking Machine Figures Largely at Meeting of National Association of Musical Supervisors—Monthly Luncheons for Columbia Dealers—Geo. W. Pound's Address

St. Louis, Mo., April 4.—Local talking machine dealers are beginning to wonder if the present situation is ever going to end. They have been told many times of larger supplies of merchandise, and yet they see no reserve stock accumulating. In placing orders now they receive no promises as to when they will get the goods. Certainly they are not getting them at once. Perhaps, most likely, the factories have increased their output, but the retail trade keeps depleting the available stock.

"Our present trade is the surprise of my life," said one dealer. "Each month the totals go to figures I had not dreamed of, and my orders that looked big when I placed them look foolish when I receive them."

The jobbers have no machines in stock, and in many cases they do not even bring the machines to the warerooms from the railroad. They just divide them as evenly as possible and send them direct to waiting customers.

The record trade goes ahead apace, and almost anything in the way of records can be sold. The present receipts of new records are much better, but there is an urgent demand for old records, the standards, and these are not coming through as yet in quantities that put any on the shelves. Some of the dealers are getting somewhat worried over the effect the strain of explanations is having on their sales forces. A casual visitor can see that some sales forces are more or less disorganized. Other dealers are watching closely, and some are giving occasional vacations or using other means of diverting their helpers.

This is not in the way of news, but of comment. A woman who has been buying records for a long time recently told the writer of her experience in looking for some of the older records. She was buying them with a gift fund and wanted a dozen or more. She said: "Every place I went they were busy. Most places I had to wait for a demonstration. One place we were received with a half-hysterical: 'What did you come up here for, to wait? We're all full.' This same girl a moment later told some customers they did not have a certain record, and the customers had hardly gotten out of the door when that record was put on in the next booth. I asked for an old record, and the girl answered: 'We haven't that, nor none like that.'"

"This was the worst experience I had, but in several places the girls looked at me as though they thought I had escaped from an asylum or that they felt sorry that I should ask for such records."

There was much local dealer interest in the fact that the talking machine figured so largely in the twelfth annual meeting of the National Association of Musical Supervisors, which met at the Hotel Statler, in this city, the first of the month. The Columbia party attending was in charge of W. A. Willson, of the Educational Department. The Victor party was under the leadership of John Gregg Payne, of the Copyright Department, and Mrs. Clark, of the Educational Department. The talking machines had an afternoon to themselves in one section, with the following program:

Subject: "Educational Use of Reproducing Instruments in the School Curriculum." (Ten minutes were allowed each speaker, fifteen minutes for each general discussion).

1. Elementary Grades:

A. Primary. 1—Miss Catherine M. Zisgen, Music Supervisor, Trenton, N. J. 2—Miss Grazella Puliver, Victor Talking Machine Co. 3—Miss Stella Windhorst, Columbia Graphophone Co.

B. Intermediate: Miss Lucy K. Cole, Columbia Graphophone Co.

C. Grammar: Mrs. Frances E. Clark, Victor Talking Machine Co., "Geography and History," Miss Edith Rhett, Victor Talking Machine Co., "Form."

2. High Schools: A—Miss Lucy M. Haywood, Assistant Music Supervisor, Lincoln, Neb., "Methods in Presenting Lessons." B—Ernest Hesser, Music Director State Normal School, Bowling Green, Ohio, "Opera and Oratorio." C—J. Milnor Dorey, Columbia Graphophone Co., "Literature."

The remaining topic was "The Community," but no talking machine representatives were assigned to that subject.

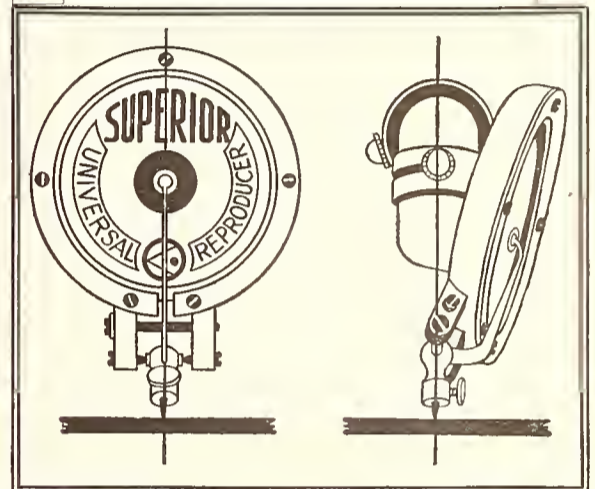
Manager Roos, of the Columbia Co., has begun a series of monthly luncheons. The March meeting was quite a success, and drew a larger number of dealers than was expected. Mr. Roos talked over the coming list of records, the plans for "The Lure of Music," and other plans of the company. Ed Lebens, of the advertising staff of the Post-Dispatch, talked on advertising from a newspaper standpoint. The dealers asked some questions and talked of anything that they cared to bring up. The affair, which was enjoyed by all, was held at the Hotel Statler. The indications are that the attendance will increase from month to month.

The talking machine dealers were much in evidence at the meeting held here for George W. Pound, general counsel of the Music Industries Chamber of Commerce. They also became members of the National Association of Music Merchants. Through Val Reis, president of the Tri-State Victor Dealers' Association, who was a member of the Pound reception committee, and was one of the speakers, they asked that the Piano Merchants' Association be changed so that the talking machine dealers might be recognized. President Conroy, of the Association, who was presiding at the meeting, gravely informed them that this would be done at once, and then added that the change was suggested at a recent meeting of the National Association, and was favorably acted upon.

The Victor dealers here are energetically advertising two concerts to be given in the near future. They are by Mme. Homer and Caruso.

There was a bargain sale of records here a few days ago in a department store that does not ordinarily sell them. An innocent-looking elderly woman had found a Burr and a Burr and Campbell record, and had the girl waiting on the counter looking through the entire lot in search of a Burr-McClaskey duet. They did not find it.

The
Scotford Tonearm
and
**Superior Universal
Reproducer**
*The Ideal
Combination*
*Plays All Makes of Records
as they should be played*
Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75
Adjusted for Cabinet
measuring 8 1/2 inches from center of Tonearm
base to center of Turntable shaft



Distinctive Features

- The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.
- Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.
- Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.

**Barnhart Brothers
& Spindler**
Montroe and Throop Streets—Chicago

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

DORAN CO.
115 HURON AVE.
DETROIT

HURTEAU WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

THE PHONOGRAPH CO.
1240 HURON ROAD (at Michigan Ave.)
CLEVELAND

WALTER D. MOSES & CO.
162 E. BROAD STREET
RICHMOND, VA.

J. E. STRATFORD
AUGUSTA, GA.

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

Cleartone

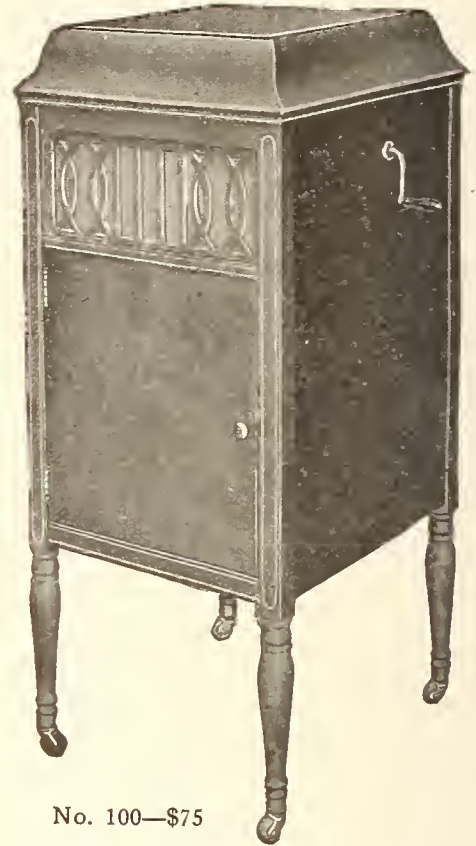
SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

STONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.75 per set; No. 6, \$3.50 per set; No. 7, \$3.25 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, 5/8 in., 9 ft., 29c; No. 01A, 3/4 in., 10 ft., 49c; No. 01, 7/8 in., 7 ft., 25c; No. 02, 3/4 in., 7 ft., 25c; No. 1, 3/4 in., 9 ft., 39c; No. 2, 13/16 in., 10 ft., 39c; No. 3, 7/8 in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 1/4 in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.75 each.

SAPPHIRE POINTS, for playing Edison records, 18c. each.

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 48c. per thousand in 10,000 lot; 45c. per thousand in half million lots.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 83 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 200—\$100

Lucky 13 Phonograph Co., 46 East 12th St., New York

RECENT CHANGES AMONG THE MANAGERS IN KANSAS CITY

Miss Edna Moss Heads Victrola Department of Peck Dry Goods Co.—C. E. Matchette Succeeds E. M. Guise at Jones Store—Edison Artists Appear in Tone Tests—Mrs. Shaw Successful

KANSAS CITY, Mo., April 4.—There is still more of a demand for the standard talking machines than ever before at this period of the year. Spring, which is, as a rule, considered the most quiet season for the music business, is too lively for the supply of merchandise in many instances. This condition especially applies to talking machines. Though the situation has been relieved during the past two or three months, there is still a shortage in many makes.

The Starr Piano Co., which for several months did practically 100 per cent. Government work, is now putting out 50 per cent. more machines than ever before in an effort to alleviate partially the shortage among its dealers. Many dealers have been waiting for eight or ten months for shipments and since that time have placed additional orders. It is therefore a hard proposition to get back to a pre-war basis, where the supply exceeds the demand.

C. R. Hunt, who for a number of years has been with the Starr talking machine factory at Richmond, Ind., has recently come to Kansas City to take charge of the wholesale end of the talking machine business at the Kansas City branch of the Starr Piano Co.

Russell Comer, son of E. T. Comer, retail manager of the Starr Piano Co., has resumed his former position with that concern.

Miss Edna Moss has succeeded Joseph Donlan as manager of the Victrola department at the Geo. B. Peck Dry Goods Co. Though only a young woman, she is thoroughly familiar with the talking machine game and is displaying a great deal of executive ability in the management of the department. Miss Moss was with the Metropolitan Music Co., of Minneapolis, for more than a year, and for five years was in the Victrola department of the J. W. Jenkins' Sons Music Co. She reports business in fine condi-

tion and with a few machines being received occasionally the shortage is somewhat relieved. Plenty of records, however, are available and this end of the business is keeping up wonderfully. The most popular Victrola record of the month has been the dance record of "Till We Meet Again" and "Beautiful Ohio."

E. M. Guise, manager of the music department of the Jones Store Co., recently resigned his position to go into the brokerage business. His resignation became effective March 10, when C. E. Matchette, manager of the music department of the Shillito store in Cincinnati, came to succeed Mr. Guise temporarily.

During the twenty months in which Mr. Guise was manager of the department it became one of the liveliest departments in the store. His credit and instalment system has created a great deal of worthy comment from many sources, and it was only after a great effort had been made to retain Mr. Guise that his resignation was accepted. His associations with the music trade for many years have been the most pleasant and he leaves it with a feeling of regret. Before coming to Kansas City Mr. Guise spent six years with the Aeolian Co. and four years with the Baldwin Co. in the East.

Miss Mary Johnston, who had been employed for several months in the Victrola department of the Geo. B. Peck Dry Goods Co., was struck by a speeding motor car one night recently and died an hour later without regaining consciousness.

W. L. Hightower, formerly of the Edison Retail Shop, is now with the wholesale end, covering Kansas territory.

Word has been received from Sergeant Clarence L. Smith, of the intelligence department, formerly salesman in Missouri and Kansas territory for the Edison, that he is anxious to be

back in the phonograph game, but has no chance for an early return. The letter received recently was written from Griscourt, France.

Mme. Shank and the Fleming Trio appeared at the Grand Avenue Temple recently in recital, assisted by the Edison Diamond Disc phonograph. Cards of admission were sent out to all Edison owners and prospects as well as to any one who was interested in the Edison. The artists were well received and welcomed by a crowd much too large for the seating capacity of the Temple. Reports have come from all dealers in the Kansas and Missouri territory that they have received a royal welcome every place.

Marie Morrissey and Jacques Glockner have also been making a tour of the Edison centers of Kansas and Missouri.

M. M. Blackman, manager of Edison wholesale, reports a great demand for machines, more than can be supplied at the present time. An unusual number of dealers have been coming to Kansas City from all parts of the territory to place orders and become acquainted with general conditions.

When one is referred to Mrs. Shaw for talking machine news at the Smith, Barnes & Strohber Piano Co. it is a happy surprise to find that she is just a pretty little woman, whose husband has not yet returned from service in France. Last October she was employed in the talking machine department without any previous experience in the music business, except that she was a real lover of music, and in her estimation that is one of the most essential qualities of a salesman in any line of musical instruments. The Smith, Barnes & Strohber Co. has recently taken the agency for the Victrola, in addition to the Columbia, and Mrs. Shaw has charge of the buying and selling of both the Victor and Columbia records, besides also selling machines. She likewise selects, orders and sells Q R S and Universal player rolls. Two new record demonstration rooms have been fitted up, making four in all, and new record shelves have been installed.

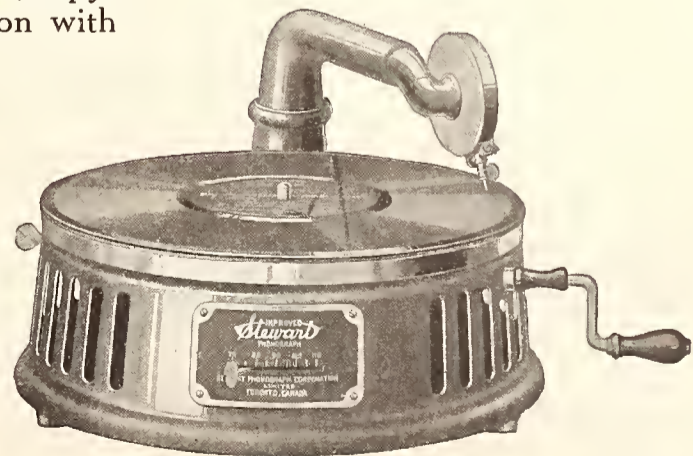
IMPROVED Stewart PHONOGRAPH

Special Announcement to the Trade Concerning the Stewart Phonograph

This is to announce that we have acquired all the patents, copyrights and manufacturing equipment used in connection with this popular phonograph.

We are now preparing to manufacture the Stewart Phonograph with several important improvements that will make it more popular than ever, and will be ready shortly to supply the American trade with all the instruments they can handle.

In the meantime keep your order open. The improved Stewart is a winner for which you can rest assured of big, quick and steady sales. The moment we are ready you will be notified and will be provided with full information regarding improvements, prices, discounts and deliveries.



STEWART PHONOGRAPH CORPORATION LIMITED
384 PAPE AVE., TORONTO, CANADA

"GOLDEN THROATED"

TRADE MARK

CLAXTONOLA

THE IDEAL HOME PHONOGRAPH

**Admits No Superior
in Construction and Reproduction**

THE IDEAL DEALER'S PHONOGRAPH:

Each Sale Makes Another

A Winner in Competition

Cooperation of Manufacturers

Irresistible Advertising

Popular Prices

Large Returns in Profits



The Phonograph with the "GOLDEN THROAT"

Not An Experiment

Cabinet Supremacy

Plays All Types of Records

"Real" Automatic Stop

Perfected Silent Motor

Superior Tone Quality

The CLAXTONOLA Sells!—The CLAXTONOLA stays Sold!

The Best Agency Plan in America

A Real Money Maker

For Two thousand Satisfied Dealers

Dealers Write or Wire

BRENARD MANUFACTURING COMPANY

ESTABLISHED 1892

Iowa City, Ia.

Columbia's Novelty Record for May—the Spanish String Orchestra plays two dances that make them dance. E-4191.

Columbia Graphophone Co.
NEW YORK



STOCK SITUATION SHOWS IMPROVEMENT IN CINCINNATI

Demand Still Keeps Ahead of Supply of Both Machines and Records However—Local Manufacturers Increasing Output—Edison Dealers to Convene Next Month—General News

CINCINNATI, O., April 4.—Plenty of cash and lack of the finished product tells the story of the condition in the talking machine industry in the Middle West just at this moment. While the past thirty days saw a slight improvement in the matter of new machines yet the manufacturer and jobber found it impossible to keep up with the demands of the trade.

George H. Link, 1711 Vine street, might be said to be an illustration of the talking machine conditions in this part of the country. Mr. Link, by profession a jeweler and who carried the Victrola as a side line, has absolutely discarded the tinker's end of the game and has put the machine and record in the parlor, so to speak. Mr. Link, who was a pioneer in the matter of handling talking machines in the Cincinnati district, recently completely altered the storeroom and installed the Unit System for handling records.

The Crystola Co. this month will double the capacity of its plant, for it has taken over the fifth floor of the building, 314 and 316 Elm street, the corporation being located on the top floor. Some attention just now is being given to a style A cabinet, retailing at \$100, which ought to be on the market in another month or so.

The Fritsch Phonograph Co., since moving to the new home, northwest corner of Canal and Main streets, has been indulging in some real motion picture advertising. The film is along educational lines, the intention being to bring out the feature of this make of phonograph. It is a distinctly up-to-date form of publicity.

C. L. Byars, of the local Aeolian store, reports a remarkable Vocalion month for March. In spite of the fact that several thousand dollars' worth of business was lost because of the shortage of goods, the business for the month exceeded all previous Marches by several thousand dollars. From the 15th of March until the end of the month there was practically no stock to be had excepting the Art Style Vocalions. Mr. Byars reports that this is the first time in his fourteen years' experience that he had to actually turn customers away from the store without even having an opportunity of making a demonstration to them, because there were not even demonstrating machines on hand.

The various salesmen in the department have dozens of people waiting for Vocalion stock, and Mr. Byars estimates that at least fifty Vocalions are already sold for April to people who have pledged themselves to take an in-

strument as soon as stock is received. He said further:

"The home office, however, has assured us of a substantial stock of Vocalions for April, and if we are not disappointed we expect to put over a ripping big Vocalion business in the new month.

"The Vocalion record sales are increasing each month, and our record department reports that there are a number of customers now who will not use anything at all except Vocalion records where it is at all possible to get what they want in them."

Chas. Spence, who for several years was in the Vocalion repair department, and in the last year was in a battalion of machine gunners in the army, is now back on the job, and has been given charge of the record department.

A convention of Edison dealers in the Cincinnati zone, comprising Ohio, Kentucky, West Virginia and northern Tennessee, will take place in this city either May 12 or May 19 according to Manager Oelman. Real business is to have the right of way, but there will be enough play and plenty of eats as a side line for those in attendance.

George W. Hopkins, general sales manager, of the Columbia Co., visited the local branch during the past week. He was on a tour of all of the branches in this section, and as he arrived here on Sunday his stay was brief. He has promised to return within the next month, and give the Cincinnati dealers the long-looked-for opportunity of hearing him deliver one of his inspiring sales talks.

O. F. Benz, also of the New York office, who is in charge of record sales, was another visitor to the local branch last week. Mr. Benz came to Cincinnati for the express purpose of pushing record sales, but found that the local branch was lacking in stock rather than lacking in orders. Mr. Benz stated that shipments to this branch were far ahead of shipments during the same period last year, so this will indicate the enormous business being done.

March just ended was the largest month the Cincinnati branch ever had, that is, the largest month in volume of sales.

S. R. Lemberg, special representative of the international record department of New York, has been here spending his time with dealers who cater to the foreign trade. The Cincinnati branch stands about eleventh in the Columbia list of branches, based on sales of foreign records.

Plans are under way to have Madame Hulda Lashanska, who will be the soloist at the Symphony Orchestra April 25 and 26, meet all of the Columbia dealers in and around Cincinnati. If possible arrangements will be made for Madame Lashanska to sing, April 26, in one of the downtown stores.

Among the callers at the Columbia branch

during the last week or two were Mr. and Mrs. Rolla Green, of Paintsville, Ky., who were unfortunate in losing their entire stock in the large fire recently at Paintsville. They placed a large order. Other visitors were L. S. Adams, Vevay, Ind.; E. R. Huber, North Lewisburg, O.; Mrs. Elmer Woodhead, Falmouth, Ky.; H. S. Staples, Storm, Ky.; L. S. Crutcher, Holden, W. Va.; Mr. and Mrs. Johnson, of the Johnson & Beverage Co., Logan, W. Va.; N. P. Kerns, Chillicothe, O.; H. G. Stevenson, Circleville, O.; A. G. Polasky, Georgetown, O.; W. O. Kirk, Winchester, O.

The "Avon Comedy Four" headliners at Keith's Theatre, week of March 31, have visited many Columbia dealers in downtown Cincinnati during this week.

Arthur F. Greenwood, formerly assistant manager of the Kresge store, has joined the local Columbia force and has been assigned the territory of greater Cincinnati. He took up his new duties April 1.

Manager T. Sigman, of the Victor department of the Rudolph Wurlitzer Co., says: "The month of March witnessed one of the best record months so far this year, and from present indications the demand is increasing. In the retail department the higher-priced records were advertised with excellent results. This was especially true of the \$7 Lucia Sextet record, the sale of which doubled any previous month.

"Many out-of-town dealers visited our store and all reported good business in records. The sale of Victrolas was naturally handicapped because of the fact that the shortage continues. Many patient customers, however, are waiting for the arrival of the instrument they purchased around the holidays.

"Dealers are not overlooking their chance of increasing their sales and are purchasing record display stands, and their expenditure in advertising space has increased considerably. This preparation will help them materially to take care of the future business that is bound to come when goods are more plentiful."

LANGUAGE RECORDS



Progressive Dealers sell

LANGUAGE Phone Method

and ROSENTHAL'S Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

Repair Parts Made to Order

for all kinds of talking machines

ACME ENGINEERING & MFG. CO.

1622 FULTON ST.

CHICAGO, ILL.

QUICKER SALES and DOUBLE PROFITS

It is a fact that VICTOR DEALERS find that they sell the small Victrolas *easier* and *quicker* when they show the "CONVERTO" Cabinet with them. The Cabinet type machine is today the standard type. Most people want a cabinet machine. Those who can't afford it usually want it just the same. When they find they can buy a small GENUINE VICTROLA and a "CONVERTO" CABINET at a COMPARATIVELY LOW PRICE AND THUS HAVE ALL OF THE ADVANTAGES OF A CABINET MACHINE—APPEARANCE, PROTECTION, DUST-PROOF RECORD COMPARTMENT, ETC.—they NO LONGER HESITATE TO BUY



Patented December 11, 1917

TALKING MACHINE CABINETS

which are especially designed to accommodate the

VICTROLAS "IV" and "VI"

There are a host of big VICTOR DEALERS who will tell you that the combination of small VICTROLA and "CONVERTO" CABINET *make one of the strongest selling propositions in the talking machine line.* It **DOUBLES YOUR PROFIT AND GIVES YOU A SATISFIED CUSTOMER.**

"CONVERTO" CABINETS appeal strongly to present owners of the small VICTROLAS as they are in a position to appreciate the merits of this invention.

GET THE FACTS. CONSULT YOUR WHOLESALER.

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

Lundstrom "Convento" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.



SETTING VICTROLA INTO CABINET

SOUND DOORS OPEN FOR PLAYING

STRONG SELLING POINTS

Lundstrom "Convento" Cabinets are made in OAK and MAHOGANY FINISHES and convert the smaller Victrolas into handsome cabinet types without affecting the portability of the machines.

Protect machines and records from dust.

Provide receptacles for new and used needles.

Place a genuine VICTROLA with the cabinet type effect into the hands of the user at a price less than is usually charged for cabinet type machines of unknown make.

"Convento" Cabinet Wholesalers

- | | | | | | |
|----------------------|----------------------------------|--------------------------|-------------------------------|-----------------------|------------------------------|
| Atlanta, Ga..... | Phillips & Crew Piano Co. | Columbus, O..... | The Perry B. Whitsit Co. | Peoria, Ill..... | Putnam-Page Co., Inc. |
| Austin, Tex..... | The Talking Machine Co. of Texas | Dallas, Tex..... | Sanger Bros. | Philadelphia, Pa..... | The George D. Ornstein Co. |
| Baltimore, Md..... | Cohen & Hughes | Denver, Colo..... | The Knight-Campbell Music Co. | | Penn Phonograph Co., Inc. |
| Birmingham, Ala..... | E. F. Droop & Sons Co. | Elmira, N. Y..... | Elmira Arms Co. | Pittsburgh, Pa..... | H. A. Weymann & Son, Inc. |
| Boston, Mass..... | Talking Machine Co. | El Paso, Tex..... | W. G. Walz Co. | | W. F. Frederick Piano Co. |
| Buffalo, N. Y..... | The Eastern Talking Machine Co. | Kansas City, Mo..... | J. W. Jenkins' Sons Music Co. | | C. C. Mellor Co., Ltd. |
| Burlington, Vt..... | W. D. & C. N. Andrews | Memphis, Tenn..... | Schmelzer Arms Co. | Portland, Me..... | Standard Talking Machine Co. |
| Butte, Mont..... | American Phonograph Co. | Milwaukee, Wis..... | O. K. Houck Piano Co. | Richmond, Va..... | Cressey & Allen, Inc. |
| Chicago, Ill..... | Orton Bros. | Mobile, Ala..... | Badger Talking Machine Co. | | The Corley Co., Inc. |
| Cincinnati, O..... | Lyon & Healy | Newark, N. J..... | Reynolds Music House. | St. Paul, Minn..... | W. D. Moses & Co. |
| Cleveland, O..... | The Rudolph Wurlitzer Co. | New York City, N. Y..... | Price Talking Machine Co. | Syracuse, N. Y..... | W. J. Dyer & Bro. |
| | The Collister & Sayle Co. | | Emanuel Blout | Toledo, O..... | W. D. Andrews Co. |
| | The Eclipse Musical Co. | | I. Davega, Jr., Inc. | Washington, D. C..... | The Whitney & Currier Co. |
| | | Omaha, Neb..... | Mickel Bros. Co. | | Cohen & Hughes |
| | | | | | E. F. Droop & Sons Co. |

MAKE RECORDS FOR VOCALION

Mme. Sundelius, the Famous Operatic Artist, Arranges to Make Records Exclusively for the Aeolian-Vocalion Library

The Aeolian Co., New York, announced this week that Mme. Marie Sundelius, the famous Swedish prima donna of the Metropolitan Opera Co., will make records exclusively for the Aeolian-Vocalion library. Mme. Sundelius' first Vocalion record appears in Bulletin 10, and is Massenet's "Elegie," which is presented on a twelve-inch Vocalion record.

Mme. Sundelius, who has attained remarkable success during the past few seasons at the Met-



Mme. Marie Sundelius

ropolitan Opera Co., came to this country at the age of ten with her parents and established a residence in Boston. She commenced her vocal studies when she was nineteen years old, and with her delightful voice and charming personality has won signal success on the concert and operatic stage.

Her first Vocalion record has won the enthusiastic approbation of visitors to the Vocalion recording laboratories and Vocalion dealers will undoubtedly be glad to learn that this famous soprano will record for this library.

GARFORD MFG. CO. ELECT OFFICERS

Otto Heineman Heads Board of Directors of Cleveland Concern

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who recently returned from an extensive Western business trip, stopped off at Cleveland, Ohio, where he attended a meeting of the Board of Directors of the Garford Mfg. Co., held in the law offices of Johnson & Johnson. A. G. Bean, president of this company, submitted an excellent report of 1918 business activities and stated that the outlook for 1919 was splendid.

During the course of the meeting the following directors were elected: Otto Heineman, A. G. Bean, A. L. Patrick, Mr. Watson, Jacob Schechter and W. A. Neracher. The officers elected for the ensuing year were Otto Heineman, chairman of the Board of Directors; A. G. Bean, president and general manager; A. L. Patrick, treasurer, and J. Schechter, secretary.

Cleanliness is next to godliness. In keeping up the appearance of your shop don't lose track of that and say it's next to impossible.

ELECTRO-PLATING of PHONOGRAPH PARTS AND MUSICAL INSTRUMENTS
 Silver, Nickel and Antique Finishes
 Specializing in GOLD FINISH
JOSEPH MUSANTE
 168 CENTRE ST. Tel. Franklin 3053 NEW YORK

ORIGIN OF EDISON TRADE-MARK

Term "Music's Re-Creation" the Result of Inspiration—Has Become Very Valuable

In his book, "If I Were Twenty-one," William Maxwell, vice-president of Thomas A. Edison, Inc., has the following interesting information to give covering the origin of the Edison trade-mark, "Music's Re-Creation," which has won such wide recognition in a comparatively brief period. In telling of the origin of trade-marks Mr. Maxwell says:

"Within the past year I have been concerned in the development of a trade-mark which is already worth a large sum of money. For months my associates and I had been searching for a phrase which would differentiate a certain new sound-reproducing instrument from all other phonographic devices. Dozens of words and phrases had been submitted. Each new one seemed more stupid than those which previously had been considered and discarded. One day at a luncheon of department heads—a day when I felt particularly out of sorts with myself and everybody else—I bitterly observed to my companions: 'We're a fine lot of boobs. Here we have an instrument which gives literally a laboratory Re-Creation of music and we can't think of a name to describe what it does.' I stopped with my mouth open. 'The Laboratory Re-Creation of Music'; wasn't that just what we wanted? I had never heard the phrase before, and used it then half-consciously, in an irrational effort to find words sufficiently out of the ordinary to put proper emphasis on my irritation—a good deal as a profane man invents unusual curses in moments of exceptional emotion.

"Just what did Re-Creation mean? Was it a secular word? We sent for a dictionary and found that Re-Creation means precisely what we wanted it to mean.

"We immediately began to use the phrase, 'The Laboratory Re-Creation of Music,' but it was not long before a newspaper man, in writing of our instrument, brought forth the more graceful expression—'Music's Re-Creation.' In this way, virtually by accident one might say, we developed a trade-mark which, in the expert opinion of an editor of the Dry Goods Economist, has impressed itself upon the public's mind in a shorter space of time than any other trade-mark on record."

APPOINTED EMERSON JOBBER

Rountree-Cherry Corp., of Richmond, Va., Becomes Jobber for Nine Southern States

The general sales department of the Emerson Phonograph Co., New York, announced this week the appointment of the Rountree-Cherry Corp., Richmond, Va., as Emerson jobber in the States of Virginia, West Virginia, North Carolina, South Carolina, Kentucky, Tennessee, Louisiana, Mississippi and Alabama.

This company is one of the best-known talking machine houses in the South, and according to its present plans it will inaugurate shortly an intensive campaign in behalf of Emerson records. In fact, the company's original territory did not include all of the States mentioned above, but it achieved such signal success from the very start that its territory was enlarged in order to give it an opportunity to develop Emerson business in all of these Southern States.

WURLITZER CO. ENLARGING

The Rudolph Wurlitzer Co., Milwaukee, has recently added a talking machine and record department, which will be in full swing during Style Week. The retail department is being enlarged, and a complete stock of musical merchandise will be carried, together with pianos, organs and band instruments.

We can help others who are in trouble without permitting their misfortunes or sins to clog up the wellsprings of our inspiration.

Argument Is Unnecessary

Every talking machine owner appreciates the wisdom of buying a cabinet to keep records clean and in order.

What Cabinet to Buy Is Still Another Question

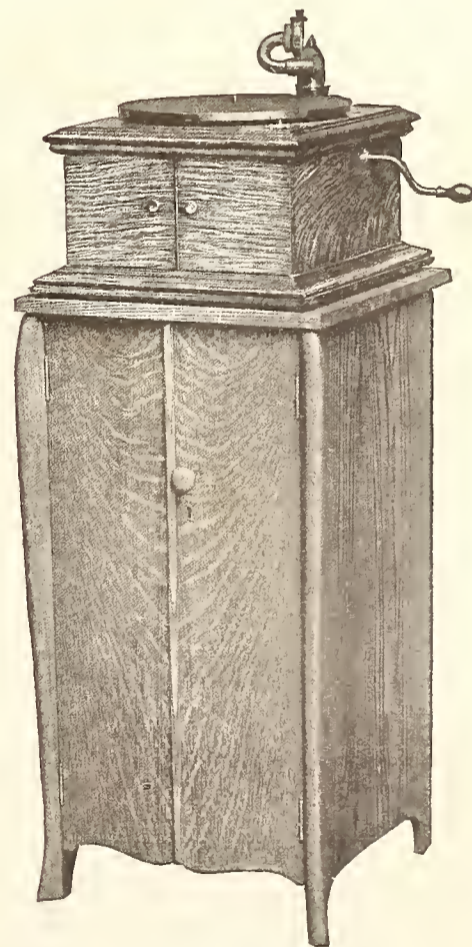
With

The UDELL LINE

Argument Is Again Unnecessary

UDELL Quality is recognized. The attractive case designs speak for themselves.

LOOK—



No. 404
 [Vertical Interior]
 For Victrolas IV-A and VI-A
 For Columbia B or C
 Height, 32 in. Width, 17 in. Depth, 17 in.
 Quartered oak front. Mahogany front. Average weight, crated, 75 pounds. Holds 208 records.
 [If horizontal shelving is desired, order No. 1404.]
 [When felt interior is wanted, order No. 404F.]

THE UDELL WORKS
 1204 28th St., INDIANAPOLIS



"On With the Dance!"
That's the cry again. Columbia Orchestra
plays the best medley waltzes for Columbia.
A-6098.

Columbia Graphophone Co.
NEW YORK

FOREIGN TRADE OPPORTUNITIES

Chance for Expansion in the Countries of Europe Now Passing Through Critical Period of National Reconstruction

The talking machine is strictly the child of American ingenuity and is one of our many products which is gaining high favor in every part of the world. The countries of Europe which have brought forth so many musical masterpieces and have had more opportunity to develop the musical genius than our newer land are coming to realize the value of the talking machine in making it possible for every man, rich or poor, to have the best music in his own home.

In the larger countries, which are firmly established and enjoy the security of a well-founded government, the introduction of the talking machine has been followed by a steadily growing demand. In the other countries, especially those in which the peoples are undergoing the upheavals incident to the struggle for democratic ideals, there is a good field for the enterprising manufacturer who is progressive enough to do and dare in the present instead of holding back and waiting for the millennium.

To primitive peoples music is necessary in helping the soul to find its true level, as is evidenced by the great songs which have come from races fighting for their very existence. The power of music can sway the multitude, and it takes but little imagination to glimpse the possibilities of the talking machine in such a country.

Today the talking machine ranks with any other musical instrument, and is well able to compete for final honors. In these days of commercial expansion eyes are turned toward foreign trade, and no manufacturer can afford to neglect the opportunities which lie before him. A product of true worth will win a place for itself, and this position will never be lost when conditions resume their natural course, but, on the contrary, it will benefit and profit by the confidence won during the critical period.

EQUIPPED WITH AUTOMATIC STOP

Fritzsch Phonograph Co. Announces That Its New Products Will Have an Automatic Stop Invented by Charles Fritzsch—Moves to New and Larger Quarters in the Queen City

CINCINNATI, O., April 5.—The Fritzsch Phonograph Co., of this city, manufacturer of the Phon d'Amour, announced recently that in the future its product will be equipped with a new automatic stop that was invented by Charles Fritzsch. This automatic stop has a number of distinctive merits, one of which is the fact that it is fastened to the tone arm and all mechanical parts are concealed underneath the turntable. This stop, which is operated from the front of the turntable, has proven so successful that arrangements will be completed shortly to manufacture it in large quantities for the general use of the trade.

The Fritzsch Phonograph Co. has moved into its new quarters, in the building located at the northwest corner of Main and Canal streets, and in its new home the company has ample facilities to take care of its fast-growing trade. Bernard Fritzsch, president of the company and inventor of the Phon d'Amour, has received many letters from the company's dealers stating that this instrument is meeting with a ready sale in their territories.

AN AURORA TALKING MACHINE

According to reports from Aurora, Neb., an Aurora talking machine has been manufactured at the shop of O'Brien & Sons, of that city. The new machine is on exhibition, and it is said that many offers to purchase the instrument have been refused by the makers.

NEW INCORPORATION

The United States Musical Sales, Inc., has been incorporated in Albany by O. H. Acciola, H. Herman and N. M. Van Wagner, New York. The active capital is \$60,000.

WHY C. R. STEVENS IS OPTIMISTIC

Well-Known Music House at Marietta, Ohio, Establishing New Dealers for OkeH Records

MARIETTA, O., April 7.—This city is proving one of the strongholds for OkeH records, for the sales organization of the Stevens Organ & Piano Co. is establishing many new dealers for this record line and building up a most gratifying business. The Stevens salesman present these records as a combination proposition with the phonographs manufactured by the company, and this combination is proving a winner.



C. R. Stevens

In a recent interview C. R. Stevens, general manager of the company, spoke very encouragingly of the results being secured by his sales staff, and also paid the following tribute to OkeH records:

"It's all very well we have some excellent talkers among our selling force. But let's be frank. They could talk their heads off in vain if the OkeH records would not make good on their own account as one of the most popular of all popular records. All the rhetoric in the world could not make our record business a permanent and ever-growing success without the convincing fine qualities of this record.

"I don't want to be hard on my boys—but believe me, one hearing of that record makes surer of a big sample order and a still larger re-order than all the persuasion and boosting our salesmen could ever let loose."

"When we can make work as interesting, as thrilling as life, we shall translate business to the highest plane of happy human endeavor," says G. E. Whitehouse. "It is no impossible dream; every day we are moving toward its consummation—toward the welding of human toil and human interest."



WHEN ORDERING A SAMPLE

FLETCHER REPRODUCER

be sure and state the make of phonograph or tone-arm it is to be used on, so that we can send the proper connection.

YOUR SATISFACTION OR MONEY REFUNDED

Samples \$4.00.

FLETCHER-WICKES CO.
6 E. LAKE STREET **CHICAGO, ILL.**

All the World Loves a Winner!

Cash in NOW on

"Tonofone"

Tonofone was introduced to you November 15th by *The Talking Machine World*.

Quick to recognize its marked and unusual merit, you *snowed us under with orders*—orders came from every state in the Union and from no less than seven foreign countries!

We explained why we could not ship all orders promptly. You were generously patient and we will never forget it — WE ARE DEEPLY GRATEFUL.

* * * *

Tonofone demand grows bigger and louder every day but we have INCREASED OUR EQUIPMENT. By working night and day we have been able to catch up and are NOW MAKING QUICK DELIVERIES. Yes! And we will go right on building more **Tonofone**-making machines until WE CAN SUPPLY THE WORLD—and the world evidently wants them.

* * * *

"**Tonofone** THE WONDERFUL," is what music lovers call it. One of the Department Managers for a leading Talking Machine Co., on first hearing a **Tonofone** rendition, exclaimed, "I never before heard such pure tones—such wonderful music from a phonograph!"

Tonofone sells records and phonographs. One dealer said to us, "I use **Tonofone** in all my demonstrations and every demonstration means a Sale." and There's a Reason.

EVERY **Tonofone** STYLUS is made of the right material, of exactly the right diameter from tip to stem. It fits itself to the groove and picks out each separate tone, gives



This Carton is a SALESMAN in Itself! Get it on Display in Your Shop at Once

a perfect replica of the original rendition. It does not taper—it will not thicken or frazzle—it cannot spread nor straddle and play more than one groove at a time. That's why it gives such pure tones—such wonderful music.

Tonofone is different. Others may imitate them—none can duplicate them. Every dealer needs them—every dealer can get them.

* * * *

You risk positively nothing—our "Money-Back" guarantee protects you absolutely. Invest just one postage stamp—it will bring you a supply of **Tonofones**, the TALKING MACHINE NEEDLE SUPREME, right to your store, all carrying charges prepaid.

* * * *

NOTE: All orders are given and accepted under our uncommon and eminently fair **Tonofone** "MONEY-BACK" GUARANTEE, which is a distinguishing feature of our general business policy and by the terms of which, if needles are not satisfactory and as represented, they may be returned without cost or expense to you.

Send One of These Coupons NOW!

Dealer's Order Coupon

R. C. WADE CO., 29 So. La Salle St., Chicago

Please ship as soon as possible under your "MONEY-BACK"

Guarantee.....cartons **Tonofone** needles, 100 packages of 4 needles each to carton, at regular dealer's price, \$6.00 per carton.

Name

Address

Our export department is now located at 160 Broadway, New York City. This gives us direct personal representation, with branch offices, salesmen and correspondents in all commercial centers, throughout the world. Wherever phonographs are,—there also will be found "**Tonofone**"—the needle supreme.

Our Art-poster-Salesman Will Be Ready in Few Days

WHAT KNICKERBOCKER SERVICE MEANS

This space is not large enough to tell in detail all that Knickerbocker Service is, but as the saying goes: "The proof of the pudding is in the eating."

Some of the out-of-the-ordinary benefits of Knickerbocker Service to Metropolitan and Nearby Vicinity Dealers are

Advertising Service

Window Dressing

Instrument Repairing

Each department in charge of an expert in that line.

Knickerbocker Service provides direct co-operation with Metropolitan Victor Dealers in every problem of their business.

Our new offices are being designed to be headquarters in every way for Metropolitan dealers; convenient, comfortable, offering help on every hand. They are being equipped with every up-to-date device to assist in the quick selection and delivery of records.

Our new address will be 138-140 West 124th St., N. Y., and on May 1st we will assume our new name

The Knickerbocker Talking Machine Co.



Until then

I. DAVEGA, JR., INC.

Victor Wholesalers Exclusively

125 West 125th Street

New York City

CLEVELAND ADVERTISING CENSOR AFTER TRADE FAKERS

Official of Cleveland Music Trades' Association Starts Campaign Against False Advertising in Music Trade—Has Assistance of Police—General Trade Well Above Par

CLEVELAND, O., April 1.—A relentless warfare on fakers who falsely represent the value of talking machines and indulge in price-cutting is to be waged by A. L. Maresh, recently appointed official "advertising censor" for the Cleveland Music Trades Association, whose membership includes several talking machine dealers.

This week Mr. Maresh and M. O. Mattlin, president of the Home Piano Co., started on a tour of investigation, with the aid of a deputy police court prosecutor, and began quizzing dealers who are suspected of "faking" in their advertising. These so-called dealers, Mr. Maresh said, do not have any store, but use the classified advertising columns of daily newspapers to bait prospective customers, who are deceived into buying machines at outrageous prices.

"I have just received a letter from one talking machine manufacturing concern which informs me that a Cleveland dealer who has been unethical in his selling methods will not be shipped any more stock," said Mr. Maresh. "This method of cutting off the fellows who are predatory in their methods is a most effective one, and I approve of it." Price-cutters are also to be gone after by Mr. Maresh.

The Wolfe Music Co., whose head, Herman Wolfe, is the president of the Talking Machine Dealers' Association of Northern Ohio, has one of the finest window displays of any music concern in Cleveland. Mr. Wolfe believes in publicity and effective window displays. He is still riding his hobby—plans to carry forward the movement to organize Ohio talking machine dealers into a Statewide association.

The Collister & Sayle Co., Victor retailers, are preparing for an unusually interesting Easter show window exhibit of machines and records.

The Cheney Sales Co., 440 Euclid avenue, which handles the Cheney talking machines in this city, reports an ever-increasing demand for stock as the various qualities of the Cheney instrument are more widely recognized. The firm anticipates a big increase in the number of dealers in this section during the spring and summer.

The return of about 4,000 northern Ohio soldiers this week means that several salesmen and other former employes of talking machine retail concerns will be free to return to civil life. Whether or not all the boys will get back their former positions is problematical. Such has not been the case with many Ohio soldiers who went to Europe, and much complaint has been made by disgruntled soldiers who returned

home "broke" and have been unable to find satisfactory employment.

Henry Dreher, head of the B. Dreher's Sons Co., has returned from a Southern trip via New York, where he was entertained by piano and talking machine dealers, and reports splendid prospects for spring business in phonographs.

Charles K. Bennett, general manager of the Eclipse Musical Co., reports that the movement to organize Ohio's Victor dealers is making headway. "We have not decided just when the dealers favoring the organization will meet in Columbus," Mr. Bennett said. "We propose to meet there because the city is the most central of any and conveniently located. I have no doubt about the project being put over."

Discussing the action of the Victor Talking Machine Co. in agreeing to carry the 5 per cent. war tax imposed on the manufacturers' selling price of talking machines Mr. Bennett said that the action will save dealers in Ohio from \$40,000 to \$50,000 a year.

"The sale of Victor talking machines in Ohio, based on the manufacturers' prices," Mr. Bennett said, "will run up to \$1,500,000 a year in this State. The attitude of the Victor Co. is certainly appreciated by the dealers to whom our company distributes machines and records. The relief is a big one, in view of the strenuous pull dealers had during the war period to get across with a small quantity of stock and carry war burdens."

Cleveland talking machine dealers are lining up to help put across the Fifth Liberty or Victory Loan. Practically all the dealers will get behind the movement, not as an organization but individually and in team work. Cleveland heretofore has gone way over the top in bond and war stamp campaigns and everybody is anxious to repeat the performance when the next loan drive gets under headway.

The Cleveland News is featuring music in a page every Wednesday evening, much space being given to it. The page also carries display matter and other advertising of the leading talking machine dealers of the city. Dealers are using more newspaper space than they did a few months ago, owing to the fact that the newspapers have more columns to sell since the war period ended.

The Fischer Co., Pathé talking machine jobber, 940 Chestnut avenue, this city, reports an exceptionally "live business" since February 1. The retail store of this firm in one of the most

popular arcades is a mecca for music-lovers and some very effective window displays attract attention.

The manager of the Cleveland branch of the Columbia Co. is "campaigning" for more business. The store's stock display is one of the best of the kind in this section of the country. Sales are almost unprecedented and are increasing.

The May Co.'s piano and talking machine department, managed by Harlan H. Hart, is largely responsible for the splendid orchestra organized by employes of the big firm, claiming to be "Ohio's largest department store." The music department is probably the most complete in Ohio, much space being devoted to talking machines of various makes and records. The volume of business recorded for the first three months of 1919 is reported to be a record-breaker.

A curious aftermath of the world war is the demand for cradle songs and lullabies reproduced by talking machine records. These songs and lullabies may well be called "after-the-war" hits. Dealers believe that some of the popular reproductions will live for more than a brief period and take their place along with some of the "old tunes and songs." The return of Cleveland's contingent of soldiers in the Thirty-seventh Division this week stimulated a demand for patriotic music and record dealers reported unusually large sales.

The Cleveland branch of the Brunswick-Balke-Collender Co. has added a large number of the firm's latest models in phonographs to the Huron road store, managed by W. F. Young.

The Starr Piano Co., which operates four stores in Cleveland and others in northern Ohio cities and a long chain of agencies in Ohio, Indiana and western Pennsylvania, reports a brisk "picking up" in the demand for phonographs.

Frank Johnson, salesman for a Cincinnati firm, was a visitor to Cleveland Monday.

The move to exempt pianos, talking machines and other musical instruments from taxes will probably fail during the present session of the Ohio Legislature. This move followed one to increase the exemption on household goods. Officials favoring the exemption of musical instruments contend that they are educational factors, hence should be like school houses, free of tax burdens.

NEW INCORPORATION

The Pan-Hellenion Phonograph Record Co., Manhattan, has been incorporated in Albany by A. and C. Poulos and W. Michalopoulos. The capital stock is \$10,000.



Wholesale Victor Service That Really Means Something

The Dealer's Cue is to Arrange for the Service That Will Protect His Business Interests

We are putting forth every effort to back up our dealers, not only with available stock, but with sales promotion material and exploitation plans that will keep the pep in their business until conditions become fully normal.

Our Business Now—and Always—Is to Help as Well as Wholesale

ECLIPSE MUSICAL CO.
Victor Distributors CLEVELAND, OHIO

"The First One Sells the Second One"

OUR DEALERS ALL AGREE ON THIS



KEH

RECORDS

Recruit Steady Customers

We Have No Waiting List

**BECAUSE OUR LATEST HITS IN SONG and DANCE ON
OkeH Records WERE MADE TO SELL RIGHT NOW**

OkeH Hits Sold
While They're
the Rage



Every Word
Distinctly
Understood

Let Us Convince You

J. K. Rishel Furniture Company
WILLIAMSPORT, PA.

Your patrons will be sorry if you're caught short of Rosa Ponselle's first "Madame Butterfly" record. So will you. Columbia 49571.

**Columbia Graphophone Co.
NEW YORK**



REMODELING NEW BUILDING

W. D. & C. N. Andrews Prepare for Big Wholesale Victor Business

BUFFALO, N. Y., April 5.—W. D. & C. N. Andrews, exclusive Victor wholesalers located in this city, are rapidly going ahead with the remodeling of their new building, which is said to involve a sum of almost \$25,000. The entire first two floors will be remodeled to meet the needs of efficient Victor wholesaling. It is expected things will be completed in time to hold an opening by the first of June.

This organization is not only evincing great enterprise in the matter of a new home, but has also inaugurated a plan of sending to its dealers from time to time a complete list of all records in stock. This information placed in the hands of the dealers has proved of great value to them in placing orders, and the results have been accordingly good from the W. D. & C. N. Andrews standpoint. The last statement of the records carried was mailed on March 15, and a new revised list has just been made up for the dealers.

The company also is encouraging its dealers along very constructive lines to push the sale of those selections which are at present obtainable, instead of wasting time regretting the lack of those particular selections which are not available, in keeping with the immediate demand.

In a recent letter to its dealers an inkling of the company's foresight is shown in the following paragraph: "We have for two years or more realized that the jobber in talking machines should be a jobber exclusively, and have been planning all this time with that object in view." The progressive steps recently taken by the company confirm this statement, as certainly many of the recent moves could not be other than the product of long preliminary study and development.

BUSINESS ACTIVE IN ATLANTA, GA.

Scoville Mercantile Co., Jobbers for OkeH Records, Optimistic Over Outlook

ATLANTA, GA., April 7.—The Scoville Mercantile Co., of this city, which was recently appointed a jobber for OkeH records, manufactured by the Otto Heineman Phonograph Supply Co., New York, reports the closing of an excellent business with this line, and states that new dealers are being created daily. One of the gratifying factors of the demand for OkeH records in this territory is the fact that repeat orders are being received from dealers with a regularity that indicates a high degree of popularity for these records.

The sales organization of the Scoville Mercantile Co. is enthusiastic regarding the future possibilities for OkeH records, and to date the only difficulty encountered by the company is in securing records fast enough to handle its orders.

ENTIRE PLANT PRODUCING CABINETS

Udell Works Compelled to Cut Out Making General Line of Furniture to Take Care of Record and Music Roll Cabinet Demands

INDIANAPOLIS, IND., April 7.—Convincing proof of the growing demand for both talking machine records and music roll cabinets is indicated in the report of the Udell Works, of this city, to the effect that during the past six months they have been compelled to use the entire capacity of their plant to produce cabinets to take care of a fair proportion of the orders in hand, and have practically discontinued, for the time at least, the production of a general line of furniture.

The Udell plant is a big one, and the fact, therefore, that it is devoted entirely to cabinet production is significant. Incidentally, it is stated that shipments for March were the biggest in the company's history.

NEW STORE IN VALDOSTA, GA.

W. C. Strickland, the Edison and Columbia dealer of Dothan, Ga., has formed a partnership with his brothers, A. H. Strickland and E. M. Strickland, for the purpose of opening up talking machine parlors in Valdosta, Ga. The new store is opening in a town of about 18,000 inhabitants, and as the new proprietors are to feature the Columbia and Edison machines, they feel the prospects are bright.

SMYTHE'S LIBERTY LOAN SLOGANS

Talking Machine Man Now in France With Red Cross Gains Prominence by Originating Slogans to Stimulate Liberty Bond Sales

J. Henry Smythe, Jr., well known to members of the talking machine trade, particularly the jobbers and manufacturers, and who is now serving in France with the Red Cross as a lieutenant, has gained considerable prominence by evolving catchy slogans for use in connection with the various Liberty Loan and War Savings Stamps campaigns. Among the slogans originated by Mr. Smythe which have been used during Liberty Loan drives are: "Buy Bonds to Arm Armies" and "Buy Bonds to Feed Fighters." He has drafted a number of new slogans for the Fifth Loan, which were published recently in the Paris edition of the New York Herald. Mr. Smythe has been in Europe with the Red Cross for some time, having joined that service when poor eyesight barred him from active military work.

AWAITING SUFFICIENT STOCK

C. T. Malcolm, head of the talking machine division of the Gibson Snow Co., Inc., Syracuse, N. Y., jobbers of the Sonora line, reports to The World that Cornell & Barber, Canton, N. Y., and E. D. Allen, Heuvelton, N. Y., are scheduled to become active Sonora dealers just as soon as sufficient stock can be secured for them.

Phonograph plus Motrola

EQUALS

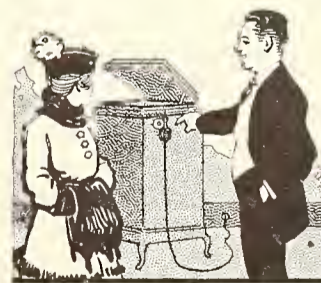
Supreme Musical Enjoyment

YOU, MR. DEALER, as the Champion Joy Producer, must consider the above quotation. How many times have you lost that sale to a particular customer who must have a

Perfect Electric Phonograph or None

The New Model Motrola

is positively the only device on the market for providing perfect electric motive power for phonographs. Easily attached to any talking machine. Simply press a button and the spring is brought to the proper tension to play the records.



Your demonstrating machine cannot afford to be without a MOTROLA.

How many times have you and your salespeople been seriously embarrassed when, in the midst of a demonstration, or when about to close a sale, you have been obliged to "grind" the phonograph

Our advertisements appearing regularly in "Life" have produced a most gratifying response. We have also contracted for space in Literary Digest. The advantage of this publicity is obvious. Ask your jobber or write us direct

JONES-MOTROLA, Inc.

**31 West 35th Street
New York City**

**57 E. Jackson Boulevard
Chicago**

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., April 3.—The talking machine situation is clearing rapidly in Philadelphia and in consequence April is opening with an era of good feeling. It is the belief that the hard days will soon be forgotten, and the dealers expect conditions to improve rapidly from now on. It is apparent that the Victor Co. is doing everything possible to meet the demand for machines, and dealers are willing to be patient a little longer, knowing that the Camden talking machine makers have already been able to make good their promises.

Buehn Looks for Big Trade

Local dealers without exception report that they have closed a very satisfactory month in March. Louis Buehn, of the Louis Buehn Co., Inc., told me this was the condition with his firm. The shipments from the Victor factory are considerably better, both in machines and records, than they have been for a long time. "If March can be taken as a criterion," Mr. Buehn states, "this will be one of the best years in the history of the Victor business. It looks most encouraging."

Prepare for a Very Busy Season

Frank Toland, a large Victor dealer at Chester, Pa., has nearly finished a fine talking machine store, which can compare with any in Philadelphia.

William F. Lamb, a Pottstown Victor dealer, has now constructed for himself a very fine talking machine department, and will have his formal opening on April 11 and 12. He has spent a great deal of money in the arranging of his department, and will have a dozen booths.

Purchase Riggins Bros. Store

Carl Gaskill and Ralph Riggins have purchased the Riggins Brothers store at Bridgeton, N. J., and will incorporate a new company, which will handle, in addition to pianos, a full line of Victor machines and records. They expect to have one of the finest stores in South Jersey.

Rejoins Buehn Co. Forces

The Buehn Co. have just received back into the fold E. P. Bliss, Jr., who has been released from the service and who is also married. L. D. Callahan, a former salesman, has also been released from the navy service and is back on the job in his old territory. A peculiar thing about these two men is that they enlisted on the same day and were discharged on the same day. Bliss had been in France for a considerable time.

Penn Phonograph Co. Pleased With Outlook

The Penn Phonograph Co. note that they have received far better shipments in both Victor machines and records in March, and with such satisfactory service from the factory the prospects for the future look very bright. Great success is reported in the sale of Lundstrom

Your orders filled immediately for TALKING MACHINE NEEDLES



Keystone State—Full Tone Needles
per M. at 65c

Keystone State—Half Tone Needles
per M. at 65c

When ordering in 100 M. lots
per M. at 60c

Fibre Needles, at 30c per hundred

L & H Fibre Needle Cutters at 81c each

Record-Lite Fibre Needle Cutter at 81c each

Lundstrom Cabinets

Record Cleaner Brushes, etc.

H. A. WEYMANN & SON

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

cabinets, and the demand for these cabinets has far exceeded the supply. A new model of the Victor dog, "His Master's Voice," is being featured by the Penn Co., and it is believed that dealers will find this a very popular advertising novelty for all kinds of display. They have also stocked up with the Jones-Motrola and expect to do an excellent business with this attachment to the Victor, it being a device which electrically winds the spring, and keeps the machine wound up at all times.

Conditions Considerably Improved

Harry Weymann, of H. A. Weymann & Son, says that the Victor conditions the past two weeks were considerably improved, and that the prospects for April are very promising both in Victrolas and records. This will give them the opportunity to fill a number of back orders that have been placed with them.

Pathé Business Expands

The Pathé Shop—expressing the energy and optimism of Walter L. Eckhardt—is a beehive of industry these days. He says their March business was very much ahead of last year. Mr. Eckhardt has just been appointed a delegate from this city to the seventh annual con-

vention of the United States Chamber of Commerce to meet in St. Louis the end of April and the first of May.

Mr. Eckhardt states that, although the Pathé machines and records are coming through much better, they have not been able to keep up with their orders by any means. He is laying plans to put through one of the biggest deals that has ever been transacted in the talking machine business in this city.

Among the out-of-town men who have taken on the Pathé during the month of March are Jones Brothers, of Slatington, Pa.; Parson Brothers, of Bangor, Pa.; Fink & Corbett, Pottstown, Pa.; R. Guinan, of Mahanoy City, Pa., and a number of smaller dealers.

E. A. Widmann a Visitor

The Pathé Shop was favored during the month by a visit from President E. A. Widmann, of the Pathé Co.; Russell Hunting, the recording expert; William A. Penn, manager of the recording department, and Mr. Savino, the musical director. The occasion of their visit was to check up on Europe's famous jazz band, with whom the Pathé Co. has recently made a contract for exclusive service. The entire Eckhardt

Necessary Accessories to a Successful Talking Machine Dealer

LUNDSTROM CABINETS—When assembled with the Victrola IVa or VIa make one of the best selling combinations imaginable. We are far oversold but booking orders every day.

RECORD CLEANER BRUSHES—A neat, leather back, plush faced brush. Handsome in appearance, bears Victor trade mark embossed in gold.

NEEDLES—CLEARTONE, BRILLIANTONE, WALL KANE—All tones at lowest prices.

Penn Phonograph Co.

913 Arch Street, Philadelphia

Victor Distributors — Wholesale Only



His Master's Voice IN MINIATURE

Made of Plaster of Paris. Four inches high. The kiddies go wild over it. The ladies? Words fail to express their delight.

Place several dozen in your window — they won't last long. The best novelty out.

Write for prices.

NEEDLES

- High Grade, Full Tone Needles - 60c per M
- High Grade, Half Tone Needles - 60c " "
- Royal Crown, Extra Loud Needles - 60c " "
- Quaker Brand, Full Tone Needles - 60c " "
- Quaker Brand, Half Tone Needles - 60c " "
- Gloria Medium Tone - - - - - 60c " "

We will ship 100 M needles assorted for 55c per M.

THE LOUIS BUEHN COMPANY

835 Arch Street

PHILADELPHIA

60c

- Fibre Needles, - - - . - - - - - 30c a Hundred
- Lyon & Healy Fibre Needle Cutter, - - 90c each
- Record-Lite Fibre Needle Cutter, - - - 90c each

organization was invited to dinner by President Widmann, and the result was amusing. The last time Mr. Widmann was in Philadelphia Mr. Eckhardt had eleven employes, so when the president of the Pathé took up the receiver upon his arrival here and invited the local Pathé organization to take dinner with him and attend the concert of the Europe band, specifying that they should be sure to bring with them the "two lady employes" he had met upon his last visit, Mr. Eckhardt asked him if he meant what he said. Mr. Widmann replied that he did, and the local manager of the Pathé, taking the president at his word, produced forty-two employes—instead of eleven as before.

To Take Charge of Victory Loan

Louis F. Buehn has been asked by the Victory Loan Committee of this city to take charge of the music trades in the interest of the new Victory Loan.

Brunswick Ambassador Busy

C. B. Chew, the Philadelphia representative of the Brunswick talking machine, is spending the week among the trade in this State. The Brunswick Co. has not been able to take on any new accounts in March, owing to the scarcity of goods, but advices from the factory are most encouraging as to the future.

Big Call for Dictaphones

C. K. Woodbridge, the sales manager of the Dictaphone, was in Philadelphia on Thursday of this week. Manager C. E. Malliet states that March with his firm was 25 per cent. ahead of the same month last year, and was the second largest month they have ever had in volume of sales. He says that things look very good for the future. Lieutenant Freed, recently in the army, has joined the sales force.

Ediphone Display at Wilmington Fair

Manager Austen, of the Ediphone dictating machine, notes that business in March was much better than January and February, and April looks better to him than any month they have ever had. They have never started a month with such an encouraging outlook. Mr.

Austen had a very attractive Edison dictating machine display at the recent Wilmington Business Show and is very well satisfied with the results.

Interstate Phonograph Co. Formed

Since April 1 the local Pathé shop has been operated under the corporate name "The Interstate Phonograph Co.," consisting of Mr. Eckhardt as president; C. S. Tay, as treasurer, and H. A. Pope, as secretary. Both Mr. Tay and Mr. Pope have been with Mr. Eckhardt for a number of years. It is their intention to ultimately broaden their field. S. G. Flood, who has been with the firm since they started, has been assigned to a territory up State. They have secured a new warehouse located at 1814 and 1816 Market street. Mr. Eckhardt has just received another patent from the Government on a device for the recording arm.

A Novelty That Will Be in Demand

The listening dog of the Victor Co. has the reputation of being the best-known trade-mark in the world. A new small plaster of paris replica of this dog has been produced by the Penn Phonograph Co. It is a perfect reproduction, and is cast from an original model made by an eminent Philadelphia sculptor. The Penn Phonograph Co. report a remarkable demand for this novelty from Victor dealers throughout the country. It is particularly adapted for use as either a souvenir or for window display. We will print a photographic presentment of this dog next month.

Blake Opens New Store

Herbert Blake, the proprietor of the big Edison store at Eleventh and Walnut streets, has still further branched out in the business by taking a lease on the vacant storeroom at 204 South Eleventh street, where he has fitted up exceedingly fine warerooms and where he will handle the Columbia exclusively. The Columbia business and the Edison business will be entirely separated, and will be under two separate roofs.

Mr. Blake says his business in March was fine, and they more than doubled their business

of March a year ago. They have been getting Edison machines and records through with fine regularity. Within the month they will add two men to their sales force to take care of the increased trade.

Edison Dealers to Meet

There will be a meeting of all the Edison dealers at the Bingham House on Tuesday evening next, which will be followed by an annual banquet.

Closed a Great Business Month

March was the greatest month in the history of the Columbia Graphophone Co. in Philadelphia. This result is as much due to the fine co-operation of the New York factory as to the admirable force that Manager Heath has under his control here. Machines and records were sent through in a surprising volume, and almost all of the demands on the Philadelphia office were met. Mr. Heath has been suffering with a severe cold for a week past. Among the visitors to the Philadelphia offices was O. F. Benz, a member of the Columbia general sales department.

REX GRAMOPHONE COMPANY

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."



"That Tumble-Down Shack in Athlone" is an Irish "Home Sweet Home." Enough said. A-2698.

**Columbia Graphophone Co.
NEW YORK**

NEW CONCERNS FLIT IN AND OUT IN TWIN CITY FIELD

Roster of Local Manufacturers and Dealers Constantly Changing—Aeolian-Vocalion to Invade Minneapolis on Elaborate Scale—Concerns at Present in "Talking Machine Row"—Liberal Use of Advertising Space—General Trade Conditions During the Past Month Reviewed

ST. PAUL and MINNEAPOLIS, MINN., April 4.—Minneapolis and St. Paul seem to be the twin Mecca for talking machine and phonograph exploiters. Some come in big style and some come in little style, but all appear to be coming. Archie Matheis, the dean of the talking machine dealers, avers that virtually all of the various instruments made in the United States have either sought entrance to the twin towns or are on the way. It is impossible to keep track of all of the numerous bidders for the attention of the talking machine devotees, because there are so many of them and their stay is so brief, in some cases.

Some day a typewriting store will place a talking machine in its window, stick some placards about offering a marvelous bargain, and in a week or two the device and the placards are gone. Then will come along in a more pretentious manner a concern and rent a downtown store and do some advertising in the newspapers. Such concerns last two months or so and disappear. Usually they leave no mourners behind them.

Then there are a number of local concerns who are smitten with the bug, and they start to manufacture. They appeal to local pride and the public spirit, but often fall by the wayside. At least two concerns which set out to get a share of the big profits of the Victor, Edison and Columbia companies have gone to the wall. Others remain and announce their intention of sticking to the game. They announce plans to

spend considerable money and conduct an aggressive advertising and selling campaign.

While the standard makers have failed to keep the retail dealers supplied with sufficient machines, the distress is not as keen as it was some months ago, though floors that should be filled still stand bare, and houses that would like to carry exclusive lines are compelled to carry four and even five lines in order that their customers shall not be deprived of the pleasure of having a talking machine in their homes.

Extensive preparations are being made for the entrance of the Aeolian-Vocalion into Minneapolis on a somewhat elaborate scale. The Stone Piano Co., of Fargo, has leased the fine Metzger corner, at Nicollet avenue and Ninth street, and is fitting it for just about the classiest phonograph shop in the Twin Cities. Some day, it is rumored, piano lines will be added, but this may not be for a year or so. Aeolian-Vocalion will be the aim of the first big plunge. The new store with a plate glass frontage of about 120 feet on Ninth street and 30 feet on Nicollet avenue is very well located for the high-class talking machine trade. A half block north are the houses of Foster & Waldo, and Howard, Farwell & Co., and a half block south is the Talking Machine Co. of Archie Matheis. The two latter are Victor houses, while Foster & Waldo carry Victor, Edison, Columbia and Sonora lines. Then further down Nicollet is the Cable Piano Co., another Victor house, and two blocks away is the fine Edison shop conducted by the Minnesota Phonograph Co., while a little further away are the Metropolitan Music Co. and the L. S. Donaldson Co. department store, both with big Victor departments. Then there are two Columbia stores just around the corner, those of the J. E. Frank Music Co. and the Gustafson-Taylor Piano Co. If the newcomers are seeking active competition they surely selected the right place.

The Twin City newspapers and billboards are almost reeking with talking machine advertising. The game is fiercer than it was just before the late holidays, and it then was thought to have reached the limit. The way the Victor, Edison, Columbia and Sonora dealers and makers are using up newspaper space would petrify an old-timer if he could see it.

Casting up their accounts and comparing the

showings with 1918, the Minnesota Phonograph Co. finds that the sales for the first two months of 1919 equaled the totals for the first seven months of 1918. President Laurence H. Lucker, who was very wobbly for some months after a long grapple with influenza, pronounces the outlook as highly satisfactory, and already has stamped the present year as the greatest in phonographdom in the Northwest.

Recent receipts of records have helped materially in filling the ranks and supplying the country dealers. The Jacobean, a new Edison model, is being shown and is making a real hit among lovers of period styles.

On the word of William L. Sprague, manager of the Minneapolis branch of the Columbia Graphophone Co., it will be stated that the March business for the branch was greater by \$30,000 than the best monthly record previously placed on the books. Just what that means may not be so easy to ascertain, but a monthly increase of \$30,000 is hardly a trivial matter, for twelve like that would make a third of a million for a year. General Sales Manager George W. Hopkins was up for two days to talk to the big "Better Business" congress, where he scored a distinct hit, and to look over the Columbia distributing plant for the Northwest. He was followed by F. S. Binger, formerly assistant manager in the Minneapolis district, but now a valuable road man.

George Mairs, head of W. J. Dyer & Bro.'s talking machine department, and E. F. O'Neill, of the Beckwith-O'Neill Co., desire to be remembered to the big moguls of the Victor Talking Machine Co., with a reminder that the gentle folks of Minnesota and the Dakotas could use a great many more Victor machines and records than they are able to obtain, either through prayer or the use of money. At the same time machines and records are filtering into this territory somewhat more plentifully, and the distributors are mustering more hope.

Jay H. Wheeler, manager of the Pathé phonograph department of G. Sommers & Co., spent considerable time at the Chicago headquarters a fortnight ago. He has some extensive plans for enlarging the Pathé field in this section of the United States, and is hopeful that his plans will work out the right way.

Manager E. L. Jern, who distributes the Brunswick machines over several States, is well occupied with the continued onrush of new business. Of late he has been unable to open any new accounts, as the goods were not available, but the chances are that the famine is about ended.

The Mutual
TONE ARMS & SOUND BOXES

Dealers

If you want the best,
be sure that the machines you handle
are equipped with

MUTUAL

TONE ARMS AND
SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE,
ST. LOUIS, MO.

**Largest Manufacturers of 3-ply Water-
proof Veneer Phonograph Shipping Cases**

Ask for Prices and Samples

ATLAS PACKING CASES

QUALITY PRODUCT
QUANTITY PRODUCTION
PROMPT SHIPMENTS
AND PRICE GIVE

TWO-COLOR PRINTING

Pays
ON
"Atlas" Cases

"ATLAS" CASES SUPREMACY

Below is an exact reproduction of an
"ATLAS" PACKING CASE
manufactured, printed and shipped to
VICTOR TALKING MACHINE CO.
Camden, N. J.

"ATLAS"
PACKING
CASES



Carry
the
Weight
Save the
Freight

FOUR LARGE FACTORIES

Nelson & Hall Company
Richford Manufacturing Co.
Veneer Products Co.
Blair Veneer Co.

Capacity 3,000,000 Cases Annually

Address Exclusive Selling Agents

**ATLAS SALES
CORPORATION
RICHFORD, VERMONT**



STEINWAY & SONS WIN SUIT OVER "STEINOLA" TRADEMARK

Steinola Co., of Kansas City, Restrained From Using the Name "Steinola" on Talking Machines—
Decision Rendered by Examiner of Interferences, U. S. Patent Office

An interesting decision was handed down recently by J. Carnes, Examiner of Interferences, U. S. Patent Office, whereby the Steinola Co., of Kansas City, Mo., is restrained from using the word "Steinola" on its talking machines. Steinway & Sons, New York, asked that the application of the Steinola Co. for registration of the mark "Steinola" be refused and the Examiner of Interferences has sustained this opposition. C. P. Goepel appeared for Steinway & Sons in this application.

This decision, which is of considerable interest to the talking machine and piano industries, reads as follows:

"In this opposition Steinway & Sons are asking that the application of the Steinola Co. for registration of the mark 'Steinola' for use on phonographs or talking machines be refused. Both parties have taken testimony.

"The opposer has shown use of the words 'Steinway & Sons' on pianos for a period long prior to any date claimed by the applicant for the making and selling of phonographs.

"The opposer contends that the public seeing the word 'Steinola' on phonographs or talking machines would be led to believe that it is the product of Steinway & Sons to the damage of the latter. The opposer also alleges that the manufacture and sale of phonographs and talking machines is now recognized as a natural field of expansion for those engaged in the manufacture of pianos and other musical instruments, and that great confusion would result in case the opposer began manufacturing and selling phonographs and talking machines under the name 'Steinway' if the same goods were being marketed by the applicant company under the name 'Steinola.'

"Evidence has been submitted on behalf of Steinway & Sons as to the high character of its product, care in manufacture, wide distribution, extensive advertising, and the favorable reputation which it has gained. Several witnesses produced on behalf of the opposer testified that, in their opinion, phonographs or talking machines are goods of the same descriptive properties as pianos, the principal reason advanced for this conclusion being that pianos and phonographs are both musical instruments and can be employed for purposes of pleasure and entertainment.

"The witnesses De Wesse and Gist, who are respectively the president and the secretary-treasurer of the applicant company, testify as to the adoption of the name 'Steinola' after a con-

ference with a friend of theirs, a painter by the name of Stein. This was corroborated by Stein, who says that he received a share of stock in the company in return for the permission to use his name. This was the first venture of Gist and De Wesse in the manufacturing of musical instruments and the former testifies that before the name 'Steinola' was adopted or was used he made an investigation to ascertain if possible whether any other manufacturer was putting out phonographs or talking machines under a mark similar to 'Steinola.' Gist says that he did not learn of any phonograph that was being marketed with a name similar to 'Steinola.' This witness, however, states that he sought to find out if Steinway & Sons were making and selling phonographs. On cross-examination he testifies as follows (No. 7, p. 43):

"What made you make inquiries at that time, namely, when you incorporated, or before, as to whether or not the Steinway Co. was making phonographs?"

"A. As I stated before, we wanted a name that was as distinctive and individual as possible, and I thought if anyone was manufacturing a phonograph under a similar name it would most likely be the Steinway people.

"Testimony has been introduced to show that several piano manufacturers are also marketing phonographs (Opposer's Rec., p. 24, Q. 16). The great demand for phonographs and the expiration of certain patents relating thereto are given as reasons by some of the witnesses for the probable future production of phonographs by other piano manufacturers (Opposer's Rec., p. 82, Q. 27; p. 62, Q. 10).

"The applicant contends that pianos and phonographs are goods of different descriptive properties, and that no confusion would arise as between the use of the word 'Steinway' on pianos and the word 'Steinola' on phonographs. No evidence is of record to show that purchasers have been led to buy applicant's goods in the belief that they were obtaining instruments made by the opposer company. However, the increasing popularity and sales of phonographs and talking machines has been referred to by the witnesses and it has been pointed out that this fact together with the expiration of certain patents relating to phonographs has brought many new concerns into this field, amongst which are several piano manufacturers. In the recent case of The Thomas Manufacturing Co. v. The Aeolian Co. (249 O. G., 505), decided by the Court of Appeals of the District of Columbia, February 4, 1918, the Court said in part:

"This court has frequently held that because the field of selection is so very wide, practically unlimited, there is no good reason why a person should be permitted to select a trademark similar to one already in use by another engaged in a business of the same general nature where

the likely effect would be to lead to confusion concerning the goods themselves or their origin (Wayne County Preserving Co. v. Burt Olney Canning Co., 32 App. D. C., 279; 140 O. G. 1003; Phoenix Paint and Varnish Co. v. John T. Lewis & Bros. Co., 32 App. D. C. 285; 139 O. G., 990; Kaut-Reith Shoe Co. v. International Shoe Co., 45 App. D. C., 545; 239 O. G. 939; Goodrich Drug Co. v. Casseda Mfg. Co., 46 App. D. C., 146; 237 O. G. 918). In the Goodrich case it was held that 'Velvetina' applied to the same character of goods as 'Velvete' would be likely to cause perplexity in trade and therefore was not registrable. Assume that a person who had a good opinion derived from use or otherwise of an automatically-operated organ produced by the Aeolian Company and marked "Orchestrelle" desires to purchase a phonograph (The Aeolian Co., as we have seen, now produces phonographs) and is shown one marked "Orchestrola," would he not be likely to think it was produced by the same company as produced the organ and buy it on that account?"

"As to the question of the similarity of the words 'Steinway' and 'Steinola,' consideration will be given to the fact that manufacturers of self-playing musical instruments such as talking machines and self-playing pianos often coin or adopt names or marks ending with the syllable 'ola.' Reference is made in the record to such words as 'Victrola,' 'Pianola,' 'Grafonola' and 'Carola.'

"From the evidence submitted, and in view of the ruling in The Thomas Manufacturing Co. v. The Aeolian Co., supra, it is believed that in the trade phonographs or talking machines and pianos possess properties and uses so similar that the use of the marks 'Steinola' and 'Steinway,' respectively, thereon, would damage the opposer within the meaning of Section 7 of the Trade Mark Act of February 20, 1905.

"The opposition is, therefore, sustained, and it is adjudged that the applicant, The Steinola Co., is not entitled to the registration for which it has made application.

"Limit of appeal: April 11, 1919. J. Carnes, Examiner of Interferences."

WILL REMOVE TO NEW QUARTERS

The Bliss Reproducer Co., successor to the D. M. Bliss Co., and the Wilson-Laird Phonograph Co., has advised the trade that it will move its executive and sales offices on May 1 from 29 West Thirty-fourth street to 80 Fifth avenue, New York. The factory and manufacturing offices will also be located at this address, and H. F. Thornell, sales manager of the company, will conduct this important branch of the business from the company's new home. The present offices at 29 West Thirty-fourth street will be maintained as general retail offices and manufacturers' display rooms.

Which of the two powers can raise man to the most sublime heights, love or music? once asked Hector Berlioz, who thus replied: It is a great problem. Yet, meseems, we should say this: Love can give no idea of music; music can give an idea of love. . . . Why separate the two? They are the two wings of the soul. —Hector Berlioz, Memoires.

DOMESTIC
DOMESTIC

TALKING MACHINE CORPORATION

ANNOUNCE THAT WHILE WE WERE UPSIDE DOWN DURING THE REMOVAL
OF THE DOMESTIC FACTORY AND OFFICES FROM PHILADELPHIA TO

LATROBE, PENNA.

WE ARE AGAIN ON MANUFACTURING BASIS AND HAVE MANY NEW AND ATTRACTIVE MODELS RETAILING IN PRICE FROM

\$17.00 to \$350.00

HAVE YOU SENT FOR NEW CATALOG OF DOMESTIC TALKING MACHINES AND

DOMESTIC RECORDS?

IT IS READY FOR YOU

DOMESTIC TALKING MACHINE CORPORATION, LATROBE, PENNA.

Six Big Selling Points in a Jeweled



PHONOGRAPH

No Needles to Change

- | | |
|--|---|
| <p>1 The full, clear tone of each individually tuned instrument is produced by the all wood violin tone chamber, and the famous Pathé Sapphire Ball. The music flows from the records; isn't scratched off.</p> <p>2 No needles to change because the Sapphire Ball is permanent.</p> <p>3 Plays all makes of Records and plays them better.</p> | <p>4 Records do not wear out, as the Sapphire Ball glides smoothly around them. Every Pathé record is guaranteed to play 1000 times.</p> <p>5 Always ready to play as soon as you slip on a record.</p> <p>6 The Pathé Controlla enables you to play any record loudly or softly with the same Sapphire Ball.</p> |
|--|---|

You can get these six advantages only in a jeweled Pathé.

Perhaps there are one or two, or even three of these features in other talking machines. But in the Pathé you get all six,—each important, each contributing to make the Pathé the perfect musical instrument.

Yet the Pathé—with the six big features—costs no more than ordinary talking machines.

Think of what this means to you. It gives you six big selling points, six strong arguments to convince every prospect.

And Pathé is telling the better class of tradé about these six exclusive features in a comprehensive magazine and newspaper advertising campaign.

If you are interested in finding out how you can sell the largest number of phonographs with the least effort, write today for details.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

*The Pathé Frères Phonograph Co., of Canada, Ltd.
Toronto*

The Pathé plays all makes of Records

Luigi Montesanto

the famous Italian baritone of the Metropolitan Opera Company, is now singing for



The voice that the New York public and critics are so enthusiastic about can now be heard in the home of every music-lover.

On Pathé Records, Montesanto's remarkable voice sings out as pure and clear as when it thrills thousands at the Metropolitan Opera House. The great baritone of Pagliacci, of Aida, of Il Trovatore, and other Italian operas is singing these favorite arias for Pathé. Be sure to have the Montesanto records in stock, to supply the demand there is sure to be for them.

The new Pathé Records sung by Montesanto are:

- | | | |
|-----------|--|--------|
| No. 59070 | { I Pagliacci (Leoncavallo). Prologo Part I. "Si puo" (A Word). In Italian.
I Pagliacci (Leoncavallo). Prologo Part II. "Un nido di Memorie" (A Song of Tender Memories). In Italian. } | \$1.50 |
| No. 59069 | { Germania (Franchetti). "Ascolta, io moriro" (Listen, I Will Die). In Italian.
Germania (Franchetti). "Ferito e prigionier" (Wounded and a Prisoner). In Italian. } | \$1.50 |
| No. 59071 | { Aida (Verdi). "Io son disonorato" (I Am Disgraced). In Italian.
Il Trovatore (Verdi). "Di geloso amor" (Of Jealous Love). In Italian.
MM. Scampini, Montesanto, and Mme. Lenzi
MM. Scampini, Montesanto, and Mme. Lenzi } | \$1.50 |

Other new Pathé Records, made by the famous artists of Europe and America, are:

- | | | |
|-----------|---|--------|
| No. 54008 | { Romeo and Juliet (Gounod). "Cavatine" (Arise, Fairest Sun). In French,
Lucien Muratore, Tenor } | \$1.50 |
| No. 59067 | { Manon (Massenet). "Je suis encore toute etourdie" (I Am a Blunderer Again). In French,
Mme. Vallin-Pardo, Soprano
Lakme (Delibes). "Tu m'as donne le plus doux reve" (Thou Hast Given Me Sweetest Dreams). In French.....Mme. Vallin-Pardo, Soprano } | \$1.50 |
| No. 52036 | { The Lost Chord (Sullivan).....Percy Hemus, Baritone
Face to Face (Johnson).....Percy Hemus, Baritone } | \$1.50 |
| No. 59068 | { Polish Dance, Op. No. 3, No. 1 (Scharwenka).....Piano Solo, Rudolph Ganz
Murmuring Zephyrs (Jensen).....Piano Solo, Rudolph Ganz } | \$1.50 |

Pathé has the latest hits—first and best—usually 4 to 6 weeks ahead; the popular Broadway songs, and the newest one-step, jazz and fox-trot.

Played with the Sapphire Ball, Pathé records do not wear out. Every one is guaranteed to play 1000 times.

Write today for details of how to sell Pathé records—the best.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

Pathé Frères Phonograph Co., of Canada, Ltd.
Toronto

The Pathé plays all makes of Records

KNOWLEDGE OF RECORD CATALOG ESSENTIAL TO SALESMEN

Thorough Familiarity With All the Music Offered in Record Form Serves to Add Greatly to the Value of Salesman's Services—Knowledge That Is Easily Acquired

Some interesting and valuable comments on the value to the talking machine salesman of a thorough knowledge of the record catalog are offered in the following article taken from "The Voice of the Victor" for March:

During a recent conversation with the star salesman of a large retail grocery concern we asked to what single factor he attributed his success. "To my thorough knowledge of my Catalog," he said. He then told us that the other salesmen in his store had as much selling ability as he and were just as industrious, but had never taken the trouble to attain a thorough knowledge of the Catalog, and for that reason none of them had the following he had or drew as fat an envelope at the end of the week. Since then we have been doing a little investigating, and find that the Victor record salesmen who have the best knowledge of the Victor Record Catalog are the best and highest-paid salesmen. On several occasions, when we noticed customers waiting for a particular clerk, we asked why they preferred that salesman to any other in the store. They invariably answered that he knew just what records to suggest without referring to the Catalog, and could give an interesting description of the music of most any Victor record.

The question then naturally arose as to what constituted a good working knowledge of the Victor Record Catalog. After questioning several successful salesmen on this point we decided that a salesman should know at least fifteen records of each big Red Seal artist, fifteen violin selections of a diversified character, ten standard songs, ten quartets, ten band selections, ten orchestra selections, ten dance records, five monologues, five 'cello solos and at least three or four records of every instrument, combination of instruments, voices, etc., not mentioned above and contained in the Victor Cata-

log. And that in each instance the salesman should be able to give the Catalog number, title of selection, name and biography of both the composer and artist, and a short description of the music—pointing out its unique and interesting features. This may seem like rather a large program, but would, after all, be only a working knowledge of a very small part of the Catalog.

Such a knowledge could easily be acquired during spare moments by following the method generally employed by an opera singer in memorizing a role. This he does by singing the first phrase over and over until absolutely fixed in mind and then learning the second phrase in the same way. Before going on to the third phrase he repeats the first and second phrases together many times, and after the third phrase is memorized repeats all three phrases several times before attempting to learn the fourth. Thus when the last phrase of his rôle is learned in this way he is able to start at the beginning and sing through the entire rôle from memory. He must then rehearse the rôle musically and dramatically many times before he is ready to appear before the public.

The record salesman should first select fifteen records of some artist which he wishes to have in his sales repertoire. Suppose that artist is Caruso, and the first three records on the list are 88054, 88208 and 88458. Play them over, one by one, on Monday, writing down the unique and interesting features of each in a notebook. Read the biography of the artist and the composer in the Catalog, and, as they are all operatic records, read the story of the operas in the "Victrola Book of the Opera." Play the records as often as possible during the day, always trying to get them from stock without referring to a Catalog. Tuesday morning select these records from stock without referring to a Catalog or to your notebook for the numbers, and

proceed to sell them to an imaginary customer—calling attention to all the features of the records which made them interesting to you, giving a verbal description of the scene in the opera in which the arias occur, etc. Then select the next three records on your list and familiarize yourself with them. Wednesday morning take all six records from stock and sell them to an imaginary customer before playing over the next three on your list. Thursday you will review nine records in this way and learn three new ones, and Friday you will review twelve and learn the last three on the list. On Saturday review all fifteen, and on Monday of the next week start in on a list of some other artist's records, etc., through the Catalog. The salesman who can weave a little story about a record has it half sold before the turntable starts to revolve, and customers soon have confidence in such a man and rely on his suggestions when selecting new records. One saleslady, who has acquired a most extensive knowledge of the Victor Catalog and who entered the business absolutely green a little less than a year ago, drew a commission check for \$300 for records sold by her during December, 1918.

H. L. MOOREY APPOINTED MANAGER

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of H. L. Moorey as manager of the company's New Haven branch. Mr. Moorey, who has been associated with the company for many years as a member of the auditing staff, succeeds H. M. Blakeborough, who resigned in order to join the forces of the Grafonola Co., of New England, Columbia dealer.

E. M. Bonnell, Southwestern representative of the Sonora Phonograph Co., has returned to Los Angeles from a business trip to San Francisco and other Northern points. He reports a lot of good Sonora business, but adds that he is still having difficulty in getting sufficient stock.

TWO BIG SELLERS

SPECIALIZATION—TWO MODELS

Those two the best that can be produced for the price is the success of



Our Slogan: "The Phonograph you will eventually handle" is proving itself every day in the increasing number of "Operollo" dealers.

The Operollo policy of concentrating upon only two models and making these two models supreme has resulted in an unprecedented demand for our line.

The tone qualities of the Operollo, the finish, the cabinet work and the equipment, are all qualities that make the Operollo an especially attractive proposition to the dealer.

SPECIAL GUARANTEE

Our Motors will *stand up*

Write for Unusual Liberal Discounts and Territory

Order Your Sample NOW

OPEROLLO PHONOGRAPH COMPANY

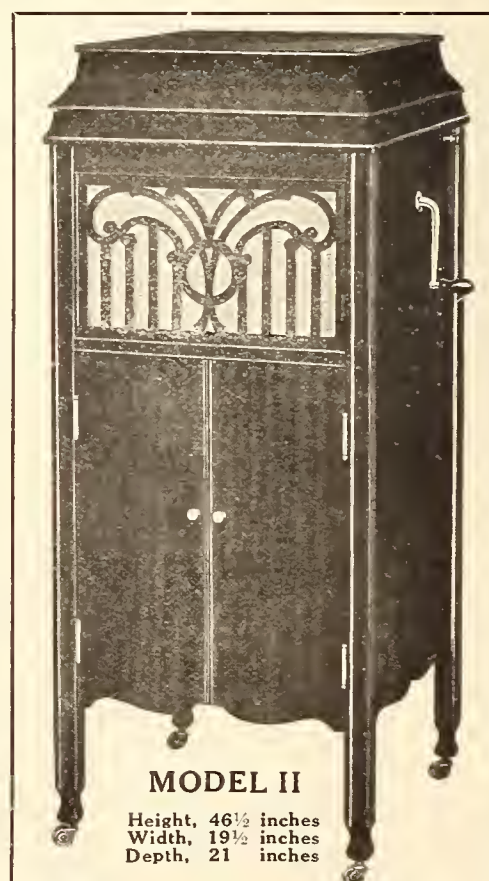
54 W. Lafayette Bldg. Detroit, Mich.



MODEL I

Height 42 in., width 17 in., depth 19 in.

In Mahogany and Oak finishes, equipped with Universal Tone Arm, High Grade Double Spring Motor and Tone Modifier. Spruce wood tone chamber.



MODEL II

Height, 46½ inches
Width, 19½ inches
Depth, 21 inches

In Mahogany and Oak finishes, equipped with Universal Tone Arm, High Grade Double Spring Motor and Tone Modifier. Spruce wood tone chamber.



The Sensation of the Talking Machine World

Eliminates all Scratch, Harshness and Mechanical Noises.

Will not injure the Finest Records.

Reproduces the Actual Tones of the Artist. Gives real Musical definition.

10 to 20 Records without repointing.

Can be repointed until entire needle is consumed.

Repointer furnished free with each package.

This beautiful gold front Counter Show Case furnished to Talking Machine Trade with each gross of Packages. Also advertising for your customers.



Big Profits

Dealers and Jobbers:

Get our prices and literature at once on this remarkable Needle. It will add to your customers' love of their talking machines and fine records.

VELVETONE PHONOGRAPH NEEDLE SALES CO.

821 Metropolitan Life Building, Minneapolis, Minn.

BRANCHES

Marsh Strong Bldg. First Nat'l Bank Bldg.
Los Angeles Omaha

Velvetone Phonograph Needle Sales Co.

821 Met. Life Bldg., Minneapolis, Minn.

Please send prices, literature and further information without delay.

Dealer or Jobber _____

Street _____

City _____ State _____

When Toscha Seidel plays "Gypsy Airs" you sell them. Columbia 49564.

Columbia Graphophone Co.
NEW YORK



ATTRACTIVE SAN FRANCISCO OFFICE

Central Location of Heineman Western Distributing Headquarters Most Convenient

SAN FRANCISCO, CAL., April 3.—In the heart of San Francisco's business district with its windows looking out on Market street are located



Display and Sample Room at San Francisco the Otto Heineman Phonograph Supply Co.'s new Pacific Coast division offices. "Success follows all Heineman products," says Louis R. Gruen, manager of this new office, "whether it is the motor, needle or OkeH record or a new branch office, and I can say with all truthfulness 'business is humming.'"

The Heineman Frisco office is carrying out to



Manager Gruen's Private Office

the letter the well-known slogan of this successful business institution, "At your service," and the Heineman trade on the Coast will receive the heartiest co-operation from Mr. Gruen.

WANT TO GET BACK LOST RELIGION

The experience of the majority of phonograph dealers is that customers who are compelled to wait any length of time for certain records become hard to placate. The Wilmot Drug Co., of Wilmot, S. D., however, had a unique and interesting experience along this line in the receipt of a letter which read as follows:

"Just before Xmas we sent you an order and money for 24 records. We received 16 and are patiently waiting for the remainder. If you haven't got what we sent for, pick out 8 good hymns, and we will try to get back the religion we have lost while waiting for those records." Can you beat it?

CHAS. J. WETZEL WITH EMERSON CO.

Prominent Talking Machine Man Appointed Manager of Production of the Emerson Phonograph Co.—Well Known in the Trade

Charles J. Wetzel has just joined the forces of Emerson Phonograph Co. to take complete charge as manager of production. He was for fifteen years connected with, and for a great many years production manager of, various departments of Thomas A. Edison, Inc., Orange, N. J., and subsequently production manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y. He left his position with Pathé to take service under the Government in the Aviation Corps of the army.

Mr. Wetzel is one of the most experienced men on production in the phonograph business in the United States, and the Emerson Phonograph Co. feels that in securing his services it has taken a big step forward.

In announcing Mr. Wetzel's appointment an officer of the Emerson Phonograph Co. said:

"In maintaining the policy of getting out 'hits' before anyone else it is necessary to have a man in command who understands every element necessary to produce Speed (spelling it with a capital 'S') and as well an expert in all things that go for excellence in quality in the manufacturing end of the business. We have secured such a man in Mr. Wetzel."

T. EDENS OSBORNE HONORED

Portrait Caption in "The Voice," of London, Credits Him With Being First to Introduce "His Master's Voice" Machines in Ireland

"The Voice," a monthly magazine issued by the Gramophone, Ltd., of London, England, recently carried a late portrait of T. Edens Osborne, the prominent factor of Belfast, Ireland, who is credited with being the first to introduce "His Master's Voice" machines into Ireland in 1898. Since that time Mr. Osborne has built up a business that has won him international recognition.

And Still They Come

OKEH RECORDS

Have YOU Come In Yet?

The New OkeH Records are making money RIGHT NOW for many of our Dealers—and the future possibilities are WONDERFUL—UNLIMITED—

"ASK MR. COLE"

HOFFMAN PIANO CO.

OkeH Record Distributors

696 MAIN STREET

BUFFALO, N. Y.



We are pleased to announce that we have
appointed

CONDON & Co., INC.

Sole Agents

For the sale of *Uniform* talking machine

TRADE MARK REGISTERED

steel needles

All matters pertaining to the marketing and sale
of this product should be addressed to them at

The Fifth Avenue Building, New York City

THE TORRINGTON COMPANY

MANUFACTURERS FOR OVER FIFTY
YEARS OF EXCELSIOR BRAND NEEDLES

EDISON DISC RECORD LABORATORY STAFF HOLDS DINNER

The St. Cloud Mushroom Farm, near Orange, N. J., was the scene recently of a jollification meeting by the management and superintendents of the Edison Disc record manufacturing laboratories. The event marked the celebration of Mr. Edison's recognition by wire from Florida, where he is taking a brief winter vacation, that

work. Mr. Clark's capacity for organization and Mr. Gall's technical skill wrought great progress and have earned from Mr. Edison words of approval that he does not ordinarily bestow upon his associates.

Mr. Clark, in addressing the superintendents of the laboratories, modestly stated that neither



Dinner of Officials and Staff of Edison Disc Manufacturing Laboratories

the management of the Edison Disc record manufacturing laboratories had made good to his complete satisfaction.

Somewhat less than a year ago George E. Clark, assistant to Charles Edison, was made acting general manager of the Edison Disc record manufacturing laboratories, and A. F. Gall (better known as Billy Gall) was appointed his assistant in charge of the research and technical

he nor Mr. Gall had done anything except to make effective the plans and ideas which Mr. Edison had evolved.

Mr. Clark is the smiling gentleman at the head of the table. William Maxwell, vice-president of T. A. Edison, Inc., sits beside him. Mr. Gall is the gentleman at Mr. Maxwell's left, with his hand to his head in a sort of Hall Caine pose.

LEAVES FOR THE PACIFIC COAST

Frank K. Pennington, Assistant General Sales Manager of Columbia Co., to Visit Branches

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, left last week for an extended trip to the Pacific Coast. According to his present plans, Mr. Pennington will visit Columbia branches and dealers throughout the South and Southwest, reaching the Pacific Coast within the next few

weeks and returning to his desk in May. Judging from the splendid business reports received at the Columbia executive offices during the past few weeks, Mr. Pennington will be obliged to listen to one unanimous demand for merchandise in order to meet the call for Columbia merchandise throughout the country.

TO ACCEPT LIBERTY BONDS AT PAR

Members of Tri-State Victor Dealers' Association Believe Such a Move to Be a Patriotic Duty in View of Coming Drive

St. Louis, Mo., April 5.—"Sacrifice the discount on Liberty Bonds to help put over the Victory Loan" is the view taken by members of the Tri-State Victor Dealers' Association. Following a special meeting on April 3 at which sixty persons were present, the Association sent out an appeal to its members to allow face values on Liberty Bonds until the Victory Loan campaign. It was emphasized that this was "patriotism, not business."

The Tri-State Association was one of the first talking machine organizations to suggest to its members that Liberty Bonds be accepted only at market value. This advice apparently has been consistently followed. Now the change is suggested to "help the Government and the war." The members present said that they would sacrifice such of their profits as this change required for the good of the cause.

OPEN NEW STORE IN ITHACA

A new music store has been opened in Ithaca, Mich., by the Thompson Jewelry Co., and the Pathé line of talking machines and records is being shown in the large demonstration department.

*Mr. Talking
Machine Dealer*

There Is An Increasing Demand For Better Music

The Best Is None Too Good

Why not be prepared to supply the demand by handling as a side line in your business



Seeburg "Xpression" Electric Player-Piano (Coin-Operated)

It meets the most exacting demands, rendering music with such exquisite shading of tone and brilliant technic as to leave nothing to be desired.

It's a Winner

for you and for your customers who buy it for their restaurants, hotels, ice-cream parlors, etc.

We want you as our representative.

Write Us At Once

J. P. Seeburg Piano Company

Republic Bldg., 209 S. State St.

CHICAGO

WALTER S. GRAY (NEEDLES)

Is in the market for:

- 11½x11½ Kraft Eps. with un gummed flap.
- 13½x13½ Kraft Eps. with un gummed flap.
- 11½x11½ Kraft Eps. with String and Button Fastener.
- 13½x13½ Kraft Eps. with String and Button Fastener.
- 10¼x10¼ Record Stock Envelopes.
- 10½x10½ Record Stock Envelopes.
- 12¼x12¼ Record Stock Envelopes.
- 12½x12½ Record Stock Envelopes.
- 5⅝x 7½ Monthly Supplement Envelopes.
- 10" x10" Rag & Rag Corrugated Packing Board.

Correspondence with Manufacturers invited.

WALTER S. GRAY

Jobber of Talking Machine Accessories
Chronicle Bldg.
SAN FRANCISCO



Columbia's making a sporting sales proposition to Columbia dealers who have the spark of life in them—and not in their windows.

**Columbia Graphophone Co.
NEW YORK**

MILWAUKEE TRADE CONTINUES ACTIVE

New Selling Records Being Broken by Both Jobbers and Dealers—Increased Supplies of Goods Quickly Absorbed—New Concerns Entering Talking Machine Field—Other News

MILWAUKEE, Wis., April 12.—The active condition of talking machine and phonograph business in the local retail trade during the last half of March and thus far in April, and, in fact, since January 1, continues to be one of the principal topics of interest. It is safe to say that in no past year, has business been so good as during the last three and one-half months. At the same time a persistent shortage of merchandise has been the only limiting factor.

The continued shortage of instruments, records and accessories probably would not be so apparent if the demand were not so active. But the fact remains that in general the supply has not been equal to the demand for more than a year's time, and dealers can only live in hopes that the output must soon grow to be more commensurate with requirements.

Just how long the sold-up condition will last is conjectural, but local dealers can discern nothing on the horizon that would lead them to believe that business will be anything but good for a long time to come. Only a part of the demand of the last six months or a year has been filled, and it will take a long time to satisfy the requirements of those who daily are disappointed in their effort to get immediate delivery of instruments.

The local jobbers, who as a rule work the territory embraced by the State of Wisconsin and northern Peninsula of Michigan, have not been able to catch up with orders; in fact, back orders on hand to-day are nearly as heavy as a month ago. Usually at the middle of April the jobbing trade has been able to accumulate a reasonable quantity of stock to carry it over the spring and summer period, but this year the wareroom floors have practically been bare since long before the holidays. While receipts since the beginning of the year have shown a gradual increase, as the factories are better able to handle business, goods have been moving out to the retail trade so rapidly that the bulk of machines have not touched the wareroom floors, being remarked and reshipped upon arrival.

The shortage of goods is probably more pronounced in the Victor line than others. Harry A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, Victor jobber, says that while the Victor factory production has been expanded daily since the reversion of the industry to a peace basis, the demands of dealers in the Badger Co.'s territory have grown even more rapidly. This condition has lasted so long that it has become difficult to even hope for relief.

The Phonograph Co., Edison jobber in Wisconsin and Upper Michigan, reports unusually

**"We do not sell
material—
we sell service"**

If you order 100,000 castings,
we haven't them ready—
we have to make them.

You can't buy die castings the
same as you buy standard
bolts or rivets,—they must
be "made to order."

Give the same careful atten-
tion to the selection of the
maker of your die castings
as you do to the choice of
your chief engineer.

Employ an organization of
men with years of experi-
ence in the making of dies,
the alloying of metals, the
casting of intricate parts in
vast quantities without
variation; a company equip-
ped with the most up-to-the-
minute machinery for die
making and die casting.

*Let our Engineer-
ing Department show
you how Precision
Castings can serve
you economically and
efficiently.*

PRECISION CASTINGS COMPANY, INC.
SYRACUSE, N. Y. NEW YORK.

DIE CASTING PLANT:
SYRACUSE, N. Y.

BRASS, BRONZE and ALUMINUM FOUNDRY:
PONTIAC, MICH.

active business, especially considering the season. The supply is somewhat improved, but it is not yet equal to requirements. The company has recently moved into its new quarters at 51 Oneida street, this city, where it has larger office and stockroom space to accommodate its rapidly growing trade. Several months ago the Edison Shop, which was the retail end of the business, was discontinued in line with the general policy of divorcement of jobbing and retail business and to enable the company to concentrate on the wholesale trade exclusively. William A. Schmidt is general manager of the company.

The Yahr & Lange Drug Co., 207-215 East Water street, Sonora distributor in Wisconsin and northern Michigan, finds that the enlargement of factory output is relieving the shortage to some extent, but its business has been expanding so fast that each improvement in the supply is quickly absorbed by the volume of demand from the retail trade.

One of the busiest jobbing houses in Milwaukee is the Brunswick-Balke-Collender Co., 275-279 West Water street, of which Thomas I. Kidd is manager. The Brunswick has become one of the most popular instruments in the field, and in spite of the careful selection of dealers requirements of the territory are much broader than ever before. Milwaukee retailers of the Brunswick report that their volume of business has never been better than this year.

Manufacturers at Milwaukee are constantly enlarging their capacities, but do not seem to make a satisfactory impression upon back orders. The Milwaukee Talking Machine Co., despite enlargement of its plant in recent weeks, is still compelled to decline some business. The General Mfg. Corp., the latest to enter the industry, is fairly swamped with business from all parts of the country. Other factories are kept operating at the utmost limit of capacity, yet they cannot meet all demands.

One of the finest Sonora shops in the United States is embraced in the project undertaken by the C. W. Fischer Furniture Co., 217-223 Second street, this city, which has been retailing this line with much success for the past year or more. Ground has been broken for an addition which will duplicate the original nine-story building, fifty by one hundred and fifty feet in size, giving a frontage of 100 feet, from 213 to 223 Second street. With the development of the Sonora department particularly in view, the Fischer Co. some time ago acquired the services of Miss Helen Gunnis as manager, with a commission to completely reorganize the department on a much larger and broader basis. Miss Gunnis, who is one of the ablest and best known women in the phonograph trade, is progressing rapidly with the plan, which will be carried out in full as soon as the large store addition is ready for occupancy. Miss Gunnis is widely known as a singer and has done much recording work for the Columbia and Aeolian-Vocalion laboratories. She formerly was manager of the Music Shop, 312 Grand avenue, re-

(Continued on page 75)

There Has Never Been Such a Boom in the Record Business

It's Not a Case of

“How Much Can You Sell?”

BUT

“Where Can You Get Enough Popular Records Right Away?”

The Reply Is

OKEH **RECORDS**

FIRST HEARING OF

**Double
Faced**



**Song and
Dance Hits**

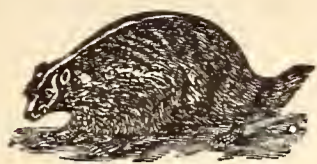
TELLS THE REST OF THE TALE

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESAL

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

MILWAUKEE TRADE VERY ACTIVE

(Continued from page 74)

signing several months ago to accept the Sonora management at Fischer's.

The Gether Piano Co., 625 Grand avenue, and the A. J. Bruett Piano Co., 553 Mitchell street, both retailing the Pathé line, recently effected a consolidation. For the present the two stores will be operated under their present individual names, although the ownership is the same. The Gether Co. has increased its capital to \$200,000 and eventually will be the holding or financing corporation. The Bruett Co. has increased its capital to \$25,000 and will be the retailing company. In addition to the Pathé the two concerns handle two private brands. A. J. Bruett is president and general manager.

The Milwaukee store of the Rudolph Wur-litzer Co. at 525 Grand avenue, in the Palace Theatre Building, recently added a complete Victrola department, the nucleus of which was formed by the purchase of the business of the Gensch-Smith Co., 730 Grand avenue, one of the oldest Victor shops in the city.

Art. B. Meyers, Edison dealer and jeweler, 460 Eleventh avenue, sustained a considerable fire loss on March 16, forcing him to take temporary quarters at 453 Eleventh avenue, across the street. H. L. Meyer, Victor and piano dealer, occupying a store in the same building, also sustained damage, mainly from smoke and water.

Richard H. Zinke, president of the Record Needle & Mfg. Co., has returned from a three weeks' stay at Excelsior Springs, Mo., and has resumed a national trade promotion campaign on the Record-Lite and Record needles and other accessories and supplies. Mr. Zinke retired March 1 as manager of the Badger Talking Machine Shop, following the acquirement of the business by Leslie C. Parker, until then

manager of the Victor department at Gimbel Bros. Mr. Zinke then assumed the general management of the Record Needle & Mfg. Co., in which he had been a large stockholder since its organization. Under his direction the general offices and the factory on the fourth floor of the Manhattan Building have been materially enlarged and the output greatly increased. Mr. Zinke is president of the Milwaukee Association of Music Industries.

The only exclusive Edison store in Milwaukee will open May 1 at 1216 Walnut street, under

the management of Frank Preuss, who was for six years a member of the George H. Eichholz Co., 542 Twelfth street, Edison and Victor dealer. Mr. Preuss retired from the company on January 1, when Mrs. Eichholz became sole owner and active manager of the business. The Frank Preuss Co., capital stock \$10,000, has been incorporated to establish the new Edison store.

Edmund Gram, Aeolian-Vocalion distributor and dealer and Steinway representative, left March 27 for a two or three weeks' recreation trip. He suffered an attack of influenza early in March and hopes to return thoroughly recuperated.

Leslie C. Parker, president and general manager of the Badger Talking Machine Shop, Victor dealer, took a leading part in the campaign to raise \$35,000 to complete the 1919 budget of the Milwaukee Y. M. C. A., which was held from March 25 to April 5.

The Winslow-Butler Co. succeeds George M. Winslow, piano and phonograph dealer, Ovitt Block, Waukesha, Wis. George H. Butler, of Waukesha, has purchased a half interest in the business.

Every Record Dealer in the South

Can Have

IMMEDIATE SHIPMENT

of the

BIG MONEY MAKERS



No Waiting

No Dead Numbers

The First OKEH Record Sells the Second

CONVINCE YOURSELF

SCOVILLE MERCANTILE COMPANY

Wholesale Distributors

ATLANTA, GEORGIA

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

This Advertisement Shows

ONE MODEL

of

The Widdicomb
A FINISHED
PRODUCT

Eleven styles of Console and
Cabinet Machines are included
in the line—retail prices \$110 up

WIDDICOMB
REPUTATION

CERTIFIES THE CLASS of WIDDICOMB
INSTRUMENTS



WIDDICOMB No. 11

SHERATON CONSOLE, PRICE \$200

Phonograph Division

THE WIDDICOMB FURNITURE CO.

GRAND RAPIDS, MICHIGAN

Capitalizing Customer's Friendship as an Aid to Securing Future Business :: By Courtenay Harrison

The matter of keeping in touch with the parties to whom you have sold talking machines in order that you may secure future business on records and accessories from them is an important one, and a discussion of ways and means of perpetuating this contact is always of interest.

Of course it is understood that no wide-awake dealer these days overlooks entirely the opportunity to do business right along with the people who are already upon his books. At the same time, however, when the sale of a machine is consummated for cash and is delivered at the customer's home a good many stores consider that a nice cash sale has been put across, and let it go at that, figuring that the customer will not be a purchaser of a talking machine again at any early date, and if he or she wants any records they will naturally drift back to the store which supplied them with their machine; truth to tell, this is more often than not the very thing that does happen, because it is human nature to come back to the same hotel, the same store or the same town, as the case may be.

Some stores do, however, go considerably farther in stirring up business with old customers. They send out the record booklets, occasional form letters, or some other form of literature to "keep in touch"—to sell records principally.

There is a way, though, in which dealers can capitalize the friendship of old customers to bring new and big sales not only of records, but machines also. And this means not only the customer who is kept in mind because he is paying for his machine "on time," but also the customer who buys for cash. Neither of these classes of purchasers should be lost track of for a minute. Instead the name of each customer and date machine was purchased should be carefully set down in a "follow-up" book. If possible a card index really should be used. A phonograph dealer in Indiana uses the latter system, and here is how he makes it produce sales:

Say that Mrs. Smith comes in on the 15th of March and buys a talking machine. Her name and the day she purchased her instrument is placed upon a card, and it is filed under the date ten days ahead, viz., the 25th of March. On that day one of the salesmen whose duty it is to do this either calls her up or if business permits he drops into the home in person. Chances are, of course, that he has a lot of similar "prospects" to see the same day. But we will take Mrs. Smith as a specific instance of showing how he goes about his work. First, he asks her if she likes the machine and if it is giving entire satisfaction, and after a little more such chat he inquires if any friends have been in to hear it play. Often this gets valuable tips as to possible customers, because people are naturally proud of a machine, especially the first few weeks after its purchase, and they are inclined to wish to show it off to neighbors. If the merchant who sold them is "on the job" in the way I have outlined there is a world of information he can get in this way. It is perfectly true, of course, that everyone who is reported to the dealer as having admired Mrs. Smith's new talking machine is not a possible customer, but they are worth following up, for a certain percentage of them are bound to be good prospects to work on.

But to return to our card index. The date on which Mrs. Smith was visited is set down on the card which contains her record, and also the names of the prospects she gave are typed on it. Literature is sent to all of them. In fact, a salesman calls if this can be arranged. Supposing that one of these prospects is sold a machine. Mrs. Smith immediately receives a letter asking her to call and select a couple of nice records, "as we are glad to report that

one of the prospective customers you referred us to has made a purchase of us, and we wish to show our appreciation of your courtesy." Naturally this seals the friendship of Mrs. Smith, and she begins to spread propaganda for the store now in earnest. This method, as stated, has worked up almost an endless chain of boosters and business.

Still another plan of getting tips from old customers is in use. Whenever a machine is being sent out the "follow-up" book is con-

sulted, and the delivery man is given the names of one or two old customers in the same neighborhood where he is to deliver an instrument. He calls on these old customers, oils up their machine, explaining that he was in the neighborhood and wanted to drop in and see how it was doing. If the machine does not need oiling he has a jar of furniture polish along and brightens it up a bit—does anything just to get a chance to show the old customer that she is not forgotten and that the store appreciates her business. Incidentally she is "pumped" for information about prospects, and in nine out of ten cases is able to give at least a couple of tips that prove valuable for following up.

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I asked the dealer who told me of these plans, which may not be entirely new but which I believe are a bit more methodically followed out than some, if he was not "looking for trouble" when he pays later visits to the home asking if the machine is "doing all right."

Here was his answer: "I should say not. It is entirely true that often there is some kick about the machine, but these things are just what we want, because it gives us a chance to make a friend and a booster. Do you know that a great many people will have something go wrong with a machine, maybe some minor ailment, but they figure there is no use trying to get anything done from the store, as they have paid for the machine and the transaction is closed. The result is they stay away from your store and become knockers. And, as everyone knows, one knocker will go out of her way to 'run down' your store, while your boosters, for the most part, will only praise you when some 'lead' is given to draw it out. So we hunt down the knocks and straighten them out. Often when we stop at an old customer's while in her neighborhood and make inquiries about her machine there is one little thing wrong that we can straighten in a jiffy, and we have made a friend for life. Even if there is something badly wrong we can fix it and make whatever charge is necessary. The customer appreciates the service and attention to her as an individual so much she is willing to pay whatever is right.

"Yes, we consider every name of an old customer a valuable asset toward getting new business, not only for records, but machines as well, and we take care of this list of names for that reason."

The C. C. Beedle Piano Co., Keene, N. H., has made some extensive changes in its store and has installed four sound-proof booths for the demonstration of Victrolas and records.

*Every Customer
Should be Cultivated
as a Business Asset
for Sales Possibilities*

TWO MILLION PHONOGRAPHS

Are estimated in homes in the United States that are not in use.

These are all possible new record customers. Why not plan a campaign to reach them?

The "BLISS" Reproducer with its treated silk diaphragm has already started a great many buying records again.

Write us for sample and then get busy.

THE BLISS REPRODUCER IS DIFFERENT

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any phonograph; the "Phono-Lite," an automatic lighting attachment for the New Edison; also Diamond and Sapphire Points, Pathé Sapphire Points, Lakeside Rotometers, B & H Fibre Needles, B & H Fibre Needle Repointers, Vallorbes Semi-Permanent Needles and Steel Needles.

Write for our dealers' price list,—or
may our Parcel Post Salesman call?

BLISS REPRODUCER, Inc.

29 West 34th Street
New York

Successors of
D. M. Bliss Co.
Wilson-Laird Phonograph Co.

Manufacturers and Distributors of the
Bliss Reproducer & Phonograph
Specialties



RECORD ARTISTS CONCERTIZE IN PITTSBURGH DISTRICT

Headed by Henry Burr They Draw Capacity Audiences at Nine Concerts Held Under Auspices of Talking Machine Jobbers and Dealers—Expansion the Rule With Pittsburgh Dealers

PITTSBURGH, PA., April 7.—One of the most important events in talking machine circles in Pittsburgh and adjacent territory the past month was the appearance of the Peerless Talking Machine Artists, headed by Henry Burr, in a series of their inimitable entertainments. They were in western Pennsylvania for ten days and gave nine concerts, which were liberally patronized. Hundreds of persons who had records made by one or more of the artists turned out to give the entertainers a hearty welcome. In every town in which the Peerless entertainers appeared the hall in which they held forth was taxed to its utmost capacity to accommodate the crowds that thronged to see and hear them. In Pittsburgh the concert was held in Syria Mosque Saturday evening, March 22, and over 2,800 persons attended the performance. The audience seemingly never tired of hearing the songs, music and recitations and insisted by vociferous applause in demanding the return time and time again of every one of the men on the program. The Pittsburgh Dispatch, one of the leading daily newspapers of the State, spoke in flattering terms of the Peerless aggregation.

Much credit is due P. W. Simon, the well-known talking machine Victrola dealer of Uniontown, Pa., for his efforts and work in making the appearance of the Peerless artists in this section a success. Mr. Simon gave personal attention to the arrangements and bookings and had the satisfaction of seeing his plans work out to his entire satisfaction. He was the recipient of hearty congratulations by the talking machine dealers of Pittsburgh and the other cities and towns in which the Peerless entertainers appeared. Two extra performances were given, one each at East Liverpool, O., and Tarentum, Pa. The sales of records, especially those made by the Peerless artists, were

phenomenal. It is safe to say that on a return engagement the Peerless party will be received with open arms.

The Standard Talking Machine Co., Victor distributors, through their service department, aided in a very material manner in providing publicity matter, etc., to Victor dealers in the various towns that were visited by the Peerless artists. This service was gratuitous and was highly appreciated by the Victor dealers.

The close approach of Easter is being utilized by the various talking machine dealers of the city to direct the attention of the public and their record patrons in particular to the very excellent series of records that have been provided by the Victor, Columbia, Edison, Pathé and Starr companies for Easter. These records, while all of a religious nature, are in keeping with the great festival of Christendom and have an especial appeal to those who observe it.

S. H. Nichols, manager of the Pittsburgh Columbia offices, was quite enthusiastic over the March business in Columbia Grafonolas and records, stating that the sales of March, 1918, had been far excelled. Mr. Nichols anticipates one of the most prosperous spring seasons in the history of the Pittsburgh office.

A. B. Smith, assistant manager of the local Columbia offices, is receiving congratulations on the advent of a baby girl into his home, who has been named Nancy Johanna Smith. She, too, has the best wishes of the Columbia force for a long and happy life.

J. J. Murray, the efficient and progressive manager of the Victrola department of Spear & Co., stated to The World representative that trade conditions in Victor records and Victrolas were in keeping with the amount of merchandise that his department was receiving, and said that for some time past Victrolas were sold about as fast as they were received. Mr. Murray has

under his supervision a very well-arranged showroom and demonstration department, which is located on the second floor of the Spear Building. There are seventeen booths and three Victrola exhibition rooms, which are occupied practically all the time by patrons.

J. H. Phillips, the well-known North Side Victrola dealer, has introduced a new method for the purpose of acquainting his customers and others with the new Victor records. On receipt of the monthly list Mr. Phillips sends out invitations asking the recipient to attend a Victor recital at his demonstration rooms. At these concerts all of the new records are played, and also any other Victor records that are asked for by the audience. Mr. Phillips is a very enterprising dealer, and has one of the most up-to-date Victor shops in this section.

The need of larger quarters in order to take care of their increasing business in Starr phonographs and Gennett records has caused the Starr Phonograph Co., of Pennsylvania, to announce that on and after May 1 the new offices and showrooms of the company will be located at 811 Liberty avenue. At the new location the Starr Co. will occupy the second and third floors. H. C. Niles, secretary and treasurer, stated that the Starr phonographs and Gennett records were enjoying large sales, and that new clients were eager to join the list of Starr dealers.

"Sales of Pathé machines and Pathé records have been very large during the past month," said H. J. Brennan, manager of the Pittsburgh Pathéphone Co., "and I anticipate that the demand will keep up for some time, due to the popularity of the Pathé machines and the liberal advertising campaign that is being carried on to show the public the merits and advantages of the Pathé Pathéphones and Pathé records." Mr. Brennan the past week made a trip through central and western Pennsylvania and West Virginia calling on the Pathé dealers.

H. Milton Miller, in charge of the local office of Smith, Kline & French Co., of Philadelphia,

(Continued on page 79)

The "LAUZON" Phonograph



STYLE K

Is designed and made to meet the demands of a public that is becoming more critical and exacting each day, and is rapidly discarding the cheap phonograph which is doomed to be a thing of the past.

Everything that enters into the construction of the "Lauzon" is of the very best—designs, material, workmanship, finish and equipment are as near perfect as human agencies can make them—they offer a foundation on which to build a lasting and profitable business.

Nine Models from \$75.00 to \$450.00

Write for our agency proposition



STYLE H

Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES
507 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY
Monroe Ave. and 6th St.

The latest, most intelligently constructed lateral record in the world

The only true lateral record on the market without a machine tied to it

The New Lateral Record

made by

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry
does not come in bulk

AS in masterpieces of art, the superiority of this record is the result of infinite pains and faith in the inherent desire of men and women to have the best that human minds and hands can make.

It is not a record for people who like the cheap, the tawdry, the commonplace,—but for those who appreciate and cherish the fine and beautiful things in life.

The output of this record, like the output of the Rolls-Royce car, is limited because master work can not be done in quantity.

We recommend that distributors write us, planning six months in advance to handle The New Lateral Record.

LIBERTY PHONOGRAPH COMPANY

EXECUTIVE OFFICES

1836 Euclid Avenue
Cleveland, Ohio

Laboratory: 16-18 West 39th Street, New York, N. Y.

Fill in this coupon and mail it today

LIBERTY PHONOGRAPH CO.

1836 Euclid Avenue
Cleveland, Ohio

Gentlemen:

When you expand your sales territory to include the section in which I am interested, as indicated below, I request that you send me the details of your agreement.

Territory _____

Name _____

Address _____



RECORD ARTISTS IN PITTSBURGH*(Continued from page 78)*

exclusive Sonora jobbers, is cozily installed in a handsome and attractive office in the Jenkins Arcade. The office is well adapted to the showing of the Sonora phonograph, and Mr. Miller has a fine assortment of Sonoras in the display windows. He stated that trade was in keeping with the amount of Sonora machines that he could secure, and that dealers were eagerly clamoring for Sonora wares. Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Sales Co., Inc., of New York, was a caller at the Pittsburgh offices. He reported the prospects for Sonora sales as excellent, stating that the demand exceeds expectations.

Immediately opposite the Sonora jobbing office Gray & Martin, well-known Sonora retail dealers, have their handsomely appointed offices and display rooms. The firm are staunch believers in advertising, and ascribe in no small manner their success with the Sonora in the newspaper advertising that they have done. A feature that is causing hundreds of persons to hear the sweet strains of the Sonora and one that is attracting a great deal of attention and favorable comment is the noonday concert that this firm gives the public six days a week. Promptly at noon the large Sonora phonograph that stands on the balcony adjoining the Gray & Martin office is started, and the music is heard by the large throngs of persons who, at the noon hour, are constantly passing to and fro through the main floor of the arcade. Many tarry a few minutes to listen, others ascertain where the music comes from and make a trip up the elevator to see what make of instrument is furnishing the free entertainment. Quite a few sales of Sonora phonographs have been made in this way.

That the Cheney phonograph is making itself felt as a factor in the music life of the city was evidenced at the Cheney showrooms of the Dauler-Close Furniture Co. The company report sales of Cheney as quite brisk, the only handicap being the lack of sufficient instruments to meet immediate requirements. The firm have well-arranged showrooms on the seventh floor of their large building, and these are constantly crowded with prospective patrons.

The Kaufmann & Baer Co., exclusive Aeolian-Vocalion dealers, are having notable sales of Aeolian-Vocalions. Manager Hornberger, who is in charge of the department, stated that the phonograph's many exclusive features are selling points that are speedily recognized by customers. The Kaufmann & Baer Aeolian-Vocalion show and demonstration rooms are attractively fitted up, and a brisk season is looked for by Mr. Hornberger.

Newton B. Heims, manager of the local offices of the Brooks Mfg. Co., is the proud father of a new son, Newton B. Heims, Jr., and is receiving the congratulations of his many friends.

A. A. Buehn, of the Buehn Phonograph Co., Edison distributors, returned from a visit to the Edison plant at Orange, N. J. He stated that the company was making every effort to fill the many orders that were piling up. Mr. Buehn, in speaking for the trade in the Pittsburgh district, stated that the Edison dealers all reported a brisk trade, and that their business was only limited by the number of Edison phonographs and Edison records they could secure. The Buehn Co. is located in the heart of the downtown business section, and their retail department is one of the most attractive in the city.

J. A. Endres, sales manager in this district of the Brunswick phonograph, is spending several days in Chicago at the Brunswick headquarters for the purpose of securing more deliveries. Trade conditions have been very good, Mr. Endres stated, and would have been intensified had the local distributing office been able to furnish all of the phonographs that dealers asked for. Mr. Endres stated that he was very hopeful that a change for the better would be on by the late spring. He anticipates a big demand for the Brunswick in his territory, basing this on the many repeat orders sent in by local dealers.

Jacob Hirsh, manager of the Emerson record sales offices in the Jenkins Arcade, was in New York on a business trip. He stated that the demand for Emerson records was quite active.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, is still sojourning in Florida with his family.

A new and enlarged music department has been opened by the Woodrum Home Outfitting Co., 602 Virginia street, Charleston, W. Va.

WAR RECORD OF EDISON PLANT

Shortage of Edison Machines Due in Large Measure to Patriotic Activities of Plant During the War—Getting Back to Normal

In the current issue of Edison Diamond Points, the house organ of the New Edison and Edison Re-creations, appears an article headed "Our War Record," which reads in part:

"It is not the intention of the Edison manufacturing laboratories to lay great emphasis on the war work which was done here. The work which we did represented no more than our duty. We are now making every effort to restore our manufacture of phonographs to a pre-war basis and it will not be long before we attain full momentum.

"We know that every dealer has lost some business because of the shortage of Edison phonographs. We appreciate the patience and consideration you have shown and we intend to make every effort to supply you this year with all the goods you need, provided you anticipate your requirements in timely season."

CABINETS and TALKING MACHINES for WHOLESALERS, DEALERS, JOBBERS



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK

SHELTON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the **Shelton Electric Motor**, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

SHELTON ELECTRIC CO.
30 East 42nd Street, NEW YORK



Dear Old Pal of Mine

Talk about your war-time love-songs! Tender memories — hearts that pine! Listen, girls, it's you he sings of — you're the "Dear Old Pal of Mine"!

No. 9139 — Baritone Solo — Sung by Henry Burr.

On Reverse Side — The Americans Come!

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



Make

and you'll real, a sure — take it home through for or Sister Sue. eddle — dim the it slower — just hat's that you entle sigh? Put Kiss That Made

141 — Tenor Solo — by George Gordon.

verse S Kiss T Me Cry



Heart-Sickness Blues

This, we think you'll all agree, is the foxiest trot you ever lid see. Play it fast or play it low — it's all the rage and all re GO! No "blues" that u've got can survive, when u hear the Louisiana Five.

No. 9150 — Fox Trot — ved by the Louisiana Five.

verse Side — range Blossom Rag

Emerson Records 75c

Emerson Records

attachments



ME-OW

Try sitting still when the Emerson Band strikes up the tune that's simply grand. You just can't make those feet behave — you want to sing and shout and rave, ME-OW's a stunner, sure's you're born — you'll dance all night 'till 'cwy morn!

No. 9143 — One-step — ayed by the Emerson Mili- y Band.

Reverse Side — Some One-Step

Emerson Records 75c

Emerson Records

ll phonographs — no attachments



He's Had No Loving for a Long, Long Time

This rollicking song te's what to do when your sol-dier lad comes back to you. You just can't make too much of him — for you he risked both life and limb. But hear the record — learn the tune — your "Johnny's in Town" — or comin' soon!

No. 9142 — Baritone Solo — Sung by Irving Kaufman.

On Reverse Side — Johnny's in Town

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



How ya Gonna Keep 'em Down on the Farm?

Imagine a good old farmer man, with a billy-goat goatee, a-talkin' along to his wifey dear. He says to her, sezee, — But wait a bit — you'll like it more if we just let Reuben hold the floor. He's sore about Parce.

No. 9140 — Character Song Sung by Byron Harlan.

On Reverse Side —

When You See Another Sweetie Hanging Around

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



After All

"Come play me," says this record. "You cannot help but see, the world's a good place, after all — it's plain as plain can be! The clouds may be a little gray — you feel a wee bit blue; just play me," says this record, "an' I'll tell you something true."

No. 9147 — Baritone Solo — Sung by Arthur Fields.

On Reverse Side — Kentucky Dream

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



How are you Goin' to Wet your Whistle?

Hurry, hurry, Billy Murray wants to put a puzzler. Has a thought that surely ought to interest a guzzler. Wants to find out, last and first, what will quench a burning thirst, when the whole darned world goes dry, come (it may be) next July!

No. 9148 — Character Song Sung by Billy Murray.

On Reverse Side —

Blue-Eyed, Blonde-Haired, Heart-Breaking Baby Doll.

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments

Emerson Records

For
Metropolitan Dealers

This is the way the latest Emerson hits are being advertised to the people in and about New York, New Jersey, Brooklyn and Long Island.

Are you planning to get your share of the business Emerson advertising is creating?

The May hits are now being shipped. Isn't this a good time to be making your arrangements? We will be glad to get in touch with you.

EMERSON RECORD SALES CO.

Exclusive Metropolitan Distributors

366 FIFTH AVENUE

NEW YORK



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[NOTE.—This is the twenty-fifth of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

THE FIELD OF THE PUBLIC LIBRARY

The function of the library is to educate, to contribute in every legitimate way to the furtherance of all cultural activities for the people. The mere amassment of books does not in itself make a library a useful institution, for books unread are in effect no books at all. Just so, the function of a library as an institution which not only collects books but also helps the community to use its collections rightly is one which, more and more, is coming to the front. But the talking machine dealer or salesman who reads these words may ask himself what a library, as such, has to do with talking machines or discussions of library purposes with a talking machine paper. Let us see.

Records and Books

What is a talking machine record, if not a book? Or, to put the matter in a better way, what is the book but one form of that record of language or expression of which the book is another form? What reason then can be found for objecting to the idea of associating the talking machine with the public library? In point of fact, we shall soon see that we have simply brought into view a very fruitful and in every way novel field for the expansion of the talking machine business.

The possibilities for the expansion of the talking machine industry are but imperfectly envisaged, I think it fair to say, even by those who rank as the most far-seeing. The industry has expanded so marvelously during recent years that the relative narrowness of its lines of direction has not always been perceived. Yet the fact is that the uses of the sound record and the possibilities of expanding the existing uses are almost unlimited. Along with the record must necessarily go the talking machine. Here the library and the talking machine dealer are brought close together.

At the present moment the sound record exists chiefly for the purpose of preserving the vocal and instrumental arts in music. To a much smaller extent it preserves speeches or dialogue, while to a still smaller extent it has been utilized for preserving the voices of eminent persons. It is obvious that even to-day there is room in the public library, and indeed a special place for the sound record in all these branches of its existing activity. As the leaders in the industry become better and better aware of the manifold possibilities of their product they will more and more find ways of expanding its use, and new commercial methods for making such uses practical.

Previous Steps

Now public libraries already possess stocks of bound printed music. Some libraries, such as the New York Public Library, are very rich in printed and manuscript musical scores. These

are treated as books and like them are available for reference or circulation. There has never been, so far as I know, any disposition to regard the printed score as not the equivalent of a book. In one sense, of course, it is an imperfect equivalent because there is needed a musical instrument to translate the pointed scores into living music. Yet even this need has been met, and we find already in some libraries musical departments where sheet music may be borrowed and even tried out or studied by the aid of a piano, placed in a special room and available for use under proper safeguards.

Rolls

Still further progress has been made elsewhere. The public library at Gary, Ind., has a large collection of music rolls and in addition possesses a player-piano which is open to the public under certain necessary restrictions. In this institution school children are encouraged to use the reading rooms set apart for them, and the city schools work in closest harmony with the librarians, using the library building systematically and persistently. The music rolls come in here with significant and genuine force.

Doubtless there are public libraries in certain parts of the country which have taken up the sound record and the talking machine, but this article embodies a plea for work along these lines much more systematic and aggressive than has ever yet been thought necessary or possible.

It may be a bold statement, but in the light of what has already been accomplished in bringing music and the public library together, what is there wrong about saying that "Every public library should have a collection of the best talking machine records, and a good talking machine with them, for the use of the library—using public and as a legitimate development.

Doing the Work

Here, one ventures to say, is a job for the aggressive talking machine dealer. The procedure to be carried through is not at all unlike that which would be worked in the case of the schools. Not a public library exists in any town, large or small, which does not constitute a prospect for the installation of a musical department devoted to the use of the public, and fitted with a talking machine and a thoroughly complete list of the best records.

This is a fair statement. The public library is not only fair game for the aggressive dealer, but the influence of one machine and a collection of records will be greater even in the library than in the school.

Educating Them

Librarians have to be educated on this subject just as much as school boards sometimes. Most libraries are controlled as to finances by a board appointed in much the same way as a school board. The men and women who sit on these boards—and there are always women—are not usually very musical, and often have no more money than they need for library purposes. But women are learning the use and

value of the talking machine more and more clearly all the time, so that it is quite fair to suppose that the dealer will have less difficulty in converting them than he would have with a bunch of politicians. Of course, the basis for all work of this kind is demonstration. The library officials are often prejudiced, but the prejudice is always the result of ignorance. No man or woman who owns a talking machine and buys records steadily would ever object to the use of records in a library for circulation, or to the purchase of a talking machine for use with them. Demonstration of what the library can do with a collection of records and a talking machine is the one thing needed to convert most library boards. It is only a question of money.

Details

Of course, the mere sale of a talking machine and a lot of records is only the beginning of things. No library with self-respect would waste its time on less than 500 records for a start, but even 500 records is only a small lot. There must be constant additions to the collection, and here the advice of the dealer must be given carefully and with an understanding of the needs of the library rather than of his own profits. The technical points involved in the choice of one or another make of record must be considered. In these days of universal sound boxes records may be either hill and dale or lateral cut without causing much difficulty, but the library will naturally think more of the artists and of the music itself than of such matters. Therefore the dealer will do well to avoid any stressing of his own special ideas in this respect, but will see to it that the ideas of the librarian as to choice of records are carried out as far as possible.

A Question

Has any one dealer a right to go to the library people and introduce this subject as if he were alone the representative of the talking machine in his community? Assuredly! For this is a subject which has to be brought up and worked into the consciousness of the prospective buyers until they understand for themselves the nature of the proposition so thoroughly that they will "sell themselves." The man who starts and carries through such an idea is entitled to his modest profit.

But it would be even better if all the dealers in a community could in such a case combine their forces and pool the results. Why not? Because it has not been done yet is no reason why it should not be done. Moreover, so rapidly do things move these days that it might have been done already between the writing of these words and their appearance in print.

H. E. Young, formerly with H. Batterman Co., Brooklyn, is now located in Worcester, Mass. He has had a wide experience in the talking machine field.

The Springfield Music Co., which recently opened a store at 317 Walnut street, Springfield, Mo., will carry a line of talking machines in addition to pianos.

"ALLEN RUBY" stands for the finest quality in

MICA DIAPHRAGMS

Only the best grade of Brazilian Ruby Mica is used.

We are prepared to supply you promptly.

Let us figure on your requirements

ALLEN MICA CO., 20 W. 20th St., New York City

ACME-DIE

- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

TORONTO

SAN FRANCISCO



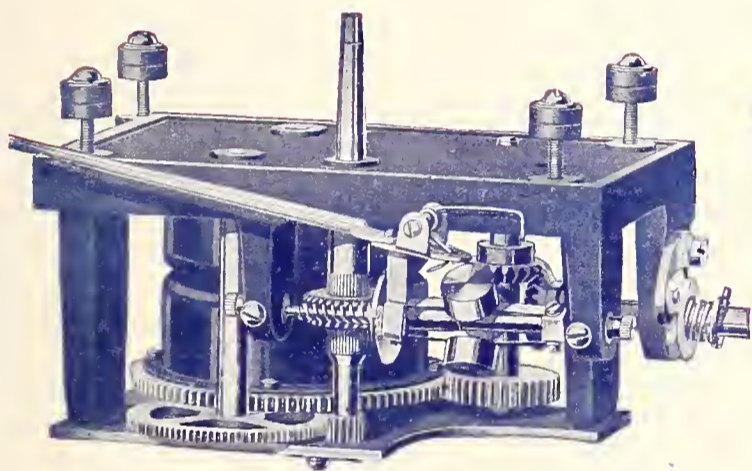
PHONOGRAPH MOTORS

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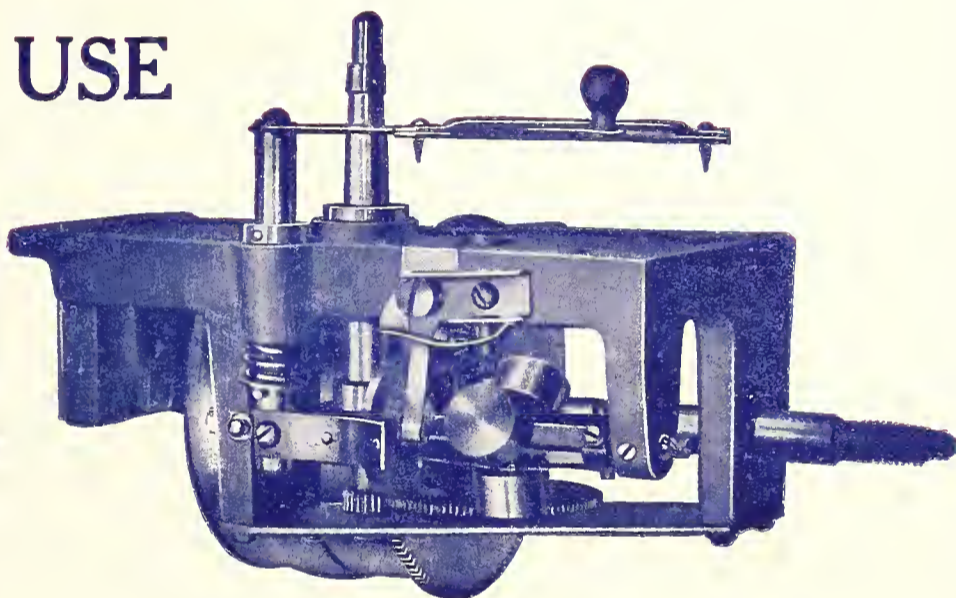
You Plan to Manufacture

High Grade Instruments

USE



Heineman Motor No. 77



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Heineman Horizontal Spring Motors Meisselbach Vertical Spring Motors

You Will Be Satisfied

SERVICE

The Heineman Watchword

QUALITY

The Heineman Trademark

Otto Heineman
President

MEISSELBACH

TONE ARMS

MOTORS

SOUND BOXES

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

**Standard Music Rolls
Perfection, Sing-A-Word
and Arto Rolls
Emerson 7 inch Disc Records
Wall Kane Needles**

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

SYRACUSE MUSIC HOUSE ENLARGING

Godard Bros. to Occupy Large Building in Vanderbilt Square—Will Feature the Aeolian-Vocalion Period Designs in Elaborate Way

SYRACUSE, N. Y., April 7.—The Godard Music House has leased the Lansing Block, where a new store will be opened on May 1. Contracts amounting to more than \$18,000 have been let and when completed the new house will be one of the most up-to-date music stores in the State. The Aeolian-Vocalion will be featured and elaborate plans are under consideration for the display of period designs.

Each period design will have a special room and this room will be furnished in the style of the period represented by the instrument. The basement will be given over to record booths and a fine collection of foreign records will be included in the regular stock.

INCORPORATED

The Polonia Phonograph Co. has been incorporated under the laws of New York with a capital of \$25,000 by H. Siudzinski, W. Pierzchalski and V. C. Zerwinski.

TRI-STATE ASSOCIATION MEETS

Organization Holds Interesting Session in St. Louis and Enjoys Address by Mrs. Clark—New Schedule of Terms Drafted

St. Louis, Mo., April 5.—The Tri-State Victrola Dealers' Association met here the evening of April 3 because on that date John Gregg Payne, of the Victor copyright department, and Mrs. Clark, of the Victor educational department, were in the city. Late on that date Mr. Payne, however, was called to Washington, and Mrs. Clark was the only speaker. But the sixty members present expressed themselves as satisfied with what they had heard for one evening. Mrs. Clark told them the history of the educational department work and outlined what had been done in the eight years since it was undertaken. She told them of the progress made and of the help this movement was now getting from the school teachers. She said that the Victor Co. now regarded the situation as favorable for aggressive action on the part of the dealers and that she hoped they would get a complete understanding of this work, its special records and the general scope so that they might push it for the benefit of what would be accomplished of educational value and also for the profit to themselves and to the factory.

As a special message from the factory Mrs. Clark told the dealers that the last month made a new record for the output of records from the Victor factory and April was expected to reach a record in the number of machines. It was expected, she said, that the factory could place the dealers on a satisfactory stock basis by September, if the amount of back orders had been properly judged.

The association reviewed the suggestions for monthly payments on machines and a new scale was drawn as expressing the ideas of the members of the association. This scale runs from twelve to sixteen months. It does not consider machines of more than \$350 value.

It was also decided that a card should be drafted to be placed on machines when prepared for delivery. This card shall state the guarantee. Especial note will be made that claims for "case damage" must be made within three days. Also there will be a list of fair price for standard repairs. The exact text of this card will be drafted within a few days along the lines outlined. Because of the approaching Victory Loan, all merchants agreed to accept Liberty Bonds at face value until that campaign ends.

UNIVERSAL ATTACHMENTS for EDISON PHONOGRAPHS



Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record.

All Edison Dealers and Jobbers will be interested in the Universal Attachment we are now prepared to furnish, and as illustrated in the two cuts shown. This attachment embodies some new mechanical features adapted from our universal tone arm, and with the ever increasing number of vertical cut records which are played with steel needles, no Edison attachment which will not play those records will appeal to the owner of an Edison Diamond Disc phonograph. Made in both nickel and gold plated finish, and with reproducer of exceptional quality, with mica diaphragm.

We also manufacture Edison Attachment No. 1, which will play lateral cut records only.

Write for our descriptive circular and attractive prices to the trade.



This shows the attachment in the proper position for playing the Pathé and any hill and dale cut record.

The Empire Phono Parts Co.

Sales Office

429 So. Wabash Avenue
CHICAGO, ILL.

Factory

CLEVELAND, OHIO

The dealers present decided that it would be advisable to accept Liberty Bonds at face value until after the campaign for the Fifth Liberty Loan ends. This move, it was explained, was suggested to all dealers as a matter of patriotism, not from a business basis. What recommendation will be made after the Victory Loan campaign ends is not indicated at present.

President Val Reis presided at this meeting. Among the out-of-town dealers present were: E. A. Parks, Hannibal, Mo.; W. Rhein and T. J. Price, of Belleville; Pat Boverre, St. Genevieve, Mo., and Mr. Ferrand, of Granite City, Ill.

NOT TO REBUILD FACTORY

F. A. Knight, of the Knight-Brinkerhoff Amphiphone Talking Machine Co., Brazil, Ind., has announced that his firm will not go ahead with its plans to rebuild that section of the plant which was destroyed by fire last winter. The sales office has been moved to Chicago, and a contract for the manufacture of cabinets has been let to a Charlotte (Mich.) concern.

THE TESTIMONY OF USERS BACKS OUR CLAIMS THAT VEECO ELECTRIC MOTORS ARE RIGHT

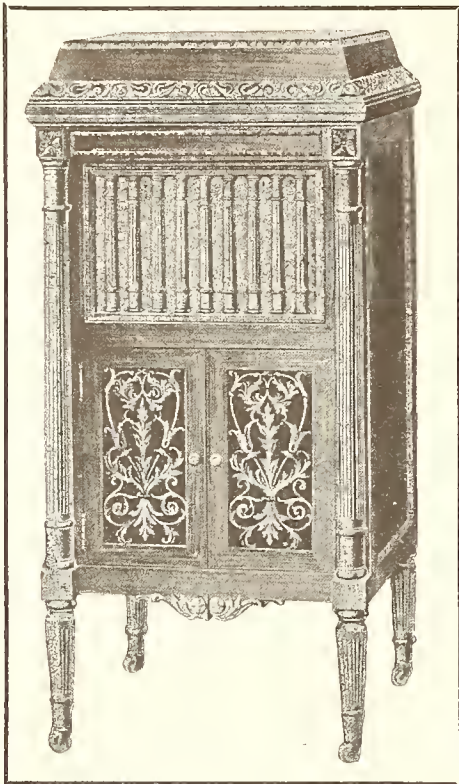
THEIR DURABILITY MAKES THEM THE
BEST FOR HIGH GRADE MACHINES

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE



The Art Craft Line

A 365 Day Christmas Business

with

The Art Craft Line

YOU will find it very convenient when selling Talking Instruments to have a few points of real merit to talk about as the only time when the customer cannot be fooled is when he sees the instrument.

The time has come when the Talking Instrument, so long exempt from comparison, is now subjected to careful public inspection. All the modern improvements of permanent value are now required by the customers.

The Art Craft by comparison will show superior construction, finish, equipment and unusual tonal quality. These four are sufficient to make the sale and at the same time make a friend and satisfied customer. Show your customers an instrument that will really convince them that the best is attainable and they will never forget you.

Upon receipt of your inquiry, we shall be pleased to outline our proposition.

The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

Five
Real Values

\$110.00

to

\$350.00

Write Today
for
THE
ART CRAFT
Proposition



Specialized Manufacturing Production for
the Phonograph Trade

H.K. Lorentzen

"They buy at a place where prices compete, where Quality must always excel."
Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER
SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need?

Correspondence invited—
Orders promptly attended to

60 Grand Street New York City

MUSIC FOR THE HEROES IN BUFFALO

Full Advantage Taken of Return of Troops
From France by Local Talking Machine Dealers—F. E. Russell Heads Adam & Co. Department—Other Changes of Interest

BUFFALO, N. Y., April 5.—"Welcome the boys with cheerful music in the home." This is the keynote of the trade campaigns being conducted by Buffalo's talking machine stores this month. This drive for new business in talking machines and records was especially effective on April 1, when the 108th Infantry and the 106th Field Artillery, formerly the old Seventy-fourth and Sixty-fifth Regiments of this city, arrived here from France. A civic holiday was declared on that date and the talking machine dealers joined with all the other concerns in giving the Buffalo boys, who had seen active service in France, a royal welcome, the talking machine stores being especially decorated for the event. Besides the patriotic banners various signs, such as "Records for Our Soldiers," were displayed in the show windows.

F. E. Russell has been appointed manager of the Victrola department of J. N. Adam & Co. He succeeds William Gardner, who has gone into another line of business. Mr. Russell was formerly manager of the Victrola department of Denholm & McKay, of Worcester, Mass. In Worcester he made a special feature of Victrola concerts and will probably introduce them here. He is co-operating with other local Victrola dealers in the exchange of records, he making

out his special list of Victor records every month and some of the other dealers doing the same. This "swapping" of records spells quick service and good profits for dealers using this plan.

F. M. Anderson has taken charge of the repair work of this department.

C. E. Siegesmund, of 632 Main street, reports that he has a representative stock of Victrolas and records. The improvements at his store are progressing rapidly. He will have twelve sound-proof, nicely furnished booths and various other modern equipment. Mr. Siegesmund is making a special feature of service. In circular letters, which he recently sent to his customers, he said in part: "If any record is procurable it will be found at this shop for Victrolas."

L. M. Cole, manager of the talking machine department of the Hoffman Piano Co., distributors of OkeH records in the Buffalo territory, is booming the sale of this stock. He is using a large map that shows scores of tacks representing the location of dealers who have taken on this line. He reports that deliveries are very satisfactory.

Bing & Nathan, furniture dealers, who handle talking machines, have just celebrated their twentieth anniversary.

Adam, Meldrum & Anderson Co., Pathé dealers, recently celebrated their fifty-second anniversary. This firm has one of the largest department stores in the country.

William Turner, who handles the Columbia and Pathé lines, will increase his floor space.

W. Hissler has joined the sales force of Goid Bros., Victrola and Sonora dealers. T. A. Goid recently visited the New York market.

Buffalo newspapers recently played up the report that the Rudolph Wurlitzer Co. would erect a \$2,000,000 building in New York City.

Denton, Cottier & Daniels are making a special feature of period Vocalions. This firm was recently visited by John W. Jenkins, of the J. W. Jenkins' Sons Music Co., Kansas City.

George Moessinger, treasurer of C. Kurtzmann & Co., was recently attacked while he was about to enter the factory and robbed of \$3,970. Mr. Moessinger was felled with a billy and robbed of the money, the payroll of the Kurtzmann plant. The company has offered a reward of \$500 for the capture of the robber.

Columbia records are always given special window space in the jewelry store of Lewin Bros. Co., located in Ellicott Square.

The Evanston Talking Machine Shop has been opened at 922 Chicago avenue, Evanston, Ill., by Vincent Johnson, of that city.

JUDGING

from the amount of inquiries and orders received—not to speak of the insistent requests for territory and exclusive agencies—

The RECORDION

has proved in a few weeks to be

The Talk Of The Nation

We are pleased beyond expression with the interest shown by every live phonograph dealer, which is undoubtedly due to the fact that we have the first and only Home Recording Device which can be attached to any standard phonograph.

We shall do our utmost to justify the confidence and enthusiasm with which the trade has endorsed our innovation. Our production is up to the mark. Shipments will be made on the principle "First come, first served".



Make your own records

Gives inestimable pleasure

of your own voice

So easy to operate

in your own home

YOU can afford it

on your own phonograph

It fits every standard phonograph

RECORDION CO., INC.
110 W. 34th St. NEW YORK

The DeLuxe Stylus

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

PLAYS 100 TO 300 RECORDS

No Scratch

No Hiss

Perfect Points—Perfect Tones

The DeLuxe is experiencing a Wonderful Sale
You can't afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list

The Duo-Tone Co.

ANSONIA, CONN.



RAMOSOLA PHONOGRAPHS

The Talking Machine With a Soul

Best on Earth. We
Prove it by Perfectly
Playing All Makes
Of Disc Records.

Richmond Made
Perfectly Adjusted
Machine of Universal
Proclivities.

We Have Profited by
The Mistakes of Others.
The Proof of Our Profit—
Look What Happened

To The Blind Typewriter
So Will it be with the
One School Machine and
The So-called Universal.

Thirteen Models.
Write for Trade Discounts.
We also Job the Quality
Line of Motors, Tone Arms
and Records

We mean OkeH Records,
Heineman Motors,
Meisselbach Tone Arms,
Cleartone Needles.

Ramos-Eubank Phonograph Mfg. Co.

The South's First Phonograph Manufacturers

P.O. Box 1354

104 N. 7th Street

Richmond, Va.



methods that are followed in the Edison enterprises.

"Mr. Edison has always contended," he said, "that there is more science in the selling than in the inventing or making of any article." That fact is reflected in the Edison Co.'s policy in which the sales department has great authority and responsibility.

"It is the business of our phonograph manufacturing department simply to keep the sales department busy. Only on the authority of the sales department is any change in the Edison phonograph ever made. We are obliged to schedule our requirements eight months ahead and we have a staff of what we call dopesters at work relating past performances as racetrack dopesters do. They are right about as often as a racetrack dopester also," he said with a humorous twinkle.

"A department is in constant communication with owners and dealers who sell the instrument. They get about 300 letters a day on which to base their figures and suggestions. Thank heaven—all of them are not complaints!

Co-ordination of Departments

"It is our program to co-ordinate all departments, the designing, manufacturing and the selling departments. Since that policy has been in effect its success has been shown by the fact that not a single change has been made in the phonograph by any of our competitors the nature and effects of which were not known to us before it appeared. It is a fine tribute to the men in our research department.

"Mr. Edison is also a great believer in the importance of careful inspection. He holds that the best of tools, material and workmanship may easily be wasted if the inspection is faulty or careless.

"The campaign of a selling engineer cannot be reduced to blueprints. It must be so elastic. The sales engineer must prepare for the worst when he hopes for the best and be prepared to shift his course to a second or even to a third program if the first goes wrong.

"The responsibility resting on sales departments and advertising men is at least comparable to the responsibility resting on the soldiers in time of war. It is up to you to provide business sufficient to give work to the returning soldiers and to all other worthy people in this time of reconstruction."

Mr. Maxwell's address was heartily applauded and the responsibility apparently accepted with gracious eagerness to serve their country by the assembled sales experts.

NEWHARD GETS EDISON AGENCY

Harry R. Newhard, of Northampton, Pa., has received the sub-agency to handle the Diamond Disc talking machine. The agency will be a branch of the Yeager Furniture Co., Allentown. A large assortment of Edison machines and records will be carried.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

PART OF SELLING AND ADVERTISING IN RECONSTRUCTION

Wm. Maxwell, Vice-President of Thomas A. Edison, Inc., Makes Stirring Address on This Important Question Before Advertising Convention in Buffalo, N. Y.

BUFFALO, N. Y., April 4.—The importance of the selling departments and advertising men during the reconstruction period was emphasized at the Advertising Affiliation convention recently held in Buffalo. This point was driven home by William Maxwell, vice-president of the Thomas A. Edison Co. Mr. Maxwell spoke on "Engineering a Sales Campaign."

"The word engineer is much misused in this country," said Mr. Maxwell, who has charge of the immense sales engineering department of the various Edison enterprises. "First let us have some understanding and agreement as to what we mean by an engineer. My conception of an advertising engineer is somewhat different from the man pictured in the advertisements of the correspondence schools, who casually looks at a blueprint, announces a pronouncement out of the vastness of his catalogued and tabulated wisdom which shall be as precise and as definite as a chemist's formula. My conception is a man of learning, training and modesty, who is not so sure of anything but established fact—and for the most part when fact becomes so well established that it can be announced with cocksure certainty it is no longer of much use to us. Yet he should be sure that nothing is impossible.

"A man who is around Mr. Edison very much is bound to absorb some of his ideas and I claim no exemption. Mr. Edison is looked upon by the average person as a genius. Mr. Edison himself, however, doesn't believe in genius in the popular conception of the word. He believes that genius is composed of one-tenth inspiration and nine-tenths perspiration. The less a doctor, a lawyer or an engineer knows the more likely to be cocksure he is.

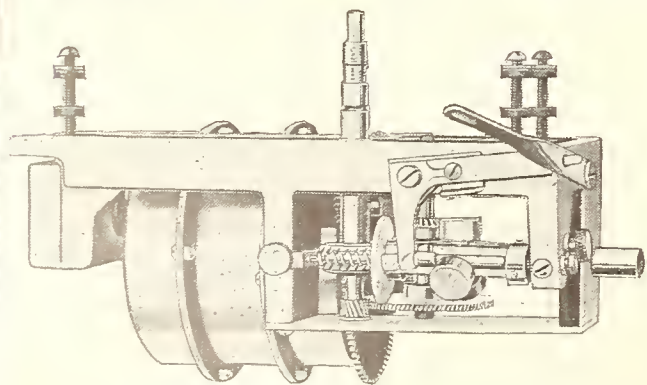
"Now, if mechanical engineers cannot be cocksure of their program, how much less can an engineer in salesmanship?

Describes Methods of Edison Plants

"There are two chief classes of enterprises with which the selling engineer has to do. First the class where the sales department sells whatever the factory can make, and, second, the class which determines what can be sold and then has the factory make it."

After describing an experience with a factory of the first class in which he had launched what he called a campaign of impudence in which the prospective buyers were pompously invited to a hotel to inspect the new article to be sold and which it developed that only the merchants bought and which they never resold, Mr. Maxwell described something of the

INSTALL MOTOR SATISFACTION



Made in Four Sizes for Full Line of Cabinets—from
Lowest Priced to the Highest Grade!

Your customer, Mr. Builder, will judge the *value* of the talking machine you sell him by the *performance of the motor*. It's the one moving part—hence the one part that must be perfect. If it satisfies, your machine "goes big." No use risking your business future by an inferior motor.

Use a DAYTON Motor And Be Assured of the Best

Made by the best mechanics in "The City of Precision," where National Cash Registers, Delco Starters, and hundreds of other delicate products have developed wonderfully skilled men. It has made good everywhere and is proclaimed by the users as "the best motor in the world." Let us prove it's the best for you, too—in quality, price and service.

WRITE TODAY FOR FULL PARTICULARS

The Thomas Manufacturing Co. 322 Bolt St., DAYTON, O.
Chicago Office, 1500 Republic Bldg.

FRED P. OLIVER
VICE PRES. & GENL. MGR.
JAMES F. ASHBY
ASST. TREAS.

J. NEWCOMB BLACKMAN
PRES. & TREAS.

FRANK ROBERTS
SECTY.
JOHN SPILLANE
ASST. SECTY.



TELEPHONES
WORTH 2513-2677

Blackman

TALKING MACHINE CO.

FACTORY DISTRIBUTORS

VICTOR TALKING MACHINES

RECORDS & SUPPLIES

97 CHAMBERS ST.

NEW YORK,



A N N O U N C E M E N T

TO THE TRADE:

We have completed arrangements to dispose of our Retail Department, conducted since May 1, 1902 when we began business, and will start our fiscal year May 1, 1919 as VICTOR Distributors doing business "WHOLESALE EXCLUSIVELY."

Mr. Louis Kay, one of the pioneers in the business, widely and favorably known through his many years connection with the S.B. Davega Company, and more recently, with the New York Talking Machine Company, has purchased our Retail Department and will continue same at 97 Chambers Street. Our wholesale business will be removed to 81 Reade Street, New York City, where all communications should be addressed thereafter.

With every indication of increased factory production, we are convinced that the year 1919 will bring to "BLACKMAN" Dealers an era of prosperity, and we hope mutually satisfactory business relations.

Very truly yours,

BLACKMAN TALKING MACHINE CO.

J. Newcomb Blackman

President.

OFFICERS

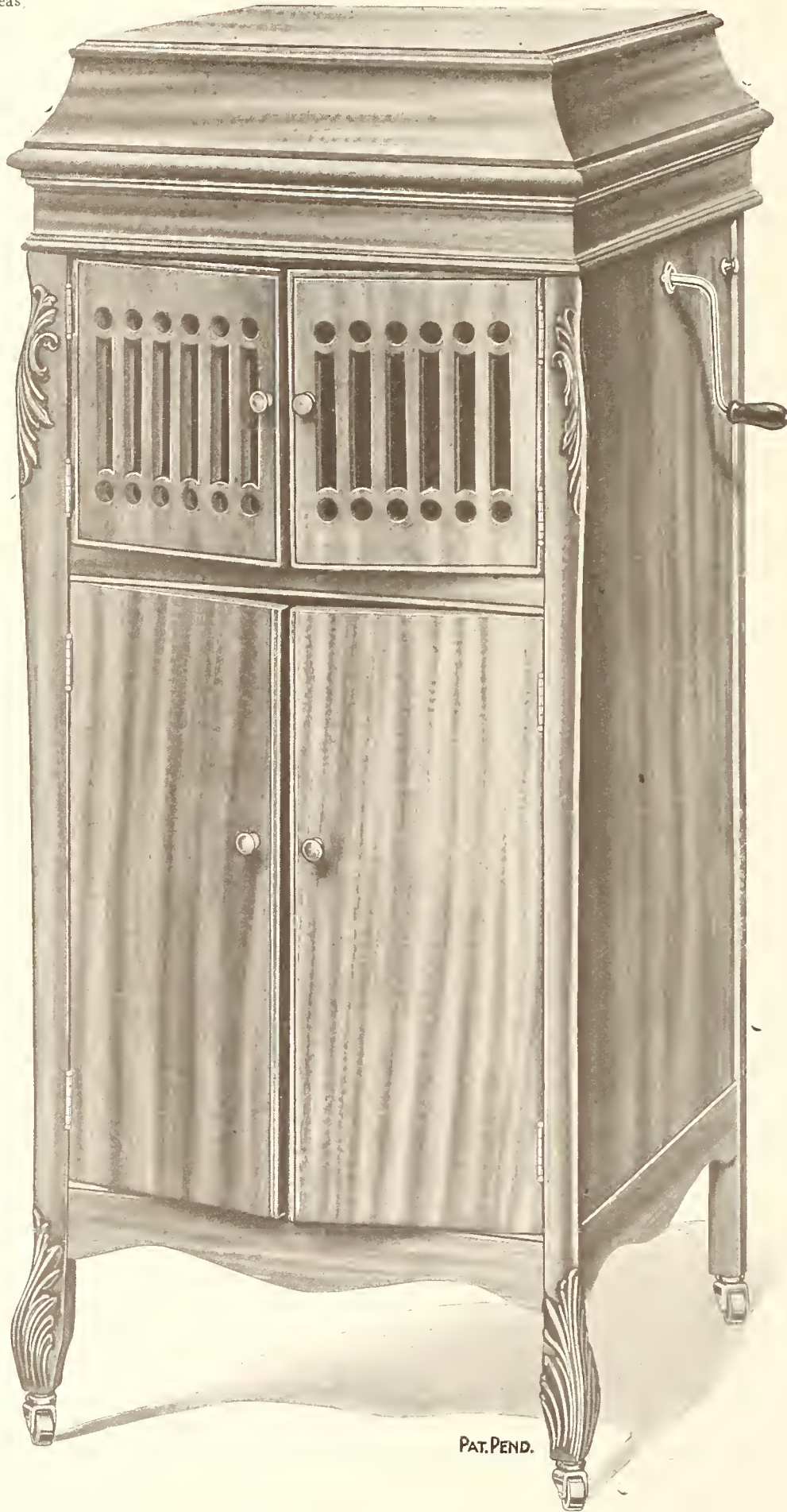
FRANK BAACKES, President
 C. K. ANDERSON, Vice-President
 ERNEST C. COOK
 Sec.-Treas., Gen.-Mgr.
 KARL BAACKES, Asst. Sec.-Treas.

World Phonograph Company

Chicago, Ill.

DIRECTORS

FRANK BAACKES
 Vice-President, American Steel & Wire Co
 C. K. ANDERSON
 President, American Wire Fabrics Co.
 J. P. SHERLOCK
 President, Illinois Nail Co.
 ERNEST C. COOK
 Secretary and Treasurer



THE NEW WORLD No. 175 DESIGN. (This is exclusive and patent has been applied for.) It is equipped with the World patent horn, tone arm and motor.

Eastern Distributors:

WORLD PHONOGRAPH SALES CO.
 237 Fifth Avenue
 Pittsburgh, Pa.

Write for specifications and prices.

Western Distributors:
 CUPPLES COMPANY
 St. Louis, Mo.

WADE TALKING MACHINE CO.
 16 N. Michigan Ave.
 Chicago, Ill.

SALES ARE IMPOSING IN ATLANTA

Dealers Report Real Holiday Business, Judging From the Present Demand—This Is the Status With Dealers Handling All Lines—Business and Prospects Never Better in the South

ATLANTA, GA., April 7.—The Haverly Furniture Co., Columbia dealers and who also sell the Pathé, are quoted through R. L. Davis, store manager, as having sold in March everything in the way of stock that they could purchase. On one special Saturday they sold the largest number of instruments and the largest amount in money since the opening of their Columbia department a number of years since. Indications and reports from their stores in Memphis, Birmingham, Savannah, Dallas, Houston, Charleston and Columbia all show that the talking machine departments are not in any way lagging behind the records of previous months.

The Cable Piano Co., one of the largest and most progressive Victor stores in the South, enjoyed a most excellent business in March. Their big store is crowded at all times with interested purchasers and, as usual, under the efficient and experienced management of Mr. Salter, manager of the Victrola department, they are taking care of all buyers most satisfactorily.

Phonographs, Inc., Edison jobbers, and who also have one of the most attractive retail stores to be found anywhere, sold in March one of the largest bookings of business they have ever placed, and their jobbing department continues to prosper and progress. The New Edison is fully appreciated by those who want high-class product and fine music.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, have found the public during the past month quite as eager for Victrolas as they have been in the past and they are selling all they can get. Their sales of Red Seal and Victor popular music are still very large, and Harvey Phillips, president of the company, anticipates that business will grow larger and larger notwithstanding some handicaps under which all talking machine dealers are working.

The Atlanta Talking Machine Co., the oldest Columbia dealers in the city, who also carry the Aeolian-Vocalions, sold in March to the limit of their ability to get stock. Miss Hood, their specialist on Columbia records and Grafonolas, was unfortunately seriously ill during most of the month, but with this exception there was no let-up or slackening in their business.

The Kenny Furniture Co., Columbia exclusively, say through Mr. Kenny that their Columbia record business is phenomenal, this branch being at least three times larger than ever before. They are exceedingly pleased with their profits on Columbia the first year they have been in business and find it a most satisfactory adjunct to their regular furniture business.

Chamberlin-Johnson-DuBose Co., Victor and Sonora, say that their business in March was quite satisfactory. They look for a continued fine volume of sales for the future.

Reports from Savannah, Ga.; Jacksonville, Fla.; Birmingham, Ala., and Charleston, S. C., all indicate fine business in all lines.

MOVE TO LARGER QUARTERS

The Jaquith Machinery Bureau, formerly at 100 Purchase street, Boston, have moved their plant to 77-79 North Washington street. The Jaquith Machinery Bureau have been in business many years as designers, builders and dealers in special machinery. During the last few years they have given special attention to the talking machine trade with most satisfactory results to all concerned.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

Paragon Mfg. Co., Inc., Hickory, N. C.

VAN VEEN "BED-SET" BOOTHS



Write for
Your
Copy of
Our
Catalog

We have predicted for several months that 1919 will be the greatest talking machine year in history. This prediction has "made good" already, and business is booming. Prepare to get your share of this trade by installing additional record booths.

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE . . . GREELEY 4749

CASTNER-KNOTT CO. BROADEN OUT

Well-Known Victor Dealers Take on Columbia —Activity With Bond's Shop—Southern Dealers All Optimistic Over Trade Outlook

NASHVILLE, TENN., April 7.—Bond's Graphophone Shop, Columbia exclusively, report through E. E. Hyde, manager, that their sales continue in large volume and that cash payments on lease contracts, cash sales, and cash record business are as good or better than ever before. Mr. Hyde installed two new booths during the month, and completely rearranged his record racks for the more convenient handling of business. He also says that he has placed in stock a large number of Columbia foreign records.

Castner-Knott Co., at the present time Victor exclusively, announce through Forrest Traylor, manager of the music department, that they have qualified as Columbia dealers and installed a large and complete stock of Grafonolas and rec-

ords. Castner-Knott's big store is one of the most representative and progressive in the department store business in Tennessee.

Travelers in the territory adjacent to Nashville say that business is good with all talking machine dealers in twenty or thirty nearby towns, and in every town there are persons waiting to secure some representative line.

LIEUT. JAMES H. GILES RETURNS

Lieut. James H. Giles, formerly a member of the traveling staff of the Blackman Talking Machine Co., Victor wholesaler, returned to New York recently as a member of the famous Twenty-seventh Division. Lieut. Giles was a member of the One Hundred and Fourth Field Artillery abroad, and saw active service in many of the important and decisive conflicts on the western front. Lieut. Giles, who is well known in the talking machine trade, is not yet ready to announce his plans for the future.



ITS ability to get the *best* out of *all* makes of records; its design, elegant cabinet work and finish, its clear and natural tone, made possible only by the scientifically constructed tone chamber (an absolute essential to perfect sound reproduction)—*these* are some of the features which make the Belcantola the "Master Key" of the record.

Exclusive local territory may now be secured by progressive dealers for the handling of this high-class phonograph.

THE BELCANTO CO., Inc.

2007 B Bush Terminal Sales Building
130-132 West 42nd Street
New York



TRADE EXPANDING IN PORTLAND, ORE.

Taylor C. White Enters Jobbing Field on Own Account—G. W. Sanborn Goes to Los Angeles—Some Successful Recitals—Shipments of Machines Coming Faster—News of Month

PORTLAND, ORE., April 4.—Taylor C. White, one of the best known and most efficient talking machine men in Portland, has resigned his position with Sherman, Clay & Co. and will enter the jobbing business. Mr. White has been with Sherman, Clay & Co. for several years as manager of the talking machine department and has many friends who will regret his withdrawal from that branch of the business. Mr. White will go into the jobbing business for the Liberty-Stylus semi-permanent needle, and will have the exclusive jobbing rights of seven States—Oregon, Washington, California, Idaho, Montana, Colorado and Utah. He will have offices in Portland and San Francisco, and will visit dealers in all the larger cities of that territory. His Portland headquarters will be at 310 Stock Exchange Building.

W. N. LeVanway, Jr., who was with the Graves Music House, in Portland, in charge of the talking machine department, has returned from France with the Eighth Division, Field Artillery. Mr. LeVanway has accepted a position in the talking machine department of Sherman, Clay & Co.

George W. Sanborn, who has been in the talking machine business, left for Los Angeles early in March. Mr. Sanborn will reside in Santa Monica, but will have a manufacturing plant at Los Angeles, where he will manufacture the Cecilian Metrophone. He will use the Dayton motor and expects to put on the market a first-class machine.

Frank McGallaird, who represents the Victor Talking Machine Co., gave an interesting and instructive talk to the members of the talking machine department of the Bush & Lane Co.

MICA

NO STAINS IN OUR
DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets
Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

A general discussion of selling talking machine goods was held and a great deal of valuable and important information concerning Victor machines and the selling of records was given by Mr. McGallaird, who is well acquainted with his subject and able to communicate what he knows in a convincing and entertaining manner.

An Anna Case recital was given in the auditorium of the Meier & Frank Co. on Monday and Tuesday afternoons, March 17 and 18. Miss Case appeared in Portland at the Heilig Theatre on Wednesday evening, March 19, under the management of Steers & Coman and the recital, which featured her Re-creations on the New Edison prior to the concert, was largely attended.

Another recital was given in the auditorium on Tuesday afternoon, March 25, featuring the Maude Powell records. Miss Powell appeared in concert at the Heilig Theatre on Wednesday evening, March 26, under the auspices of the Ellison-White Musical Bureau.

"The situation is tightening up again," said L. D. Heater, of the Columbia Graphophone Co. "Dealers' orders were so heavy that what was considered surplus stock was entirely disposed of. We expect a shipment in sixty days, but that will only partially help us out."

A shipment of forty Cheney talking machines has just been received by the G. F. Johnson Piano Co. Goods are coming in again and orders are being filled as rapidly as possible.

Glen Ellison, of the Edison Co., was a Portland visitor this month and gave a tone test for Edison dealers at Oregon City.

Business has grown to such an extent at the talking machine department of Edwards Furniture Store that the old quarters became too

small to accommodate the trade. The department has been enlarged and remodeled and they now have handsome exhibit and demonstration rooms for Brunswick machines. M. W. Davis, in charge of the department, reports a good business for the past month. The \$175 model Brunswick machine he finds the most popular.

Big business is being done in the talking machine department of the Reed-French Co. and the Wakefield Music House.

S. J. McCormick, manager of the Columbia Grafonola Shop, says they are having a fine trade, everything satisfactory with the exception of the lack of machines. The record department was never busier, and it is quite impossible to fill orders for foreign records.

Miss Deborah Stonebrook has taken charge of the record department at Schwann's Piano House.

Miss Leita Hayes, in charge of the G. F. Johnson talking machine department, is showing pictures of machines to customers who are desirous of buying and is taking orders in that way, on account of scarcity of machines.

R. C. Callahan, formerly in charge of the talking machine department of the G. F. Johnson Piano Co., is recovering from a very severe attack of influenza.

The Remick Song Shop of Portland, Ore., is being enlarged and remodeled and will have a Columbia Grafonola department. There will be seven demonstration rooms and a complete line of machines and records will be carried. F. E. Belcher, of New York, vice-president of the Remick Co., was in Portland and after consulting with H. E. L'Anglaise, manager of the Portland house, decided to add the talking machine department.

The movement of goods from Seattle to Portland is beginning to come through nicely and dealers are placing orders farther in advance in order to allow for the extra few days it takes to get goods from Seattle.

Olga B. Moreland, one of the best-known women in the talking machine business in Portland, and formerly with the Columbia Graphophone Co., is now with Foley & Van Dyke.

Emil Gehring, Columbia dealer and former salesman, had a grand opening on the 1st of March at his place of business, 720 Multnomah street.

There is an increasing demand for the Edison Amberola records at the store of the Hyatt Talking Machine Co. This demand has grown so rapidly that Mr. Hyatt is contemplating adding several demonstration rooms. Mr. Hyatt attributes the increased interest and activity in this direction to the advertising campaign conducted by the Edison Co.

Wm. A. Bartlett, of the Hyatt Talking Machine Co., is the proud and happy father of a bouncing boy.

The Stradivara Co. is moving into larger offices, the business having outgrown the present location. Their new place of business will be in the Blake McFall Building at Fourth and Ankeny streets.

Talking machine sales are exceptionally good at the Wiley B. Allen Co. store, although stock is still very short. Paul B. Norris, manager of the talking machine department, has sold several \$400 Brunswicks and says that sales are running specially to high-priced instruments. They are now carrying a very complete line of the Victor, Edison, Brunswick, Cowan Claspique and Columbia machines.

There are probably no more beautiful exhibit rooms on the Coast than the ones of the Bush & Lane Co., in which the Sonora instruments are shown.

Manager Thomas Wilkinson has completely changed the appearance of the building, and his excellent taste is shown in every department.

Victor Wholesale

Wholesale Only

Attention Victor Dealers

We have just made up a revised list of everything in stock, comprising 5,000 Victor records. It is now ready for mailing. Send for this list.

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

← new building





New Permanent "Standard" Plant
—305-309 Penn Avenue, Pitts-
burgh, recently purchased for en-
larged Exclusively Wholesale Vic-
tor service for the Pittsburgh area.
54½ ft. front by 135 ft. deep.
Possession about July 1.

Getting Ready in Pittsburgh

This recent purchase provides "Standard" with a fine permanent home for the Big Victor Development Just Around the Corner.

The new four-story plant illustrated above, right in the heart of Pittsburgh's commercial district, with nearly three times our present floor space and its own freight siding, expresses, as well as we know how, "Standard's" confidence in the future of the Victor line. It proves the soundness of our long-established "exclusively wholesale" policy and represents what we expect in greater factory shipments and what we plan in better dealer's service.

We have been proud of the finely appointed, well equipped building we now occupy, which appears ample for present requirements. Yet looking into the near future we see very urgent need for an even more comprehensive wholesale service, bigger stocks, speedier shipping and handling facilities, far beyond our present equipment.

So in providing for the future we have acquired this property, a commodious four-story department store building. We will remodel it into a permanent home for "Standard," which we expect to be the best appointed, most efficient Victor distributing plant in the country.

Providing for Quick Service—Big Stocks

Hair-trigger jobber service and large stocks are going to mean more and more to the alert retailer and the following details of our new building indicate the provisions we are making for such service:

A Speed-up Arrangement—General offices, record stocks, packing and shipping rooms and indoor truck loading platform, all on the first floor. No delays, no double handling.

Unlimited Floor Space—Nearly 30,000 sq. ft.

floor space exclusive of basement. When the goods come we'll be ready.

Quick Unloading—Our own freight siding delivers goods directly into storage rooms with a single handling. Delivery trucks load and unload right inside shipping room.

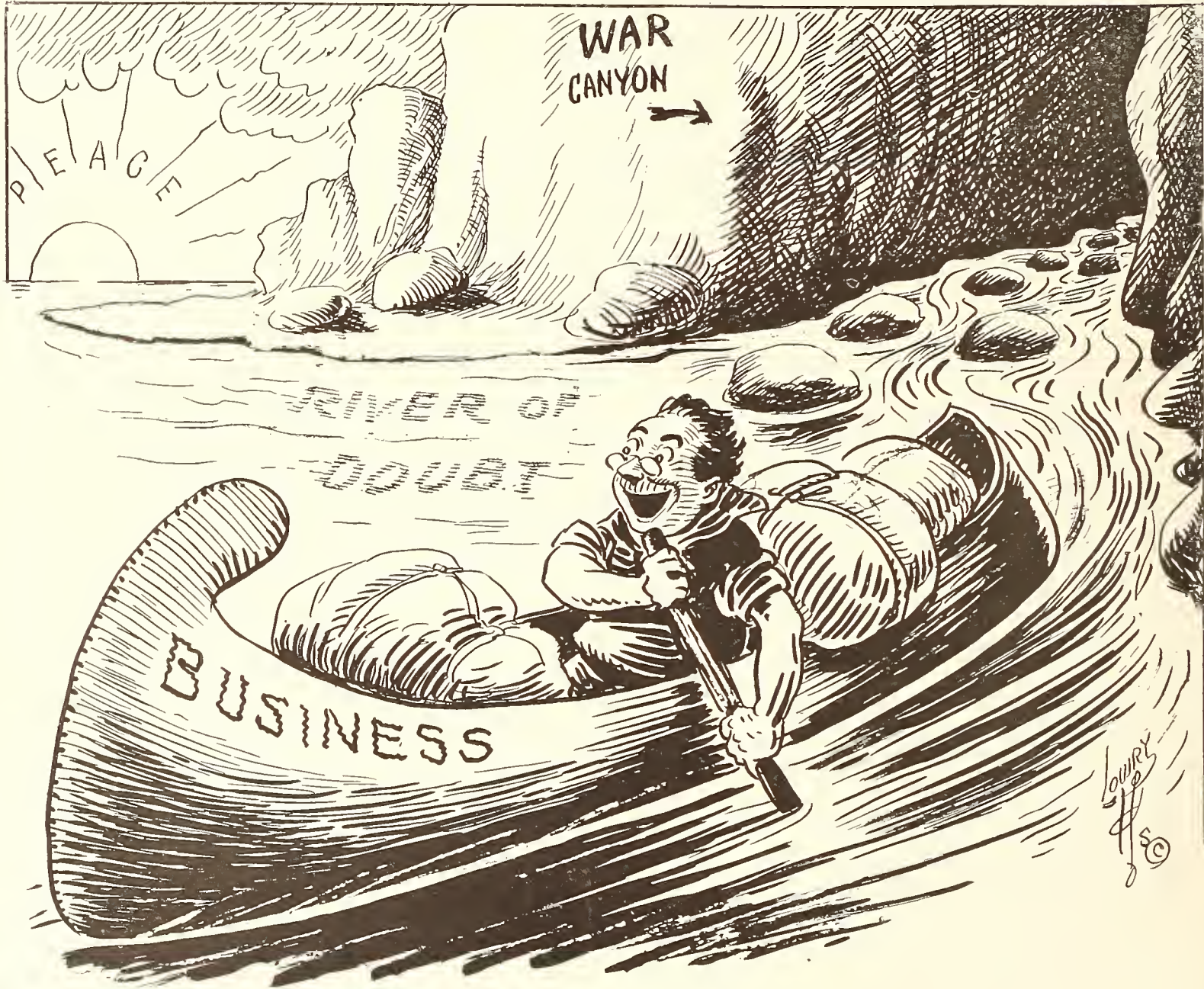
STANDARD TALKING MACHINE CO.

Joseph C. Roush, President

PITTSBURGH



COMING OUT!



The Two Largest Exclusive Victor Wholesalers in the Two Largest Cities.

New York Talking Machine Co.
119 West Fortieth Street

Chicago Talking Machine Co.
12 North Michigan Avenue

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen
William Braid White
A. Snyder

Eugene F. Carey
Arthur E. Nealy

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., April 10.—In our columns last month we spoke of the greatly increased demand for talking machines and musical instruments of all kinds and tried to analyze this on the basis of the great music education program which is being carried out in our national army camps, with consequent increased appreciation of music in the homes of the people from whose masses our soldiers have been mainly drawn.

This month it will be well to consider what quality of talking machine satisfies this demand and how long the latter will last. Most of the retailers in the talking machine business to-day will tell you without hesitation that the public is demanding a "quality" instrument. A person walks into a store to-day with cash in his pockets and realizes a purchasing independence such as he has never known before. He is not asking for easy terms, but is out to get the best that money can buy. He wants to see the inside of a talking machine as well as the outside. Here it is that those piano manufacturers who have turned a portion of their production into talking machines are making good with the customer. Their long experience in producing cabinet work of the most finished kind well qualifies them for meeting this insistence upon a talking machine not only of good design, but of fine workmanship also.

As to whether this demand for high-grade instruments will continue, the best answer is to be found in the latest bank statements on savings deposits. The State Comptroller's report for savings deposits on December 31 shows that the aggregate deposits for the twenty-three national banks in Chicago, together with the State banks, amounted to \$294,620,422. These figures indicate the amount of savings deposits on hand during the holiday season. The same report for the period ending March 4 showed savings deposits to an aggregate of \$309,509,427. Therefore, during the period of a little over two months savings deposits increased \$14,899,005. Basing Chicago's population at a total of two million, for the sake of round numbers, the per capita saving in December would be in the neighborhood of \$147. By March the per capita average of savings deposit had therefore increased to \$154.25. This steady rise in savings deposits would indicate that the demand for

the pleasure-giving things of life will continue for quite some time. Therefore, it would seem that those who are expanding their facilities for increased production, and who also are building a quality instrument, are making their plans on a broad and sound knowledge of the present market.

Dealers Must Figure Their Needs

The Mandel Mfg. Co. are trying to convince their dealers of the importance of anticipating their needs on account of the extremely heavy influx of orders. In this connection M. B. Silverman remarked: "Overconservatism in buying is just as bad—in fact, worse, than over-speculation. The overconservative buyer finds himself without stock when the demand comes, and as a consequence loses out to his competitor.

"It is a daily occurrence for dealers to send telegraphic orders for one or a few machines with the plea that the factory make shipment on the same day that order is received because customers are waiting for them. Dealers evidently do not realize that a factory could not afford to run its plant if it depended upon orders that come in by wire for shipment on the same day.

"Now is the time for dealers to figure out their possible needs for as far ahead as they can anticipate and place orders accordingly, so as to be sure of having instruments on hand when they conduct their sales or when they make any special effort by advertisements or otherwise to stimulate phonograph business.

"It is better to have a few extra machines on hand for more than one reason, because, in addition to making it possible for the dealer to give demonstrations to prospective buyers, the possession of stock stimulates his own advertising department towards pushing the sale a little more strenuously than he is apt to do with no stock on hand. Hundreds of dealers of the Mandel Mfg. Co. have taken heed of the repeated requests and suggestions made to them and are now looking ahead to the time when they will need machines and are placing orders accordingly."

Remodeling Baldwin Salesrooms

On the first floor of the Baldwin Piano Co.'s Building on Wabash avenue extensive remodeling is going on to accommodate the large dis-

plays of talking machines and records. W. B. Harrison, in charge of the talking machine department, hopes to have the rearranged first floor ready for occupation very shortly and says that even now, before they have got a retail business well under way, they are doing a very satisfactory business. Besides a number of artistically furnished piano demonstrating rooms which will be converted for the use of talking machines, four new record demonstration rooms are being built. Record racks and counter are also in process of construction, and Miss Hague, formerly employed by Adam Schaaf and later with the Manahan Shop on Sixty-third street, will be placed in charge of this department. A complete line of Columbia records will be carried.

Prints Instruction Booklet

A very complete booklet of instructions for the guidance of Empire talking machine users has been printed by the Empire Talking Machine Co. and issued to their dealers. It describes the operation and care of the machine and contains twenty-eight pages of material which owners of any instrument may study to their advantage.

Dealer's Daughter Dances

Helen Marie Spayd, daughter of H. A. Spayd, Victor dealer in Decatur, Ill., with Alice Virginia, entertained Chicago visitors to the Lyon & Healy concert hall early in March by their talented dancing. The afternoons when these young ladies were scheduled to appear were marked by unusually large attendance, which indicates that Chicago was well pleased with its Decatur visitors.

New York Album Man Here

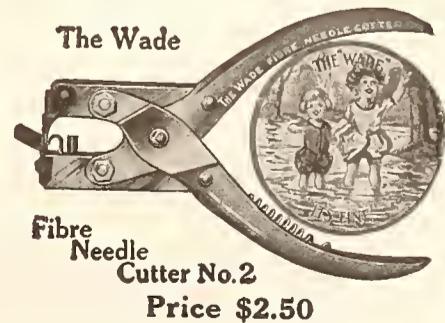
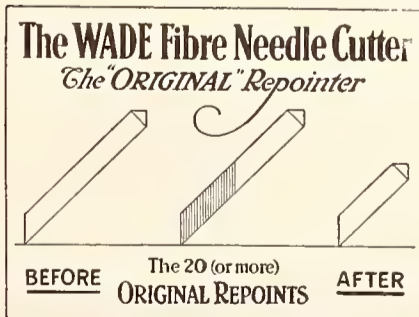
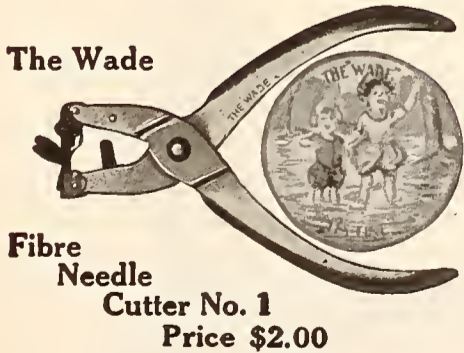
N. J. Potomack, vice-president of the New York Album and Card Co., Inc., was in Chicago for a little more than a week last month introducing the New York record album to Chicago manufacturers and distributors of talking machine supplies. While in the city he stopped at the Atlantic Hotel.

Salvation Army Gets Trade Member

Miss Grace Weaver, formerly connected with the Victor talking machine department of the G. P. Bent Co., dealers in Logan Square, has become a district manager for the Salvation

(Continued on page 95)

NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



Write for samples and Trade Discounts
or Order from your regular Distributor

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

VICTROLA PROPAGANDA

EXTRAORDINARY conditions are being overcome. Foresighted Victrola dealers are using all forms of advertising now to strengthen their prestige. Here are Advertising Services which are available to Victrola retailers to aid them in their problems:

Newspaper Advertisements

are the backbone of Victrola advertising. We offer a different newspaper illustration for every week in the year. Sold on a half-yearly basis also; to one dealer in each town only.

Monthly Art Folders

illustrated in full colors are used by many dealers instead of envelopes for mailing the monthly supplement.

Window Display Cards

featuring four of the new records each month. Popularize the new records and help sell the old ones.

Silent Salesman

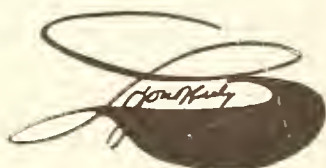
this is the greatest little indoor selling aid yet devised. It increases your business from each customer who enters your store.

Posters

great, big, daring lithographs, 20 feet long and 9 feet high, which bring the merits of Victrolas and Victor Records before everyone who uses the streets. Get samples free—

and other services—ask for information.

Samples
Free



CHICAGO

Victor
Distributors

**One Record in Stock is
Worth Ten On Order**

Your Record Sales of Today Mean Immediate Bankable Profits. **Don't Jolly Your Trade With Promises.** It Does Not Work Long—It Never Pays. **Our Dealers Make No Promises—They Don't Have To.**

Our Dealers' Record Shortage Troubles Ended the Moment They Bought

 **OKEH**
RECORDS

Success Is Worth While Imitating
GET IN TOUCH WITH US

All the Latest Song
and Dance Hits in
Stock All the Time



A Phone Call, Wire
or Letter Will Bring
Our Representative

VITANOLA TALKING MACHINE CO.
501 WEST 35th STREET, CHICAGO, ILL.

THE "OROTUND"

THE PERFECT ATTACHMENT FOR PLAYING ALL
MAKES OF DISC RECORDS ON THE
EDISON PHONOGRAPH

— Features —

Operates with the lever same as the regular Edison machine.

Tone quality unexcelled, rich and glowing. Needle centers with turn table spindle in playing all records.

Correct weight of reproducer on record for playing all makes with perfect safety.

Descriptive folder mailed to reliable dealers on request

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.00

COMBINATION ATTACHMENT CO.

20 E. Jackson Boulevard, Chicago, Ill.

Manufacturers of Highest Grade Tone Arms, Reproducers, Attachments for Phonographs for playing all makes of Records. Diamond and Jewel Point Needles, etc.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

of traveling representative for the Columbia Graphophone Co. in the State of Iowa. Mr. Walley is well known to Chicago talking machine men through his highly successful promotion of Columbia advertising in the city. It was this gentleman who induced many theatrical stars of different shows to appear before the talking machine customers of local dealers. His last "stunt" was the bringing of the Overseas Revue Co. with Elizabeth Brice as star performer to the recital hall of Adam Schaff.

We feel sure that Mr. Walley's previous selling experience, together with his keen sense of advertising values, will make him a success in his new post and prove of great help to the dealers he calls upon.

One of the most important trade happenings this week was the announcement by the Chicago office of the Emerson Phonograph Co. that in the future all business of the Central West States would be handled by that office exclusively. Heretofore this office has attended to small wants only, such as receiving orders and making stock shipments. All billing was handled by the home office and shipments made from the factory. The Chicago Emerson branch will now broaden out its influence, and will take care of its own shipping, including monthly standing orders.

When Manager F. W. Clement, of the Chicago office, introduced the Emerson in Chicago three years ago the office merely handled the territory of Chicago, Indiana, Michigan, Illinois and Wisconsin. He was assisted at that time by one or two travelers. Now his territory in addition to the four above-mentioned States takes in Minnesota, North and South Dakota, Iowa, Nebraska, Kansas, Missouri and Kentucky. The growing business of this office made necessary a reorganization of the business methods of the office. Mr. Clement now has a large crew of traveling men constantly at work and by carrying a complete stock of Emerson goods, making complete

shipments regardless of quantity, and looking after his own billing, etc., he will be able to give better service to Emerson customers. As a further impetus to Emerson record sales a series of newspaper advertisements will be run in Chicago newspapers. Starting with April 18 at least one Emerson advertisement will appear in the newspapers every other day. He will alternate half-page displays, full length single-column and smaller single-column inserts. On Sundays in the newspapers which have a large out-of-town circulation he will have the largest space, believing that in this manner he will help Emerson dealers in nearby towns.

A preliminary announcement to dealers telling of the big advertising campaign Mr. Clement is about to embark in is contained in a folder reproducing twelve full-size copies of advertisements to be run starting April 18. The advertisements contain attractive illustrations and the copy throughout is snappy and readable. A half-page spread starts out "Just shut your eyes—and listen! Ah-h-h! That syncopated jazz! That dreamy Southern melody! That—but why go on? Listen to these Emerson hits, etc." The smaller ads limit their appeal to one record, but the reader cannot fail to see and be impressed by the record advertised.

Take More Space

Cole & Dunas, jobbers of records, supplies, accessories and machines, have contracted for additional floor space in their present location at Dearborn and Lake streets. The new space will be used principally for stockroom purposes, and when occupied will give them three times their present available space. This concern has just taken over the Chicago jobbing agency of the new Gennett line of lateral cut records.

New Victor Dealer

L. E. Noble, of the Wurlitzer Co., tells of a new Victor dealer established in Indianapolis. Ind. H. E. Whitman, of the Circle Talking Machine Shop, had his formal opening last

month and bids fair to become one of the principal Victor men of northern Indiana. He handles Victor exclusively.

Three New Models

T. V. Garvin, of the Gartrolean Mfg. Co., announces that they have developed three new models which they are introducing to the trade at the present time.

Six Best Sellers

The six best Victor sellers are: "On the Wings of Song," "Ja-Da" and "Alcoholic Blues"; "I'll Say She Does" and "You're Some Pretty Doll"; "Mammy's Lullaby" and "Sweet Hawaiian Moonlight"; "Kisses" and "Mickey"; "Come on, Papa," "How Ya Gonna Keep 'Em Down on the Farm?" and "Tears."

Columbia announce the six best as follows: "Out of the East" and "Singapore"; "Kentucky Dreams" and "The Girl Behind the Gun"; "How Ya Gonna Keep 'Em Down on the Farm?" and "When Yankee Doodle Sails Upon the Good Ship Home, Sweet Home"; "Your Boy Is on the Coal Pile Now" and "Look What My Boy Got in France"; "Come on, Papa" and "Oh, What a Time for the Girlies When the Boys Come Marching Home"; "Baby's Prayer Will Soon Be Answered" and "I'm Glad I Can Make You Cry."

The six best Edison sellers are: "La Calumnia" and "Inno di Garibaldi"; "Caprice Espagnol" and "Souvenir"; "Easter Chimes" and "Easter Fantasia"; "For All Eternity" and "I Dreamt That I Dwelt in Marble Halls"; "Le Regiment de Sambre-et-Meuse" and "Sabre and Spurs March"; "Frivolity" and "Jazbo Jazz."

Pathé best sellers are: "As You Were" and "Have a Smile"; "The Better 'Ole" and "Little Italy"; "Romeo and Juliet"; "When You Look in the Heart of a Rose" and "Kisses"; "The Rose of No Man's Land" and "Singapore"; "Pahjamah" and "Till We Meet Again."

The six best Emerson sellers are: "How 'Ya
(Continued on page 99)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

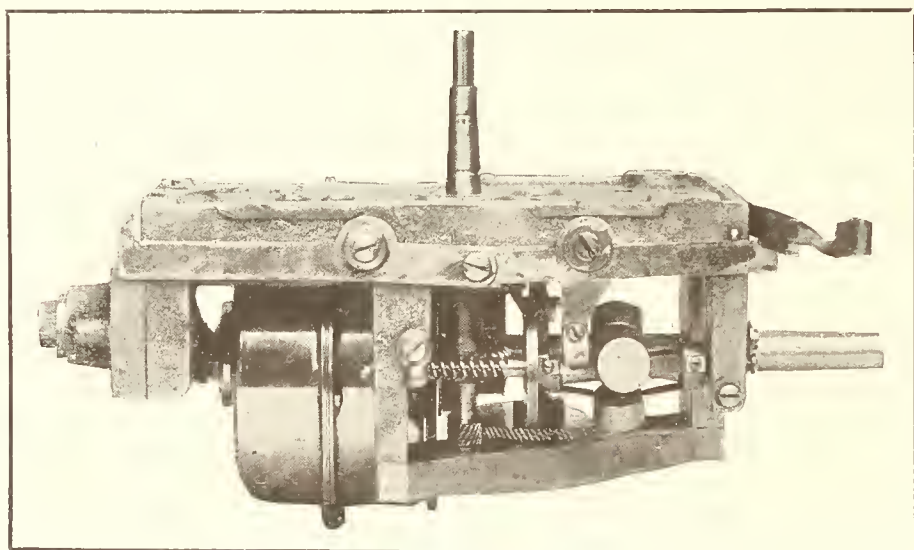
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

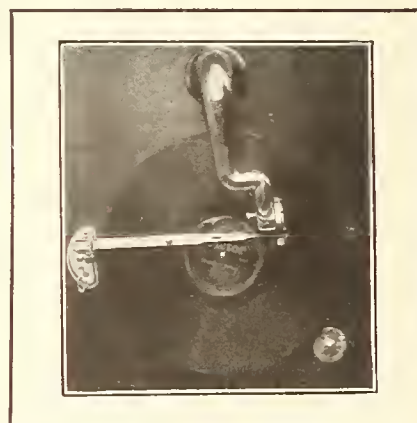
Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

— THE —
 MOTOR *of* SERVICE *and* QUALITY
 UNIVERSAL
 PHONOGRAPH MOTOR



UNIVERSAL MOTOR No. A5

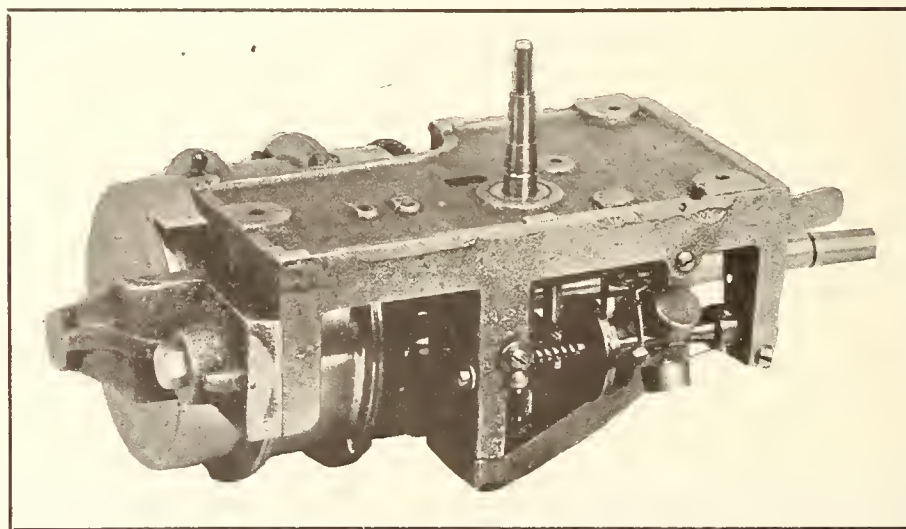
QUIET
 IN RUNNING
 NOISELESS
 IN WINDING
 THE
 PERFECT MOTOR



UNIVERSAL
AUTOMATIC
STOP

Manufacturers
of
 MOTORS
 TONE ARMS
 SOUND BOXES
 NEEDLE CUPS
 NEEDLE CUP COVERS

And All
 PHONOGRAPH
 ACCESSORIES



UNIVERSAL MOTOR No. A6

SAMPLES and PRICES on REQUEST

Universal Stamping *and* Manufacturing Co.

CHICAGO, ILL.

1917 - 1925 SO. WESTERN AVENUE

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 97)

Gonna Keep 'Em Down on the Farm" and "When You See Another Sweetie Hanging Around"; "After All" and "Kentucky Dream"; "Salvation Lassie of Mine" and "I Think I'll Wait Until They All Come Home"; "How Are You Goin' to Wet Your Whistle?" and "Heart Breaking Baby Doll"; "Sundown in Birdland" and "The Boy and the Bird"; "Beautiful Ohio" and "The Land of Beginning Again."

The month's most popular Empire records are: "Liza Jane" and "Ja-Da"; "Oh, What a Lovin' the Girls Will Get When the Boys Come Home" and "A Khaki Lad"; "Madelon" and "Lucille"; "Ching a Ling" and "Hindustan"; "My Doughboy" and "Goulash" and "Me-ow" and "I'm Always Chasing Rainbows."

Chicago the Center of Attraction

Chicago is a great talking machine center and dealers know it. The past month has witnessed an influx of music dealers from all parts of the country, who are all here for the same object: talking machines and yet more talking machines. The other day an old gentleman from Ohio walked into The World office in the Republic Building and with a quaver in his voice timidly asked if anyone knew where he could purchase a few machines. His face wore the look of one who fears he has provoked an insult, in fact, he looked as though he rather expected to be thrown out of the office. He explained that his customers were growing impatient at his continued excuses and that he simply must place instruments of some sort or other on his floor immediately. Looking over the field he thought of Chicago, and, forthwith, came here. He wasn't disappointed.

The next day he was back in the office smiling to say that, although he hadn't obtained just the particular make he had desired, he had succeeded in getting machines of a type and quality equally good, and that was the big thing so far as he was concerned.

This dealer is only one of many who have gone through similar experiences. Retailers throughout the country who have discovered their regular manufacturers to be greatly oversold have gone forth in search of machines to supplement their regular lines with results much to their advantage. Not in any way to advise the curtailment of orders with regular manufacturers, of course [for if the regular sources of supply are oversold there is always a good reason, which is good machines], but the business of selling talking machines is bread and butter to the talking machine dealer, and how is he to sell more machines if he is unable to get more? Moral: take the next train to Chicago.

New Concern Manufacturing Arwalls

The Arwall factories located in Minneapolis, Minn., have taken over the talking machine business of the Central Wood Turning Co., who have been manufacturing the Arwall machines, and will continue to make these instruments on



Empire Tone Arm and Reproducer



Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

**No Springs
Nor Weights
To Adjust**



**PATENT ALLOWED
Plays any Make
Record Perfectly**

**Made in
Four
Lengths**

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL. Factory: CLEVELAND, OHIO
Address all inquiries to Chicago Office

a larger scale. At the head of the Arwall factories are J. Earle Moore, H. M. Farland and E. E. Merrill. The latter is a member of the well-known firm of Stacy Bros. & Merrill, wholesale fruit dealers.

Shipping Cases in Demand

The enormous sales of talking machines throughout the country are having their effect on subsidiary lines at the present time. Shipping cases seem to be in immediate demand everywhere, and concerns making these are working overtime in an attempt to supply the incessant demands of manufacturers. President A. J. Fitzsimmons and Sales Manager Jacob Frankel, of the Western Veneer Products Co., passed through Chicago the first of the month, and tell of how their concern is working day and night in order to take care immediately of the orders in hand. They have a large plant in St. Louis, at which they are turning out on an average of two carloads of veneer shipping cases per day and are employing at the present time

250 men and women. The Western Veneer Products Co. obtains its wood from mills in Parma, Mo., and Nobel, Ark. They have contracts running as high as 60,000 boxes per concern per year, says Mr. Frankel. As a tribute to the Talking Machine World he states that over 75 per cent. of the concern's business has been the result of advertising in this publication.

A New Service for Edison Dealers

The Edison Information Bureau is a new service department of the Phonograph Co., organized for the purpose of serving its dealers by direct-to-customer advertising. All the trouble of sending out lists of records, announcements, etc., is taken from the hands of Edison dealers. The Phonograph Co. have compiled a customer list from all of their dealers and as a first step have announced the establishment of the new bureau in cards addressed to all of these customers. In these cards they make the following request, "Do not send any orders to this

(Continued on page 100)

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order

State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

The ALL-IN-ONE



Position on a Victrola

The Attachment You Don't Remove



Position on a Columbia

THE "ALL-IN-ONE," THE ONLY ATTACHMENT FOR VICTOR AND COLUMBIA MACHINES, FOR PLAYING ALL MAKES OF DISC RECORDS. ONCE attached to the tonearm it equips your machine permanently WITHOUT ANY FURTHER CHANGE OF THE POSITION OF THE REPRODUCER. Formerly it was necessary to have the "VICTOR" or "COLUMBIA" equipped with two individual tubes or attachments to play the HILL and DALE and LATERAL CUT records. It operates perfectly and in no way blocks the free passage of tone. The "ALL-IN-ONE" is the ONLY attachment for "VICTOR" and "COLUMBIA" OWNERS. A child can operate it. NO ANNOYANCE OF DISASSEMBLING. THE "ALL-IN-ONE" is manufactured in two styles, one for the "VICTOR" and one for the "COLUMBIA."

Retails at \$1.50

CULLEN, MARSH & COMPANY

F. J. Kaumanns, Sales Manager Inventors and Mfrs. of the ALL-IN-ONE attachments

21 East Van Buren Street, Chicago, Ill.
Canadian Distributor, L. J. BOURGETTE, 3 Woolworth Building, MONTREAL, QUEBEC



“ACME” Speed Indicator

For Setting and Testing Phonograph Motors

A Truly High Grade Instrument for Service and Accuracy

HALF SIZE

SO SIMPLE A few seconds to set motor at required speed.
SO SENSITIVE The slightest variation of speed detected.
SO HANDY Motor can be tested while machine is playing.
SO DURABLE Will withstand indefinite use.

THE HIGHEST GRADE OF MATERIAL

THE MOST EXPERT WORKMANSHIP

Write for Particulars

ACME ENGINEERING & MANUFACTURING CO., 1622 Fulton St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

bureau, for it does not carry any stock”; this last for the protection of dealers.

The new bureau will come as a great boon to Edison dealers and will doubtless have the effect of speeding up the business of any who are not fully alive to their opportunities.

The Phonograph Co. has been sponsoring a number of Edison tone tests in Chicago and vicinity during the past few weeks. H. L. Lyman, flutist, and Ida Gardner, contralto, have been appearing in these tests. The dealers under whose auspices they appeared have expressed great enthusiasm over the concerts and believe that they have been distinct aids to business.

Meet Tax With Increased Output

H. L. Coombs, of the New York Recording Laboratories, passed through Chicago during the last week of March. At The Talking Machine World's Chicago office he expressed great con-

fidence in a continuance of the present boom in record business. “Pursuant to our policy in the past of absorbing the additional taxes put upon records,” he announced, “we have absorbed this last tax of 5 per cent. In order to mitigate this additional burden we have installed twenty-five new record presses and within a very short time we shall have more than tripled our present output. Our increased sales will be made to take care of the new war tax, and our dealers and customers will not be asked to absorb it.”

Eastern Sonora Men in Chicago

Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Corp., spent a week in Middle Western territory, getting in touch with Sonora dealers and conditions generally. C. M. Van Dusen, service man from the Sonora factory, was in the city about the same time. The latter spent two weeks with Mr. Golder's Middle Western dealers. L. Golder,

who is at the head of the Chicago Sonora offices, said that business was very good, too good, in fact, and predicted that it would continue in its present state of great prosperity for eighteen months or more. M. Kiel, of the Ohio Sales Co., Sonora jobbers in Ohio, visited Chicago during the month and reported similar optimistic conditions in his State.

A New Universal Cut Record

John A. Steinmetz, president of the Empire Talking Machine Co., announces that his laboratories have perfected a new universal cut record which will be ready for the trade some time in April. The new records, as their name indicates, can be used on any make of machine, whether it be fitted for playing lateral or vertical cut records. Preliminary announcements of the new records have met with such hearty

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' SERVICE**; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line **IS NOT A THING OF THE PAST**. It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

ATTENTION DEALERS and JOBBERS

WE PAY

SPOT CASH

FOR YOUR

OVERSTOCK RECORDS

Any make. No quantity too small or too large. All correspondence strictly confidential.

ILLINOIS RECORD SERVICE

Commercial Bldg. Chicago, Ill.

MANUFACTURERS' ATTENTION

Send us at once your catalog of repair parts and motors. Every manufacturer should get in touch with us so that he may be sure of immediate repairs when needed.

Universal Talking Machine Repair Insurance

Backed by

Van DeMarks Corporation

15 years at 305 E. 43rd Street, Chicago

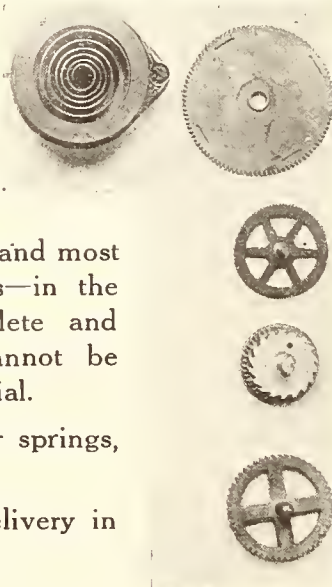
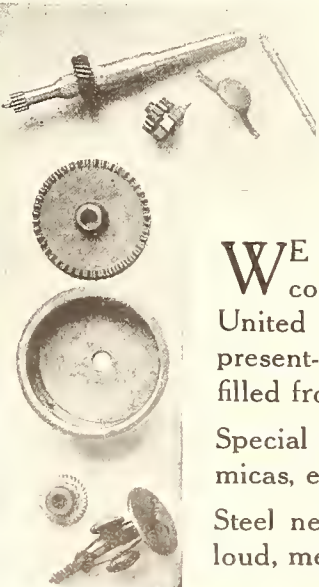
Repair Parts

For All and Every Motor That Was Ever Manufactured

WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
 Standard Talking Machine Co.
 United Talking Machine Co.
 Harmony Talking Machine Co.
 O'Neill-James Co.
 Arctico Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

REPAIRS

Correct Repairing for the trade

Send your motors by parcel post

VAN DEMARK'S

15 Years at

305 E. 43d ST., CHICAGO

?

Why The Mandel Phonograph?

Dealer and consumer have a right to ask "Why the MANDEL?"

We make the MANDEL—every inch of it. Skilled artisans in cabinet construction are well paid to put their best selves into their work. "Quality First," is the slogan in our Benton Harbor cabinet factory. Our men take pride in their work as reflected in the lasting qualities of the beautiful cabinets we turn out.

And in our Chicago factory we make the motors, tone arms, reproducers, and all of the other metal parts that go into the MANDEL talking machines.

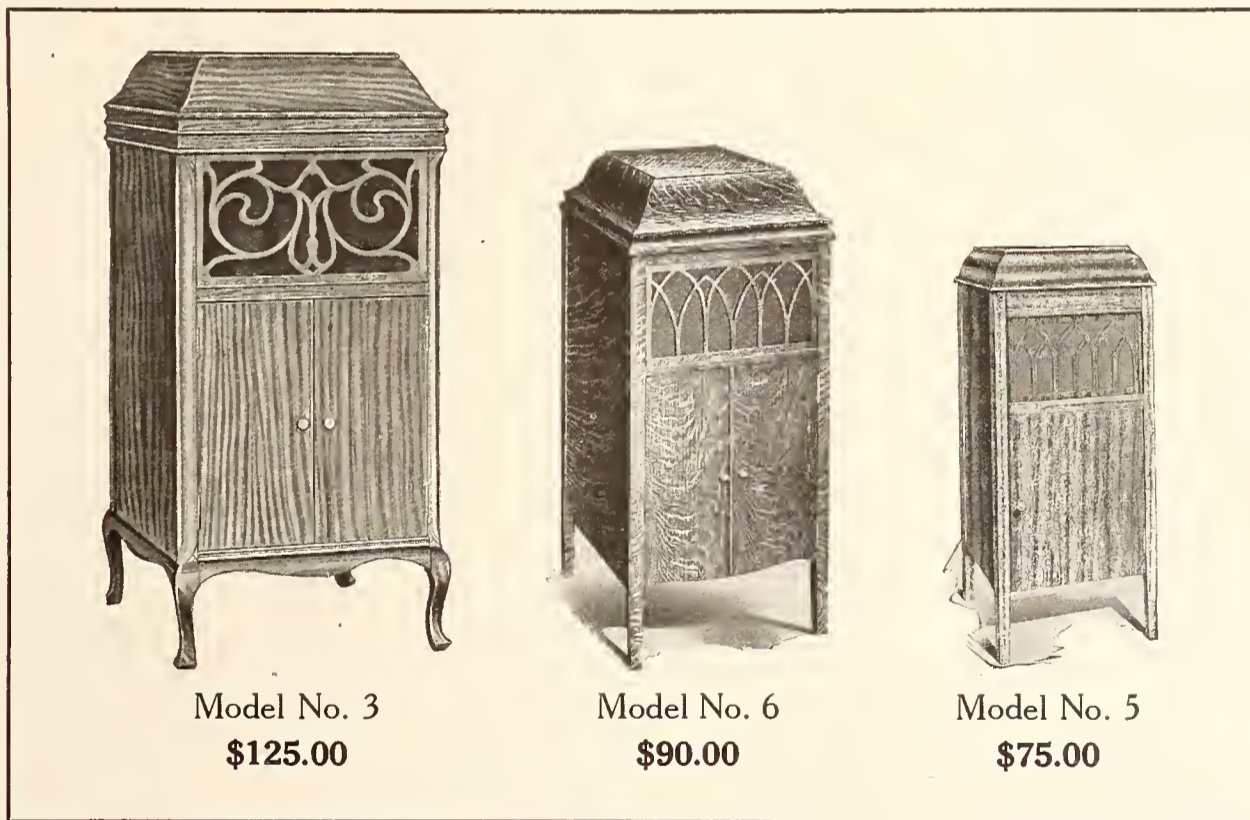
Visitors marvel at the rigid inspection through which we put every motor before it is finally approved.

So the finished product leaves our factory ready to perform its mission in every home that claims a MANDEL, because it embodies the highest points of perfection known to phonograph making.

When the dealer asks, "Why the MANDEL," we say—because it is made by one manufacturer who assumes the entire responsibility for the proper performance of the instrument.

When the consumer asks, "Why the MANDEL," we say—because he gets greater value for the price paid than he could get in any other phonograph.

Yes,—the MANDEL is indeed the logical phonograph.



*Three Thousand Dealers Are Selling Mandel Phonographs
Your Territory May Be Open Write To-day For Our Co-operative Selling Proposition*

LIBERAL DISCOUNTS

LIBERAL TERMS

MANDEL MANUFACTURING COMPANY, Inc.

501-511 S. LAFLIN STREET

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

WHO

Built the Talking Machine You Just Sold? Are you satisfied that it is Going to *Stay* Sold? If Not, then It's Time to Consider the

LINERPHONE



Model 400

The Talking Machine That STAYS SOLD

because case design, workmanship and equipment are of the very best

Write for Specifications

**LINERPHONE
TALKING MACHINE CO.**

1801 Nebraska Ave.
CHICAGO, ILL.

approval from Empire dealers that Mr. Steinmetz has decided to make forthcoming supplements to the Empire catalog entirely of the universal type. The vertical cut records, however, will not be discontinued altogether; those now listed will still be carried in stock. It is claimed for the new Empire dance records that they will run for approximately six minutes. The first supplement of the records will be called the "May" issue, but will probably be on the market about the 15th of the month.

Karl Baackes Returns From Service

Karl Baackes has received his discharge from military service and has returned to his duties with the World Phonograph Co., of this city, as assistant secretary and treasurer. Mr. Baackes attended the Third Officers' Training Camp at Camp Lee and was duly commissioned second lieutenant of infantry. He was then sent to the Tenth Regular Army Division at Camp Funston, Kan. He was for a short time regimental intelligence officer and then was appointed aide-de-camp to Brigadier-General Hickok, of the Nineteenth Infantry Brigade, and promoted first lieutenant.

W. H. Reed Heads Eastern Office World Co.

W. H. Reed, Jr., has been elected president and general manager of the World Phonograph Sales Co., of Pittsburgh, Eastern distributors for the World Phonograph Co., Chicago. The company has opened attractive quarters at 237 Fifth avenue, where a full line of World phonographs is carried. The growing demand for machines in the Eastern field led to the decision to establish a strong Eastern representation. Mr. Reed was selected as head of the company because of his long and successful experience in the music industry.

Believes in Good Working Environment

A few years ago a movement was set on foot to investigate more carefully the health of workers employed in factories. The argument is that better light, air and sanitation tend to increase the efficiency of a worker from 25 to 50 per cent. When this argument was first set forth there was more or less debate as to its possibilities. Many factory owners were approached on this subject, but few of them gave it immediate consideration. Most of them were slow in getting there and still others have even up to this time paid little attention to it. One company, however, which has believed in a sanitary factory from the day of its origin is the Hiawatha Talking Machine Co.

When the Hiawatha Co. started in business it was known as the Ottawa Pianophone Co. Located at Ottawa, Ill., the factory was in many respects not perfect so far as sanitation was considered and was therefore entirely remodeled. The Hiawatha Co. had made wonderful improvements in this old plant up to the time of its destruction by fire a year ago in March. The company then acquired their present big plant at Geneva, Ill., and proceeded to change their name from the Ottawa Pianophone Co. to the Hiawatha Talking Machine Co. Manager Moynahan is a strict believer in good air, plenty of sunshine and sanitation, and before opening the new plant he saw to it that all three requirements were met. The new plant, according to Mr. Moynahan, is responsible for a marked increase in the men's efficiency. He has kept close watch on a number of the old employes who worked at the Ottawa plant and has seen his theory proved by carefully prepared tally sheets and by monthly comparisons regarding their work.

Output Keeps Pace With Sales

Ernest C. Cook, secretary and general manager of the World Phonograph Co., of this city, finds that the sales of World phonographs have jumped 100 per cent., but he keeps on smiling because his production has kept pace with demand. The secret lies in the fact that, from the milling room in the basement of the factory to the drying room on the fifth floor, each step in the construction involves the use of parts made entirely within the same factory. Dependence upon possibly unreliable outside contractors is

thus reduced to the minimum. The horn, tone arm and the motor are all built on World patents, and are exclusive World products. Mr. Cook states that his automatic drying room houses one hundred machines at the close of each working day and is cleared on the day following for one hundred more. At the present time the company is specializing on the new World design No. 175, an exclusive and handsome type of phonograph on which application has been made for letters patent.

Place New Motor on Market

The Security Tool Works, a concern which has been devoting all its time and energies to Government war contracts, now finds its large manufacturing facilities partly unoccupied and has entered the talking machine business for the manufacture of motors. Previous to the war this concern was doing business as a partnership, but the enormous increase in its activities during 1918 forced it to expand and a corporation was formed with greatly increased capital. W. L. Lindgren, president and treasurer, was one of the original founders of the business. He is of Swedish descent and has a profound knowledge of mechanics springing from his early training across the water and his many years of executive experience in this country. H. B. Chandler is secretary and general manager of the corporation and has had valuable experience as an executive employed by two of the foremost metal manufacturers of the Middle West. A. Abrahamson is vice-president of the company, and is also well versed in mechanics.

The principal point of difference between the new motors of this company and others familiar to the trade is the use of upright governors. L. Abelson, connected with a well-known sales organization of the country, has formed a separate corporation to market the Security motors to the trade.

New Specialty Mfg. Co.

J. Brandstetter, recently experimental engineer for the Conley Camera Co., of Rochester, (Continued on page 104)

Are You "Hep"

to the fact that the new

**Firestone
PHONOGRAPH**

has become tremendously popular in a very short space of time?

Why?

Because the

**Firestone
PHONOGRAPH**

possesses *all* the qualities that the buyer desires of the phonograph.

Good business ahead, Mr. Dealer!

Ask for a peck at our proposition, NOW

**Firestone
PHONOGRAPH
CO.**

59 E. Van Buren Street
CHICAGO, ILL.

Mr. L. W. Dealer:—Displayed herewith are our new Models—strikingly original and of distinctive individuality—the “classiest” showing of the year, real “beauties”—possibly the very instrument you have been looking for—Let us tell you more about the

TEL-O-TONE

in our
New, Illustrated Catalog
Our Proposition is a Winner
and the details will interest you.



ETUDE
Mahogany or Oak
\$120



MATINEE
Mahogany or Oak
\$140



MINUET
Mahogany or Oak
\$90



ENCORE
Mahogany or Oak
\$170



PREMIER
Figured Mahogany
Gold Plated
\$200

May we enlist you in our Co-operative Distributing Plan?

TEL-O-TONE Representation

MEANS

Invincible Leadership in Any Territory

Anticipate Your Requirements and JOIN US

Catalog with Full Particulars for Live Wire Dealers Only

WRITE TODAY

Wholesale Dealers are invited to get in touch with us for Exclusive Distributing Territory

Retail Dealers find our Line a real “Musical Find” with Unusual Selling Possibilities

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 102)

Minn., has established a manufacturing plant at 1622 Fulton street, this city, under the name of the Acme Engineering & Mfg. Co. Among other work of an engineering nature Mr. Brandstetter is taking up the construction of talking machine specialties, both in the experimental and finished stages, and in view of a successful past record in the design of some well-known sound boxes, motors and tone arms, he brings a wealth of experience to his latest endeavor. Just at present the company is putting on the market a new and scientifically constructed speed indicator for setting and adjusting talking machine motors.

Combination Attachment Co. Reorganize

The Combination Attachment Co. announce this week that they have reorganized for the purpose of increasing their business. The new officers are I. K. Scotford, president; Peter Ness, vice-president; Wm. Tures, secretary, and Leigh Hunt, treasurer. This company was originally organized July, 1915, by Mr. Tures, H. P. Brace and Peter Ness.

Secretary Tures has been associated with the talking machine industry for some twenty-two years, and since the organization of the Combination Attachment Co. he has devoted his entire time to the business. His work has been to make improvements in equipment and tone quality, and that he has been successful is evidenced by the popularity of his Orotund reproducer. He is said to be not only the first to bring out a reproducer with the stylus bar behind the diaphragm, but also one of the pioneers in developing the composition diaphragm.

President Scotford is also a close student of talking machine equipment, and has had one hundred and fifty patents granted him. Besides being the founder and president of the Superior Type Co., of Chicago, the largest concern of its kind in the country, he is also vice-president of the Hill-Independent Mfg. Co., of Philadelphia, Pa.

IMPROVES THE TONE

of all

PHONOGRAPHS



Little **MARVEL WONDER** attached to stylus eliminates the metallic sound and surface noises and makes the tone more natural.

(Patent pending)

The Universal Tone Modifier adjusts to any make phonograph in a jiffy. Retail price \$1.00
Sample sent on receipt of \$1.00 Price per dozen \$7.00 Price per gross \$67.50

UNIVERSAL PHONOGRAPH ATTACHMENT CO.

25 N. DEARBORN ST. CHICAGO, ILL.

Write for exclusive agents' proposition

Vice-President Ness has been connected with the company since its organization in 1915. Mr. Hunt, the treasurer, is a man of much experience in jobbing and distributing phonographs and is well known to the trade. The company were formerly on the fourth floor of the United States Annuity & Life Building, but moved to larger quarters on the fifth floor March 1.

Development of the Widdicomb Console

In view of the increasing popularity of the Widdicomb console type of talking machine a little explanation as told to a World representa-

tive of how the concern came to adopt this name might be of interest to the trade. The Widdicomb Furniture Co. is one of the oldest manufacturers of very high grade, expensive furniture in the country. They have specialized on period designs, matched bedroom sets, etc. In their long experience with art furniture the console, which is a piece of furniture in the shape of a table or chest intended to stand against the wall and which has an historical record centuries old, appealed to them in con-

(Continued on page 106)

Know Before You Order



- What type and make of motor
- What capacity has motor
- What make of Reproducer
- What make of Tone Arm
- What type of Tone Chamber
- What grade of Veneers
- How many operations to finish cabinets

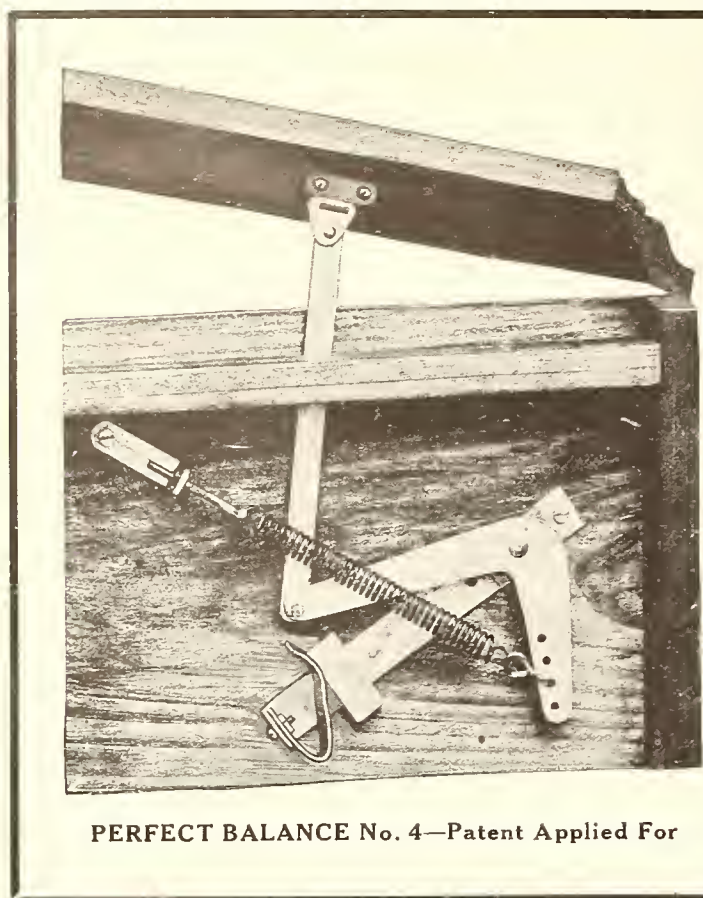
This information and your initial order will prove our claims.

Very Respectfully Yours,

Hiawatha Phonograph Company 209 South State St. Chicago, Ill.

The Phonograph Dealer who will make the money this summer is the man who has the *right* instrument on his floor—and who has the knack of seeing its beauty and hearing its melody through the eyes and ears of his best customers.

The secret of this invaluable knack will be made public on this page in thirty-three days by the one Phonograph whose name really spells “Music” to your customers—*The Nightingale*.



PERFECT BALANCE No. 4—Patent Applied For

Bang! A Smashed Finger!!

And Right in the Middle of a Demonstration!

How will you explain the mishap to your customer, the falling down of the cover at the critical moment, when all attention was concentrated on the beauty of the music?

Now if your machine had only been equipped with the

Chicago Cover Balance Number 4

no excuses would be called for. Your prospect's attention would have remained *concentrated* on the beauty and desirability of your machine, not on its *defects*.

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

Chicago Hinged Cover Support and Balance Company
2242-44 W. 69th Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

nction with talking machines. They have succeeded in working out a series of artistic designs in both cabinet and console styles that seem to attract a very high class of trade, and at the same time are priced retail at most moderate figures.

Johnson Experimental Laboratory

An interesting phase of the Johnson Motor Co.'s work in producing and developing an electric motor adapted to talking machines is that of the Johnson Experimental Laboratories at their office building on West Lake street. Here they have thoroughly investigated every motor trouble which has turned up throughout their long years of experience. The use of better material in one place, or the application of some ingenious invention to the motor in another, has invariably succeeded in overcoming every weakness. However, the activities of the experimental department are not confined to perfecting the Johnson motor. Much time is devoted to other possible inventions, especially

accessories and attachments which might prove desirable purchases for owners or prospective owners of expensive machines. This laboratory employs ten men and is equipped with machinery specially adapted for experimental research. It has brought great results in the matter of giving dealer and customer alike better service. J. M. Johnson, president, is extremely enthusiastic over future conditions. It is his belief that prosperity in the talking machine business will last, not only for another year, but for another four or five years. As regards the electric talking machine business in particular, he is even more enthusiastic, founding his beliefs upon the idea that the public is always wanting something better and that the machine with the electric motor is the one they will eventually buy. Although Mr. Johnson is receiving foreign orders every day he states that he is taking care of home trade first, and intends immediately increasing his factory space to handle a larger volume of business.

The Value of a Good Slogan

The Western News Co. believes that after perfecting a talking machine and making it a musical instrument the next thing to do is find a suitable slogan which correctly impresses customers with the ideals embodied in their product. They attribute much of the success of the Tel-o-Tone models to their insistent repetition of the slogan, "The Soul of Music Dwells Within." When it is remembered that certain well-known slogans are household words throughout the country it will be agreed upon that a good slogan is a great asset. They believe, also, that the class of trade a manufacturer wishes to attract can be influenced through the kind of slogan used. The men who are managing the Tel-o-Tone are confident that the present conditions of good business will continue for a long period, and, practicing as they preach, they are preparing for greatly increased output. They seem to be receiving a great many foreign inquiries at the present time, especially from Ireland. The main reason for the big business with the "Emerald Isle" is to be found in the dislocation of manufacturing throughout Great Britain during the war, which is not yet completely stabilized.

Manufacture New Motor

Previous to the war the Universal Stamping & Mfg. Co., of Chicago, were well known to the trade as talking machine motor manufacturers. When the war broke out they discontinued the manufacture of motors to devote the plant entirely to war work. They now announce that they have completed all war contracts and have again taken up the manufacture of motors.

They intend to devote their entire building, which has forty thousand square feet of floor space, to the manufacture of high-grade talking machine motors, which will be known to the trade as "A5 two-spring" and "A6 three-spring." They state that they have set a standard for themselves in the manufacture of these new motors which will require the use of the highest grade material obtainable. They are also manufacturing a complete line of phonograph accessories and are devoting much time to a patented automatic stop, known to the trade as the Universal automatic stop, the Universal sure stop and the Star stop. The return of the Universal Stamping & Mfg. Co. to the trade brings back a number of men long experienced in the manufacture of talking machine motors and parts. A. W. Monson is president of the concern, John Kucki vice-president, and E. S. Gillespie sales manager.

L. C. Wiswell Goes to Camden

Leslie C. Wiswell, of Lyon & Healy, Victor distributors, left early in the month for a week's visit to the Victor factory at Camden, N. J. He says that both retail and wholesale Lyon & Healy have enjoyed an exceptionally good trade during the last thirty days.

Hiawatha in New Quarters

The Hiawatha Phonograph Co., who were formerly located on the eighth floor of the Republic Building, have removed to 1200 in the same building. They now have three rooms, one of which will be used for the display of sample models, while the others will be a general office and a private office. Plans are also being drawn up for the construction of an addition

Genuine Period Styles

Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

Manufacturers!!

We desire to get in touch with reliable concerns manufacturing cabinets, motors, general hardware, and various phonograph accessories. We are in an excellent position to distribute your product throughout this territory.

COLE & DUMAS MUSIC CO.
54 W. Lake St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 106)

to the Hiawatha plant at Geneva, Ill. This last for the purpose of enabling the company to keep up with the increasing demand for Hiawatha machines.

Unit Construction Co. Open Local Office

The Unit Construction Co., of Philadelphia, has recently opened up branch offices in the Lyon & Healy Building, this city. The purpose of this move is to insure efficient service in connection with the installation of Unico demonstration booths, record racks, etc., in the retail talking machine establishments located throughout the Middle West. The fact is Unico installations have been increasing so rapidly since the armistice was signed that it was felt to be imperative to open a Chicago office in order to keep up properly with the current demand from this section of the country.

New Brunswick Man in Cleveland

The Brunswick-Balke-Collender Co. announce that they have secured a new traveling representative for Brunswick talking machines in the

city of Cleveland and vicinity. Jack Kennedy is the man, a well-known talking machine traveler, who has been acquainted with the northern Ohio trade for a number of years past. He was formerly a traveler in the interests of Victor machines and was connected with the Eclipse Music Co. in Cleveland. Mr. Kennedy visited in Chicago for a few days previous to his first trip as a representative for Brunswick.

EXPORT DEPARTMENT IN NEW YORK

R. C. Wade Co., Makers of the "Tonofone" Needle, Are Taking Advantage of the Opportunities for Foreign Trade

The R. C. Wade Co., of Chicago, makers of the "Tonofone" needle, are making extensive preparations for the introduction of this needle in foreign countries. An export department has been opened at 160 Broadway, New York, and agencies are being established in the principal cities of Europe and countries of Asia, Africa, South America and Australia.

At the present time the R. C. Wade Co. is directly represented in England, France, Italy, Spain, Japan, China and in Cuba, Mexico and South America. In introducing the Tonofone needle into foreign countries the display cartons will be printed in the language of that country, and the people will be circularized extensively.

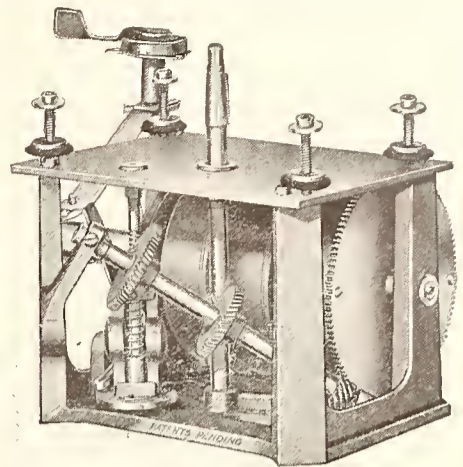
J. Kent Wheten recently sailed on the "Mauretania," carrying with him samples by which twenty-one new agencies will be opened in various parts of Europe, and it is believed that the sale of "Tonofone" needles will be enormous in all foreign countries. This new needle has won great favor in the United States in the short time it has been on the market and the domestic demand, together with the rapidly-growing foreign trade, will keep the manufacturers busy for some time to come.

BECOME STARR CO. DISTRIBUTORS

OMAHA, NEB., April 10.—The Carpenter Paper Co., wholesalers, located in this city, have just added to their line the Starr phonograph and the Gennett record. They will job these products in the States of Iowa, Nebraska and Colorado. According to the opinion of P. G. Spitz the outlook is exceedingly fine, and as far as the Starr phonograph and Gennett records are concerned believes business will be limited only by the amount of stock that can be secured from the factory.

The Olympic Talking Machine Co. has been incorporated in Delaware by M. M. Lucey, C. P. Eilig and Ferris Giles, of Wilmington. The capital is \$100,000.

Rae & Maxwell is the title of a new talking machine concern at 711 Jefferson avenue, Toledo, O. Both L. T. Rae and A. G. Maxwell of the company are veterans of the trade.



Manufacturers

Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

UNLESS

It is equipped with the new **Fulton Motor**

(Designed by Wm. R. Everett, M.E.)

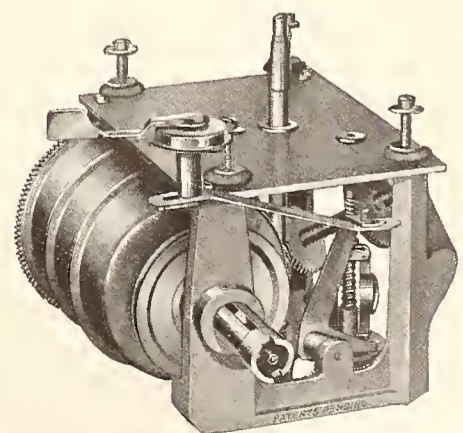
This is the Noise-less, Trouble-less, All Worm and Spiral-gear Motor. Cannot Be Overwound.

"No adjustments are provided —none are necessary"

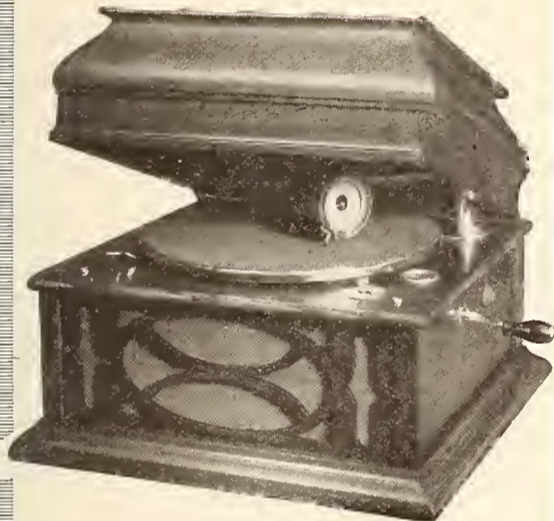
Send \$15.00 for sample —refunded if motor is returned. Price \$12.50 in lots of 1000. Partial shipments if desired.

Fulton Bros. Mfg. Co.
WAUKEGAN, ILL.

CHICAGO OFFICE:
20 E. Jackson Blvd.



We have several thousand of these cases, which we can supply in the white, finished, or as completed machines.



DESCRIPTION

Genuine mahogany cabinet, beautifully finished.

Size: 17 x 17 x 12½ inches.

12 inch turntable.

Double spring worm driven motor.

Universal tone arm, playing all makes of records.

Packed in individual cases, shipping weight 35 lbs.

Don't Guess How Fast Your Turntable is Running, Get a

LAKESIDE ROTOMETER

and know. Write us on the only practical filing device on the market, made mechanically and substantially, displaying all records in full sight. Remember we can supply motors, tone arms and accessories, also "OkeH" Records.

LAKESIDE SUPPLY CO., Inc.
202 So. Clark St., Chicago
Phone Harrison 3840

IT'S FREE

"ORO-TONE"

Write for copy of the "Oro-Tone" if you would be informed regarding the highest grade tone arm and reproducers on the market

IT'S FREE

Address

ORO-TONE, CHICAGO, ILL.
20 E. Jackson Boulevard - Room 504



The
**Diamond Amberola Phonograph
is an Edison Laboratory
Product**

And as such embodies all of those refinements of construction and finish that distinguish it from all other sound-reproducing instruments.

Construction and finish, while of a superior and durable nature, are secondary to the primary requirement of a phonograph—the tone quality.

Exhaustive laboratory experiments covering a period of years, measured from the inception of the phonograph in its crude state to the ultimate achievement of perfect voice and instrument reproduction, are now offered to discriminating purchasers in the

**New Edison
Diamond Amberola**

Quality products always dominate the market. The Edison Amberola line has reached an unprecedented demand that promises a big return in profits to the dealer. Now is the time for you to investigate.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, NEW JERSEY

Happenings in Dominion of Canada

GENERAL ACTIVITY STILL APPARENT IN TORONTO TRADE

Old Concerns Enlarge Quarters and New Dealers Enter Field—James P. Bradt Enthusiastic Over Conditions in the West—Pathé Co. Prophecies Bumper Year—Trade Happenings

TORONTO, CAN., April 3.—James P. Bradt, general manager of the Columbia Graphophone Co. in Canada, has returned to headquarters in this city from a flying trip to the Coast. He made the return journey to Victoria and Seattle, visiting Winnipeg, Calgary and Vancouver, in sixteen days. Four nights of the time were spent in hotel beds, the remaining nights in transit.

If possible Mr. Bradt is more enthusiastic than ever over the music trade possibilities in general in the West, and those of Columbia Grafonola in particular. Because of the greatly increased demand and assurances of the greatest trade in their history, the Columbia Co. are co-operating with their Western distributors, Cassidy's Ltd., to carry complete stocks at Winnipeg and Calgary.

The Western farmers, Mr. Bradt found, are pronouncedly optimistic, and because of their successes of the past few years are readily purchasing such home necessities as musical instruments, and are developing a strong taste for the best record reproductions.

At Calgary, Mr. Bradt visited the only exclusive Grafonola shop in the West, and was greatly pleased with the monthly sales. It is expected that other exclusive Columbia shops will soon be opened in the West. In Calgary the Hudson's Bay Co.'s music department, under the able management of J. F. Fisher, formerly of Toronto, is doing excellent Columbia business.

At Vancouver the Kent Piano Co., who some months ago added the Columbia, gave the cheeriest of reports and are planning to take care of a material increase in business.

Altogether, Mr. Bradt expressed himself very well pleased with conditions as he saw them and the prospects for this being the greatest year in the history of the Columbia in Canada.

Mr. Bradt just returned in time for the annual meeting of the Canadian Bureau for the Advancement of Music, the banquet of which he attended, although suffering from a severe cold contracted on his journey.

In a letter to the dealers the general manager of Pathé Frères Phonograph Co. of Canada, Ltd., said: "The year 1919 is bound to be a 'bumper' year for talking machines, and we are filled with determination to do everything we possibly can to assist our dealers to realize to the greatest extent the wonderful possibilities by having large stocks of both machines and records available and getting an organization together to give service, but to get the maximum efficiency, both for the dealer and for us, it is necessary that the dealer help by anticipating as much as possible his requirements and carrying as much stock as he can. If you will do your share you will be amazed when you look at your bank balance at the end of the year."

The "International" motor, made in Canada, is about to make its debut to the talking machine trade. This new motor is the product of the International Machine and Mfg. Co., Ltd., which on the completion of the munition contracts to which it was devoted during the war was promptly turned over to the production of peace products in the shape of phonograph motors.

The new branch recently opened up at Brantford, Ont., by Heintzman & Co., Ltd., under the management of W. M. Hardy, is equipped with three sound-proof rooms for the Victrola department. The interior finish of the store is in cream.

The Edison Co.'s list of new Amberola dealers contains these names of Canadians: H. W. Davidson & Co., La Fleche, Sask.; Cameron & Cameron, Beaverton, Ont.; James Schmelke,

Mayton, Alta.; T. B. Dynes, Fleming, Sask.; Geo. H. Powles, Lestock, Sask.; Henry Ritz, Gretna, Man.; Rhein Hardware Co., Rhein, Sask.; G. W. Saddler & Co., Juniata, Sask.; Thos. Lawrence, Lyleton, Man.; Robert J. Eley, Kelliker, Sask.; A. E. Everest, Robsart, Sask.; James M. Olstead, Oberon, Man.; Dennis & Wright, Preston, Ont.; A. E. Shantz, Plattsville; Philias Piche, St. Lin des Laurentides, Que.; Hamilton Piano and Music Co., Hamilton, and C. Z. N. Dahlgren, Benito, Man.

T. Lyle Blogg is to be congratulated on his

appointment to the position of advertising manager of the Pathé Frères Phonograph Sales Co., where he will direct the publicity of the Pathophone and keep the famous Pathe rooster in the public eye.

The Stewart Phonograph Corporation, Limited, capital \$40,000, with head office in Toronto, plans to manufacture and deal in talking machines.

Dorothy Patricia, a bouncing 17th of March girl, has come to live with Mr. and Mrs. S. O'Donnell, of this city. Mr. O'Donnell is the traveler for Brunswick phonographs in Northern and Eastern Ontario.

The International Music House are new representatives for the sale of Pathé records in Ottawa.

NEW \$300,000 COMPANY TO MAKE RECORDS IN MONTREAL

Paramount Phonograph Co. Organized in That City—Many Concert Demonstrations Throughout Province—How World Ad Closes a Sale—Many New Local Distributors Appointed

MONTREAL, QUE., April 3.—The Paramount Phonograph Record Co., of Canada, Ltd., has been incorporated with a capitalization of \$300,000, with headquarters in this city. We are given to understand that a factory has been located and it is the intention of the company to manufacture a complete line of phonographs and Paramount records on a large scale. A full report of their future plans will appear in a later issue.

The writer has come across recently in more than one instance where a copy of The Talking Machine World has been brought into acquisition in the closing of a sale, the advertisement of certain manufacturers being brought to the attention of the prospective buyer. Also complimentary remarks relative to their product being shown the purchaser.

The Pathé Frères Phonograph Sales Co. distributed to all Pathé agents a photogravure of Rudolph Ganz, the exclusive Pathé artist, who appeared in Montreal recently.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., have been appointed sole agents for the sale of the Aeolian-Vocalion phonographs and records in that city.

New Pathé representatives in Quebec City include Fiset & Co., 10 St. Joseph street.

N. H. Phinney, Ltd., Halifax, N. S., with branches throughout Nova Scotia, announce the addition of the Columbia line, and have just unpacked and put on their shelves about 18,000 records.

Lawrence Sky, the talented Canadian violinist, recently demonstrated the fidelity of the New Edison by playing in direct comparison with the re-creations of violin solos. This took place in the show windows of the Layton Bros. and drew such a crowd that it blocked the street corners. Besides the crowd outside, over four hundred people gained admittance to the store.

S. H. Brown, until recently retail sales manager of the Berliner Gramophone Co., Ltd., has severed his connection with that firm and will shortly open talking machine parlors of his own at 521 Phillips Square, where he will handle His Master's Voice products.

The Edison Tone-Test put on in Sherbrooke, Que., by A. C. Skinner with Glen Ellison and Miss Pauline Lawrence drew a capacity house at His Majesty's Theater.

The interior of the Phonograph Shop of Montreal, Regd, has been rearranged and redecorated. They have also remodeled their demonstration parlors, which gives them an additional two rooms and a private office for Manager Geo. S. Pequegnat.

Talking machine sales have been heavy the past thirty days with C. W. Lindsay, Ltd., and Columbia and Sonora machines have been in great demand.

The Canadian Graphophone Co. state that the demand among old and new Columbia representatives seems to be for the better class of merchandise.

Miss Vezina, of Almy's Limited, with her usual characteristic energy, has succeeded in garnishing a raft of orders for Columbia machines and records.

An appreciative call for Pathé machines and records is observable at the Pathé parlors of Miss Didier at Dupuis Frères.

Charles Culross reports Aeolian-Vocalion and Sonora volume of sales as great as ever, the past month being an unusually successful one.

Rudolph Ganz, the exclusive Pathé artist, was heralded by a large-sized newspaper copy by N. G. Valiquette, Ltd., previous to his appearance in Montreal. A large sale of his recordings is reported.

The Cosmopolitan Graphophone & Piano Co. are specializing in Grafonolas and Columbia records. The business is under the management of L. Theo. Foisy, ex-partner of Foisy Frères.

H. P. Labelle, Ltd., have the selling rights of Paramount records, and H. C. Foisy, the manager, is jubilant over prospects for spring business.

New local Pathé dealers include The Amherst Furniture Co., 183 Amherst, and Jos. Fyfe, 766 Papineau avenue.

J. Dumouchel, who has been with Foisy

(Continued on page 111)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



GENNETT RECORDS



AN up-to-the-minute, salable, first class library of the popular, standard and classical selections which will make instant appeal to all classes of music lovers. Gennett Records are ten inches in diameter, double sided, and recorded by the best artists. They are recorded in the Starr Piano Company's Laboratories in the heart of New York's musical center where ready access may be had to all the latest popular numbers. Therefore your stock may be kept up-to-date at all times with no fear of an accumulation of dead material. To the dealer who is looking for the record which makes instant appeal, has unlimited sales possibilities, which offers the right service and which will enable you to build up a strong, steady, sound record business, we invite inquiry. Our proposition will interest you.

Gennett Records may be had in either Lateral or Hill and Dale types of recording.

THE STARR PIANO COMPANY

ESTABLISHED 1872

RICHMOND, INDIANA

Columbia has prepared a party dress to give cheerful character and appropriate distinction to your selling letters.

**Columbia Graphophone Co.
NEW YORK**



THE TRADE SITUATION IN MONTREAL
(Continued from page 109)

Frères, Inc., for over four years as manager, has succeeded S. H. Brown as retail sales manager of the Berliner Gramophone Co., Ltd., whilst Mr. O. Paquette takes over Mr. Dumouchel's duties as manager of Foisy Frères, Inc.

The Edison tone test recital put on by Layton Bros. at the Ritz Carlton on March 27, with Glen Ellison and Pauline Lawrence, was most successful in every way.

Wilder's Music Supply Co. will shortly occupy a ten-story building of their own on Bleury street, near St. Catherine.

"We are doing unusually well and are well satisfied with the business growth of the present year in Brunswick machines," said Tom Cowan, of the Cowan Piano Music Co.

J. W. Shaw & Co. are highly optimistic over disposals of Columbia Grafonolas and records.

"The present demand for Victor goods is unprecedented and every month sees a gain over the previous one with sales to date away ahead of the corresponding months of last year," said the Berliner Gramophone Co., Ltd., retail stores.

No small factor in the rapidly growing business of J. Donat Langelier is His Master's Voice department, where sales of machines and records are increasing at a most rapid rate.

Layton Bros. will take over the store directly west of their own, which is owned by them, and convert it into talking machine parlors de luxe, which will give them additional ten demonstration rooms for Edison and Columbia display.

The Brunswick Shop report a nice following the past month, with a brisk demand for the Lacquer Brunswick Model. OkeH records are finding a ready sale.

The Berlind Phonograph, Ltd., are most enthusiastic over business, and state that the past month gave evidence that the Brunswick line is more in demand than ever before, whilst OkeH records are going out at a rapid rate.

All Columbia dealers indulged freely in space devoted to Josef Hofmann's records, this exclusive Columbia artist appearing in a concert recital locally quite recently.

The National Phonograph Co., St. Hyachinte, Que., and the Imperial Piano & Phonograph Co. have registered.

J. G. Harrison, of W. H. Thorne & Co., St. John, N. B., is on this year's executive committee of the Edison Diamond Disc Jobbers' Association.

The Pathé phonograph department of the Nova Scotia Furnishing Co., Halifax, N. S., recently gave a Pathé recital at the Old Ladies' Home of that city.

Semi-monthly recitals open to the public in the large demonstration room of the Phonograph Shop, 323 Portage avenue, are being planned by A. G. Joy, manager of this well-known music firm. The first of these informal musical soirees took place recently, with Miss Lillian Durkin as one of the entertainers, and Mr. F. C. Dallman, 'cellist, who played 'cello

obligatos to Miss Durkin's vocal solos as well as giving individual solos himself. A feature of the concert was the use of phonograph records of the five better known makes, to which Miss Durkin sang and Mr. Dallman played accompaniments. Mr. Dallman also played in duet with a phonographic record of 'cello solo. The artists were accompanied by the Brunswick phonograph.

At the New Edison tone test recital recently held under the auspices of the Winnipeg Piano Co., Ltd., over two thousand witnesses applauded the wonderful demonstration given by Glen Ellison and Miss Pauline Lawrence.

A NEW CONCERN IN WINNIPEG

Pathé Distributors, Ltd., Organized to Handle the Pathé Line in That Territory—Quick Service for Dealers Planned

WINNIPEG, MAN., April 2.—Significant of the enthusiastic faith in the West of the men who manufacture Pathé lines in Canada and the men who have done the distributing in the Western provinces is the organization of Pathé Distributors, Ltd. This firm is the logical outcome of the success with which R. J. Whitla & Co., Ltd., have met as wholesalers of the Pathé lines during the past two years.

Appreciating the necessity of greater stocks in Winnipeg to give quick service to their Western dealers and the desirability of an organization with an undivided interest in serv-

ing Pathé dealers, James Malcolm, respectively of Pathé Frères Phonograph Co., of Canada, Ltd., Toronto, visited Winnipeg some weeks ago, and while there effected the organization of Pathé Distributors, Ltd.

C. B. Moore has been engaged as manager of the Pathé department of R. J. Whitla, Ltd.

Twelve thousand square feet of floor space have been secured in the John Deere Building, and to assure the quantity of records essential for immediate service always being in stock, the factory capacity at Toronto has been greatly enlarged by the addition of new pressing equipment and the addition of a plant whereby the Pathé firm will make their own matrices instead of importing them as formerly.

Five carloads of Pathéphones are either already on the way or in course of preparation.

A. S. Binns is president of the newly organized company, Mr. J. Clark is secretary-treasurer and managing director, both active in the conduct of the Whitla firm. Associated with them are James Malcolm, president, Pathé Frères Co. of Canada, Ltd.; R. Driscoll, vice-president, R. J. Whitla & Co.; D. S. Elliott, son of Mr. D. K. Elliott, president of R. J. Whitla & Co., Ltd., and O. C. Dorian, general manager, Pathé Frères Phonograph Co. of Canada, Ltd.

The new firm therefore is a combination of the strength of Pathé Frères Phonograph Co. of Canada, Ltd., and R. J. Whitla & Co., Ltd., a pioneer wholesale house in the West.

The plans of the new firm include the placing of representatives in each province.

PERIOD TRIMMINGS



People like distinctive appearance. You will increase the sales of your retailers by adding to your talking machine the final artistic touch afforded through our complete line of knobs, pulls, etc.

Some of our other products are:

- LIDSUPPORTS DOOR CATCHES SLIDING CASTERS SOCKETS BUTTS
- NEEDLERESTS AUTOMATIC STOPS CONTINUOUS HINGES TONE RODS ETC.

Write for samples and prices

WEBER-KNAPP CO., Jamestown, N. Y.

SHORTAGE STILL IN CHATTANOOGA

Business Very Active in This Section of the South—Dealers Most Optimistic, Owing to Business Demands—Anxious to Get Stock

CHATTANOOGA, TENN., April 8.—Business in the talking machine field in this city is continuing in fine shape. There is still a great shortage of goods in all lines, but the dealers and manufacturers are making extreme efforts to keep supplied and are hoping that every week will bring some improvement. We give below individual reports from local dealers:

Sterchi Bros. Furniture Co., Columbia and Edison dealers, are quoted through Mr. Johnson, manager of the talking machine department, as having done an excellent business in March and have had an especially fine business on Columbia records, this branch of their business possibly running double what it was in 1918. The talking machine sales also were larger than ever before, but this concern in common with others is awaiting eagerly the time when they can procure more abundant stock, in which event it is not impossible that they could sell three to five times as much as ever before.

Mr. Johnson is particularly enthusiastic over the new Rosa Ponselle records, which have taken great with the public. Additional interest in all symphony records has also been created by the fact that the Metropolitan Opera Co. will be in Atlanta, Ga., the third week in this month and many persons from this city will be in attendance.

Templeman Piano Co., Columbia exclusively, have just finished a most satisfactory month. Their record business in February was largely increased over previous months, owing to the fact that they put forth splendid publicity in the local papers, tying up with the Columbia stock advertisements in every instance to their considerable benefit.

The Rhodes-Mahoney Co., Victor dealers, and who also sell the Brunswick, are continuing a

very satisfactory volume of business. They featured in their big show windows on Market street all records made by the Victor Co., covering the list of operas sung here by Creator's company recently and boosted their sales in proportion. They continue to sell many Brunswicks.

Stulce-Yarnell Furniture Co., Columbia exclusively, are quoted through Mr. Stulce, senior member of the firm, as having sold the largest number of Columbia records in March in the

history of their business. He also says that as fast as a Columbia comes in his door it goes out to a waiting customer. This concern is planning additions to their store to take care of their increasing business.

Clemons Bros., Victor dealers, continue a most substantial volume of business. They look for good business all the spring and summer, and with the return of Chattanooga's war heroes and the entire resumption of normal life there seems to be no cloud on the horizon.

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

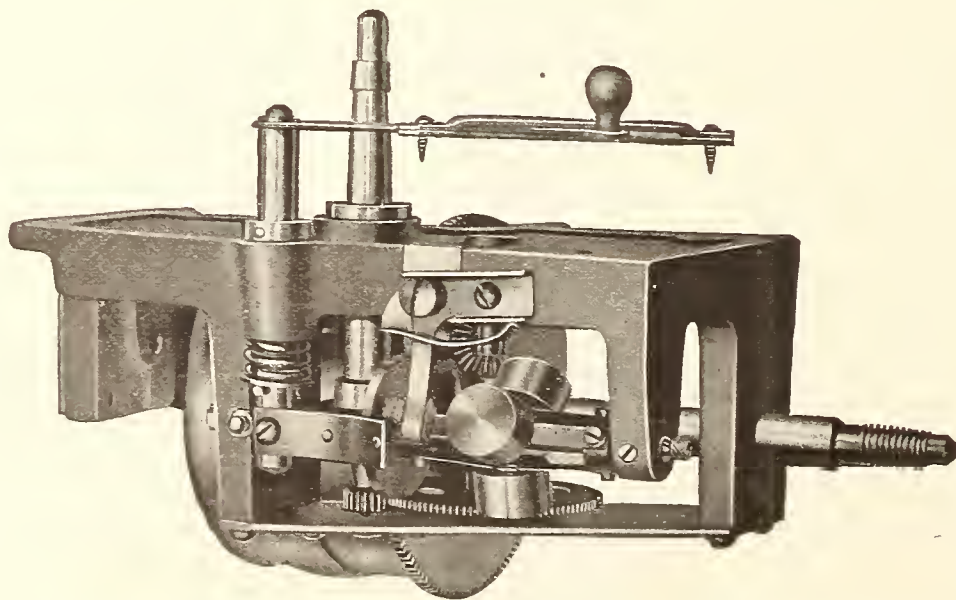
The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE
BROOKLYN, N.Y.

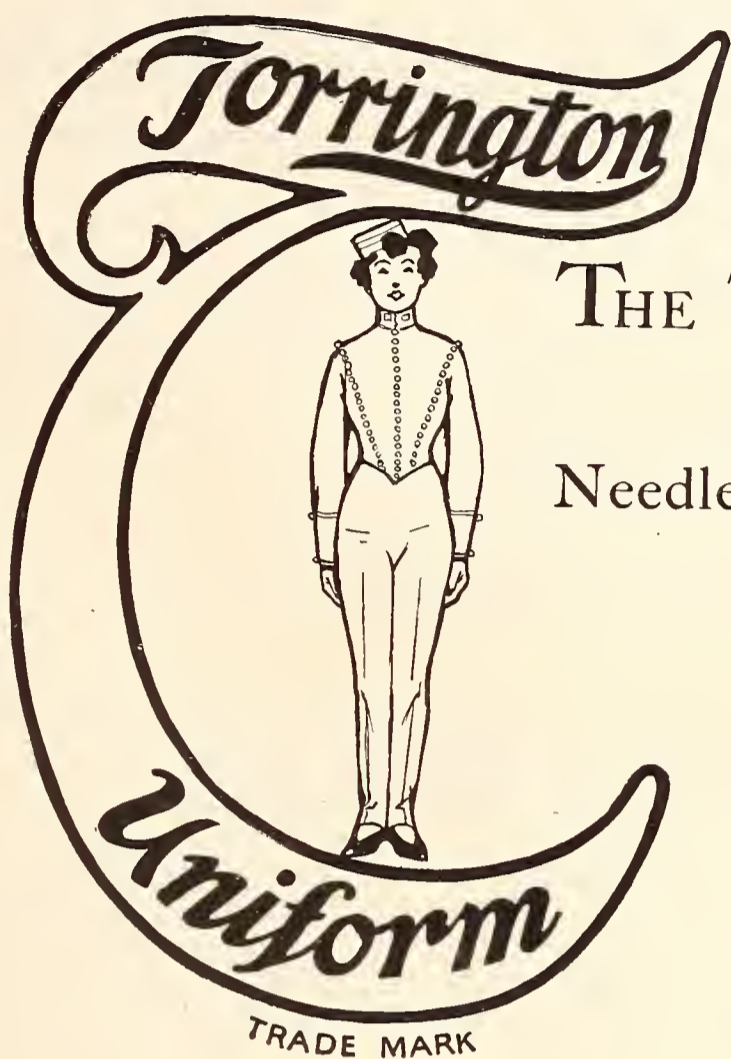
Meisselbach and Heineman Motors at Factory Prices

We carry a large stock of all types on hand at all times and therefore can supply your wants quickly. No order too small for us to handle efficiently.



Quotations on Springs and Parts on Request

TRIANGLE PHONOPARTS CO., 311 Sixth Ave., New York City
CHICAGO, 932 Republic Bldg. PHILADELPHIA, PA., Real Estate Trust Bldg.



It is our great pleasure
to announce that

THE TORRINGTON COMPANY
The *Largest and Oldest*
Needle Manufacturers in the World

HAS APPOINTED US
SOLE AGENTS

FOR

Uniform

(TRADE MARK REGISTERED)

TALKING MACHINE
STEEL NEEDLES

**The only steel needle with a
Ball Point.**

Think what that means to your customers. The *Uniform* ball point fills the record groove perfectly. It does not scratch and scrape around as does a needle tapered to a hair point.

It insures an even volume of tone *at all times*, AND it does not grow blunt after a few revolutions of the record. It cannot dig into the record.

***Uniform* in point.**

***Uniform* in length.**

***Uniform* in finish.**

***Uniform* in Quality.**

**Sold at a price that insures
your profit and protects your
trade,**

Because *Uniform* needles are produced in a scientifically organized factory — the largest in the world, and one that for fifty years has led the needle business of the world.

You know the relation that quantity production bears to cost. *Uniform* needles have this advantage *plus* the most expert workmanship—for Torrington works to a thousandth of an inch.

**We will be glad to send you sam-
ples of the *Ball Point Uniform*.**

CONDON & Co., INC., *Sole Agents*

Fifth Avenue Building, New York City

Big Hits in **RECORDS** and **ROLLS**

The following numbers should be kept in large quantities by every up-to-date record and roll dealer in the United States:

MARY EARL'S *THREE BIG HITS*

“SWEET SIAMESE”

Fox-Trot and Song

One of the biggest things in America to-day, played by every band, orchestra, pianist and organist in America.

“BEAUTIFUL OHIO”

Waltz and Song

“RUSPANA”

One-Step and Song

The above three tremendous hits are being advertised during April and May in the national monthly magazines which **will be read by over sixty millions of people**, and in each one of these ads the public is requested to call for them on all records and rolls, so that the wise and up-to-date dealer will immediately lay in a very heavy stock of these three numbers.

Published by

SHAPIRO, BERNSTEIN & CO., Inc.
Broadway and 47th Street
NEW YORK

Gleanings From the World of Music

RECORD SALES DO NOT HURT SHEET MUSIC BUSINESS

Popular Hits Keep Right on Selling Despite Heavy Record Demand—Some Typical Instances—
Music Publishers Not Ignoring Substantial Incomes From Mechanical Royalties

It was not so many years ago that there was a number of opinions extant as to whether or not the mechanical reproduction of a song injured its sheet music sale. Theories were advanced pro and con, and good cases were made out by the adherents of both sides. But it must be admitted that those who at that time put forward the theory that the talking machine record and music roll cut into the sales of sheet music appeared to make out the better case.

Consideration must be given, however, to the fact that most of those holding that opinion

MEN WHO MAKE POPULAR SONGS

No. 1—Lee S. Roberts

Lee S. Roberts is probably best known as the author of "Smiles," one of the biggest song and instrumental hits we have had in years. But his popularity as a song writer is not based on



Lee S. Roberts

the success of this song alone, for he has a happy faculty of writing songs which have an appealing charm to the vast majority of people.

During the past few years he has written several numbers of the "hit variety," most of these having a long continued sale. An example of this is the success that "A Little Birch Canoe" and "Lonesome, That's All," have had and are still having.

Generally speaking, song writers are not usually successful in the business world. Here again Mr. Roberts shows his versatility. He is vice-president of the Q R S Co., one of the largest and most progressive music roll companies in the world. His firm is constantly growing, and Lee S. Roberts must be credited with no small a part in its success.

Besides the numbers mentioned above, other songs from his pen that are having large sales are: "After All," "You Don't Know," "Cheerio," "There's a Little Home in My Land," and his latest instrumental success "Cleo," an Oriental fox-trot. Other numbers by this excellent writer are "An Old Sweetheart of Mine," "Mammy's Lullaby," "Ching Chong," "Valse Parisienne," "Harlequin," "Hawaiian Moonlight" and the series "Italian Nights," "Northern Nights," "Southern Nights," "Hawaiian Nights" and "California Nights."

were music publishers, or closely allied thereto, and they seemed at that time in no mood to entertain arguments relative to the merits of a new creation, one, which though not a direct competitor, certainly, in their mind, would make some inroads on the sale of their songs and instrumental selections.

All of the music publishers, of course, did not hold the opinion, as the entry of a number of them as active stockholders in record manufacturing companies shows. As the talking machine business grew, and with the development and the success of the player-piano and music roll, followed by the impetus this latter industry received with the addition of the word roll to its field, the feelings of the most antagonistic music publisher changed from one of antipathy toward these royalty-producing products to one of earnest co-operation for and with them in their aims.

The talking machine industry with its rapid growth and development from a novelty product to one of the greatest musical and artistic instruments of all time practically forced this change of mental attitude toward their product on the part of the few publishers who attempted to ignore not only the possibilities but the actual advancement and accomplishments that the talking machine and record had made.

While there is still a difference of opinion as to just what effect, if any, mechanical reproduction of a number has on its sheet music sale, there are many other things that are actually known to be facts, and regardless of all theories to the contrary that seemed basically sound these facts are accepted as the realities, and the only ones at present worth considering.

Among these is the fact that sheet music to-day is being sold in larger quantities than ever before. An instance of this greatly increased demand was recently given when the house of Leo Feist, Inc., announced that the sales of "Rose of No Man's Land" were the largest of any one song they had ever published. Now this same song had a tremendous sale on the records, so much so that the factories were unable to keep the trade supplied. In addition to this, thousands of music rolls, both word and instrumental, were also produced, and yet the sheet music sales broke some records.

Another instance is given by one of the recent additions to the popular catalog of M. Witmark & Sons, "Have a Smile," the first 600,000 copies of which were sold faster than their printers could turn out the number. Its record sale is also quite large, and, as the song promises to go over the million mark in point of sales, its demand in record form will also undoubtedly increase.

Both songs and instrumental numbers have bigger sales than ever before, and in addition to this the talking machine record sales are constantly being added to and the music roll production enlarged. During the last eighteen months it has been a question just how many records of a given popular song hit could have been sold, for the biggest sellers were during that time, always oversold for a period far be-



"All Night Long Angora
Sings his Song"
ME-OW
VOCAL OR INSTRUMENTAL
A SONG AND DANCE
SENSATION—THE RAGE
FROM COAST TO COAST
GET IT TODAY
ALSO FOR TALKING MACHINES
AND PLAYER PIANOS

Published by

SAM FOX PUB. CO.
CLEVELAND, O., U. S. A.

yond the duration of original popularity as songs.

This then is the known situation, and one that leaves small room for quibbling as to whether sheet music sales are hurt by mechanical reproductions.

Of course, it is not to be taken for granted that because the publishers to-day look with favor upon the mechanical reproduction of their works that they are satisfied with the arrangements and the amount of the royalties they now receive from that source. As a matter of fact, there is much sentiment for an increased royalty for mechanical reproductions. But the arguments used when the Copyright Law of 1909 was being prepared are probably passé. The arguments for an increase probably will be based on the foundation that the publisher holding the copyright has something to sell which is more valuable and merits a larger royalty than is received through the workings of the existing Copyright Law.

It is not thought that any changes in regard to the Copyright Laws are possible or probable during the coming two years, so in the meantime the publishers are endeavoring to get the most out of these royalty sources as they now stand, and they realize that the best method of doing this is by giving the various recording companies their most earnest co-operation. This, with very few exceptions, they are doing.

THE BIGGEST DANCE HIT IN YEARS

**"THEN YOU'LL KNOW
YOU'RE HOME"**

ONE STEP

WITH A LYRIC BY GORDON JOHNSTONE

CHAPPELL & CO. Ltd., London, New York, Toronto, Melbourne

To Song Lovers—

Tell your heart it's missing some sunshine

—tell your lips they're missing some smiles

—tell your feet they're missing SOME Dancing

—unless you know the exquisite charm of these four wonderful new song-hits.

P. S. Tell your fingers to take this page to your piano and try them out now.

Four Smashing SONG HITS

Johnny's In Town

By Jack Yellen, Geo. W. Meyer & Abe Olman.

CHORUS

John-ny's in town,— John-ny's in town,— And oh,—dear-ie, oh, dear-ie, he's been a— roun',— He knows French and ev - 'ry - thing,—

Copyright, MCMXIX, by LEO. FEIST, Inc.

Sing the song of welcome—dance the dance of joy—laugh the laugh of happiness—"Johnny's in Town"! It's the song of songs—a hit that hits the song-spot, dance-spot and smile-spot with a wonderful, melody. Try it out—now.

Chong

By Harold Weeks

CHORUS

Chong,— he come from Hong Kong,—Where Chi-nee-man play all - ee day on a drum,— Chong,— no lik - ee that song,— Where Chi-nee-man

Copyright, MCMXIX, by LEO. FEIST, Inc.

The lure of mysterious China blended with live American pep—that's "Chong," the new song-hit they're dancing and singing and humming and whistling everywhere today. "Chong" in your home means life in your home—get it.

Heart-breaking Baby Doll

By Cliff Hess & Sidney D. Mitchell

CHORUS

She's just a blue-eyed, blond-haired, heart-break-ing ba - by doll, That's all, She's got my heart a—bounc-ing like a rub-ber ball,— More times than I can tell,—

Copyright, MCMXIX, by LEO. FEIST, Inc.

"Heartbreaking Baby Doll" is SOME heartwining baby song. It's a new one, fresh from Song Headquarters, but it's spreading through the country like Spring itself! No one who has ever heard it, has been known to get away from its tantalizing melody. Try it.

Alabama Lullaby

By Cal DeVoll

CHORUS

Down in Al-a - bam - a! when the breeze be-gins to sigh, Seems to soft-ly mur-mur just the sweet-est lull-a - by, Each dear old Mam-my in old Al-a - bam!

Copyright, MCMXIX, by LEO. FEIST, Inc.

The spirit of the "Swanee Ribber" woven into a beautiful 1919 waltz-melody gives that new song "Alabama Lullaby" a charm all its own. You'll sing, dance and enjoy "Alabama Lullaby" over and over again, each time with growing fascination. Don't miss it—get it.

On Sale Now

at all music and department stores or at any Woolworth, Kresge, Kress, McCrory or Kraft Store

You can't go wrong with any Feist Song



for your Talking Machine

for your Player Piano



— JOHNNY'S IN TOWN

Leo Feist, Inc. Feist Building, N.Y. City

PREPARE!

To every "Record Dealer" who reads this announcement—we say: Prepare for a big demand for the records of these 4 big songs.

"Johnny's in Town"
"Chong"
"Heart-breaking Baby Doll"
and
"Alabama Lullaby"

Order a big supply now and be sure to "Hook up" with our big advertising campaign on these four songs.

The advertisement reproduced herewith will be in

Saturday Evening Post	-	April 24th
Collier's	-	April 22nd
Literary Digest	-	April 26th

Get your record stock on these numbers in good shape—

You'll not regret it!

You can't go wrong with any "Feist" Song.

20,000,000 PEOPLE WILL READ THESE ADVERTISEMENTS

GLEANINGS FROM THE WORLD OF MUSIC—(Continued from page 115)

A RECORDER'S VIEW OF SONG PROBLEM

Geo. C. Jell, General Manager of Columbia Recording Laboratories, Tells of the Sort of Songs That Proves Most Successful When Reproduced on Talking Machine Records

Of all angles of our business, one of the most interesting is that which relates to songs suitable for recording and the attitude of the artists and the public toward them. In referring to this subject I have in mind compositions of substantial merit and of at least some permanent value, classed generally under the heading of standard songs as contrasted with the strictly popular song which ordinarily dies after a few months of more or less feverish life (not, however, before it has poured into the coffers of the company—if it is anything approaching a real "hit"—a goodly stream of dollars).

It is plain that while the popular hit of the day is always with us and will be always a tremendous money-making factor, it is a question whether or not the real bone and sinew of the business is the song to which the people turn after they have tired of the frivolity almost always found in current popular music. It is the factor which, perhaps, more than anything else keeps the Grafonola a living and active force in the musical development of the country by reason of the fact that it keeps it active in the home where otherwise it might lapse into neglect. It educates the people gradually and insensibly—and he is a mighty foolhardy man who tries to educate them any other way—to an appreciation and purchasing of things in music still better and more substantial.

Though many things may enter into the make-up of a song to render it a profitable commercial recording proposition, these three are of chief importance: First, melody; second, sentiment or "heart" interest; third, familiarity. It is on this account that folk songs such as "Believe Me if All Those Endearing Young Charms" and "Last Rose of Summer" (Irish), "Within a Mile of Edinboro Town" and "Annie Laurie" (Scotch); "Sally in Our Alley" and "The Girl I Left Behind Me" (English), and "Old Folks at Home" and "The Old Oaken Bucket" (American), offer a practically ideal combination. With one or two exceptions these are songs which, like Topsy, "just growed"—and they are for the most part traditional and their origin practically

STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" <i>Some Roaring Song</i>	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" <i>Some Waltz Song</i>
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" <i>Some Lodge Song</i>	HIT No. 7	"INDIANOLA" <i>Some Novelty Song</i>
HIT No. 3	"WAIT AND SEE" <i>Some Waltz Song</i>	HIT No. 8	"PAHJAMAH" <i>Some Oriental Song</i>
HIT No. 4	"TEARS OF LOVE" <i>Some successor to Smiles</i>	HIT No. 9	"KENTUCKY DREAM" <i>Some High-Class Waltz Song</i>
HIT No. 5	"OH HELEN" <i>Some Comedy Song</i>	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" <i>Some Wonderful Song</i>

THESE NUMBERS CAN BE OBTAINED IN
RECORD, PLAYER ROLL AND SHEET MUSIC FORM
PUBLISHED BY **JOS. W. STERN & CO.** 105 WEST 38th STREET NEW YORK CITY

unknown. The outline of their melody is simple, facile and readily remembered. The emotions they express are elementary, and felt more or less at one time or another by every one possessed of ordinary human impulses. They have been played and sung around the piano in the back parlor on Sunday evenings by successive generations of young people who have grown old and still love them. They are a spontaneous expression of the musical life of the people, and are, as far as we can tell, immortal.

Unfortunately the songs in this category that have survived all ravages of time and fickle public taste are limited, and the record catalog is large. There still remains a list of famous and long-known songs by standard composers typified by such numbers as Schubert's "Serenade," Tosti's "Goodbye," Braga's "Angel's Serenade," D'Hardelot's "Because," Bartlett's "A Dream," and so on. Also in the past few years there has sprung up a type of standard and semi-standard song, new to the public, familiarity with which has been created by the use of almost the same intensive methods of publicity and propaganda as those pursued by the publishers of current popular hits. Eminent examples of this are "I Hear You Calling Me," "A Perfect Day," "Until," "Somewhere a Voice Is Calling," "Just a Wearyin' for You," and, still lower in the scale, from the musician's point of view, "There's a Long, Long Trail," and "Keep the Home Fires Burning." Then again there are the real old-fashioned heart songs, of which "Silver Threads

Among the Gold" may be accepted as typical.

Extremely significant also is the change of attitude on the part of prominent artists toward songs that can be profitably marketed on records. Singers, no matter how highly placed and however abstruse and "high-brow" they may consider it necessary to make their concert and



Geo. C. Jell

recital programs, are rapidly coming to realize that they must record what pleases the people, whether they may be pleased with it themselves or not, and that to try to impose their own highly sophisticated musical tastes upon the American public is the best way to receive no royalty check. The days when (as has actually happened) such songs as Cowen's "Mission of a Rose" and Denza's "May Morning" have been flung back at us—literally—by a temperamental soprano are over, in all probability forever.

Yet with all such circumstances in our favor and with the really familiar songs of the past and present to draw upon there are not enough of the standard songs that sell themselves to go round, year in and year out. The catalog, as noted before, is large; it must be maintained at least at normal strength; there are many artists to satisfy, both financially and artistically, and many record buyers, actual and potential, to please. Shall we duplicate and multiply the well-known titles in our catalog—a policy pursued more or less in the past by every large company—or shall we tap the vast resources of song literature not yet touched by any recording organization? Assuming the latter, will the dealers and their sales forces co-operate with us in familiarizing themselves and in turn making an intelligent, thorough and patient effort to familiarize their patrons with the new issues (for in selling music, familiarity is four-fifths of the battle)? It is one of the most vital problems confronting the business at this time.

ANNOUNCEMENT

The Pace & Handy Music Company, Inc.

have inaugurated a system of advertising, peculiarly their own, by which lovers of phonograph music, and especially those desiring recordings from the Pace & Handy Catalogue, may be supplied with records even in the most remote village.

In order to give their fullest co-operation to the dealers and to the various recording companies, the Pace & Handy Company send out circulars in all their mail, giving the numbers of the records and the title of the songs, together with pictures of the artists who have contributed selections from their catalogue.

These circulars, with space for imprint, will be sent on request to any Columbia, Victor, Emerson, Edison, Gennett, Pathé, Aeolian, OkeH and other distributors or dealers.

"A GOOD MAN IS HARD TO FIND," "OH, DEATH, WHERE IS THY STING," "SAINT LOUIS BLUES," "OLE MISS RAG," "SATAN I'M HERE," "SHAKE, RATTLE AND ROLL," "RINGTAIL BLUES."

Above are the records released by several of the Talking Machine Companies that will find a ready sale.

For illustrated catalogue address:

PACE & HANDY MUSIC CO., Inc.
(Home of the Blues)
1547 Broadway, New York, N. Y.

GLEANINGS FROM THE WORLD OF MUSIC—(Continued from page 117)

PROFITING BY INTEREST IN MUSIC

Increased Demand for Music of All Sorts During and Since the War Offers Great Possibilities for Those in the Industry

The increased demand for music during the war period, and which has even grown since the signing of the armistice, has led the thoughtful minds of the music industry to give the matter much consideration in an effort to discover the reason therefor so that they will be better able to take advantage of this demand for music of all sorts. A number of reasons have been advanced for this great new interest in music and musical affairs, and among these no doubt much of the credit must be given to the song leaders of our Army and Navy.

The progress that has been made in developing community sings must also be recognized as a factor in the increased interest. Many of the sheet music publishers have gotten out special material for the use of those interested in community sings, and one large publishing house has issued a series of booklets for that special purpose. With summer again close at hand many of the music publishing houses are mak-

ing preparations to again give their support and encouragement to this sort of music propaganda.

It is realized that the possibilities of creating enthusiasm in behalf of music have hardly been touched, and as the interest along these lines increases more and more advantage must be taken of it, so that this momentum shall not be lost. This work, however, at present has its reward both esthetically and materially, so in all likelihood every interest that has for its object the advancement of music will lend its support.

MAKING PUBLICITY WORK DOUBLE

Advertising of Music Now Prepared by Publishers in a Form to Make it Adaptable to Use of Talking Machine Dealers

From time to time a number of the larger music publishers have had reasons to comment unfavorably on the requests made by talking machine jobbers and dealers for special display material for their windows or hangers for their stores, featuring records in which the publishers have an interest. The publishers have con-

tended that no matter how good the display or how conspicuous or well located the window, it does not pay them to go to the expense of getting out special material on request.

In recent months some of the publishing houses have found a method of satisfying these requests, and at the same time involving only a small additional expense. This is done by getting out all their display advertising material in a form that will make it equally applicable for advertising sheet music, talking machine records or player-piano rolls. The title of the number under this method is featured, underneath which the reader is told to "Get it inside" or "Now on sale." In this way the material can be used by any interested branch of the music industry.

Inasmuch as large quantities of this sort of publicity material are issued by the music publishing firms they are only too glad to place it in the hands of the dealers and jobbers, not only in the talking machine industry, but also in the player-roll field.

No doubt more and more publishers will profit by the advantage given them by this method of getting out their publicity, because in the past they have felt that the requests referred to above were a problem, and indeed they are or were.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

Overwinding Causes Trouble

New York, March 30, 1919.

Talking Machine World:

Dear Sir—We are having quite some trouble with the V. V. 6 Type A machines. We have had any number of these machines for repair where the end of the main spring has been broken just enough to let it slip off of the spring cage rivet. Is there anything we can do to prevent this, as we have had one machine in particular returned to us three times with the same trouble? We will appreciate your early reply to the above. Very truly yours,

S. T. Mac. Co.

ANSWER.—The cause of this breakage of main springs is simply a matter of overwinding the machine. The arrangement of the winding gears and spring shaft allows the motor to be wound up without any effort on the part of the user, and it is very hard to tell when the springs have been wound up in full, consequently many springs are pulled off the rivet by giving the winding key another little turn.

My remedy for this trouble has been to take the two main springs, draw the temper from the ends and drill new rivet holes about an inch or an inch and a quarter from the ends and replace in cage. Placing of the rivet hole in this position adds just enough strength to the end of the spring to warn the person using the machine that the springs are wound up in full.

A Puzzling Question

Loveland, Colo., April 1, 1919.

A. H. Dodin, Talking Machine World:

Dear Sir—Being a subscriber to The World and a reader of your department, I take the liberty of inquiring of you where I can get a main spring for a double-spring motor for a Colonial talking machine.

A. V. S.

ANSWER.—If you read the advertisements in The Talking Machine World every month you will note that there are possibly five new talking machines in each issue. In not one of these new machine advertisements is the name of the motor given.

How difficult it is for yours truly to tell the width or length of a main spring in an unknown quantity you can easily imagine.

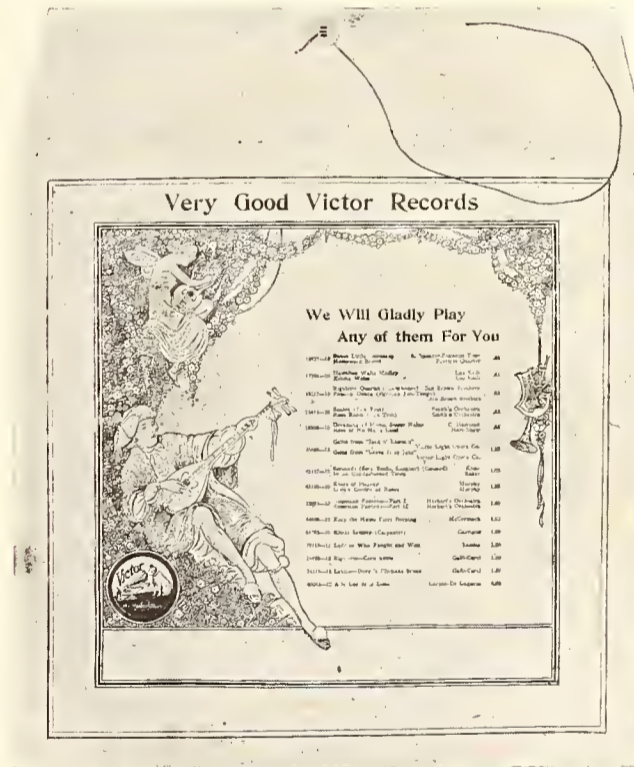
Although I have written to you personally, I am answering your letter in this column for the edification of the many other dealers who have written and undoubtedly will write again to ask the same question.

Give the width and length of the main spring, and it is a very much easier problem for me to answer.

HEADS SUPREME PHONO PARTS COR.

William Phillips, president of the Mutual Talking Machine Co., New York, manufacturer of "Mutual" tone arms and sound boxes, has also been elected president of the Supreme Phono Parts Corp., which is manufacturing a complete line of tone arms and sound boxes. Mr. Phillips states that he has already received many large orders for the products of his new company, which will be aggressively exploited.

A New Service on ENVELOPES



Use envelopes not only to wrap Records but to SELL them.

These new envelopes contain lists of "Very Good Victor Records" and are artistic in design.

They will sell more Records for you.

Imprinted with your name and address, in 10-inch and 12-inch sizes. Made of craft paper with string fastener.

Write for details and prices.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351-353 Fourth Ave.

NEW YORK

WE DO NOT RETAIL

GREAT PLANT OF GARFORD MFG. CO.

Occupies About 200,000 Square Feet of Floor Space With Seven Acres of Land Still Available for Expansion—Wonderfully Equipped

The Garford Mfg. Co. is the successor to the Dean Electric Co., of Elyria, O., at one time known as the largest manufacturers of telephones in the country. In 1915 the Garford

have a capacity of several thousand phonograph motors per day.

Besides phonograph supplies the Garford Mfg. Co. is also making automobile horns on a large scale and ship several thousand of these every day. Millions of electric switches for automobiles are also turned out by this plant throughout the year.

During the war the Garford Mfg. Co. proved of great help to the Government, for it made

did service by building two types of aeroplanes.

The plant has a floor space of about 200,000 square feet and there are about seven acres of land still available for expansion. The boiler room equipment consists of two sterling-water tube boilers of 350 horsepower each and coal is delivered on their own site and taken direct to the boiler room. Every department is equipped with the most modern machinery, and new improved technical appliances added day



The Garford Mfg. Co.'s Factories



Garford Development Heads and Factory Foremen

Mfg. Co. contracted with the Otto Heineman Phonograph Supply Co., Inc., of New York City, to manufacture phonograph supplies for them. At the same time A. G. Bean, now president and general manager, also entered into an agreement with Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., to manufacture all phonograph motors of a certain type for a period of many years exclusively for the Otto Heineman Co.

The first six months of the year 1915 were largely devoted to the making of tools and dies needed for the manufacture of these motors, and in the fall of 1915 first deliveries were made. The factory was enlarged right along to keep pace with the increased demand for phonograph motors and after the present enlargements will have been completed the Garford Mfg. Co. will

most of the wireless receiving sets used by the Navy Department and has also rendered splen-



Garford Executive and Sales Heads

after day fill the growing demand for phonograph supplies and other products manufactured by the Garford Mfg. Co.

The Garford Mfg. Co. maintains a highly skilled engineering department as well as a research department for perfecting and keeping abreast with the times in the manufacture of phonograph motors and phonograph accessories.

As per an announcement made a few weeks ago A. L. Garford and his associates have sold their holdings in the Garford Mfg. Co. to the Otto Heineman Phonograph Supply Co. of New York, who now hold the controlling interests in the company. The Otto Heineman Phonograph Supply Co., Inc., will enlarge the plant on a large scale so as to give their customers the best service in quality and quantity, thereby living up to their watchword.

**Our Stock is Constantly Replenished
with the LATEST**



**That Means No Shortage in Your Record Department
This Assures a STEADY FLOW OF PROFITS**

OkeH Records Are Known Through Quality Plus Our Prompt Service

E. E. BRUCE & COMPANY, 401-5 So. 10th St., Omaha, Neb.

“Beautiful Ohio” is a tenor solo by Henry Burr. Its sales are no solo performance. A-2701.

**Columbia Graphophone Co.
NEW YORK**



BLACKMAN TALKING MACHINE CO. TO QUIT RETAIL TRADE

Will Dispose of Retail Department to Louis Kay on May 1, and Devote Efforts to Wholesale Victor Business Exclusively After that Date—An Important Move for All Concerned

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, advised the trade this week that arrangements have been completed whereby the company will dispose of its retail department on May 1, and will start its fiscal year on that date as Victor distributors, doing business “wholesale exclusively.”

This retail department, which has been operated by the company since May 1, 1902, when the Blackman Talking Machine Co. began business, has been purchased by Louis Kay, one of the pioneers in the talking machine business. Mr. Kay is widely and favorably known to the trade through his many years’ connection with

the present time he is president of the National Association of Talking Machine Jobbers, and he is generally recognized throughout the trade as



J. Newcomb Blackman

one of the best posted Victor men in the country. Mr. Blackman has worked indefatigably in the interests of the association, and has also been an important factor in many civic and industrial movements. He is a keen, analytical student of Victor merchandising, and has devel-

oped an organization that has always aimed to give the dealer service and co-operation.

In a chat with The World Mr. Blackman commented briefly upon his announcement to the trade, stating as follows:

“I do not believe that at the present time any Victor dealer will or should give his business to any jobber because this jobber is wholesaling exclusively. The dealer’s patronage should continue to be given to the jobber on the basis of the service that he is being given by that particular distributor. It is my opinion that any jobber who has a retail department and takes care of any particular dealer in a satisfactory manner will and should be supported by that particular dealer.

“Sooner or later, however (we hope sooner), as production increases and dealers become salesmen rather than order takers, I believe that the question as to a jobber being a wholesaler exclusively or otherwise will be a deciding factor in the support given by the dealer. It will probably result in the dealer gravitating to perhaps one or two jobbers for his service, as compared with the present system, whereby he endeavors to secure service from any jobber who can give him merchandise.”

It is interesting to note that in 1898 Mr. Kay sold Mr. Blackman his first bill of goods. At that time Mr. Blackman was an Edison jobber, and Mr. Kay received the first order he placed. Mr. Blackman states that he is happy to pay Mr. Kay the compliment of selling him his first bill of goods when he opens his new business.



Louis Kay

the S. B. Davega Co., and more recently with the New York Talking Machine Co. He will continue the Blackman Talking Machine Co.’s former retail department at 97 Chambers street, under the name of the Kay Talking Machine Co., Inc. Miss L. Peters, who was formerly head of the Blackman Talking Machine Co.’s retail department, will join Mr. Kay’s organization.

The wholesale business of the Blackman Talking Machine Co. will be moved to 81 Reade street, New York, where all Victor wholesale business will be transacted hereafter.

In making this important announcement Mr. Blackman pointed out to his clientele that “with every indication of increased factory production we are convinced that the year 1919 will bring to ‘Blackman’ dealers a year of prosperity, and we hope mutually satisfactory business relations.”

The fact that the Blackman Talking Machine Co. has sold its retail department will undoubtedly interest the talking machine trade, for Mr. Blackman has for many years been recognized as one of the leaders in the Victor industry. At

Room No. 321 130 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

**Diamond and Sapphire
Phonograph Points**

New York City Phone, 2812 Cortlandt

GEO. KELLY CELEBRATES 20TH ANNIVERSARY IN TRADE

Manager of the Record Ordering, Stock and Traffic Department of the New York Talking Machine Co. a Real Veteran of the Industry—Silver Service From A. D. Geissler

Members of the local trade will be interested to know that George Kelly, one of the veterans of the Victor industry, celebrated on April 9 his twentieth anniversary with the New York Talking Machine Co., Victor wholesaler. Mr. Kelly occupies the important post of manager of the record ordering, stock and traffic departments for this company, and he has filled this responsible position with signal success. His executive ability, his tact, his intensive knowledge of the business and his inherent sense of loyalty



George Kelly

to all things Victor have made him invaluable to the industry and respected and esteemed by all the dealers in the East.

As an evidence of the high regard in which he is held by the New York Talking Machine Co., Arthur D. Geissler, president of this company, presented to Mr. Kelly last Wednesday a very handsome solid silver service. The employes of Mr. Kelly's own particular division presented him with a beautiful cut glass smoking set, as a mark of the affection and admiration they have for their "chief."

George Kelly came up from the ranks and the large measure of success that he has achieved in the Victor industry can be attributed to his conscientious work, unflinching ambition, zeal and loyalty. As he has progressed in the Victor industry, so has he progressed in the hearts of his friends, for year after year George Kelly has gained new friends until to-day he can proudly

point to a legion of true friends in all walks of life.

On April 9, 1899, Mr. Kelly went to work for Maguire Bacaus, the first distributor of Victor products in New York City. Afterwards the firm's name was changed to the Victor Distributing Export Co., which has since become the New York Talking Machine Co.

His twenty years in the Victor business dating since that time are replete with unusual experiences. For the beginner to-day the business is easy compared to the olden times. Kelly had no one to teach him. No one solved his problems nor pointed out the easy way of doing things. He was his own teacher—and he did a wonderful job of it.

While working as a packer he studied constantly to fit himself for a bigger field. He never was a dreamer. He is too practical for that. But he is a thinker. Often, while nailing up packing boxes, he "rapped" himself on the fingers with the hammer because he had suddenly thought of a new method of stocking records or a more efficient system of filling orders promptly.

This continual concentration on ideas which made for the betterment of the business eventually won for him the position of shipping clerk and superintendent of the stockrooms. In addition to being a conscientious, hard working "boss" of the shipping room, Mr. Kelly developed a keen sense of appreciation of music, and a phenomenal knowledge of the Victor record catalog.

By appreciation of music is meant that he formed the happy faculty of being able to judge in what proportion any particular selections would be welcomed by the public. Perhaps he has no musical ability. We don't know if he plays a ukulele or a bass drum—or neither—or both. If he has any harmony in him it is still there, because no one has ever heard it come out—but, when he discusses records, sales methods, or anything pertaining to the betterment of the Victor business, the dealers listen to him as eagerly as if he were the greatest artist under contract.

In conclusion, we may add that West Concord, Vt., can well be proud of George Kelly, for it was in that city on August 26, 1878, that he arrived at the home of George Alfred Kelly.

Winegar's Victrola Shop has opened in Grand Rapids, Mich., at South Division avenue and Cherry street.

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion.
It is Self-Advertising

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.

BROOKS MFG. CO., Saginaw, Mich.

MAKE TALKING MACHINE CABINETS

It is reported that the Mills Cabinet Co., of Chicago, has leased the factory building at Racine, Wis., formerly occupied by the American Seating Co., and will soon begin shipment of machinery and stock to Racine and engage in the manufacture of talking machine cabinets.

INCORPORATED

The Superior Phonograph Co. has been incorporated with a capital of \$50,000 by S. T. Herbert, J. V. Hughes, E. P. Geiger and R. J. Thompson, East Liverpool, Ohio.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

SONA-TONE PHONOGRAPH, Inc.

EXPORT DEPT.:
160 Broadway, New York City

OFFICE:
156 Broadway, New York City

DISTRIBUTORS AND EXPORTERS

W. REEO WILLIAMS, INC.,
160 Broadway, New York City.

Distributors for: New York, New England, Pennsylvania, Maryland, District of Columbia and Illinois.

Export Representative for: Australia, New Zealand, Cuba, Canada, England, Italy, Portugal, Spain, Mexico, France, Brazil, Chili and Philippine Islands.

HANDELMAATSCHAPPY "TRANSMARINA," INC.,
62 William Street, New York City.

Export Representative for: China, Dutch East Indies, British South Africa, Portuguese East Africa, Argentina, Uruguay.

WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

GEORGE A. CALDWELL, Distributor,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.

Distributors and Foreign Representatives for: State of California, British Honduras, Nicaragua, Costa Rica, Guatemala, Salvador, Honduras, Republic of Panama.

SONA-TONE DISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.

Distributors for: Borough of Brooklyn, N. Y., and Long Island.

DE VAUSNEY & TAYLOR,
Newark, N. J.

Distributor for: State of New Jersey.

N. T. MANUFACTURING CO., INC.
Cohoes, N. Y.

Distributors: Albany, N. Y., District.

SONA-TONE MUSIC COMPANY,
Glens Falls, N. Y., Hudson Falls, N. Y.

Distributors: Northern New York.

COMPLETING ARRANGEMENTS FOR CONVENTION OF JOBBERS

Much Serious Business to Be Discussed at General Meeting of Association to Be Held at Atlantic City on June 30 and July 1—President Blackman's Views

Within the short space of six weeks there will be in session at the Hotel Traymore, Atlantic City, in general convention the members of the National Association of Talking Machine Jobbers. It will be the first general convention of the organization held since 1917, and although there have been several meetings of the executive committee in the meantime, attended by many of the members at large, there will be numerous and important problems to be brought up for the consideration of the association as a whole.

Although the arrangements for the convention have not yet been completed, it is stated that business sessions will be held during the afternoon of Monday, June 30, and Tuesday, July 1, with Wednesday probably left open for such plans as the Victor Co. may make for the jobbers.

The arrangements committee, of which Louis Buehn is chairman, has not yet decided upon a definite program of entertainment, it being hinted that inasmuch as June 30 promises to be the last day of the "wet" regime, quite a number of convention delegates will be able to celebrate the occasion to the greatest advantage without any fixed program to guide them. It is likewise hinted that the business session on July 1 will be held in the afternoon in order that those who might perchance become fatigued while attending the obsequies of Al. K. Hall and John Barleycorn may have an opportunity of regaining their normal poise before being called upon to consider serious business matters. The preliminary plans call for the holding of the annual banquet on Tuesday evening, July 1, with water on the side.

In view of the fact that the convention time will mark the end of the moist period, a number of the jobbers and their friends have made arrangements to reach Atlantic City two or three days before the meeting, and it is probable that the annual golf tournament of the association will be held on June 28 in order to provide the trade golfers with matrimonial and other strings a workable alibi for getting away from home a little earlier.

To get back to the serious business of the convention, and there will be much serious business, President J. Newcomb Blackman has outlined for *The World* some of the questions that will come up for a hearing. "The reconstruction period has brought up developments of direct interest to both talking machine jobbers and dealers," declared Mr. Blackman, "and these developments will have to be considered at the convention, which will be the first general meeting since the signing of the armistice. There will be a good many things to be acted upon and studied. The trade generally has shown its confidence in the Victor factory organization, and by June the factory will have time to demon-

strate just what it can do in the matter of after-war production.

"If production continues in any way limited we will be faced with the problem, as wholesalers, of taking care of a more limited number of dealers, and will naturally look after the best dealers. The factory, on the other hand, may probably have to take the same attitude in meeting the demands of the wholesalers, for it would seem better to have a fewer number of satisfied members than a large number of dissatisfied members.

"Increased volume of production is absolutely necessary to keep things going, for with the present standard of discounts and tremendous increase in overhead expenses both wholesalers

and dealers must of necessity depend upon an actual volume of business considerably beyond normal to allow for a sufficient margin of net profits."

Other questions that will come up at the convention will be that of the obtaining of a standard wholesale price for goods throughout the country through an equalization of freight charges.

The question of list prices will also come up for discussion at the convention, but it is considered doubtful if any recommendation for the reduction of list prices in the near future will come from the jobbers at that time.

The record situation will likewise be given considerable attention in the meeting in an endeavor to formulate some plans that will prove of advantage both to the company and the distributing agencies. There are also a number of important legislative matters regarding which it is probable the jobbers will take some action.

DISPLAYING REAL ORIGINALITY IN WINDOW DISPLAYS

Some of the Opportunities for Providing Window Arrangements That Are Unusual and Effective—Getting Out of the Beaten Track—Some Examples

There are so many different opportunities for creating original window displays that it is a matter for wonder that more retailers in talk-



Delightful Chinese Effect

ing machines do not take advantage of the various occasions to get out of the rut and to create something that is not only out of the beaten track, but is calculated by its very timeliness to attract an unusual amount of attention. The stock advertising matter issued by the manufacturers, jobbers and music publishers covering the songs on the records all helps to make the window attractive, but it frequently happens that several dealers in one town will display the same matter, without showing originality.

A song title, a particular model of machine, a new type of record, all afford an excuse for an exclusive window setting, an excuse of which advantage should be taken. A particular instance of originality in introducing new machine models through the medium of a window display recently came from Portland, Ore., where the Wiley B. Allen Co. featured a Brunswick phonograph in a cabinet of Chinese design. The instrument was not just put in the window with a card attached, but the window decorations and

the signs all showed distinctly the Chinese influence. The display aroused wide attention.

Another particularly effective and original window treatment was found in Los Angeles recently, when the Southern California Music Co. turned over a window for advertising the record of the new instrumental number "Me-Ow," published by the Sam Fox Publishing Co., but, although of cardboard, the display had animation. The animal's eyes moved about and, as its tail wagged at intervals, its mouth opened,

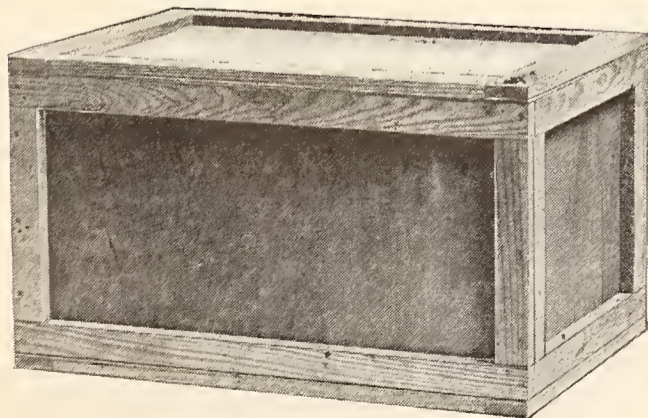


Featuring a Popular Song

and it did not require a wide stretch of the imagination to see a feline "meow" roll out.

The Southern California Music Co., which also conducts a sheet music department, took occasion to display copies of "Me-Ow," as well as the records in the window, and the result was that two departments benefited by the demand created by the window display. The "Me-Ow" display was the work of F. E. Bailey.

THE PRACTICAL PACKING CASE for TALKING MACHINE PRODUCTS is the Re-enforced Three-Ply Veneer Case



STRENGTH: Fully equal to $\frac{7}{8}$ lumber.

WEIGHT: About 60% of lumber case.

TIGHTNESS: Sides, Tops and Ends are each one piece, making a practically dust-proof and water-tight case.

APPEARANCE: Much neater than any other type case.

PROOF: Some of the largest manufacturers of Talking Machine products use this case.

If you will advise sizes of your packing cases, inside dimensions, we will send without charge a case to test out.

EMPIRE MANUFACTURING CO., Goldsboro, N. C.

MAKE YOUR CHOICE!

WOULD YOU RATHER

Bank Your Record Profits Every Day

OR

Are You Satisfied to Wait for Them Until Some Indefinite Time in the Future?

THERE IS BUT ONE LOGICAL REPLY



KEH

RECORDS

NO SHORTAGE

NO INTERRUPTION IN BANKING DAILY PROFITS

HITS OF THE DAY
TO SELL TODAY

Let Us Tell You About Our Plan
for
Co-operation and Liberal Terms

NO BETTER RECORDS
NO BETTER VALUES

Worry over Delayed
Shipments is Unknown
to OkeH Dealers



Greatest Song and
Dance Hits. One on
Each Side.

DECIDEDLY A RECORD OF QUALITY

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
STANDARD TALKING MACHINE CO.
UNITED TALKING MACHINE CO.
HARMONY TALKING MACHINE CO.
O'NEILL-JAMES CO.
ARETINO CO.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake St., CHICAGO, ILL.

CONDON & CO.'S STEEL NEEDLE LINE

Torrington Co. Appoints New York Firm Sole Agents for "Uniform" Steel Talking Machine Needles—Chat With Wm. A. Condon

The Torrington Co., Torrington, Conn., one of the country's leading manufacturers of steel needles of all description, has appointed Condon & Co., Inc., as the sole agent for its line of "Uniform" talking machine steel needles. Condon & Co., Inc., which will maintain its offices



Wm. A. Condon

in the Fifth Avenue Building, expects to shortly announce an extensive merchandising and publicity campaign in behalf of these needles.

The president of Condon & Co., Inc., is William A. Condon, who has been associated with the talking machine industry for many years, and numbers among his personal friends talking machine dealers and jobbers from coast to coast. Mr. Condon is thoroughly familiar with every phase of the talking machine industry, and is prepared to give the jobbers and dealers handling "Uniform" needles maximum service and co-operation.

In a chat with The World Mr. Condon referred enthusiastically to the possibilities for developing an extensive market for "Uniform" needles, commenting as follows:

"There is one factor back of 'Uniform' product which insures to complete finalization the remarkable quality of 'Uniform' needles, and that one factor is the record and reputation the Torrington Co. holds. It has been a leader in the needle business for over fifty years, and is and has been the largest and oldest needle manufacturer in the world. The company has retained its position of supremacy for such a long time by keeping to the highest ideals in merchandising. The officers of the company point with pride to the fact that they have never sacrificed quality for production.

"Their product was produced through the trying war period (when so many believed that anything was acceptable) with the same regard for quality as before or since. And that is really the view of Torrington. Bigness in view as well as bigness in organization is apparent in all their work, and one cannot fail to be impressed by observing their mammoth factories. In the Excelsior needle branch, one of the group the company operates at Torrington, they have nearly 3,000 employees.

"Our selling plans have been carefully formulated, and we are binding ourselves to adhere to merchandising and marketing which will safeguard the trade in every particular. We would be remiss were we not to take advantage of this opportunity to acknowledge the kindly advice and help so many of our good friends in the trade have given us. The trade is in a 'show me' attitude to-day more than ever before, and it could not be otherwise after the experiences which it has encountered during the past year. We are planning to satisfy this attitude of the trade with 'Uniform' product, which is most aptly named, and perhaps not the least pleasant considerations are the initial orders which we have already received—an acknowledgment of quality of the most gratifying sort."

COLUMBIA MEN MEET IN ATLANTA

Travelers, Owners and Managers of Columbia Stores Enjoy Dinner at Hotel Ansley and Enjoy Playing of Advance Records—Business Very Active in This Territory

ATLANTA, GA., April 7.—Manager Terhune, of the Columbia Graphophone Co.'s Southeastern distributing headquarters, says that the business of the company continues to grow and broaden. The Columbia travelers are selling more symphony records than ever before and the local dealers are calling each day for more of the better class of records, Rosa Ponselle's records already having "taken" fine. The branch is booking the largest business in every line of Grafonolas, records, supplies and dealer service department that they have ever sold.

An innovation was introduced by Mr. Terhune in March by calling together all the Columbia travelers and the owners and managers of the local Columbia stores. At a dinner at the Hotel Ansley on the evening of March 28 the sample records for May were played after dinner and the dealers given first-hand and advance information as to the merits of each and every record. Everybody got acquainted and the whole evening was a big occasion and will no doubt be very helpful to all parties concerned. It is planned to repeat these occasions from time to time.

CABINET FACTORY IN GREENVILLE

Announcement is made in Greenville, Ohio, that the Art Cabinet Co. has been looking for a suitable site for a new factory. It is said that the new concern begins work with a contract from a Chicago firm for 20,000 cabinets.

DINNER TO E. PAUL HAMILTON

Manager of Victor Department of Loeser & Co. Entertained by Staff and Friends

E. Paul Hamilton, manager of the Victrola, piano and music departments of Frederick Loeser & Co., Brooklyn, N. Y., who are Victor wholesalers, was tendered an elaborate banquet by the members of his staff and business associates at the Hotel Astor, New York, on Saturday evening, April 5. After enjoying an excellent menu, the party was entertained with an ambitious musical program by members of the Loeser staff and listened to a number of addresses, all of a complimentary nature. A feature of the entertainment was the playing of eight pianos in unison. Among the members of the talking machine trade present at the dinner were Thomas F. Green, of the Silas E. Pearssall Co., and E. H. Lansing, of Boston.

The Ridgewood Grafonola Shop, Brooklyn, N. Y., has filed a notice of dissolution with the Secretary of State.

We Offer You Our Manufacturing Ability



SELECTED STOCK —

we have it in plenty, well seasoned.

EXPERT CABINET MAKING—

our workmen are specialists in design, construction and finish.

SUPERIOR TONE CHAMBER—

an accidental result of experimenting gave us a design and the secret of the proper wood and grain together with a method of suspension that permits the free, sympathetic vibration that delivers the full values of the original tones.

All Intelligently Co-ordinated Into the High Class Instrument You Want to be Able to Offer

WE KNOW HOW!

Complete production, including shipping where desired.

LET US BE YOUR FACTORY

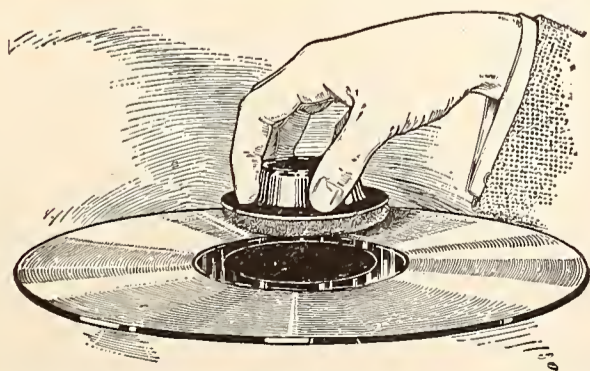
Singer Talking Machine Co.

Matt J. Kennedy, 930 Republic Bldg., Chicago, Ill.

Milwaukee Wis.



Record Cleaner



Removes the Dust Saves the Record

Every owner of a Talking Machine needs one.

"Standard" Cleaner metal. Four inch size retails at **50c**

"Simplex" Cleaner wood. Three inch size retails at **15c**

Send 25c for sample "Standard" Cleaner and 10c for sample "Simplex" Cleaner

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway *Manufacturers of Musical Instruments* BROOKLYN, N. Y.
Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

BOGUS TAX COLLECTOR AT WORK

Talking Machine Owners Should Be on the Watch for This Fake Collector—The Federal Tax Does Not Concern Owners

The latest fraud inflicted on the good people of Brooklyn, N. Y., is in the form of a fake tax collector who has been reaping a fat harvest by means of a tax on pianos. Many an owner of an instrument has been swindled out of a five-dollar bill on the strength of this man's tin badge. Dealers and owners of talking machines and other musical instruments should be on the watch to see that they are not imposed upon in the future.

The New War Revenue bill, which became effective on February 25, applies only to the manufacturer's selling price, the taxes being paid by the manufacturer himself and then being included in the gross price of the instrument. Attempts to have a State tax placed on pianos and other musical instruments in the home have not yet been successful.

Do not be impressed by any swindler who displays a tin badge inscribed "U. S. Tax Collector" and asks to look at your talking machine. Show him the door in a hurry.

HARRY STADLMAIR RETURNS

Son of President of C. Bruno & Son, Inc., Back at Desk After Service in U. S. Army

Harry Stadlmair, son of Henry Stadlmair, president of C. Bruno & Son, Inc., Victor wholesalers, musical merchandise importers and wholesalers, returned to New York recently after serving six months in the United States army. Mr. Stadlmair, who is well known among the dealers, has resumed his former duties as a member of the Bruno selling staff.

ARTHUR D. GEISSLER'S COAST TRIP

Arthur D. Geissler, president of the New York Talking Machine Co. and Chicago Talking Machine Co., Victor wholesalers, returned recently from a trip to the Coast, which was in the nature of a social visit. Mr. Geissler spent some time at Los Angeles, San Francisco and Monterey.

J. E. POLLARD BUYS INTEREST

J. E. Pollard, Rutland, Vt., has purchased an interest in the United Talking Machine Co., that city, and takes the position of manager, with Ned S. Terrell as assistant. For the present there will be no change in the lines carried.



"The Quality Phonograph"
PLAYS ALL MAKES OF RECORDS

Dealers in southeastern territory write for full information. Our representative will be pleased to call without any obligation to you.
THE JOHN A. FUTCH COMPANY, Distributors
Jacksonville, Florida

NEW PLANT NEARLY READY

Compton-Price Co. Soon to Be in New Addition to Stradivara Factory—Representatives All Over Country Having Phenomenal Business

The new addition, the erection of which was announced in last month's World, to the factory of the Compton-Price Co., Coshocton, Ohio, manufacturers of Stradivara phonographs, is practically completed. Within a short time the company will have these additional facilities at their command, which will greatly aid in han-

have been very successful in that territory. In the East Josiah Partridge & Sons Co. are making a splendid record and the machine is also being represented by the Schilling Piano Co.

Reports from J. N. England, Healy Building, Atlanta, Ga., who has for the past year been acting as Southern representative of the line, show a splendid volume of business, which is continually increasing, a large number of new Stradivara dealers having been established in his territory since the first of the year.

In the accompanying illustration is shown the plant of the company as it appeared before the



The Compton-Price Co. Plant at Coshocton, O.

dling the large volume of business which is now coming to them.

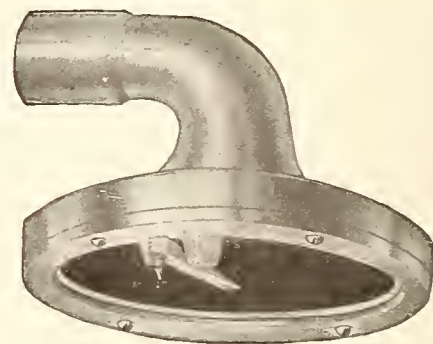
Besides taking great care with the mechanical development of this machine, the company have been placing at the disposal of the dealers instruments of superior cabinet work, which they are well able to produce on account of their long experience in this line of endeavor and the facilities which they have at their command.

L. C. Penn, F. J. Kelly and Mr. Taugher are now visiting the trade in the Central States, and

new addition was built. As may be seen, it is thoroughly modern in every respect, a two-story structure, the interior of which is so arranged that a most progressive method of manufacture is conducted at all times.

The Steiger-Cox Co., Fall River, Mass., and the Steiger-Dudgeon Co. of New Bedford, Mass., are among the talking machine concerns who have recently installed the Self-Service System to increase record sales.

THIS →
IS THE
VICSONIA



Proven to be the
MOST PERFECT REPRODUCER

For Playing Edison Disc Records
on "Victrolas" and "Grafonolas"

Quickly and Easily Attached—Permanent Jewel Point—No Loose Parts.
Note—The "Vicsonia" is not made of Die-Cast metal, but of cast Bronze, therefore having a high Nickel Plate Finish. Also in Gold Plate.

Send check for \$4.50 and we will send you one N. P. Vicsonia, with Sapphire Point—Retail at \$7.50

Money back if not satisfied

Vicsonia Manufacturing Company, Inc.,
313 East 134th Street (Bronx) New York, N. Y.

JAMES W. GREENE, Export Manager, 25 Church Street, New York

MME. LASHANSKA IN CONCERT

Famous Soprano Scores in Appearance in Cleveland Recently

CLEVELAND, O., April 3.—Mme. Hulda Lashanska, the famous concert soprano who records exclusively for the Columbia record library, appeared last night at a concert given for Columbia dealers and their families in the Lattice Room of the Statler Hotel. J. L. DuBreuil,



Mme. Hulda Lashanska

manager of the Columbia Co.'s branch in this city, invited the company's dealers in this territory to attend this concert, and a capacity audience was present to hear this well-known artist.

On Tuesday evening, April 1, Mme. Lashanska appeared at Gray's Armory, in this city, as the soloist with the Cleveland Symphony Orchestra, and her performance won the enthusiastic praise of the local critics. She has been appearing as a soloist with a number of the country's leading orchestras, and each concert serves to add to her prestige and popularity.

The Columbia records made by Mme. Lashanska are meeting with great favor everywhere,

and Columbia dealers state that their patrons heartily commend these records. She received an ovation from the Columbia dealers at Wednesday night's concert at the Hotel Statler, and was obliged to render many encores in order to satisfy her audience.

KENT CO. INCREASING OUTPUT

Demand for Master Adapter Makes Increased Production Necessary

The F. C. Kent Co., Newark, N. J., who some months ago introduced the Kent Master Adapter, an attachment which makes any disc record playable on the New Edison phonograph, have found the demand for this product to be greatly on the increase during the past two months. The F. C. Kent Co. have since the starting of the business specialized in the manufacture of attachments for Edison machines, and in the new Kent Master Adapter they have incorporated all the improvements that years of experience and knowledge have shown them are feasible. The new adapter is simple but durable in its construction and quite attractive in appearance. Jobbers are with the Kent Co. in placing the product before the trade and many of them have placed orders for deliveries over a period of months anticipating a heavy demand.

The F. C. Kent Co. are now running at full capacity in order to meet the demands of the trade, and plans for a further increase in output are well under way.

EDWARD LYMAN BILL RETURNS

Member of World Staff Back From Service as Officer With French Field Artillery

Edward Lyman Bill docked in New York the early part of last week. For nearly two full years he has been overseas, where he served the first year in the field ambulance service and for the last year as an officer of French field artillery. He has completely recovered from the very severe gassing he underwent at Verdun, and has already taken up active duties as a member of The Talking Machine World staff.

NEW DOMESTIC MODELS

Several New Styles Now Being Introduced Win Favor—President Truitt's Interesting Views

LATROBE, PA., April 7.—The Domestic Talking Machine Corp. of this city, through its president, Joseph Truitt, announces the advent of several new models of the Domestic talking machine. Mr. Truitt, when taking charge of the Domestic organization, which at that time was located at Philadelphia, issued the following statement: "We shall not offer our new models until they are of quality and value that cannot be resisted." The plant was moved last July from Philadelphia to Latrobe and a considerable amount was invested in placing it upon an efficient basis that would allow for increased manufacturing facilities. E. Bauer, well known to the talking machine industry, and who is in charge of the sales end of the organization, is enthusiastic over the line now offered and predicts a strong popularity for it when shown to the trade.

SPECIAL WINDOWS FOR HEMPEL

LYNCHBURG, VA., April 5.—J. P. Ogden, Inc., the Edison dealers in this city, gave Frieda Hempel a stunning window for her St. Patrick's Day concert there, using the Hempel three-sheet and the "Daughter of the Regiment" cut-outs as a background for the Edison announcements and personal pictures of the prima donna.

Mr. Allen, Jr.—or is it Lieutenant Allen—secretary and treasurer of the company, is still in the service in France, but hopes to return in time for the Edison convention this June.

The J. P. Bell Co. and the Adkins Furniture Co., Victor dealers, also gave Miss Hempel good windows.



WHY HARPONOLA Talking Machines are Better

"The whole is equal to the sum of its parts," and since every detail and feature of the Harponola is as fine as it can be made, the Harponola is a decidedly superior instrument.

The Mechanical Equipment

The motor is the best we can buy—a motor that has stood the test of service successfully.

The tone arm contributes wonderfully to the fine, mellow, musical quality of the tone,—can be readily regulated to any needle pressure.

The tone arm and sound box are arranged to play any make of record without fussy adjustment.

The sound box, itself, is fitted with the highest grade India Ruby mica diaphragm.

A thoroughly reliable automatic stop is attached, when desired.

In nicety of finish, this Harponola mechanical equipment is also noteworthy.

Send for Harponola literature and dealer proposition

HARPONOLA COMPANY

EDMUND BRANDTS, Sales Manager

CELINA . . . OHIO

Jobbers of OkeH Records—the only independent record that gives the independent retailer an adequate commercial opportunity.

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices

Southern Wholesale Branch

711 MILWAUKEE AVENUE
CHICAGO

1530 CANDLER BLDG.
ATLANTA, GA.



Are You Still Glad ?

DO you remember the day the armistice was signed—how you stopped work, threw on your hat and coat, and joined the wildly cheering throng?

Was there ever such a celebration?

Is peace worth less now than it was then?

Back up that cheering with your dollars.

You were glad then—show your gladness now by subscribing to the



*The "Clean-up"
Button*

Victory Liberty Loan

Space contributed by

THE TALKING MACHINE WORLD, NEW YORK

Prepared by American Association of Advertising Agencies cooperating with the United States Treasury Department

NEW NEWARK PLANT GOING UP FOR OTTO HEINEMAN CO.

Ground Broken on March 27 for Erection of Great Manufacturing Plant to Meet Requirements of Growing Business of Heineman Institution—Will Be of Modern Type

When on March 27 A. F. Meisselbach and Adolph Heineman, vice-presidents of the Otto Heineman Phonograph Supply Co., Inc., dug up the first two shovels of dirt in the midst



A. F. Meisselbach and Adolph Heineman of the two Newark city blocks just opposite Pennsylvania South Street Station, Newark, bought by the Otto Heineman Phonograph Sup-

pliment of this very successful business institution. The new plant will be added to the Otto Heineman Phonograph Supply Co.'s numerous other factories, owing to the increase in the demand for Heineman and Meisselbach products.

Following on the heels of the recent announcement giving the Otto Heineman Phonograph Supply Co. control of the great Garford plant in Elyria, Ohio, this news about the new Newark factory is a most eloquent proof of growth.

The present Newark home of the Meisselbach motor is 35 years old, and while it is running full force and turning out a tremendous quantity of phonograph products, yet it was found necessary for the Otto Heineman Phonograph Supply Co. to erect a new plant of its own so as to keep step with the rapid growth of the business and in order that the high standard of quality for which the Otto Heineman Phonograph Supply Co. has always stood should not be sacrificed for quantity.

The new Heineman plant will be of the most modern type, and will be completed and running full force during the latter part of the fall.

VALUE OF WINDOW DISPLAYS

One of Many Interesting Features of Current Issue of Columbia Record

The April issue of the "Columbia Record," the



Messrs. Meisselbach, A. Heineman and Architect Corey With Meisselbach Factory Heads Breaking Ground for New Plant

house organ issued by the Columbia Graphophone Co., features on its front page an interesting article devoted to the proper method of preparing window displays. This article is accompanied by practical illustrations that will aid the Columbia dealer in making his window displays effective and productive.

There are several articles in the April "Columbia Record" devoted to the educational department, and,

judging from the reports received from Columbia dealers throughout the country, this depart-

ment is becoming more important day by day. There are unlimited possibilities for developing the sale of Columbia records produced under the direction of the educational department, and these opportunities are being utilized to advantage by aggressive Columbia dealers.

There are several interesting items regarding Columbia artists that give a personal touch to the records made by these artists, and the dealer service department of the Columbia Co. contributes its usual quota of timely and valuable sales helps that will act as an impetus in developing a strong and increasing demand for Columbia product.

GOOD TRADE IN LOS ANGELES

Local Dealers Did Good Business During Past Month, Despite Shortage of Machines and Records—Columbia Dealers Meet—"Madame Butterfly" Records Have Good Sale

LOS ANGELES, CAL., April 5.—Notwithstanding the depleted stocks and the inability of local talking machine merchants to obtain goods, business was fine during March. Scarcity of records is still the "thorn in the flesh," and all the dealers have their hands full explaining the shortage to customers. Los Angeles jobbers have no definite information as to when things will strike the normal mark again.

Los Angeles is thronged with tourists, and it is almost impossible to find a house unoccupied, all of which spells prosperity for southern California. Many dealers are looking forward to a banner year in spite of the alarming shortage in both machines and records.

Harold Jackson, manager of the talking machine department of the Wiley B. Allen Co., says the Brunswick line is selling nicely, but he is experiencing the same trouble in getting them as he is Victors and Edisons. Mr. Jackson has just received a Brunswick model style 1500 in brown mahogany. This exclusive Italian renaissance model is one of the handsomest period models ever exhibited in Los Angeles.

The Columbia Graphophone Co. held their monthly meeting for Los Angeles and southern California and Arizona dealers at the Alexandria Hotel on Monday morning, March 17. There was a good attendance. The Columbia May records, on sale April 10 and 20, were played and an address was given by Local Manager W. F. Stidham. The next meeting takes place on April 15 at the Alexandria Hotel at 9:30 a. m.

A crowded house listened to the performance of "Madame Butterfly" at the Mason Opera House, the superb singing and acting of dainty Madame Tamaka Miura being enthusiastically applauded. The part of Cho-Cho-San's child was taken by a granddaughter of L. E. Behymer, the famous manager, who was exquisitely charming. The little actress performed her part perfectly, and is an exceptionally beautiful child. Madame Tamaka Miura's Columbia records are enjoying a very large sale locally as a result of her appearance here.

Andrew G. McCarthy, treasurer and general manager of the talking machine department for Sherman, Clay & Co., has been in this city for the last week visiting the local branch. Mr. McCarthy is very much pleased with the new quarters, which now occupy the entire fifth floor of the Parmalee-Dohrmann Building. C. S. Ruggles, local manager, expects Victor goods to come in more rapidly in the future.

The Bartlett Music Co., Columbia dealers, are adding four new record demonstration rooms to their Grafonola department.

P. H. Beck, in charge of the talking machine department for the George J. Birkel Co., exclusive Victor dealers, says he has a hard time to get enough machines to use as record demonstrators.

J. A. Frye, California representative of the Victor Co., is in Los Angeles visiting the various dealers.

L. E. Creedon has purchased the Foot Hill Drug Store, at Azusa, Cal. Mr. Creedon handles the Victor line and expects to enlarge the department shortly.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54¹/₂ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company

19 CITY ROAD

LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By Mermod Freres St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C. ENGLAND

CLARENCE G. CAMPBELL RETURNS

Well-Known President of Knight-Campbell Music Co. Back at the Helm Once More

DENVER, COLO., April 4.—After eighteen months spent with the United States Army in France, Lieutenant Clarence G. Campbell, president of the Knight-Campbell Music Co., has received his discharge and is hard at work again. He was among the first to enlist in the service and started his military career at Camp Funston in the fall of 1917. He was later sent to the artillery school at Camp Taylor and there received his commission as a lieutenant in the field artillery.

He sailed for France in June, 1918, and was stationed at an artillery training camp near Paris. His course of training was completed and he was ready to go to the front when the armistice was signed. He was very much disappointed in not getting a chance to try his hand at the Huns and thinks the worst thing that can happen to any soldier is to be a year and a half in the service without getting a chance to fight.

WILL MOVE TO NEW QUARTERS

HIGH POINT, N. C., April 4.—The Amos Furniture Co. of this city will shortly take possession of their new building, now in the course of erection. It will contain one of the largest and best equipped talking machine departments in the South. Ten booths will be erected for demonstration purposes. The Dixie and Columbia lines are carried by this firm.

NEW STORE OPENED

The Classy Phonograph Shop has been opened at 909 Vine street, Cincinnati, O., by I. J. Klug, and A. W. Sandmann. The new shop will handle several lines of talking machines. Both members of the company were formerly in the piano field.

VICTROLA VETERAN OF THE WAR

Instrument Loaned to Old Fifteenth Infantry of Albany, N. Y., Is Back at the Capital With Notable Victory to its Credit

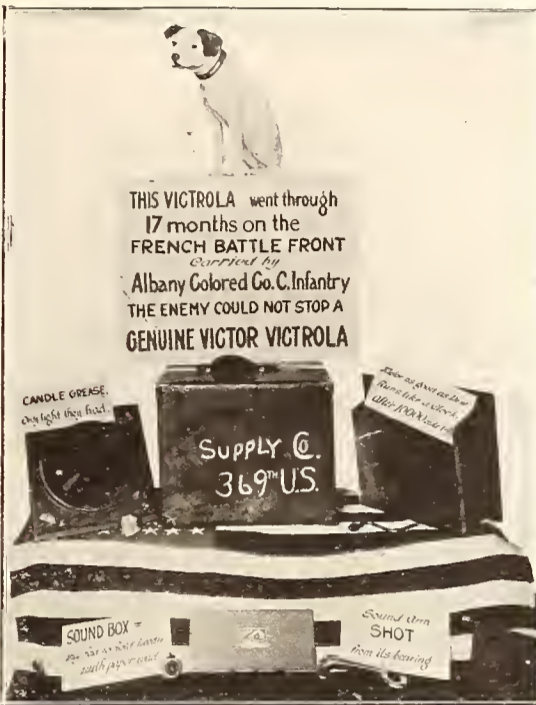
ALBANY, N. Y., April 5.—After traveling around the world for more than a year and seven months, the Victrola loaned to the old Fifteenth Infantry is back in Albany.

On August 21 W. J. Killea, a local Victor

and the first of the two trips it took across the Atlantic Ocean.

It seems little short of a miracle that a Victrola could last through such a journey, but it certainly was in good company, for every member of the regiment received a French War Cross for bravery under fire.

Mr. Killea returned from Camp Upton this morning with the pieces of the machine. Springs were broken several times, and one ingenious trooper had kept on using one spring again and again by heating the ends of the spring and boring new holes to hitch the spring until it was so short that it would play only half a record. The tone arm looks as though it had been in the very center of a box barrage. The sound box needle screw was lost, and the soldiers held the needle in place by stuffing paper in the needle socket. At St. Nazaire, Mr. Killea was told, the boys planned to salvage the remains of the Victrola, but decided to return it to America as they had agreed. The machine has been on exhibition in Mr. Killea's show window and the public has taken a keen interest in the Victrola that delighted and comforted these brave colored boys while they were "beating the Hun."



Victrola That Went Through the War

dealer, loaned to Company C of the old Fifteenth Infantry, now the Three Hundred and Sixty-ninth Regiment, a Victrola to be returned when they were discharged from the army. Shortly afterward these soldiers, who were to prove themselves among the most wonderful fighters in the world's war, were moved to an embarkation point and sent oversea. This was the first leg of the journey of more than 10,000 miles

MUSIC MAN HEADS COMMITTEE

Ben Reynolds in Charge of Details of Big Fashion Show Held in Washington, Pa.

WASHINGTON, PA., April 2.—Ben Reynolds, head of Ben Reynolds & Co., local piano and talking machine dealers, was chairman of the general committee in charge of a most successful fashion show held in this city last week to raise funds with which to entertain the soldiers from this section upon their return from France, which resulted in a large fund being raised.

Louis Hood and F. M. Hood, of the Greensboro Music Co., Victor dealers of Greensboro, N. C., made a special drive on "The Blue Danube" and "The Last Rose of Summer" during Frieda Hempel's recent visit to their city.

AGAIN SOMETHING NEW

EXACT SIZE



The success of our Fletcher Reproducer has compelled us to place on the market the best of tone-mediums to be used with it, and we now present to the Phonograph Trade the

FLETCHER UNIVERSAL TONE-ARM

Gives correct playing weights for Victor, Columbia, Edison, and Pathe records, also perfect needle centering. Entirely new construction; Hexagonal in shape, with different thicknesses of metal, doing away with all extraneous vibrations. Nothing to loosen or rattle. Interior of arm free from all obstructions.

SOLID—SUBSTANTIAL—ARTISTIC

Two lengths—eight and one-half, and nine and one-half inches. Samples of Fletcher Tone-arm and Reproducer, eight dollars (\$8.00). Satisfaction or money refunded.

Fletcher-Wickes Company

No. 6 East Lake Street

Chicago, Ill.

"GIVE US GOODS," CRY DETROIT JOBBERS AND RETAILERS

Demand in This Territory Exceeds All Expectations and an Enormous Business Can Be Done if Machines and Records Can Be Secured—Phonograph Company Increases Capital—Recent Visitors

DETROIT, MICH., April 6.—"Give us goods" is the cry of all jobbers and retailers in this neck of the woods, and all we want to say is this—unless the manufacturers increase their output very considerably within the next six months the talking machine situation promises to be a critical one next fall when the big rush comes. Right now—think of it—dealers are doing more business than during previous holiday seasons—it is amazing where the business all comes from. One dealer said the other day "the country has gone talking machine mad," and we certainly believe it from the way dealers are complaining of shortages. Of course, the larger jobbers and dealers are the loudest "yellers," but the shortage is affecting every dealer no matter whose goods he handles. He may be able to get some goods, but the very models that he finds the most popular are, as in the past, the hardest to get.

No matter on what jobber you call you get the same story—"business is fine, it would be much better if we could get the goods." The various jobbers are not one bit too anxious to start new dealers just now, preferring to take care of their old dealers first, and knowing it would be fruitless to put on new dealers so far as supplying them with goods is concerned.

Wallace Brown, the Brunswick dealer, says he was never as low on merchandise as he is to-day. He is doing 300 per cent. more business than a year ago.

George W. Pound, general counsel for the Music Industries Chamber of Commerce, comes here May 15 and 16 and will be given a banquet at the Statler Hotel the first night. The various talking machine dealers will attend the banquet, which will be followed by a meeting.

The Phonograph Co. of Detroit has increased its capital stock to \$200,000. R. B.

Alling, manager of the Phonograph Co. of Detroit, says this will be the biggest and best year.

Mr. Keyes, general supervisor for the Pathé Frères Phonograph Co., was a Detroit visitor recently, conferring with Manager Chambers, of the Pathé phonograph department of Williams, Davis, Brooks & Hinchman Sons, Detroit jobbers, and calling on the different Pathé dealers. Mr. Chambers is in the same boat as the other jobbers, and he states it is merely a question of getting goods, as the demand is there and dealers are clamoring both for Pathé records and Pathé phonographs.

C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., is yelling loudly that he was never so short on records and machines, and it "almost makes his heart ache" to see the orders come in and remain unfilled week in and week out.

"CO-OPERATING WITH FAILURE"

Some Pertinent Topics Discussed in Bulletins Sent Out by General Manager Moody, of the Buffalo Talking Machine Co.

BUFFALO, N. Y., April 7.—During the past few months V. W. Moody, general manager of the Buffalo Talking Machine Co., this city, has been sending out a series of bulletins which discuss topics of keen interest to the Victor trade and which have won the enthusiastic commendation of the dealers.

In a recent bulletin, entitled "Co-operating With Failure," Mr. Moody gave his idea of an "ideal" store for the Victor dealer who is courting stagnation. As one of the veterans of the Victor industry, Mr. Moody has acquired an intimate knowledge of the problems that confront Victor dealers, and in this recent bulletin he called attention to many of the factors that retard the growth of a Victor establishment. This bulletin, which is essentially constructive in its purpose, reads in part as follows:

"A customer approaches the store (over a dirty sidewalk). He glances at the show window (through dirty glass); he looks at the display (of dingy, dusty Victrolas and faded printed matter); he grasps the doorknob (which almost falls out in his hand), opens the (creaking, poorly-hung) door and enters.

"Then he steps into the store onto a (knotty, bare, dirty) floor; glances at the display space of the walls (giving due attention to cracks, scaling paint, loose wall-paper, cobwebs and the display of dusty bulletins, unframed pictures, etc.).

"The salesman (neatly dressed, of course) was in the back of the store, smoking and working, and didn't wait to lay aside his nice, sweet-smelling smoke, but went right up to the customer and asked him if there was something he wanted (assuming, naturally, that he came in merely to look around).

"Meanwhile the customer did look around, and saw that desk or table over in the corner (a disorderly pile of catalogs, record envelopes and things of the kind littered this piece of furniture).

"The customer now admits that he does want something—a Victor record. He is taken into a hooth and given a chair (the most uncomfortable one in the place) and is permitted to rest his eyes on the unattractiveness of the hooth—no nice, clean glass; dust, dirt, knotholes, unattractive display matter; ceiling, walls and floor in poor condition.

"We get the record for the customer, and to play it stand or pass between the Victrola and the customer, affording him every opportunity to form an uncomplimentary opinion of our hack and our brain.

"The customer decides to buy the record (in spite of handicaps). We wrap it up, thank him, let him go (glad that he is gone so that we can go back to our work). We didn't get that man's name and address or inquire if he had plenty of needles at home and play a few of 'those other' records for him. We growl a bit and damn our competitor for getting all the business, and say that if our store was better located we could do more business.

"Isn't it funny how many of these things you think are true of your competitor? That isn't the funniest thing, however. The big joke is that your competitor is saying the same thing about you, unless you have a really up-to-the-minute Victor store. It's dollars to doughnuts that no matter how fine your store is you can get more business, make more money and please your people better if you will make a few changes. Do it now.

"Who is it that is 'co-operating with failure' and 'courting stagnation?' Maybe, as you say, there are two of them, and that the other one is your enemy—but you'll get rich faster on your profits than you will on his losses. Phone your contractor and get things started now.

"Don't wait for prices to go lower. Prices are going down only when there is no demand for building material or labor. When these conditions come about there will be a scarcity of customers and plenty of everything else—but profits."

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size—C-65

Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

**FAULTLESS
CASTER COMPANY**
EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

*Equal to the finest
Talking Machine
in the world.*

SUPERTONE

"ALL THAT ITS NAME IMPLIES"

*A Super-Quality
Machine at Sub-
Standard prices.*

SUPERTONE No. 4—

This artistic and attractive model finds instant favor with those appreciating the beautiful. A more graceful looking cabinet is yet to be conceived.



EQUIPMENT

Universal Tone Arm enables you to play all makes of records by a simple turn of the sound-box.

Reproducers are constructed along the best known scientific principles, insuring the most perfect results in sound reproduction.

Retail Price

\$135

Liberal discounts to dealers and quantity buyers.

EQUIPMENT

MOTOR—We use the famous Meisselbach motor exclusively. It's the highest priced and best motor we can obtain, insuring mechanical precision and durability.

CABINETS—Only the finest selected oak, mahogany and walnut woods are used; no cheap substitutes. The construction and finish are equal to the finest product of the cabinet makers' art.

Retail Price

\$135

Liberal discounts to dealers and quantity buyers.

In the following pages will be found other models in our line.

Chicago Office

Republic Building

MATT J. KENNEDY,
Sales Agent

Supertone Talking Machine Co.

18 West 20th Street, New York

Manufacturing High Grade Talking Machines for five years. The broadest kind of guarantee goes with our machines.

Philadelphia Office

Real Estate Trust Building

C. L. STEPHENSON,
Sales Agent

*Equal to the finest
Talking Machine
in the world.*

SUPERTONE

"ALL THAT ITS NAME IMPLIES"

*A Super-Quality
Machine at Sub-
Standard prices.*

SUPERTONE No. 2—

This model embodies all the graceful lines that can only be found in the finest talking machines, thus attracting the better class of trade.

EQUIPMENT

Universal Tone Arm enables you to play all makes of records by a simple turn of the sound-box.

Reproducers are constructed along the best known scientific principles, insuring the most perfect results in sound reproduction.

Retail Price

\$125

Liberal discounts to dealers and quantity buyers.



*Supertone
MODEL NO. 2
45¼ in. high - 21 in. wide - 22½ in. deep*

EQUIPMENT

MOTOR—We use the famous Meisselbach motor exclusively. It's the highest priced and best motor we can obtain, insuring mechanical precision and durability.

CABINETS—Only the finest selected oak, mahogany and walnut woods are used; no cheap substitutes. The construction and finish are equal to the finest product of the cabinet makers' art.

Retail Price

\$125

Liberal discounts to dealers and quantity buyers.

See page number 133 and page number 135 for other models in our line.

*Chicago Office
Republic Building*

MATT. J. KENNEDY,
Sales Agent

Supertone Talking Machine Co.
18 West 20th Street, New York

Manufacturing High Grade Talking Machines for five years. The broadest kind of guarantee goes with our machines.

*Philadelphia Office
Real Estate Trust
Building*

C. L. STEPHENSON,
Sales Agent

*Equal to the finest
Talking Machine
in the world.*

SUPERTONE

"ALL THAT ITS NAME IMPLIES"

*A Super-Quality
Machine at Sub-
Standard prices.*

SUPERTONE No. 3—

Covers everything to be desired from an aesthetical viewpoint. The studied proportion of every line satisfies the taste of the most critical buyers.

EQUIPMENT

Universal Tone Arm enables you to play all makes of records by a simple turn of the sound-box.

Reproducers are constructed along the best known scientific principles, insuring the most perfect results in sound reproduction.

Retail Price

\$110

Liberal discounts to dealers and quantity buyers.



EQUIPMENT

MOTOR—We use the famous Meisselbach motor exclusively. It's the highest priced and best motor we can obtain, insuring mechanical precision and durability.

CABINETS—Only the finest selected oak, mahogany and walnut woods are used; no cheap substitutes. The construction and finish are equal to the finest product of the cabinet makers' art.

Retail Price

\$110

Liberal discounts to dealers and quantity buyers.

See page number 133 and page number 134 for other numbers in our line.

Chicago Office
Republic Building
MATT. J. KENNEDY,
Sales Agent

Supertone Talking Machine Co.
18 West 20th Street, New York

Manufacturing High Grade Talking Machines for five years. The broadest kind of guarantee goes with our machines.

Philadelphia Office
Real Estate Trust Building
C. L. STEPHENSON,
Sales Agent



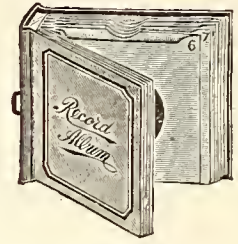
This trade-mark on our albums stands for
QUALITY, SERVICE
and **SATISFACTION**

Twelve Years Building Quality Albums

EVERY Record Album bearing our trade-mark represents twelve years of experience in building quality albums.

Our line is complete—from the lowest priced good album to the finest metal-back album made.

Write for Samples



A complete line of
QUALITY
ALBUMS

Factory and Executive Offices:

NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard St., New York

Chicago, Ill.: THOS. J. CULLEN, CULLEN, MARSH & CO.
21 East Van Buren St.
MIDDLE WEST REP.

W. A. CARTER
59 East Jackson Blvd.
CHICAGO DISTRIBUTOR

San Francisco, Cal.: WALTER S. GRAY
Chronicle Bldg.
PACIFIC COAST REP.

HOW PARIS BUYS ITS RECORDS

American Ideas of Free Service Unknown in French Capital—A Charge Is Made for Each Record Played—Somewhat Like a Telephone

French methods in regard to the sale of records are certainly unusual and ingenious, but they would hardly meet with the approval of American customers who are accustomed to listening to records under the most favorable circumstances. An officer recently returned from France tells the story of how one selects records at some of the big shops in Paris.

The American idea of free service to customers in the purchase of any make of talking machine records is quite unknown in the French capital. If one wishes to hear a record before purchasing the only way is to pay for the privilege at the rate of f.1 for five records on week-days and f.1 for four records on Sundays. You step up to the cashier and purchase as many metal tokens as you wish to hear records and enter a special listening room.

Imagine a long corridor like an arcade lined all along the side with chairs, each facing an automatic apparatus something like a telephone attached to the wall. The customer seats himself in the chair and, after inserting a metal token in the slot, registers the numbers of the different records he wishes to hear played by means of numbered dials not unlike a combination on a safe. Then he takes up the ear tubes

and attaches them to his ears and listens. The attendants (located in another part of the building, usually on the floor below) place the record on a transmitting instrument and the selections are played and heard distinctly through the ear tubes at the listening station.

After listening to as many records as he wishes, using a metal token for each, the customer passes through a door to another room where he makes his purchases. These talking machine record arcades are quite popular as an inexpensive place of entertainment and are patronized by all classes of people who pay about 3 cents to hear any selection they wish played.

One cannot but wonder how American customers would take to this certainly ingenious plan. In departments of many of the great stores customers are conducted to soundproof, fresh air ventilated record rooms and given an easy seat in a comfortable chair. The attendant brings the records desired and places them on the instrument. In this American way the customer is able to hear any record under the same musical conditions and in approximately the same environment as at home and, of course, all this service is free. Another feature of American store service which seems very popular of late are the free record recitals given in a suitable auditorium in connection with the talking machine department. These recitals quite reach the dignity of real concerts and are crowded for each program.

CHAS. HACKETT WITH COLUMBIA CO.

Noted American Tenor of the Metropolitan Opera Co. to Make Records Exclusively For This Company—Scores Big Success

The Columbia Graphophone Co., New York, announced this week that Charles Hackett, well-known tenor of the Metropolitan Opera Co., who received a tremendous ovation when he made his



Chas. Hackett, Grand Opera Tenor

debut at this Opera House recently, will make records exclusively for the Columbia library.

Long before the night set for his American operatic debut in the famous Metropolitan Opera House the reputation of this tenor had preceded him from South America, where he had won the enthusiastic commendation and approval of the leading musical critics and most prominent musicians.

A native of New England, this young tenor had sailed for Italy nearly six years ago, and during the past six years he won for himself an international reputation as one of the leading tenors of the present generation.

Mr. Hackett made his debut at the Metropolitan Opera House in the opera "Il Barbiere di Siviglia," and from the moment that he appeared before his audience it was evident that a tenor of unique quality had been discovered. It was fully a half minute after Charles Hackett had sung his introductory aria in his New York debut before the assemblage at the Metropolitan Opera House ceased its applause.

It has been said by musical critics that the delightful art of this young tenor (who is not yet thirty), his distinction in interpretation as well as in enunciation of the words of whatever aria or song that he sings, should make his Columbia records as unique as the artist himself. His associates at the Opera House have paid this artist the unusual compliment of terming him a "virtuoso tenor," the first that America has known for many years.

The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298



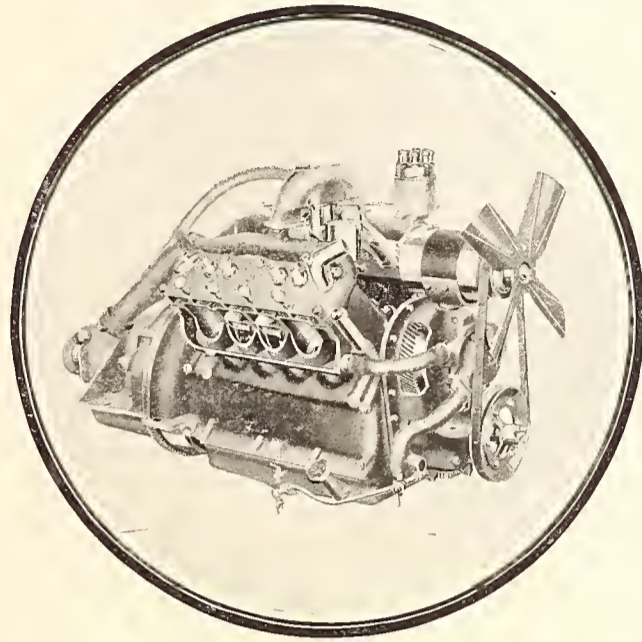
Position when playing lateral cut record

Makes any disc record playable on the **NEW EDISON DISC**
Phonograph

*Write us for special literature covering the particulars about
this ingenious device*

F. C. KENT CO.

MULBERRY and CHESTNUT STREETS
NEWARK, N. J.

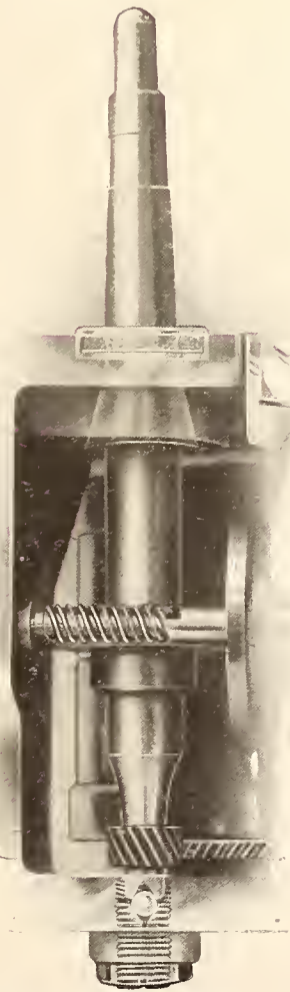


THE EIGHT CYLINDER MOTOR *and the* TRIPLE THREAD WORM

IN the explosion chamber of the eight cylinder motor the shock impulses occur so frequently that vibration is reduced to a minimum. The eight cylinder purrs along the road.

And the triple thread worm of the Stephenson Precision-Made Motor, by allowing the maximum number of teeth to be constantly engaged with the fibre gear, reduces vibration and noise to a minimum.

It makes the Stephenson Precision-Made Motor a silent, even-running motor. One reason why it is a precision-made motor.



Stephenson Precision-Made Motor Triple Thread Worm.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

DIXIE PHONOGRAPH CO. ORGANIZED

HIGH POINT, N. C., April 4.—The Dixie Phonograph Co., recently incorporated under the laws of Delaware for the manufacture of talking machines, are now established in their modern factory building in this city. A particular feature of their new machine will be the facility with which the motor may be reached. The motor board is tray shaped and hinged at the back and may be easily lifted to reach the motor. An exceptionally fine motor has been installed and the tone value is claimed to be individual in its sweetness and volume. Each instrument is equipped with the Eject-o-File record filing system and has many patented features. The officers of the company are F. F. Slocumb, president and treasurer; E. M. Howard, vice-president, and E. H. Fairbanks, secretary.

Harry Brazen has opened a new retail piano and talking machine store at 1654 South Hamilton avenue, Chicago. The establishment is well equipped for the trade.

BUSINESS NEAR A PRE-WAR BASIS

Globe-Wernicke Co. Report Increasing Demand For the Brown Disc Record Cabinets and Globe-Wernicke Section Record Cabinets—Expansion the Order of the Day

CINCINNATI, O., April 7.—Since the signing of the armistice the Globe-Wernicke Co., of this city, has been able to accept and fill orders for Brown Disc record cabinets and Globe-Wernicke sectional record cabinets. The factory is rapidly approaching a pre-war basis, and facilities are being enlarged steadily in order to bring the production of the various Globe-Wernicke lines to the high water mark that was held prior to 1917. During the war period the Globe-Wernicke Co. received from the Government tremendous orders for filing equipment calling for immediate delivery. For many years past this company has taken care of a large portion of the Government's filing requirements, but the war emergency increased the company's responsibilities many times over.

At the present time new buildings are being erected and plans are being consummated for a general merchandising and publicity campaign that will be of keen interest to the talking machine trade. Brown Disc record cabinets and Globe-Wernicke sectional record cabinets have



Brown Disc Record Cabinet

won considerable popularity during the past few years, and are now being handled by well-known dealers throughout the country.

In addition to its domestic activities the Globe-Wernicke Co. will shortly open in New York City new export warehouses, together with large export offices for the exploitation of the entire line of the company's products, including disc record cabinets in foreign countries.

COLUMBIA NEWS BRIEFLETS

George W. Hopkins, general sales manager of the Columbia Graphophone Co., returned recently from a visit to the company's branches in Chicago, Kansas City, Cincinnati, Pittsburgh, Cleveland and other important points. He states that the business outlook in the West is splendid, and that Columbia managers report the closing of the best first quarter in the history of the company.

F. S. Binger, who recently joined the Columbia sales staff after spending many years as a member of the auditing division, has been appointed a member of the staff at the Chicago branch and has already assumed his new duties in the "Windy City."

O. F. Benz, of the general sales department, visited the Columbia branches in Cincinnati and Pittsburgh last week, conferring with the branch managers relative to promotion plans and other matters.

Sole Distributors of the

Hoffay Airtight

—a really wonderful machine—

for the State of Utah, Eastern Nevada, Western Wyoming, Southern and Eastern Idaho.

Geo. A. Lowe Co.

Ogden, Utah



We distribute at Wholesale

THE TOURIST PORTABLE PHONOGRAPH

A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.

COLEMAN MERCANTILE CO.

4421 Manchester Ave.

St. Louis, Mo.

Are You Up Against It?

**Are You Compelled to Repeat
Day After Day:**

"I'm sorry, very sorry, but we're all out of the records you want."

Are you sick of waiting for delayed shipments?

Are you tired of losing trade and profits?

If you are, it is high time you bought, for immediate shipment,

 **OKEH**
RECORDS

There Is No Better Popular Record on the Market

Let Us Cure All Your Record Ailments

Orchard & Wilhelm Company

414 SOUTH 6th STREET, OMAHA, NEB.

Effective Selling Arguments Which Can Be Employed by Jobbers in Records

By John Cromelin
General Sales Manager, OkeH Records

No. 1—The Spur of the Record Department

I use the word "spur" with thanks to an energetic Western record jobber who first called my attention to that particular role of the record department in the numerous department stores, drug stores and other business institutions where he succeeded in establishing a new record department.

"You know," went on my informant, "after many years of successful record jobbing it has only been of late that I began to grasp the universal dimensions and power of the talking machine and record business. In that respect I suppose I'm like most of my fellow jobbers. In the rush of business and flood of prosperity we're carried along at such a breakneck pace that we hardly find time to observe some of the most vital features of our trade. I mean the greatness of the very arguments which prove to be the success of our salesmanship.

"For instance, it was through the owner of a small department store in Michigan that I learned the value of one of the most vital record selling points. Here was a man who established his record department with great skepticism. He did not want the noise around the place. He couldn't spare the space for booths. He feared the expense—he hadn't sufficient window display. For a matter of fact he had about all and a few more reasons for not doing it than I've ever heard quoted from any dealer. After the first prosperous six months he confided to me with a smile:

"Say, Mr. Cromelin, let me tell you that if I hadn't made a cent profit on that bloomin' record department that you talked me into—I'd still be ahead of the game."

"How do you figure that out?" said I.

"Well, you see," winked my Michigan friend cheerfully, "that new department sort of put the spur into the other departments. Every few days the record department received some new snappy advertising matter from the manufacturer headquarters with instructions how to display it to best advantage. Those girls carried out the scheme to the last letter, and I tell you they made things hum.

"After that, if any of the managers of the other departments complained to me about business being groggy or a bit under weather, all I'd have to say was, 'Well, look at the new record department.'

"That was the spur, you see. Now those other department managers break their heads to scheme up new ad campaigns and novel means of display. You can tell there's new blood in the store. The spur works like a charm."

No. 2—New Faces

The selling argument of the former chapter suggests talking point No. 2.

All over the country drug stores, stationery

stores, furniture and hardware establishments are adding phonographs and records to their stock.

It is evident at first thought that the "New Line" of merchandise will draw a new following to each of these shops. Let us begin with the furniture store. It is a well-known fact that the furniture store is about the least frequented shop by any man or woman. As to young men and young ladies—perhaps they visit these places every leap year or so—to buy someone a present, or on a still more important occasion of picking out the furnishings for their own new nest.

Now note the change with the opening of the new record department. The very people—the growing up new generation on whom the future of the furniture stores depends—the very folks who formerly were such rare visitors, will now flock there in pairs and groups. It will not be a case of "papa" or "mama," but the entire Jones or James family will eventually wend its way to that furniture store.

No. 3—Records Boosting Music Lines

Here seems the proper time and place to undo one of the mischievous charges made by some folk, hindered with a narrow vision, against the phonograph and record industries, viz., that these new industries have retarded the sale of sheet music and musical instruments as well as reduced the number of music students.

Fortunately all statistics on hand prove that just the contrary is the case.

Upon inquiry in fifty stores where there are musical instruments and sheet music sold right alongside of phonographs records we learned that in every instance they found a positive increase in the sale of sheet music and musical instruments since the records have been added to their stock.

And as to music teachers, all over the land they are enjoying great prosperity and almost without exception agree that the phonograph record is their greatest agent for new pupils. The record has also popularized the higher musical standards throughout the country in a measure as they never were known or accepted heretofore.

These are points worth while remembering and playing up to good advantage wherever a new record department is to be added to a store carrying sheet music and musical instruments.

All over this country there are millions of boys and girls, young men and women, dreaming dreams of the time when they will be able to sing or play this or that composition as well as Mme. So-and-So or Signor This-or-That on their favorite records.

Nothing proves more convincingly the seriousness of their dreams than the many, many instances each of us knows of when we eaves-

dropped listening to our neighbor's daughter's pathetic but repeated brave attempts following some famous coloratura soprano's record.

Finally the aspiring damsel comes to the conclusion that perhaps she had better thump the melody on her piano before she makes a final bold attack to sing it a la prima donna style. The next step is a trip to the sheet music counter and right then and there is sold a copy of that number in a lower key—a sheet of music which was positively not sold by the sheet music department—but by all workings of logic was sold through the efforts of the record department.

And this is but one angle out of thousands! A record selling point worth while remembering. Yes—and worth while repeating.

Important Notice to Dealers

Why Every Dealer Should Handle The Highest Grade Phonograph Steel Needle in the World.

The WALL-KANE

First—Each WALL-KANE needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—Phonograph owners will always purchase WALL-KANE needles, since they eliminate the troublesome changing of needles after each record.

Third—WALL-KANE needles are scientifically prepared, and, by reason of special composition, are beneficial to the grooves of the record, thereby adding to its life.

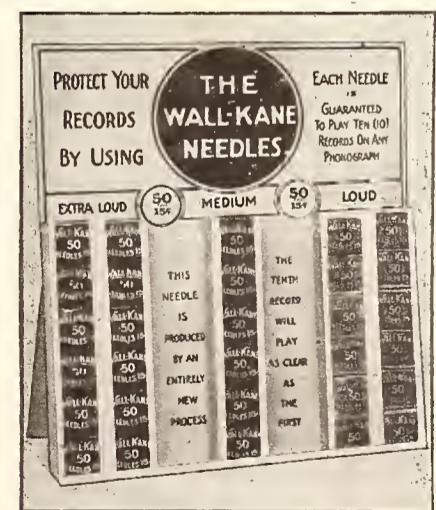
Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten new, full-tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



BEWARE OF IMITATIONS

Package of 50 WALL-KANE needles, Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, costs the dealer 7½c., 8c. in the Far West.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co.
145 West 45th Street, New York



AUTOMATIC STOPS

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

Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

FINE NEW HOME FOR STANDARD TALKING MACHINE CO.

Prominent Victor Wholesalers of Pittsburgh, Pa., Purchase Commodious Four-Story Building in Heart of Commercial Center of City for Their Exclusive Use

PITTSBURGH, PA., April 8.—Although the Pittsburgh territory is experiencing the same shortage of Victor goods suffered by the balance of the country, the Standard Talking Machine Co. has just exhibited its faith in the future development of the trade by purchasing one of the



New Home of Standard Co.

most pretentious properties in the talking machine trade, right in the heart of the commercial center of the city and which will provide the opportunity for a tremendous expansion of the company's business.

The new Standard plant is a four-story brick building at 305-309 Penn avenue, which was erected and used as a department store. The street appearance is very attractive, the front is faced with light fired brick, and the lines of the building itself are excellent. It is now be-

ing studied with the thought of making it the Victor landmark of the region.

In size it is large enough to provide amply for the tremendous expansion on which Standard is banking. With a frontage of fifty-four and one-half feet and a depth of 135 feet, it has a total floor space of nearly 30,000 square feet, besides the basement, practically three times that of the building now occupied. It is easy of access in every respect. Its own freight siding delivers goods directly onto the second or storage floor, thus eliminating one of the chief obstacles to a quick and an economical handling. From the storage floor a gravity conveyor will deliver to shipping room on the first floor. An inside loading room makes it possible to load and unload delivery trucks inside the shipping room.

In discussing the building, President Roush explains that the arrangement of the record department, record stockroom, packing and shipping has been given more study than any other problem. "When we're done," states Mr. Roush, "we'll have a record service that recognizes no speed limits." The record department is located near the front door, the record stock in the center of the building, the packing and shipping rooms at the rear—all on the first floor, so that all orders progress from one department to the next without any overlapping.

Mr. Roush's office will be located on the second floor, together with the directors' room and an assembly room. French Nestor's and Wallace Russell's offices will be located on the first floor, as will also the salesmen's offices, dealers' record room, and general offices.

The office arrangement both on the first and second floor has not been announced, but a certain reticence in discussing this phase of the plans leads one to believe that this will be something unique.

The success which this development indicates

has come to the Standard Talking Machine Co. is well merited, for no Victor jobber has been more persistent in maintaining the trade ideals in sticking tenaciously to its own established policies, in continuous advertising in season and out, and, most important of all, in maintaining an organization of high-grade men capable of executing such broad-gauge policies.

In its "dealer service" work it has been a pioneer, having organized and maintained for years, even during the shortage, a service and advertising department whose chief object has been to help dealers sell goods already on their



View of Private Railroad Siding

shelves. The excellent work done by this department in bettering record conditions and the indirect results from its efforts are already well known to the trade.

As a territory policy, a logical "home field" was carefully mapped out many years ago, and all Victor merchandise received from that day to this has been conscientiously pro-rated within those limits.

The Standard Co. of Pittsburgh chose the right paths of Victor merchandising when the game was young and no one will withhold all due credit from its alert and capable officers for the steady growth which has now resulted.

Springtime Is Songtime

THE RIGHT TIME for You to Open a New Account With Us

WHEN WE SELL YOU



RECORDS

You Get the Best in Quality
The Most Popular of Popular Records

AND

You Receive Them When Needed Without Delay

No Dealer Has Ever Taken a Risk in Buying OKEH RECORDS, Nor Will You

QUICK SALES

LIBERAL PROFITS

OkeH RECORD DISTRIBUTORS

Richards & Conover Hardware Company

Kansas City, Mo.

SUPERTONE CO. EXPANSION

Offices Opened in Chicago and in Philadelphia—
Display Also Being Made at New York Fur-
niture Exchange—Line Meeting With Success

The Supertone Talking Machine Co., New York, manufacturer of "Supertone" talking machines, has opened Chicago offices in the Republic Building, and has appointed Matt. J. Kennedy in charge of this branch. Mr. Kennedy is well known in the Chicago talking machine trade, and will introduce a special plan of co-operation and service for "Supertone" dealers in Chicago territory.

The company has also announced the opening of a Philadelphia office in the Real Estate Trust Building, with C. L. Stephenson in charge. Mr. Stephenson has been identified with the talking machine industry for several years, and is thoroughly qualified to give the "Supertone" line aggressive representation in Philadelphia and the adjacent territory.

The "Supertone" machine is meeting with considerable success, and officers of the company state that the factory is working to capacity to give service to the dealers handling the line. The "Supertone" models 2, 3 and 4 are proving very popular with the trade, and good-sized orders for these machines have been received from some of the best-known talking machine houses in the country.

The "Supertone" line is on display at the New York Furniture Exchange, and has the distinction of being the only talking machine displayed at this important exhibition. Several important deals have been closed at this Furniture Exchange as a direct result of the exhibit.

NEW CORPORATION TAKES BUSINESS

The business of the Riggins Piano Co., Bridgeton, N. J., has been taken over by Riggins, Gaskill, Hunt, Inc., of which the officers are Ralph G. Riggins, Carl Gaskill and R. Winfield Hunt. A complete line of Victor talking machines will be carried in the store at all times, with all of the latest and best selling records for that instrument.

THREE NEW INCORPORATIONS

The Supreme Phono Parts Co., Manhattan, has been incorporated to manufacture record needles and parts at a capital of \$20,000 by M. H. Rechell, S. Nadel and A. Clarke, 32 Cooper Square.

The Concert Record Mfg. Co., Manhattan, has also been incorporated by the above men at the same capital stock.

* * *

The Myers Phonograph Corp., Manhattan, has been incorporated at Albany with a capital stock of \$500,000 by F. Myers, P. L. Hughes and G. A. Handley, of 600 West 175th street, New York City.

Highest Quality . . . Fairest Prices

RECORD DELIVERY

(or Wrapping)

ENVELOPES

PRINTED AND PLAIN

LEWIS C. FRANK
694 Book Building
DETROIT, MICH.

UPWARD TREND IN BUSINESS

President Edgerton, of the Empire Mfg. Co., Tells of Conditions in the Large Territory Which They Supply With Shipping Cases

GOLDSBORO, N. C., April 5.—The Empire Mfg. Co., of this city, report brisk activity in all departments, but particularly in that department producing shipping cases for talking machines. The spirit of expansion noted throughout the talking machine trade has manifested itself in greatly increased orders for their shipping cases. H. Weil, secretary of the company, is completing a business trip in the interest of the Empire Mfg. Co. that has carried him through the Northern States.

A. H. Edgerton, president of the company, in speaking of general trade conditions, noted the distinctly upward trend and said he had yet to find a person in the trade pessimistically inclined. The success of the Empire line of shipping cases he attributes to their lightness and the attendant saving in freight rates. It is estimated that their re-enforced three-ply ve-

near cases weigh slightly over one-half that of a case of corresponding size and strength constructed of lumber: The veneer cases are said to be air-tight and to have reached the highest degree of perfection obtainable in their water-proof qualities.

ESTABLISH NEW OFFICES

Triangle Phono Parts Co. Opens Branches in Chicago and Philadelphia

The Triangle Phono Parts Co., New York, manufacturer of "Triangle" tone arms, sound boxes, etc., and distributor of Heineman and Meisselbach motors, etc., has announced the opening of a Chicago office at 932 Republic Building, and a Philadelphia office in the Real Estate Trust Building. C. L. Stephenson, well known in the Eastern trade, has been appointed Philadelphia representative at this address, and is making plans for an aggressive campaign.

The Triangle Phono Parts Co. states that it has secured excellent orders from manufacturers during the past few weeks.

LIVE DEALERS DON'T KEEP



RECORDS

THEY SELL THEM

**We Ship Hits While They Are All
The Rage**

LET US ACT AS YOUR JOBBER

Get in Touch By Mail or Personal Call

Drop in and Hear These Wonderful Records
on Our Machines

**Every OkeH Record Demonstrates
Its Superiority**

Awaiting Your Next Order
for Immediate Shipment

LAKESIDE SUPPLY COMPANY, Inc.

202 So. Clark St.

Telephone—Harrison 3840

CHICAGO, ILL.



Maria Barrientos in "I Puritani." A Columbia Record of "Vien Diletto" (Come, Dearest, Come). Columbia 49371.

Columbia Graphophone Co.
NEW YORK

SAVINO AS A COMPOSER

Musical Director for the Pathé Frères Phonograph Co. Has Many Hits to His Credit

It is generally known in the musical world that one of the most popular hits of the day is "Indianola," which has achieved remarkable success, both in dance and vocal form. It is interesting to note that the composer of this number is D. Savino, who has been musical director



D. Savino

for the Pathé Frères Phonograph Co. for the past two and a half years.

Mr. Savino is a co-writer of "Indianola" under one of his several nom de plumes, and has also been a co-writer of many other popular hits, some of which are "Kentucky Dream," "Himalaya," "Pahjamah," "My Desert Fantasie," "Arabian Nights," etc.

Mr. Savino, who is a graduate of the Conservatory of Naples, is well known in musical circles here and abroad, and has more than thirty classical compositions to his credit. Many of these numbers have won signal success, among these being his "Prelude," "Scherzo in E Minor," "Gavotte Impromptu," "Concerto in A Minor for Piano," etc., etc.

Huntley-Stockton-Hill Co., the live-wire exclusive Edison dealers of Greensboro, N. C., gave Frieda Hempel a rousing welcome on her first visit to their town recently. S. F. Johnson had charge of the window decorations, and Miss Irene Hedgebeth, in charge of the record room, gave several preliminary recitals.

NEW COLUMBIA SALES PLAN

Columbia Representatives to Use New Sales Plan in Behalf of "Symphony Series" Records

The Columbia Graphophone Co. has just advised Columbia representatives of a new sales plan in behalf of Columbia "Symphony Series" records. These records constitute selections made by any Columbia artist or organization that has appeared in concert, and all records made by grand opera artists.

The advertising department of the Columbia Co. has gone to considerable expense in preparing special mailing inserts, which are of unusual interest to record purchasers because they give a story of the artist's career. These mailing inserts are designed in many colors, and in addition to featuring an attractive photograph of the artists present illustrations descriptive of the artists' career or the selections they have recorded. In advising the dealers of this new plan the Columbia advertising department sent out sample inserts featuring the following Columbia artists who make "Symphony Series" records: Seidel, Stracciari, Lazaro, Grainger, Lashanska, Lucy Gates, Barrientos and Oscar Seagle.

It is suggested that the dealers mail these artistic inserts to a selected list of customers, and attention is called to the fact that there is a percentage of people in every district who like "better" music, and that "Symphony Series" records are prestige builders.

DEATH OF EDWARD L. THOMPSON

Edward L. Thompson, a member of the sales staff of the local wholesale branch of the Columbia Graphophone Co., died recently at his home, 132 Montague street, Brooklyn, N. Y. Mr. Thompson had been ill only a short while and succumbed to an attack of double pneumonia. He had been associated with the Columbia wholesale staff for several years, and was one of the most popular members of the organization, having visited the trade in New Jersey and Brooklyn. The funeral services were held on Thursday afternoon, and were attended by Lambert Friedl, manager of the New York Columbia branch, and several members of his staff. Mr. Thompson is survived by a widow.

WALL STREET STOPS COLLECTING

Lower Wall Street Association Ends Campaign to Secure Musical Instruments for Sailors

The Lower Wall Street Association closed its formal campaign for the gathering of musical instruments for use by the boys of the United States Navy by a special meeting held recently at the offices of the National Sugar Co.

As a result of the unique work, which has spread over nearly a year, the organization has gathered over 500 musical instruments and about 1,700 phonograph records, which have been distributed to fifty-three ships; also navy hospitals, aviation fields, naval stations and canteens.

Your Troubles

Over Delayed Shipments and Small Margin of Profits

WILL CEASE THE MOMENT YOU ORDER

 **OKEH**
RECORDS

No Waiting

Liberal Terms

Let Us Help Your Record Dept. to Larger Profits

RAMOS-EUBANK PHONOGRAPH MFG. COMPANY

104 N. 7th ST., RICHMOND, VA.

SOME STRIKING WINDOW DISPLAYS

Dealers Will Be Interested in the Attractive Window Arrangements Prepared for Them—Displays Linked Up With National Publicity

The outstanding feature of the dealer service window display for May, as prepared for Columbia dealers, is a faithful tie-up with the company's national advertising for the month. The centerpiece, consisting of three separate surfaces of cardboard, cut out and arranged so as to open one behind the other and lend considerable depth to the figure, is a replica of the copy that will be run.

This form of display brings to the dealer that essential element for identifying his shops as a part of the Columbia organization and permits him to realize on the company's publicity investment. What the public will see in the magazines and newspapers throughout the country during May will again be brought forcefully to its attention in the retail windows.

In addition to the centerpiece there is the customary number of smaller cards and cut-out record holders, listing and illustrating nearly the complete May issue of Columbia records, and



Attractive Window Centerpiece

these have undergone an art treatment somewhat different than has as yet been attempted, the bold poster effects and masses of color being replaced by fine pen and ink sketchings.

The records in this May list, by reason of their particular titles or characteristics, are peculiarly international. There is the Spanish Orchestra, the selection from the Japanese opera, "Madame

Butterfly," the Italian folk-song that Straccjari sings, and the Gypsy airs played by Seidel; the "Athlone" selection and Irish song, the "Arabian Nights" dance record and "Don't Cry, Frenchy,



One of the Columbia Ads for May "Don't Cry," all presenting display possibilities which are used to advantage in the month's offering of advertising helps.

EXPORT LICENSES VALID TILL USED

The War Trade Board announces, and has so advised collectors of customs and the Post-office Department, that except those licenses for exportation to Norway, Sweden, Denmark and European Holland, which are by their terms limited to a particular date, all export licenses issued on or after November 15, 1918, and all export licenses which were unexpired on the 15th day of November, 1918, will be valid until used, unless revoked, notwithstanding such licenses are stamped as expiring on November 15, 1918, or subsequently thereto.

HALL MUSIC CO. IN NEW QUARTERS

The Hall Music Co., Kansas City, Mo., has removed from its former quarters at 817 Walnut street to 1031 Grand avenue. The new location is considered a very good one, as the adjoining rooms have been leased by the Government for use during the Liberty Loan drive in April. Talking machine business has been unusually good and a great increase in the number of cash sales is reported.

EJECT-O-FILE CO. PLANT REMODELED

Equipment Insures Large Production of the Specialties Made by This Concern

HIGH POINT, N. C., April 4.—The factory buildings that were acquired by the Eject-O-File Co. at the first of the year have been thoroughly overhauled and are now laid out in a thoroughly efficient basis that will allow for a large production. Some of the most modern and intricate woodworking machinery known has been installed and the plant in its present state is said to be one of the most complete, not only in the South but throughout the entire country as well.

The Eject-O-File Co. own five acres of land surrounding the factory buildings, which allows for great additions to the present structures which seem inevitable from the large volume of orders now being received. Situated on the main line of the Southern Railway excellent freight service is possible. Complete facilities are at hand for the making of Eject-O-Files and Eject-O-File cabinets from the raw lumber through to the finished product. An interesting and thoroughly efficient drying machine is now being installed, which through oxidizing the air completes a dry varnishing job in twenty-four hours that would otherwise require four days or in one week against three weeks by other processes. E. M. Howard, vice-president of the company, who enlisted last year and was commissioned as lieutenant, received his discharge last November and has moved with his family to High Point, where he is giving his personal expert attention to the production of the Eject-O-File. Mr. Howard saw service overseas and returned to his civilian affairs shortly after the armistice was signed.

Mr. Howard reports that the "Cabaola," a cabinet in which a small table model may be placed, giving the appearance of an expensive floor model, is meeting with much success. The cabinet is also equipped with the Eject-O-File filing system.

CHICAGO FIRM TAKES NEW LEASE

The National Phonograph Co., Chicago, Ill., has leased the second and third floors of the three-story building at 1824 to 1834 Albert street. The new space will be used in connection with the main plant on Twelfth street and the rental is said to amount to \$21,000.

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1 1/4" x 0.22 x 15', for Victor, each	0.65
1" x 0.20 x 13', for Victor, each	0.50
1" x 0.28 x 10', for Columbia, each	0.60
3/4" x 0.23 x 10', each	0.38
5/8" x 0.22 x 8', each	0.27

MICA DIAPHRAGMS

1 23/32", Regular Victor Exhibition Box, very best	Each 0.15
1 7/8", for new Victor No. 2, very best	Each 0.18
1 31/32", for Sonora and all standard soundboxes, very best	Each 0.20
2 1/16", very best	Each 0.22 1/2
2 3/16", for Columbia No. 6, very best	Each 0.25

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire	Each 0.27
Pathé, soft tone	Each 0.27
Edison, very best, loud tone	Each 0.27

ATTACHMENTS

For Victor Arm	Each 0.25
For Victor Arm, permanent	Each 1.15
For Edison Arm	Each 1.75
For Columbia Arm	Each 0.25
Green turntable felt, 10" cut	Each 0.10
Green turntable felt, 12"	Each 0.15
Governor springs, for Columbia motor, per 100	1.00
Governor springs, for Victor motor, per 100	1.00
Needle cups, fit Columbia machine, per 100	2.25
Needle cups, with cover, fit Columbia machine, per 100	3.50
Motor, double spring cpt., with 12" T. T., each	5.25
Motor, single spring cpt., with 10" T. T., each	2.25
Tone Arms, universal, with mica box, each	1.80
Tone Arms, Sonora style, with mica box, each	2.75
Soundbox, "S," fit Victor tone arm	1.35
Soundbox, "F," fit Victor tone arm	1.50

FAVORITE PHONOGRAPH ACCESSORIES CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE ON ALL UNIVERSAL TONE ARM MACHINES

Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.

RAPID STRIDES IN PRODUCTION MADE BY THE VICTOR CO.

John C. Paine, of Victor Co., Addresses Talking Machine Men at Recent Meeting and Tells How the Factory Is Rapidly Getting Back to Normal Output—Officers Nominated for Ensuing Year

A meeting of the Talking Machine Men, Inc., was held on the afternoon of March 19 at the Cafe Boulevard, Broadway and Forty-first street. A luncheon preceded the meeting proper. As special speaker for the occasion the Victor Talking Machine Co., at the invitation of the above association, sent John C. Paine, of their organization, to address the gathering. He was introduced to the members by President J. T. Coughlin through the medium of a few well-chosen remarks.

Mr. Paine opened his remarks in a semi-humorous vein and quickly got on to his subject, telling of his close touch with the trade through recent appearance before the talking machine dealers of Atlanta, Ga.; St. Louis, Mo., as well as Chicago. His subject may properly be termed "A Message of Optimism." He pointed out how the armistice has brought business and new prospects, giving all an opportunity to do the things which we were eagerly waiting to do. "The Victor Co.," said Mr. Paine, "was selected to do war work because the Government saw there an opportunity that could be developed along the lines it required. For instance, the Victor Co. had more kilns than any other company, a wonderful advantage in airplane work. There are no kilns like these in the world and all of the dry kilns in the country if put together would not be greater than the Victor's. The Government took them over. It saw a cabinet factory, the very thing necessary in building air boats, and it took the cabinet factory over. It saw an unsurpassed metal working plant, and it took it over. It saw a toolmaking plant, many of the workers in which were ex-Elgin Watch Co. employes, who were making tools to measurements as fine as $\frac{1}{4}$ of 1/1000 of an inch, and it took it over. The record-pressing plant was the only thing left and from this a number of employes were taken into the army and into shipbuilding plants. Some think that the Victor plant has done more than its share, but Mr. Freeman believes that the Victor Co., having done all that it possibly could, only did what it ought to have done.

Government Uses Victor Recording Experts

"The Victor talking machine plant has been built on an ideal and the heads of the company have always looked forward to one thing, and that is perfection. They have been satisfied with nothing less than that. Nothing takes the

place of creating a better talking machine. Scientists and experts in sound recording are constantly at work in a room closed to all but Mr. Johnson and Mr. Haddon. There they labor daily and experiment, so that nothing in the field of sound recording will ever excel what is controlled by the Victor Talking Machine Co. When the Government found out that we had such men it asked for those men for use in locating submarines and air ships. They took our experts and sent them to New London and there they labored and one of our own scientists invented the device which was one of the principal factors in locating and destroying submarines.

"Following the armistice we got rid of war contracts as rapidly as we could, and to-day we are in a position very similar to what we were in March, 1917, at the height of our production. The war hit us before it did the rest of the country. We had built a tremendous cabinet factory. It gave us a floor space which, if put cut in a building 100 feet wide, of the old saw-tooth roof style, would be four and a half miles long. That is the size of the present plant. After we had built this wonderful new plant we had only to equip it, but we could not do it because we could not buy the equipment. We found that the allied governments had contracted away ahead of us, so that we could not buy motors, we could not buy machines, we could not buy steel, and we were never able to put into operation the tremendous plant which we had built. That plant to-day is going into operation.

Capacity of Victor Plant Greater Than Ever

"The maximum production of the Victor plant is a great deal bigger to-day than ever before. We have as many record presses in operation now as were in operation in March, 1917. However, the character of labor is different, for in a majority of cases it is inexperienced. It is not hard to learn a record pressing job, so these workers will soon be experienced and we will soon be able to put out records as in the past. As to machines, by May, and at all events not later than June, we will be able to supply the market with as many machines and records as we ever did in the past. By July we will have reached the maximum production.

"The war has developed a demand on the part of the public that nothing else outside of a world war could have developed. It is not

really the high wages that did it. This country faced a problem that nothing else outside of a world war could have solved. We had devoted all of our energies to a materialistic idea. We had been training our boys and girls along vocational lines. We were running astray. We were running away from democracy. Democracy springs from the heart of man, and not from the mind of man, and the war brought us face to face with democracy, and we have been seething with it. The only thing which can preserve the needs of this spirituality is music. The first cultural thing is music, and the talking machine can supply this cultural need quicker and more satisfactorily than anything devised by man.

"That means that the demand which has been created is going to go on and on and on. We are not going back to the old standards of the imperialist. We will cultivate democracy and we are going to become more cultured. I predict a prosperity for the Victor dealer undreamed of in any of his best laid schemes of the past.

The Spirit of Service Is the Big Thing

"I was asked by a dealer, 'Will the Victor Co. feel badly if I take on another line?' I do not think the Victor Co. will; why should they? I am sure that they won't, but the vital question is, will the public be prejudiced against a dealer who is known as a Victor dealer and then offers something else? That is the big thing. The spirit of service is the new method going into effect. Give service in the way of cultivating your customers.

"The Victor Co.," said Mr. Paine, in concluding, "are not going to stop for one instant in creating a demand for Victrolas and for Victor goods. They are going on with their tremendous advertising possibilities to create a demand on the part of the public for Victor goods, and they are going to supply the demand which they are creating. They are going to put the Victor in such a condition that they will be able to supply that demand. You, on your part, will have to meet the public demand in a broader, bigger and better spirit of service than you have ever done before, and a success is yours which you have never dreamed of."

His remarks were received enthusiastically by the dealers and a spirit of optimism seemed to prevail at the close of his remarks. A rising vote of thanks was tendered him and he obliged several of those present by answering their individual questions.

The entertainment committee charged with arranging the annual meeting and banquet to be held at the Pennsylvania Hotel on the evening of April 10 then made their report and showed that plans were arranged to handle the biggest gathering in the history of the organization.

A committee was appointed to devise ways and means to further the passage of the new Stephens bill, which will come up before the next session of Congress. The committee is composed of Irwin Kurtz, E. Leins and Henry Meilke.

Committee Nominates Officers

The nominating committee then reported that officers of the past year were nominated again, with the exception of R. A. Tusting, vice-president for New Jersey, E. P. Perkins being nominated to succeed him. The present officers are J. T. Coughlin, president; Sol Lazarus, vice-president for New York; A. B. Clinton, vice-president for Connecticut; E. G. Brown, secretary, and A. Galuchie, treasurer. The new executive committee will be composed of E. Leins, J. Schick, Albert Ross, William Birdy, John E. Hunt and Henry Epstein.

E. M. Lasater, Edison phonograph dealer at Okemah, Okla., is remodeling his quarters and installing new demonstration booths.

THIS ALBUM MADE US FAMOUS
by selling it. Why don't you try?



Buy Your Albums Direct From the Manufacturer

THE BOSTON BOOK CO., Inc.

40-46 WEST 20th ST.

NEW YORK

The only exclusive and the largest record album factory in the world.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

DEALERS REAP PROFIT FROM EDISON WINDOW DISPLAYS

Reproduced herewith is a photograph of one of the current series of popular price window fully planned as to its attractiveness and selling value. The various units of this display are suf-



One of the Monthly Window Displays Designed by Service Department of Thos. A. Edison, Inc. displays issued by Thomas A. Edison, Inc. One of these displays, which are remarkably inexpensive, is sent out monthly to those dealers subscribing to the service. Each display is carefully small in size so that after the display has served its purpose in the window it need not be destroyed, but its various units may be used about the store and in the booths.

IMPORTANT NEW REPRESENTATIVES

Established by the New York Album & Card Co. in Chicago and San Francisco

The New York Album & Card Co., New York, manufacturer of "Nyacco" record albums, has appointed Thomas J. Cullen, of the Cullen-Marsh Co., Chicago, Ill., Middle West representative for these products. W. A. Carter, 57 East Jackson boulevard, Chicago, Ill., has been appointed Chicago distributor for "Nyacco" albums, and an intensive sales campaign in this territory is now being formulated.

The New York Album & Card Co. has also appointed Walter S. Gray, Chronicle Building, San Francisco, Cal., Pacific Coast representative for "Nyacco" albums, and Mr. Gray's thorough knowledge of the business situation in this

part of the country will undoubtedly enable him to give this album line valuable representation.

Philip Potomack, a brother of N. J. Potomack, vice-president and sales manager of the New York Album & Card Co., has been appointed on the company's traveling staff, covering the East.

NEW "ARTO" RECORDS COMING

Company Organized in Orange, N. J., to Make Records Under New Patents

The Arto Co. has recently been organized for the purpose of manufacturing talking machine records. The factory will be located in Orange, N. J., and will be, in fact, an adjunct to the extensive plant of the Standard Music Roll Co. Ground has already been broken for the new addition. G. Howlett Davis, president of the Standard Music Roll Co., will also be president of the new Arto Co., and Chas. H. Mitchell, a practical man of long experience in the record field, will serve as vice-president and superintendent. The recording factories will be located at 235 West Twenty-third street, New York.

It is understood that the Arto Co. has formulated a decidedly ambitious program, which is rapidly being carried out, and it is expected that the new records will be offered to the trade in the near future. The records will be known under the name of "Arto," and will be devoted exclusively to popular selections. For some time past the research department of the Standard Music Roll Co. has been doing experimenting and developing work with a view to introducing a new record. Mr. Davis, himself an inventor, has been a big factor in the engineering end, and has surrounded himself with a corps of experienced men in record making.

The Arto record will be manufactured under new patents, and it is understood they can be played with equal facility and with excellent results with the sound box in either the vertical or lateral cut position. It will be placed on the market as a universal cut record.

What More Can You Ask

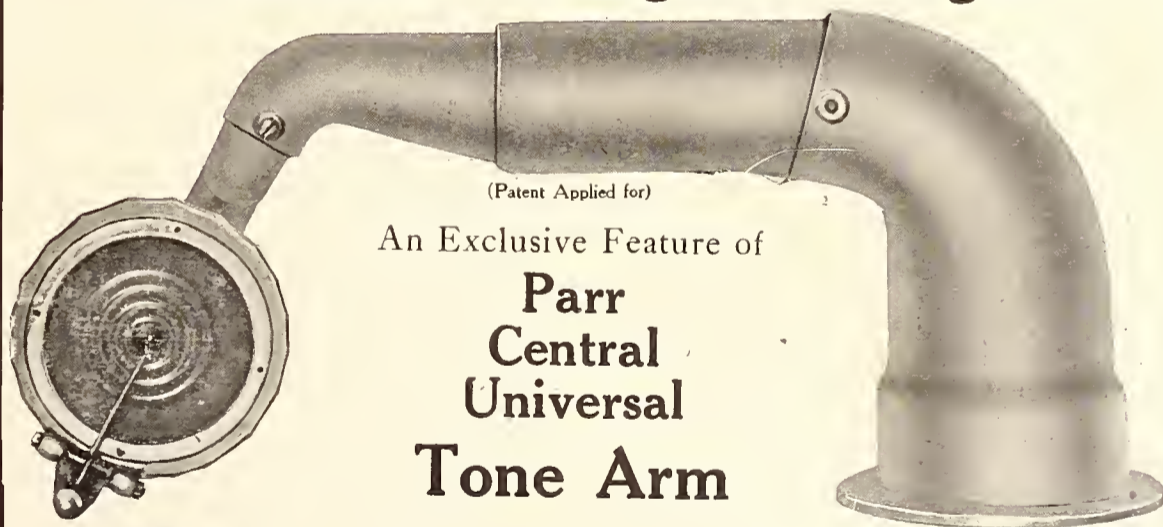
All the features that go to make a talking machine Profitably Salable you will find as regular equipment of Magnola: "Built by Tone Specialists."



Complete description of all these features is to be found in our handsome illustrated catalog, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
 OTTO SCHULZ, President
 General Offices 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

Automatic Change of Weight



(Patent Applied for)
 An Exclusive Feature of
**Parr
 Central
 Universal
 Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm.

OTHER IMPORTANT FEATURES

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.
 ONE UNION SQUARE :: :: NEW YORK

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

SITUATION WANTED—Recording expert with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 633," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Sales manager or Coast representative for growing phonograph factory. Am a married man, thirty-five years old, have had fifteen years' experience in phonograph business. Am ambitious and possess initiative and executive ability. Am at present connected in the capacity of district manager with one of the leading phonograph factories, but desire larger fields to conquer. Address "M. A. 10," care The Talking Machine World, 209 South State St., Chicago, Ill.

MAILING LIST FOR SALE—3,000 names of Victor, Edison, Columbia owners. Less than a year old. Ten dollars cash with order. Address "Box 623," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

CLEVELAND CORPORATION requires services of experts on the following lines: Arcade slot machine repairs, phonograph and sound boxes, photograph machines (automatic), experts skilled on electrical and transmitter apparatus (telephone transmitters, etc.), and all around experimental man who is good mechanic and capable of working out original ideas. Give age, experience, habits, names of last three employers and salary expected. Ideal working conditions and plant located in residence section. Correspondence confidential. P. O. Box 172, Cleveland, O.

WANTED—An experienced retail graphophone salesman. Must be capable, willing to work and of unquestionable habits. Prefer one who could take charge of a new Columbia store. Splendid opportunity for right man. Answer with full particulars, references, salary expected, etc. Address Newbro Drug Co., Butte, Mont.

EXECUTIVE—Phonograph expert, having had a good many years' experience in manufacturing cabinets, motors, tone arms, sound boxes and phonograph accessories, wishes position with reliable concern. Address "Box 619," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMEN WANTED—Excellent connection is offered live wire salesmen with well-known and established phonograph manufacturer in the East. See our ad in this issue. Charmophone Co., 39 West Thirty-second St., New York City.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

ADVERTISER, formerly factory distributor for one of the largest talking machine companies in the United States, is open for a similar position on Pacific Coast, covering States—California, Oregon, Washington, Montana, Idaho, for both machines and records, jointly or separately. Main office Seattle, from which can distribute Washington, Idaho, Montana and Oregon. Branch office to be established later in California. Talking Machine World will give you name of advertiser and name of company formerly represented. Can develop large profitable business. First class firms only considered. Will accept salary and commission or straight commission basis. After satisfying yourself please give full particulars first letter, as want to get started promptly for fall trade. Will give surety bond. Address "Box 625," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMAN WANTED—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY A SALESMAN—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

POSITION WANTED by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

SUPERVISOR of construction of phonograph cabinets wants position with progressive firm not manufacturing their own, but who desire the best. Thorough, practical knowledge veneer panel construction, finishing troubles, woods, shop practice, inspection and drawings. Good executive. Address "Box 609," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—We are Pathé distributors and have an opening for a live-wire phonograph man. Tell us your history for the past ten years. Address "Box 10," care The Talking Machine World, 373 Fourth Ave., New York.

MAN (thirty-five), married, five years' experience with Victor, Columbia, Edison, wishes permanent position. Capable of taking charge of department. Can furnish best of reference. Address "Box 594," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph salesman to sell standard make records to dealers as a side line. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

EDISON salesman and manager, man of exceptional ability, desires position with responsible house in the East. Address "Box 600," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION DESIRED—Designer having important and practical ideas on phonograph improvement wishes position as developing engineer. Address "Box 601," care The Talking Machine World, 373 Fourth Ave., New York.

LIVE-WIRE Victor record saleslady wanted, one who knows the Victor record catalog thoroughly and can order records intelligently. Must have good references and be experienced. Good salary and pleasant surroundings. Apply Lauter Piano Co., 149 Newark Ave., Jersey City, N. J.

WANTED—Saleslady in down-town phonograph shop; splendid opportunity for a party experienced selling Columbia records. State age, experience and salary desired. Address "Box 617," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young man (31), expert mechanic, thoroughly familiar with every angle of the phonograph business and capable of taking charge of assembling and inspection of motors, cabinets and accessories, also repairs. Can furnish best of reference. Address "Box 605," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER

3064 Albany-Crescent Ave. New York

WANTED VICTOR AGENCY

Will buy and pay all cash for medium-size proposition. Address "Box 631," care The Talking Machine World, 373 Fourth Ave., New York.

Talking Machine Leases Financed at Small Cost

Plan recommended by leading manufacturers and distributors. Increase your sales by turning leases into cash. Address "Box 632," care The Talking Machine World, 373 Fourth Ave., New York.

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

MAILING LIST FOR SALE

3,000 names of Victor, Edison, Columbia owners. Less than a year old. \$10.00 cash with order. Address "Box 623," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Victor talking machines and records. Highest cash prices paid. No quantity too large. Call, write or phone.

TERMINAL EXCHANGE

1208 Filbert Street, Philadelphia, Pa.
Bell Phone, Locust 5716 Always Open

FOR SALE

A balance of a large wholesale stock must be disposed of at any price. 30,000 Victor, Columbia and Hill and Dale cut records, 7-, 10- and 12-inch. 1,000 turntables and motors. Large cabinet machines. Needles in packages or boxes. 2,000 two-minute cylinder records. Disc Records, Cabinets, etc. H. Walcer, 144 Ludlow St., New York.

WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, horn or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE

2104 Third Avenue New York
Phone Harlem 7848

MOTORS AT SACRIFICE

Must sell at once, entire manufacturer's bankrupt stock of 700 assembled motors and parts for 2000 more, in perfect condition. Value \$8. If you can use a part or the entire lot send \$2 for sample. Your money refunded if you do not find this the biggest value ever offered.

P. O. Box 1824, Boston, Mass.

CABINETS

Are you looking for a large, classy cabinet at a low price? We make cabinets and complete machines. Small orders given same prompt attention as large. Get our prices.

BADGER STATE CABINET CO.

P. O. Box 391 Milwaukee, Wis.

TO TALKING MACHINE MANUFACTURERS:

An old-established music house, doing a large business, wishes to arrange with the manufacturer of an up-to-date, reliable talking machine, a jobbing agency for the State of California or Pacific Coast. Address "Pacific Coast," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

USED RECORDS WANTED

Advertiser wants to buy, for cash, 500 to 1,000 used Victor Records, monthly. Records must be in fair condition, and packed for Parcel Post. Would sooner make arrangements with one dealer for regular monthly supply than purchase in small lots. Address "Box 606," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Now successfully handling large Victor retail business, desires new connection where up-to-date business methods plus determined, aggressive efforts will be recognized. Address "Box 602," care The Talking Machine World, 373 Fourth Ave., New York.

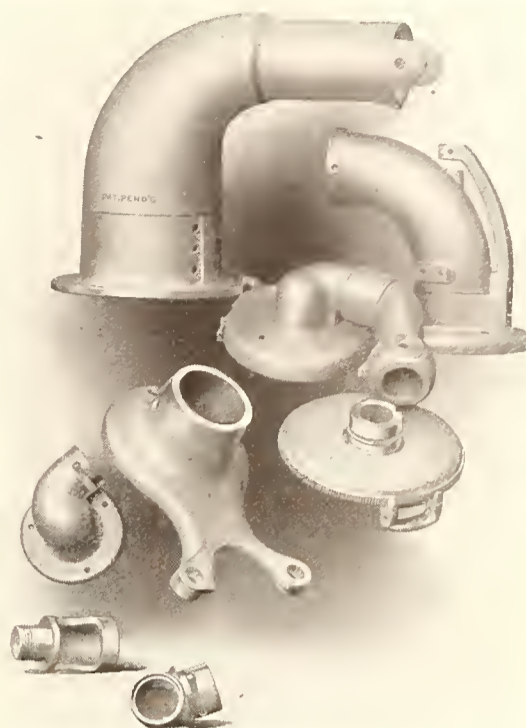
POSITION WANTED—As manager of retail phonograph department or as salesman for wholesale concern dealing in phonographs or records, by young man of five years' experience in the phonograph business. Address "J. N. 15," care The Talking Machine World, 209 South State St., Chicago, Ill.

DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying and as a result of formulas especially developed for their use, all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.



DOEHLER DIE-CASTING CO. BROOKLYN. N.Y. NEWARK. N.J. TOLEDO. OHIO.

SALES OFFICES

BOSTON
723 Oliver Building

DETROIT
914 Ford Building

CLEVELAND
10902 Lima Avenue

CHICAGO
4414 N. Campbell Avenue

ANNUAL MEETING OF LINDSAY, LTD.

Prominent Canadian Music House Has Most Prosperous Year—Bonus for Employees—All Directors and Officers Re-elected

MONTREAL, CAN., April 9.—The annual meeting of C. W. Lindsay, Ltd., was held yesterday at the head offices of the company in this city and the reports indicated that the year just passed had been the most prosperous in the history of the company's business. In appreciation of the fact a bonus of 10 per cent. cash

was voted to all members of the staff who had been with the company since March 1, 1918, and the usual stock dividends were declared. All the officers were re-elected as follows: C. W. Lindsay, president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer.

E. C. Boykin, manager of the Edison Shop on Fifth avenue, New York, reports the continuance of the strong demands for the Edison machines. The several new models displayed have achieved instantaneous popularity.

ACTIVE TIMES IN BALTIMORE

Columbia Dealers Meet—Notable Artists Heard During Month—Other News Throughout State

BALTIMORE, MD., April 8.—William S. Parks, manager of the Columbia Graphophone Co., reports March as the biggest month's business in the history of the branch.

A big dealers' gathering in the Southern Hotel on Friday, April 11, is planned by Mr. Parks. All Baltimore dealers and as many of the nearby dealers as possible have been invited to attend. Some of the officials of the New York office are expected to come. The sales staff and the various department heads from the local Columbia office will be on hand.

Many Columbia artists visited various sections of the Baltimore territory during the month. Amparita Farrar was in Washington for quite a while and helped in boosting the sale of records. Harry C. Grove, who has a Columbia headquarters at 1210 G street, Washington, and who for some time has been using only the first floor of the building, has now leased the entire three-story building. The second floor will be used especially to display all models of Columbia, with a special setting for the period design Grafonolas.

The Columbia Co., Norfolk, Va., is just now making extensive improvements in its place, and is installing ten Van Veen Co. booths. The Columbia Furniture Co., Southern Furniture Co., and James Cowen, all of Richmond, are also installing the Van Veen type of booths, as are GUSDORF & JOSEPH, of Baltimore.

Mr. Parks announces that the national advertising of the Columbia has been extended to Raleigh, N. C., and that dealers in sixteen surrounding towns have come in on the co-operating plan and are using entire pages.

Oscar Siegel and Barbara Muriel were in Pulaski, Va., on March 26. Charles Harrison and the Steller Quartet were in Winchester and Roanoke, Va., during the month.

SONORA SIGN IN SAN FRANCISCO

SAN FRANCISCO, CAL., April 5.—Apparently desiring to go New York one better when it comes to Sonora advertising, the Sonora Phono-

graph Shop, at 109 Stockton street, this city, has had placed in a splendid location in their city a billboard, which is one of many and which for attractiveness would be exceedingly hard to surpass.



Striking Sonora Sign in San Francisco

The artistic columns shown thereon are splen-

did pieces of architectural decoration and would do credit to many a marble edifice in Chicago or New York. The coloring of this outdoor publicity is superb and the design is marked by a restraint and simplicity which make it a gem.

This advertising has created no end of favorable comment in San Francisco and furnishes an example of outdoor advertising which, if it were followed generally, would make this form of publicity a subject of general commendation from the public.

The Best Popular-Priced Talking Machine Charmaphone Phonograph



Model 55A

Wholesale Price

\$27.50

Plus War Tax

Dimensions :

40 in. high, 18 in. wide, 18 in. deep. Heavy double spring motor. Universal tone-arm. Sound box of highest quality. All parts nickel-plated.

We manufacture the cabinets for our complete line of

Charmaphone

phonographs in our own factory at Pulaski, N. Y.

We can therefore give you immediate deliveries on all models and give you the best discounts offered to the trade.

If you want to make money, handle the

Charmaphone

It sells on sight.



Model 65A

Wholesale Price

\$32.50

Plus War Tax

Dimensions :

42 in. high, 18 in. wide, 20 in. deep. Heavy double spring motor. Universal tone-arm. Sound box of highest quality. All parts nickel-plated.

The Charmaphone phonograph embodies every desirable feature found in the highest class phonograph.

We are now arranging to give progressive dealers exclusive territory for the CHARMAPHONE line. WRITE TO-DAY in order to secure the agency for the best popular-priced talking machine on the market.

THE CHARMAPHONE COMPANY

New York Office and Salesrooms:
39-41 West 32nd Street

Factory:
PULASKI, N. Y.

TYPES OF PEOPLE WE ALL KNOW

A Record Expert, Incognito, Gives Some of His Views on Different Kinds of Record Buyers—The Last One Is the Best

The spirit of spring was upon the man who was known in the busy world of industry as the record expert. He leaned back in his chair and gave expression to the result of his musings. His thoughts had to do with the musical taste of record buyers and he gave his verdict to the expectant ears of those who looked upon his word as law. It was indeed an unusual happening, for he said that record buyers were divided into two classes—those who liked "The Rosary" and those who did not.

As his hearers pressed around him, plying him with many questions, he became more confidential and told how the various types of enthusiasts may be known and classified. The salesman must become a tailor of the mind, a mental measurer, who can tell by such subtle means as the hem of a handkerchief just what sort of a selection his customer is about to call for, whether it be an aria or a purple "blues."

But the game of judging human idiosyncrasies is by no means subject to hard and fast rules, for how could one tell that a certain operatic star never bought any but ragtime pieces and selections which he himself had made? The very uncertainty of the game makes the successful man more worthy of commendation.

Then, wandering a bit from his subject, the loquacious expert told about the connoisseur of the Diogenes type, who is ever on the search for the perfect record. He must have a full dozen copies of a record played, listening to each one with an ear attuned to the music of the spheres, until he at last finds the one without a flaw.

As a counterpart of the tired business man we have the weary woman shopper, too often of a type super-robust and too heavily laden with numerous bundles, who, when she sights a demonstration booth, lays her course for an easy chair and demands to hear some music that is restful and nice. No doubt the sentimental melodies of Ethelbert Nevin were inspired by such scenes as these.

The expert was getting pessimistic when the sun passed behind a cloud and he saw the eternal silver lining. He brightened into a smile and spoke of the saving grace of the occasional customer who adores all the selections played by the weary salesman and takes them to a distant land where she cannot bring them back to be exchanged. Such a happening is always the brightening touch and makes the perfect end of an otherwise harrowing day.

THE PLAYER-PIANO PHONOGRAPH

A. W. Johnston, vice-president of the Standard Pneumatic Action Co., Fifty-second street and Twelfth avenue, New York, has announced that they are now ready to market a player action and talking machine combined. The mechanism for the talking machine is to be placed alongside the spool box of the player action, while the tone chamber will be directly through the spool box. The new instrument is to be known as the Player-Piano Phonograph.

SALE OF PERIOD MODELS

Among the recent sales of period model Grafonolas closed by H. E. Speare, manager of the Columbia Shop at Fifth avenue and Thirty-seventh street, New York, was that of a \$500 Italian Renaissance model to Irene Castle, the famous dancer.



COMMERCIAL PHOTOGRAPHY

Largest commercial plant in Middle West specializing in quality reproductions of Musical Instruments of all descriptions, direct from object or copy.

Loose Leaf Binders made up for same on request. Send for samples and quotations.

COMMERCIAL ART ENGRAVERS

CEDAR RAPIDS, IOWA

Designers, Engravers, Electrotypers, Photographers

W. BRUNNER WITH COLUMBIA CO.

Lambert Friedl, manager of the local wholesale branch of the Columbia Co., has appointed Walter Brunner a member of the company's traveling staff. Mr. Brunner, who has been associated with the local Columbia branch for a number of years, will visit the dealers in North Brooklyn territory, and his intimate familiarity with the problems confronting the dealers will undoubtedly enable him to give his clientele practical co-operation and service.

FILES SCHEDULES IN BANKRUPTCY

Leonard Markels, manufacturer of phonograph motors, formerly located at 165 William street, filed schedules of bankruptcy on Wednesday showing liabilities of \$76,352 and assets consisting of stock and accounts, amount not stated, turned over to the assignee. At a meeting of creditors held at the offices of Peter B. Olney, referee in bankruptcy, Marcus Helfand was elected trustee with a bond of \$10,000.

PURCHASES NEW BUILDING

BOSTON, MASS., April 7.—Frank B. Curry, manufacturer of the Curry "Soundproof" demonstration booths and record cases, has purchased the entire building at 72-74 East Dedham street. Manufacturing facilities will be greatly increased and occupation of the new factory will probably take place, it is expected, about June 1 of this year.

TAKES CHARGE IN PHILADELPHIA

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced on Thursday the appointment of N. J. Wilcox as manager of the Columbia branch at Philadelphia, Pa. Mr. Wilcox, who is a newcomer in the phonograph industry, succeeds A. J. Heath, who resigned with the regrets of the Columbia Co. in order to open an exclusive Columbia retail establishment, the location of which will be announced as soon as plans under consideration are perfected.

Liberal Terms Immediate Delivery

ALL HITS IN SONG AND DANCE

on

 **OKEH**
RECORDS

That's All

Are You Short of
Popular Song
and Dance Records?



Don't Wait and Wait
Order from Us—You'll
Wait No Longer

Further Comments Needless

AFTER FIRST HEARING YOU WILL FULLY
UNDERSTAND THE POPULARITY OF OkeH RECORDS

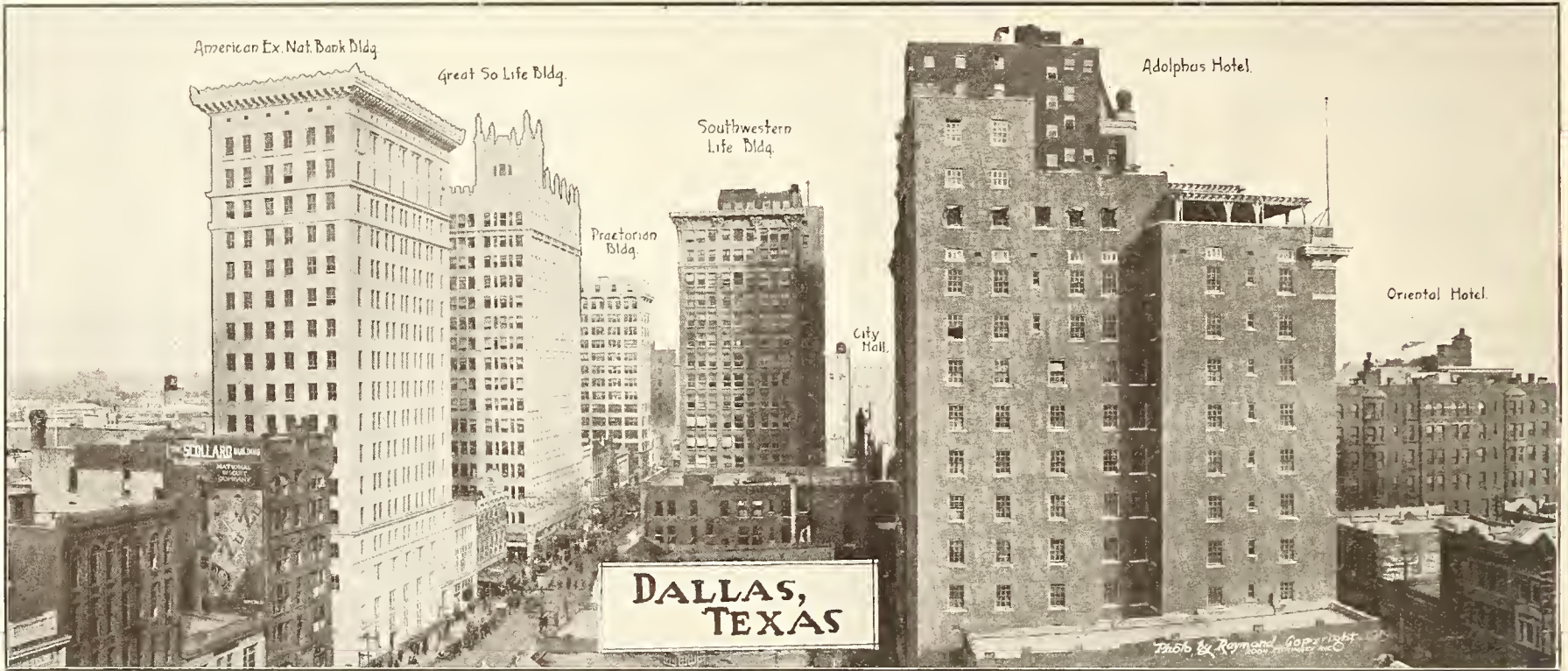
We Are At Your Service

OkeH Record Distributing Company
GRAND RAPIDS, MICHIGAN

P. S.—Glad News

Our new Branch in **Detroit, Michigan,**
will open on April 25th.

Bear this in mind—Address announced in May issue



Southern Dealers

Be the first in your community to handle OKEH Records. New releases every 15 days.

Your Order Shipped Same Day Received

Standard Phonograph & Accessories Company

Distributors of OKEH Records 907 Commerce St. Dallas, Texas

Standard Phonograph & Accessories Co.,
907 Commerce St.,
Dallas, Texas

Gentlemen:
I am interested in Okeh Records. Please put me on your mailing list.

Name Dealer
City
State

ANNUAL BANQUET OF TALKING MACHINE MEN A SUCCESS

Affair at Hotel Pennsylvania on Thursday Evening, April 10, Proves a Great Social Event—
Ernest John, George W. Hopkins, J. R. Young and Jas. T. Coughlin Speak

The annual banquet of the Talking Machine Men, Inc., held in the grand ballroom of the new Hotel Pennsylvania on Thursday evening, April 10, was an unqualified social success, and from that viewpoint was one of the most elaborate affairs held in the history of the association, with approximately 400 members of the trade and their friends and ladies numbered among those present.

The committee had announced that there would be plenty of dancing, and this served to attract a host of young people who did not wait until the dinner was over to exhibit their new steps, but filled in the time between courses dancing in the liberal space left in the middle of the ballroom for that purpose. Various singers also entertained while the dinner proper was in progress, and at its conclusion John E. Hunt, ex-president of the association, introduced the present incumbent of the president's chair, James T. Coughlin, as toastmaster.

President Coughlin Talks on "Co-operation"

Mr. Coughlin, who is a deep student, took occasion in his opening address to emphasize the desirability for co-operation in the trade as a patriotic duty to the country. Mr. Coughlin declared that patriotism was not alone necessary in times of war, but was equally essential during the period of peace when it meant giving to the country what was needed when it was needed. He developed his talk into a strong appeal for support for the forthcoming Victory Liberty Loan, and explained to the talking machine men present the necessity for raising money to bring the soldiers back from France and to take care of and clean up the war obligations of the nation.

Ernest John Tells of War's Lessons

The first speaker introduced by Mr. Coughlin was Ernest John, manager of the advertising department of the Victor Talking Machine Co. Mr. John, after stating that the most welcome news to the dealer would be to the effect that he would get all the goods needed, although just now such news would be fiction, declared that the Victor Co. was putting forth its best efforts to increase the factory output, and that those familiar with the size and efficiency of the Victor Co. would be alive to what that meant.

The speaker took occasion to point out that even wartime handicaps had their lesson, for conditions during the past couple of years had done much to modify the views of dealers as to the salability or unsalability of Red Seal records. He told of an experiment in exploiting little known and apparently slow-selling records so successfully that 65 per cent. of a dealer's stock of such records was moved with little delay. He declared that the handling of Red Seal business did not require a technical knowledge, but simply sense enough to draw parallels between customers, and to divide the appeal for various forms of music, giving sentimental ballads, for instance, to the people who liked such things.

Red Seal records, stated Mr. John, had made the business what it is, for through them the musical people in every community came to give approval to the talking machine as an art instrument. Mr. John also had some interesting comments to make regarding the record supplements, what they were intended to accomplish in the matter of business building, and how they should be distributed to obtain the greatest effect. He issued a special warning against duplication in distribution, as diminishing the value of the publicity.

J. R. Young Speaks on "Service"

The next speaker was J. R. Young, of the Convention Bureau of the Merchants' Association of New York, who had for his subject "Service," and handled that subject along broad and interesting lines.

Geo. W. Hopkins' Live Address

The final speaker was George W. Hopkins,

general sales manager of the Columbia Graphophone Co., who added to his already wide reputation as a speaker on business matters. Mr. Hopkins, who had been in Canada, came directly from the train to the dining hall while the banquet was in progress, in order to keep his engagement with the talking machine men.

In opening his address Mr. Hopkins declared the first essential of business was service, and that service, in fact, was of prime importance in everyday life, to such an extent that even the officers of the new army were called upon to sell service to the United States Government. He declared that the latest idea in business was that of self-service—a plan that could be and, as a matter of fact, had been adopted most successfully in the talking machine trade. He said that simply hanging slow-selling records on nails where the customers could see them had resulted in sales, and that this method followed by one dealer with sixteen demonstrating booths had resulted in the sale of five records per booth per day.

Mr. Hopkins made a strong plea for salesmanship, and declared that the popular hits of the day, such as "Smiles," did not have to be sold or even played, the customer coming in with a well-defined idea of what was wanted. The dealer's duty in such a case was to bring out a second record, not quite so popular, and use a little salesmanship in selling that second record to the customer, thus increasing each sale at least 100 per cent.

The speaker offered some interesting and practical selling hints, calling attention to such little details as the proper method of winding the motor with a wrist movement, the supplying of paper patterns to prospects so they could determine where the machine might be placed to advantage in the home, and the classification of prospects. He declared that the appeal should always be along simple lines, for that method gets the most direct results. He urged that dealers follow natural channels in selling their goods, thereby reducing the sales resistance to a minimum.

He told of the wisdom of the Government in putting over the War Savings Stamps drive by appealing directly to the children on the popular quarter basis, and why the plan had been so successful. Mr. Hopkins' address was dis-

tingly practical and gave the talking machine men advice that could be utilized in their business, and in closing declared that genuine salesmanship was lacking to a great degree in the retail trade and the deficiency should not be overlooked. He said that many dealers with large businesses had not developed on sound lines, but had simply swelled up through circumstances. Grow up, but don't swell up, was Mr. Hopkins' final warning.

Just a Little Jazz

At the conclusion of the speaking the general program of entertainment was again taken up. There was plenty of dancing to the accompaniment of the Van Eps Quintet, and at intervals prominent talking machine artists, including Henry Burr, Arthur Field, Munro Silver, J. Victor Arden, Billy Murray, Teddy Morse, Miss Marion Harris, Miss Jean McCarthy and the Van Eps Trio, sang or played for the edification of the guests.

Special credit must be given to all members of the committees for the complete success of their efforts, and to J. J. Davin particularly is due much commendation for the elaborate character of the entertainment provided. Various other details connected with the affair were handled by Sol Lazarus, A. Galuchie, John E. Hunt and E. Leins in a most commendable way.

A Real Surprise

One of the surprises of the evening was the offering of an idea as to the manner in which the drought could be avoided after July 1. At the conclusion of one of the songs referring to that subject a big Victrola was rolled out, and when the doors were opened there were revealed boxes of cigars in the tone chamber, and several bottles of first-class liquor in the place where the records ought to be. If some one will only invent records that may be dissolved in water to make booze after their musical value has gone the idea will be complete.

OPENS STORE IN REDLANDS, CAL.

The Mattson Bros. Music Co. has opened in Redlands, Cal., in the Deming Building, which has been leased by V. H. and R. M. Mattson. A full line of talking machines and musical merchandise will be carried in this new store.

The Grafonola Shops, Inc., a Massachusetts corporation, is now qualified to do business in Indiana. \$500,000 of its capital stock is represented in that State, and Walter G. Wilson, of Indianapolis, is named as agent.

LUNDSTROM CONVERTO Talking Machine Cabinet

VELVETONE NEEDLES

See Insert in This Issue

The Two Best Selling Propositions in the Talking Machine Trade To-day

We are also factory distributors of

Brilliantone Needles
Record Delivery Envelopes
Noiseless Talking Machine
Lubricant
Jones-Motrola
Wall Kane Needles
Record Albums

Record Cleaners
Shelton Electric Winder
Khaki Moving Covers
Dust Covers
Globe Transfer Name Plates
3-in-1 Oil
Lyknu Polish

K. E. Automatic Stop
Cabinets for all table model
talking machines
Kent Adapters
Audion Reproducers
Universal Display Fixtures

These accessories are all well known to the trade and need no introduction. Our plan is:

**Stocks for ready delivery
Prompt and efficient dealer service**

We have already outgrown our present quarters and on May 1 will occupy our new warerooms and offices with greatly increased stocks

The Cabinet & Accessories Company, Inc.

Until May 1
1708 Flatiron Bldg.
Tel. Gram. 6547

Otto Goldsmith, President
New York City

After May 1
145 East 34th St.
Tel. Murray Hill 6470

INAUGURATE ADVERTISING CAMPAIGN

Emerson Phonograph Co. Arranges for a Large Space in the Leading Newspapers in Various Parts of the Country—Advertising Campaign Is Cleverly Conceived and Highly Praised

The Emerson Phonograph Co., New York, has announced one of the most extensive and far-reaching newspaper advertising campaigns that has been launched in talking machine circles for some time past.

According to the schedule outlined by the company's advertising counselors, large space will be used twice a week, column space twice a week, and artistic seven-inch cards the other days of the week.

The column advertisements are exceptionally praiseworthy, featuring a unique method of listing various records with a border of music notes that is both timely and attractive.

Emerson list. The reproduction of these cards in the advertisement of the Emerson Record Sales Co. in this issue will give some idea of the distinctive nature of this advertising.

This continuous advertising campaign has been announced to Emerson dealers in the cities mentioned, and the company has already received hundreds of congratulatory letters from its representatives, who are delighted with this practical form of co-operation and assistance.

DOINGS OF EDISON ARTISTS

Frieda Hempel and Anna Case on Extended Tours—Spalding to Return This Fall—Ed Meeker and Leola Lucey Very Popular

Herewith are shown thumbnail portraits of five Edison artists who are prominent in the public mind this month.



Frieda Hempel



Anna Case

recently closed her seventh season at the Metropolitan Opera House, is now on an extended concert tour, over territory which includes Syracuse, Boston, Utica, Lindsburg, Kansas and Charlotte, N. C.

Oakland, Portland, Ore.; Spokane, Seattle and Tacoma, are some of the cities where she has or will shortly have appeared.

Albert Spalding, violin virtuoso, who enlisted in the aviation section shortly after war was declared, and who has been stationed in Italy, is giving a series of concerts in the musical centers of Southern Europe.

Ed Meeker, whose comic records are always in demand, is proving a great favorite at the



Albert Spalding



Leola Lucey



Edward Meeker

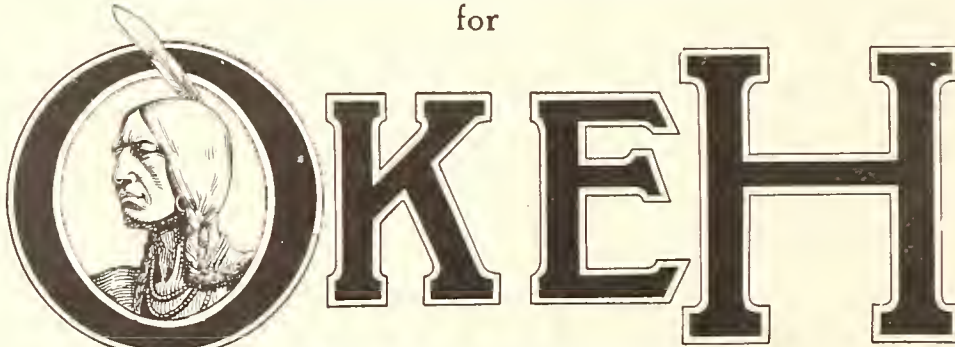
various banquets being held in the trade at the present time, and is also kept busy appearing at other social affairs where his voice and good-natured humor help add to the jollity of the occasion.

PRESIDENT BENSINGER A VISITOR

E. Bensinger, president of the Brunswick-Balke-Collender Co., visited the New York headquarters of the company during the past week. Mr. Bensinger reported that the factory was working to capacity, and that the capacity was being increased to meet the continually growing demand.

You Don't Know What the Real Possibilities Are for Money Making

Until After You've Placed Your First Order With Us for



RECORDS

BUY OKEH RECORDS

and YOU'LL PROFIT IN TWO DISTINCT WAYS

- 1. THROUGH EVER PROMPT SHIPMENTS
2. THROUGH OUR LIBERAL TERMS

Nothing to Lose—All to Gain

Drop a line and leave the rest to us and to



ARTOPHONE COMPANY

ST. LOUIS, MO.

1113 Olive Street

Broadway Hits in Song and Dance

One On Each Side

Quality and Volume in Tone

The Disc With the Long Life

PATHE RECORDS BY EUROPE'S BAND

Great Military Organization of Artists That Won Fame Throughout France During the War to Make Pathé Records Exclusively

An announcement of unusual interest was made this week by the Pathé Frères Phonograph Co. to the effect that Lieut. Jim Europe's Military Jazz Band has been engaged to make records exclusively for the Pathé library. A

and they fairly went "over the top" to jazz time. This famous band played on the Champagne front, where their regiment held a sector as one of the combating units of the glorious Fourth French Army under General Gourand. Here they jazzed every day for our men and for the French sick and wounded in all the hospitals. This band found its way into the very hearts of the French people, and it has made the American jazz the favorite music of France.

These famous "hell fighters" of Jim Europe have returned and are now touring the country. They are being received everywhere with tremendous popularity, and Jim Europe is to-day without doubt the leading exponent of jazz music. Before the war he was the most popular conductor of New York's favorite dance orchestra, and he is adding to his prestige and success day by day.

The solo artists of this great band are remarkable. Lieut. Noble Sisson is a tenor who has won international recognition, and sings Southern songs the way they should be sung. The Singing Serenaders, the famous double quartet in this band, harmonizes in a way which has won unqualified approval. The novelty selections of this band are unusual, and the boys produce results different from anything that has ever been done before. The Percussion Twins are wizards with the drums, and Al Jolson, who sings popular ballads, is known as the "colored Jack Norworth."

Roy A. Burr has opened a new music and talking machine store in Eastport, Me.

W. S. GRAY'S REMARKABLE PROGRESS

Pacific Coast Jobber in Talking Machine Accessories Has Built Up a Great Business

SAN FRANCISCO, CAL., April 3.—The members of the Pacific Coast talking machine trade are taking a keen interest in the remarkable progress being made by Walter S. Gray, who handles a complete line of talking machine accessories in the Chronicle Building, this city. Mr. Gray's achievements are little short of phenomenal, for, starting eighteen months ago with practically nothing at all, he has developed an accessory business that is probably as large if not larger than that of any similar distributor in the country.

During the past few months Mr. Gray has secured the agency for a number of well-known products in the talking machine trade, and month after month he has announced something new to the talking machine dealers. He never includes these accessories in his line until he is certain that they will give satisfaction, and a goodly portion of his success may be attributed to the care and consideration that he bestows upon the requirements of his clientele.

Mr. Gray has also devoted a considerable part of his time to the educational advancement of the talking machine business, and in many instances has taken the trouble to show the dealer by actual figures how an accessory department can be developed into one of the most profitable departments in the dealer's establishment. In fact, Mr. Gray has received many letters from well-known talking machine dealers along the Pacific Coast thanking him for the suggestions he has given them, which have enabled them to increase their business many times over through the installation of an up-to-date accessory department.

"Trade News Service," published monthly by I. Davega, Jr., Inc., in the interest of the Victor dealer, made its initial appearance in April.



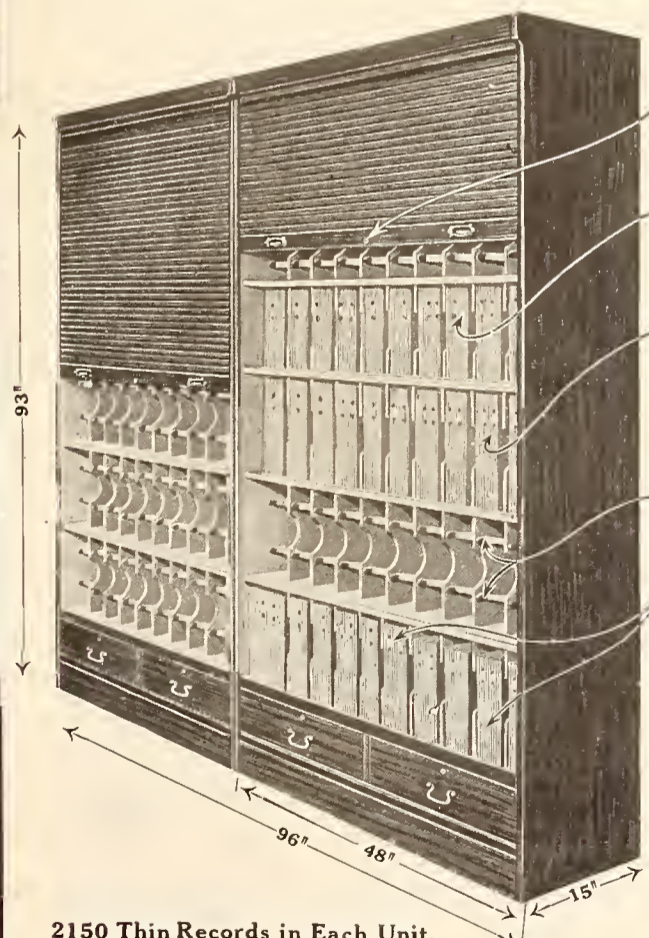
Lieut. Europe's Military Jazz Band

number of new jazz selections and popular and instrumental vocal hits will be released this month.

There is no doubt that the snappy melodies of Lieut. Jim Europe's Military Jazz Band played an important part in the allied victory. Music—particularly Jim Europe's jazz—kept up the morale of the boys at the front and cheered them into the fight.

Jim Europe and his "hell fighting" veterans played for the boys in the front line trenches,

GUARANTEED



2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

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

Locking Roll Top Prevents Dust and Theft.

350 10" Records on each shelf. Filed in Sales System Covers and Index Guides.

350 10" or 12" Records on this shelf.

Soft Flat Supporting Springs Prevents Warping (Patented).

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

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections . . .	Oak \$6.00, Mah. \$6.25
Base . . .	Oak 5.00, Mah. 5.25
Top . . .	Oak 2.50, Mah. 2.75
Roll Curtain for complete Unit,	3.00

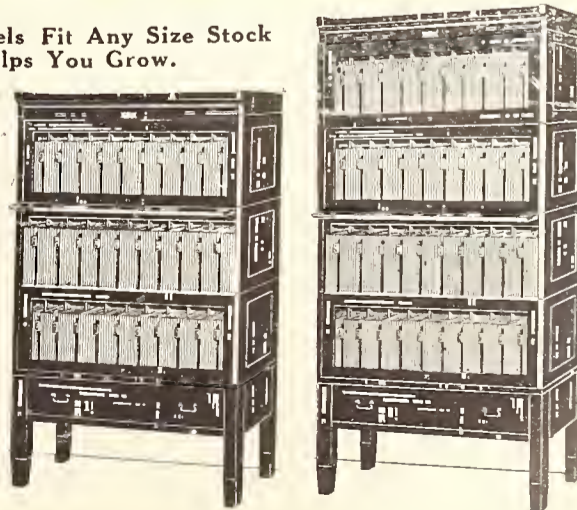
File Your Records So You Can Sell Them

This System pays for itself in six months.
Automatically Re-orders All "Sold Out" Records.
Every Record Located Instantly as Simple as 1-2-3.

PRICES, Models No. 2150 D. D. and L. C.
(PATHE MODELS SPECIAL)

OAK	{	Locking Wood Roll Curtain	\$70.00
		Spanish Leather Roll Curtain	60.00
BIRCH MAHOG.	{	Locking Wood Roll Curtain	75.00
		Spanish Leather Roll Curtain	65.00

Sectional Models Fit Any Size Stock and Helps You Grow.



The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Matters of Importance to the Industry Discussed at Extraordinary Meeting of Gramophone Association—Import Question a Leading One—Government Views on Protection—Records of Jazz Music Win Favor—British Motor Manufacturers Enter Field on Big Scale—New Record Lists—Revised Gramophone Price Lists—Ex-Soldiers Returning to Trade—British Industries Fair Coming

LONDON, ENGLAND, March 29.—The recent extraordinary general meeting of the Gramophone Association, reported elsewhere in this section, was the outcome of a desire to ascertain the opinion of the trade as to the advisability or otherwise of maintaining (a) the present system of official control by license, (b) the import duty on musical instrument goods of 33½ per cent. It is a point worthy of interest that the officials of the association, supported by a few members, rather leaned towards a continuance of Governmental license control and the maintenance of the tariff on the ground that, apart from the possibility of dumping, neutral manufacturers of small musical instruments and parts thereof were in an established position favorable to an increase of exports to Great Britain, which, of course, would place at a great disadvantage British firms who had been unable to organize for this class of output, owing to war work. The great need therefore is to retain the present system as likely to afford the strongest possible means for their protection. The significance of this standpoint is apparent in the light of recent disclosures that certain British undertakings are under way for the manufacture of motors, tone arms and other similar lines for

which hitherto we have been mainly dependent upon imports. Again, one or two British houses made a successful effort during the war period to supply small lines, particularly in connection with gramophones, and other firms desirous of resuscitating their pre-war plans naturally demand at this stage the fullest protection. That is reasonable enough. But, on the other hand, the maintenance of license control as at present absolutely excludes from participation in the business all those who did not directly in their own name import musical instrument goods and parts before the establishment of the license system. A strong claim was made for the out and out removal of all control, it being contended that the tariff alone would be sufficient protection for British manufacturing interests. Incidentally it was inferred by one prominent trader at the meeting in question that if necessary prices could be reduced, as on motors alone a profit had been made of 30 per cent.!

On voting, a majority of members present were in favor of recommendation being made in official quarters to cancel licenses altogether and maintain the tariff at a minimum of 33 1-3 per cent.

The Government's Fiscal Policy

At the time of the foregoing meeting the precise attitude of the Government as to fiscal trade policy was in considerable doubt. This has now been made known officially in Parliament. The principle upon which the Government proposes to act will hurt the feelings of ardent free-traders, but we think will produce a feeling of relief among all directly interested or who are out to encourage the re-establishment of British industries. It is planned to

abolish all import restrictions on goods coming from any part of the Empire, on raw materials for British industry—unless otherwise by special consent—that semi-manufactured articles shall be admitted free of tariff except in cases where they are produced by industries which it is necessary to foster in Great Britain, and that the present restrictions on manufactured articles shall be continued until September 1, when the matter will be reconsidered from the viewpoint of British trade interests.

It will be realized that the Government is alive to the necessity of affording protection from foreign competition to British industries in the course of re-establishment or which had been encouraged to extend in consequence of being unable to import as a direct result of the war. Protection for a time, at any rate, as against control is the keynote of free expansion. This official statement may therefore be accepted in the light of a guarantee, and should go far to remove the great amount of uncertainty which has for so long exercised the business community. There can be little doubt that the views will produce a measure of keen satisfaction, but a word of warning may not be out of place. As in all things official, the present pronouncement is a wee bit obscure in its language, and of course is open to opinionated interpretation. What is meant, for instance, by "semi-manufactured articles," and further, will the position of the British musical industry be officially regarded as, in the language used, "essential to foster in this country?" The trade will, of course, answer in the affirmative. With that we agree. But at the same time the question requires clearing up, and, leaving the mat-



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Gramophon-Akti-
eselskab, Frihavne, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la République,
Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanoy Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lughatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Bulawayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenço
Marques.

HOLLAND: American Import Co., 22a, Amster-
dam Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orfèci 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

EDISON BELL

WINNER
GRAMOPHONE RECORDS

CABLE
"PHONOKINO.
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 154)

ter for a considered judgment, we may at this stage rest assured that the association's committee will not overlook it. The Board of Trade, by the way, expects to issue the actual list of restrictions which are to be maintained, about the end of March.

Free Empire Imports

SINCE WRITING THE ABOVE I AM OFFICIALLY ADVISED THAT THE BOARD OF TRADE HAS ISSUED A GENERAL LICENSE TO THE CUSTOMS PERMITTING THE FREE IMPORTATION OF ALL ARTICLES ON THE LIST OF PROHIBITED IMPORTS WHEN EXPORTED FROM AND ARE THE PRODUCT OR MANUFACTURE OF ANY PART OF THE BRITISH EMPIRE.

SIMILAR INSTRUCTIONS HAVE BEEN ISSUED IN RESPECT OF THE IMPORTATION OF RAW MATERIALS FROM ANY SOURCE.

"Winner" Jazz Band Records

The various gramophone record companies are fully alive to the new jazz band and jazz dancing craze, and among those to cater to it the Winner is well to the fore. A further big list is in course of preparation, and these selections will doubtless be ready for detailed mention in my next report. Some good stuff is promised, and it would be as well if oversea dealers interested place themselves immediately in communication with this firm in order to secure early particulars of the records available.

Another Motor Manufacturing Concern

Freedom from foreign domination is today the battlecry of the British gramophone trade. In common with other sections of the gramophone press, your correspondent has afforded facilities of publication to those interested in the establishment of British manufacture. The object has in part been achieved, for I am able this month to announce the plans of two new companies incorporated for the purpose of man-

ufacturing British mechanisms. One is styled British Gramophone Motors, Ltd., reported elsewhere, and the other—Gramophone Components, Ltd., with which concern this short article mainly deals. Capital, £10,450; subscribers: Frank Samuel, 70 Finchley Road N. W.; Alexander John Stravridi, 68 Oxford Gardens W., the first directors being, in addition to these two gentlemen, Constantine Craies, Wilfred Sampson, Samuel and Albert Frederick Paillard.

The plans and policy of the company were outlined by Mr. Frank Samuel. He said: "I welcome and appreciate your desire to offer the readers of The World some details of the interesting and, I venture to say, unique manufacturing service which is in course of development. What present information I can give is freely at your disposal, if only for the reason that our prospective patrons should know we will be able to produce in time for next season's trade, given that our plans mature, as they have every prospect of doing. We are in negotiation for a suitable factory, where every part of the motors will be made. It should be understood that there is no question of being merely 'assemblers'; we intend actually to manufacture in a British factory, and this without qualification. Our present arrangements provide for an output of four different models—single and double spring, embodying, of course, the best worm-gear drive principle of construction. We are installing an up-to-date plant, which, by the way, is already bought, capable of handling an annual output in the neighborhood of 100,000 complete sets—motor, tone-arm, sound box, turntable, etc.

"Our policy is based upon a broad outlook, and as soon as our production permits we hope to supply the demands of the general trade without restriction."

The foregoing outline of the plans and policy

of this new British motor manufacturing concern is particularly encouraging to those of us who had almost despaired of the prospect of combating foreign sales in our home and colonial markets.

Zonophone New Issues

Appropriate to the dancing season are recent Zono issues of suitable selections of a terpsichorean nature, not omitting, of course, the famous jazz. All England is paying homage to the art, and great in consequence is the profit of the dealer. Sales of dance records are phenomenally good, as also may be said generally of Zonophone issues. One in particular, called the "Grand Peace Record," has created quite a furore. It portrays with remarkable fidelity the arrival of the troops in London and the Royal Review. The record is really a marvelous piece of staging, more people having contributed to the recording and making thereof than in any similar kind of record, we should think. Prior to the whistle announcing the arrival of the troop train there is a vivid presentation of the noise and hubbub and witty remarks peculiar to a great crowd of people in waiting, and as the troops form up at the word of command there breaks out a roar of cheers in welcome acclamation of the brave lads who have carried the flag to victory. See, the Conquering Hero Comes, and other suitable items are played by a good band, the waiting crowd also contributing various vocal efforts—Tipperary, When Tommy Comes Marching Home, Home, Sweet Home, etc.

The Royal Review then opens up with similar effects, a fine band rendition of God Save the King announcing His Majesty's arrival on the parade ground. Then, as the allied contingents pass by, the various national anthems are played in turn, Rule Britannia being the grand finale. It is certainly a most "natural"

(Continued on page 156)



YE "POPULAR" RECORDS

Double-Sided Superb Needle Cut "Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

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CABLES "Grammavox" London QUOTATIONS CABLED FREE

POINTS

- Repertoire Approx 2,000 Titles
- Superb Selection, Bands and Orchestras
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- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

FROM OUR LONDON HEADQUARTERS—(Continued from page 155)

presentation of a natural event, and we think is the finest descriptive record of its kind yet published. In every way the company may honestly be congratulated upon the production of a record acceptable to all gramophonists.

The Gramophone Industry Victory Fund

As mentioned in our last issue, a Trade Victory Fund has been inaugurated as an expression of sympathy with and some little acknowledgment of the services of those brave men who have in the war suffered the loss of vision. The future of these men, though severely handicapped, must be made as pleasant and useful as possible. To this end the Gramophone Industry will materially assist by providing the necessary means of tuition in order that each sufferer may learn a particular trade, and thus assure unto himself an independent living free from the taint of charity. That is the object of the fund. The amount necessary is estimated at £10,000. Already subscriptions to the value of well over £4,000 have been registered. The amount which it is hoped to secure will be applied to the establishment of a special section at Sir Arthur Pearson's institution for blind soldiers, St. Dunstan's Home. The section would bear a name identifying it with the Gramophone Industry. Sir George Croydon Marks, M. P., has consented to act as honorable treasurer, and subscriptions may be sent to him at 57 Lincoln's Inn Fields, London, W. C. 2. He gives twice who gives quickly!

The First Reliable British Gramophone Motor

Under the style of "British Gramophone Motors, Ltd.," there has come into existence a new company, capitalized to the extent of £20,000, whose business it is to fill the proverbial long felt want by marketing an all-British gramophone mechanism. Notwithstanding that pre-war foreign imports of gramophone motors amounted to something over half a million annually, no serious attempt was ever made to establish a manufacturing industry in this country apart from an endeavor made by Messrs. Spratt Bros., at Walthamstow, which, however, eventually succumbed to foreign competition. We have at last got a real progressive organization in the shape of this new concern, determined that our future mechanical music shall be delivered as much as possible by British motive power.

The company at their Ludgate Hill offices stated that manufacture has reached a stage which permits deliveries being promised early in April, if not before. "There will be two types—single and double 7/8-inch spring, the construction being on the worm-gear principle. We have in our Putney works," stated Mr. Carter, one of the managing directors, "an organization fully equipped with appropriate plant which will eventually enable us to manufacture every part of our motors, with the exception of the mainsprings, which, being a skilled specialization, we do not care to touch at the moment. While it is our intention to firstly concentrate upon satisfying the requirements of the home market, we hope eventually

to develop trade abroad that will render the British colonial buyer, at any rate, independent of continental supplies."

Manufacturers, assemblers and wholesale dealers are out to support British endeavor. In this case it can be encouraged by the knowledge that a reliable British motor is now obtainable. The right men are behind the enterprise, men of practical experience and knowledge, who know and appreciate the importance of the task they have undertaken. Signor Giuseppe Gidino, a man who has had a large practical experience in the trade, is in charge of the British Gramophone Works. Under his management we are assured of high-grade output only.

Revised Prices for Gramophone Goods

Since the armistice a few reductions have been made in the prices of certain gramophone lines—machines, needles and records. If this was the result of a corresponding revision in the cost of materials, labor, etc., it would be fully justified, and at the same time might be accepted as a welcome augury of better things in prospect. But such a view has little or no foundation in fact, for, except perhaps in one or two minor cases, no general price reduction has, or can be, made, owing to the demands of labor for the maintenance of war-level wages; and to the impossibility of obtaining any substantial relief in the cost of materials until the transport and general commercial services of the world resume a more favorable position. It is therefore to be feared that any revision of prices for gramophone goods, especially in regard to machines and records, can only be justified by a possible saving of economy in other directions, or as an advertisement attraction. In any case, it must be as welcome to the dealer as to everybody concerned. Given an improvement in general conditions, present profits will allow of competitive action, and there is nothing like competition to level up on selling values. Enterprising firms will take action along these lines as soon as conditions permit. In this respect one of the first is Messrs. W. H. Reynolds, Ltd., who have reduced the prices of some of their instruments by as much as 12½ per cent. It's a good example, which we hope soon to see others emulate.

"His Master's Voice" Dance Music

A doubtful vote of thanks is due to Uncle Sam for the introduction of the jazz. We have heard the American Jazz Band; we see everywhere that nothing is a success unless it incorporates at least an element of this amazing craze for jazzing. It seems to grip old and young alike. A staid editor of a London music paper is even said to have astonished the office boy by turning the editorial sanctum into a jazz room, where he practiced the noble art as a relief from his ordinary duties. Doubtless he possessed one of the famous jazz charts issued by the Herman Darewski Publishing Co., and now comes an announcement by the Gramophone Co., Ltd., of a fine new list of dance records, "all suitable for jazzing." There are rec-

J. Stead & Co., Ltd.*Manor Needle Works***SHEFFIELD, ENGLAND**

MANUFACTURERS OF

**Talking Machine
Main Springs***Best Prices—Best Quality
Inquiries Solicited*

ords of waltzes, fox-trots, two-step, one-step, all the latest dance numbers, by the Coldstream Guards Band; also some dancing hits from the latest London shows—"Us" and "Hullo, America," by the Savoy Quartet.

In connection with this dance issue a splendid color-poster suitable for shop or window display is available, "H. M. V." dealers having already received a copy. Special jazz blocks for dealers' advertisements have also been prepared, and altogether the company has made a splendid effort to provide suitable material to enable their dealers adequately to satisfy this jazzing demand.

Exclusive records go to make the March general supplement. Among these issues are items by the new Polish Premier, Paderewski; Alma Gluck, Kirkby Lunn, John Harrison, Cedric Sharpe, Marjorie Hayward, Marie Hall, Mark Hambourg's Trio, etc., a wonderful galaxy of talent which serves to associate mechanical music as closely as in its present form it can possibly get to the real thing. Indeed, the difference is in fact infinitesimal.

Notes by the Way

At Barnett Samuel & Sons, Ltd., recently I met Wilfred Samuel, who is back in civilian harness again after a battle experience on several of the British war fronts. He looks none the worse for his many exciting adventures through which he has been fortunate enough to pass without injury. Good luck to him!

I am glad to learn that Mr. Herbert Ridout, the ad genius of the Columbia Co., is again at his desk after a successful bout with that enemy, the flu.

Louis Young has also been compelled to take a few weeks' rest in the country. Feeling all the better for the change, he is now back at the office, and a little bird whispers that things will shortly hum at the new Helmet Row factory.

Remarkable though it may be, I learn from the Winner Record Co. that there is still a goodly demand for such records as carols, descriptives, as for instance, one issued in commemoration of the Titanic steamship disaster, "The Other Department, Please," and similar hits of five or more years ago. There were over one thousand of the Titanic records on order at the time of my visit to the Winner factory. Astonishing!

The Sound Recording Co. advise that they are overcoming production difficulties as a re-

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world-famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS

10 AND 12 INCH LATERAL CUT

1 New Inn Yard, London, E. C. Write for Catalogs and prices to INVICTA RECORD CO., Ltd. Cables: Duarrab, London

FROM OUR LONDON HEADQUARTERS

(Continued from page 156)

sult of the return of many of their old hands; they are in a position to satisfactorily meet increasing trade requirements. A comprehensive list of new, up-to-date numbers of the "Popular" records is now ready.

I learn that A. Balcombe, 61 City Road, London, has received offers from the Otto Heineman Phonograph Supply Co., Inc., for the representation of their interests on this side. Upon the relaxation of shipping, import and other official restrictions, which may not be long in coming, Mr. Balcombe may definitely take care of the Heineman agency in all its varied activities—a big thing, to be sure. The matter is still under negotiation, so that a definite announcement cannot be made at present.

The continued big demand for "His Master's Voice" opera in English records has prompted the company to publish a special list of the series from their main catalog. It is a timely reminder, in view of recent far-reaching proposals, for the revival of operatic performances in London. This "H. M. V." grand opera in English program has been steadily built up during the past few years, until to-day it is far and away the most comprehensive and popular series produced, embracing most of the standard works recorded by leading British artists. Thus is the gramophonic art elevated to the level of all that is best in music.

Another "H. M. V." list itemizes London's greatest musical successes—revues and such like.

Foreign postage is soon likely to cost us more. It is proposed to charge 4d instead of 2½d for letters and 1½d against 1d for postcards. The latter is not unreasonable, though the increased rate for letters will not be welcomed. The new rates may conceivably be uniform for all foreign countries, if passed, as the proposition emanates from the International Bureau at Berne of the Universal Postal Union.

The British Industries Fair

This year's fair was undoubtedly a magnificent representation of the arts and crafts of Great Britain. The exhibits largely outnumbered any similar show, and all reports go to prove that visitors attended in abnormal numbers. Every effort was made by the Board of Trade, under whose auspices the fair was held, to provide an efficient service in regard to information re development of export trade, conditions in foreign countries, tariff rates, import and export values, etc., but, it must be admitted, there is much room for improvement in the classifying of data. The Music Industry was again officially excluded owing to lack of space. Two firms managed to obtain special permission to exhibit. Messrs. Harper & Co. made a display of leather and American cloth music cases, in which business was fairly brisk, though not up to expectations. On the other hand, good orders were secured by the Disque Cabinet Co., Ltd., for their range of gramophone record filing cabinets, the construction and special features of which are unique. As a commercial proposition, record filing systems offer unlimited sales scope, if properly developed through the usual retail channel. It has never been a great feature of the trade on this side, and that is all the more reason why this prospectively good branch of the industry should be encouraged.

For the rest, the British Industries Fair was of no special interest to the trade, except it be to stimulate a desire that musical instruments should be given "a place in the sun."

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES

K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks

**A New Source of Profit
For Talking Machine Dealers**



A GREAT many of your customers want vocal and instrumental records of their work.

You can increase your profits by sending them to us.

We make only

Personal Records

for individuals, quartets, choruses, orchestras, bands, etc.

Write us for particulars

AMERICAN RECORDING LABORATORIES

56 W. 45th St. New York, N. Y.

WILL MOVE TO NEW QUARTERS

The business formerly conducted under the name of the Cabinet & Accessories Sales Co. has been incorporated under the name of the Cabinet & Accessories Co., Inc., with Otto Goldsmith as president, and M. Goldsmith, secretary. Mr. Goldsmith reports that the volume of business transacted is increasing at a remarkable rate, and that the initial ad appearing in The World last month brought inquiries from practically every State in the country. Their present quarters are already proving inadequate, and on May 1 they will move to 145 East Thirty-fourth street, where they will have about ten times their present facilities. Mr. Goldsmith, accompanied by his daughter, who is secretary of the company, attended the dinner of the Talking Machine Men, Inc., and presented all who were there with an attractive novelty in the shape of a pocket nail file.

A. Bushnell & Co., Watertown, N. Y., recently opened a new Pathé department in their store. In celebration of the event an all day concert was held and the public was invited.

The FULTON

We are now in a position to offer to dealers our new models of Floor Cabinet Machines, which will prove satisfactory in every way as to their quality, excellent construction, and most odd designs. (Send at once for illustrations and prices.)

**Steel Phonograph
TRUE-TONE
Needles
At Lowest Prices**

200 LOUD PLAYING
Truetone
TRADE MARK
**DISC RECORD
NEEDLES**
For Use on all DISC TALKING MACHINES

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.
Records—Standard make, Lateral Cut, at \$40.00 per 100.

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

EDISON JOBBERS VERY BUSY

Harger & Blish Issue Report Showing Thriving Condition of Business in Their Territory.

DES MOINES, IA., April 1.—Harger & Blish, Edison jobbers of this city, have been doing an excellent business in the Edison line with a clientele of dealers scattered over a very wide area. They recently made a compilation of reports from some of their dealers, a compilation showing without exception that every dealer on their list was jubilant over the present demand for the Edison line. An idea of the wide area being covered by the Harger & Blish concern will be obtained from the following partial list of dealers mentioned in the compilation referred to above: M. E. Daniels, Milo, Ia.; W. H. Worley, Nodaway, Ia.; C. R. Quade, Ames, Ia.; F. E. Miller Drug Co., Kimball, So. Dak.; Paule Jewelry Co., Burlington, Ia.; Reinemund & Co., Muscatine, Ia.; the Killian Co., Cedar Rapids, Ia.; Roy Alexander, Montezuma, Ia.; W. P. McIntire & Son, Rolfe, Ia.; J. S. Wilkins, New Hampton, Ia.; F. M. Cooper & Son, Woodward, Ia.; E. W. Coburn & Son, Waterloo, Ia.; Shroyer Music House, Bethany, Mo.; Gooding Bros., Bedford, Ia.; J. F. Shuet, Jefferson, Ia.; Mueller Music House, Elkport, Ia.; W. J. Julius, Pomeroy, Ia., and J. B. Holsey, Veblen, So. Dak.

The messages from these dealers, optimistic in every sense, contain many interesting statements regarding individual sales, showing not only the increasing demand for the Edison line in their localities, but also showing that each one of the dealers was live and progressive in his method of going after and consummating sales.

COLUMBIA DEALERS IN ST. LOUIS

Hold "Talk-It-Over" Dinner at Hotel Statler, That City, to Discuss Plans

St. Louis, Mo., April 2.—The Columbia dealers of this city and a number from out of town gathered at the Hotel Statler recently for a "talk-it-over" dinner. Manager Roose, of the local branch, presided and talked to those present on Columbia prospects, company plans and what the dealers could expect and what was expected of them. Ed S. Lebens, of the Post-Dispatch staff, talked on advertising. Mr. Lebens handles most of the advertising for the musical instrument dealers for his newspaper and gave some practical ideas as to what to advertise, when and how.

OPENS NEW HEADQUARTERS

SOUTH BEND, IND., April 3.—C. W. Copp, music dealer of this city, has opened a newly remodeled music store, which will be devoted exclusively to the sale of talking machines and records. Attractive demonstrating rooms have been installed in the remodeled store, each booth being finished in a different style and yet harmonizing with the general decorative scheme of the store. Mr. Copp is one of the pioneer music dealers in this city.

A PEORIA INCORPORATION

The Peoria Jewelry Co., Peoria, Ill., has been incorporated with capital stock of \$7,000 to engage in the manufacture and repair of jewelry, Victrolas and musical instruments, with headquarters at 321 Main street.

Wilbur Spray has returned to the employ of the talking machine department of Barker Bros., Los Angeles, Cal., following his release from the Navy Aviation Training School at San Pedro, in which he served about nine months.

NEEDLES

45c per thousand in lots of half a million only.
Smaller quantities, 48c per thousand.

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York

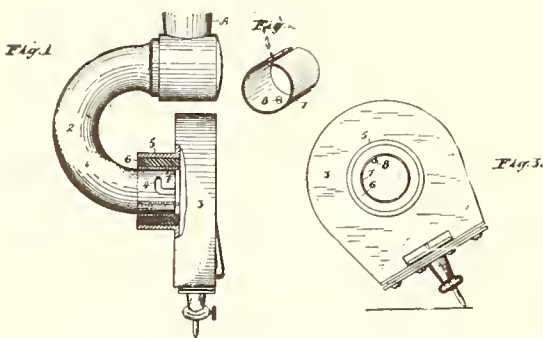
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 8.—SOUND BOX AND TONE ARM CONNECTOR.—Charles F. A. Sturts, San Francisco, Cal. Patent No. 1,291,239.

This invention relates to a sound box and tone arm connector for talking machines. One of the objects of the present invention is to provide a co-operating interlocking connection for securing sound boxes, which are used in connection with talking machines, to the tone arm or swinging neck thereof in such a manner that the sound box may be quickly and securely locked on the neck and as readily removed.

Another object of the invention is to provide a connection which preserves the vibrations peculiar to articulate speech and musical sounds and to a large extent excludes metallic and discordant sounds produced by metallic connections, this being produced in the present instance by interposing a rubber gasket and a split ring between the sound box and the tone arm which serve as an insulator and also permit tightening of the joint when the connection is made.

Figure 1 is a plan view, partly broken away and partly in section, showing the connection formed between the tone arm and the sound

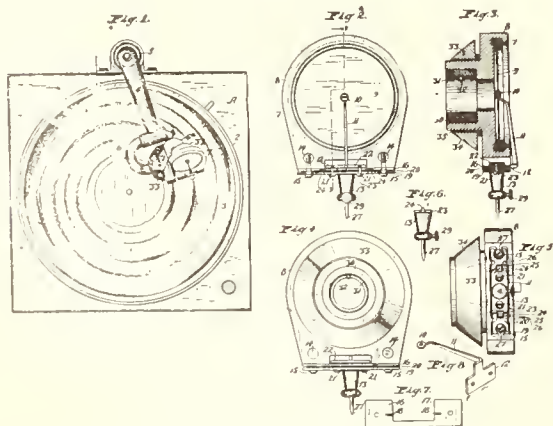


box. Fig. 2 is a perspective view of the split ring. Fig. 3 is a side elevation, showing the rear side of the tone box and the connection between the tone arm and the sound box.

REPRODUCER.—Charles F. A. Sturts, San Francisco, Cal. Patent No. 1,291,238.

This invention relates to a reproducer for recording or transmitting articulate and musical sound vibrations from the record of a talking machine. One of the objects of the invention is to produce and preserve the vibrations peculiar to articulate speech and musical sounds to the exclusion of metallic and discordant sounds produced by scratching or frictional effects in phonographs, and particularly to produce a softer, purer and more natural tone than has heretofore been possible. Another object of the invention is to provide a novel mounting for the needle holder and the stylus bar, and also a construction which permits the reproducer to be used either on a vertically cut record or a lateral cut record.

Figure 1 is a plan view of a phonograph, showing the application of the invention. Fig. 2 is a front view of the reproducer. Fig. 3 is a cross



section on line 3—3 of Fig. 2. Fig. 4 is a rear view of the reproducer. Fig. 5 is a bottom view of the same. Fig. 6 is a side elevation of the stylus holder. Fig. 7 is a plan view of the bear-

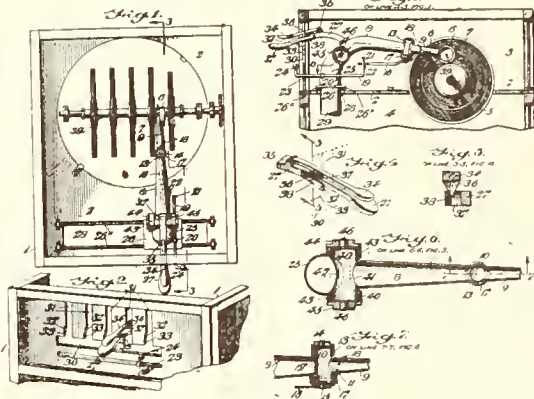
ing plate. Fig. 8 is a perspective view of the stylus arm.

TALKING MACHINE.—Max Krauss, Philadelphia, Pa. Patent No. 1,291,027.

This invention has for its primary object the construction of a machine in which a plurality of records, either single or double-faced, and of any desired diameter, can be set up, and any one of them, at the selection of the operator, be played.

This invention embodies improvements upon a talking machine invented and patented by Mr. Krauss under United States Letters Patent, No. 1,199,192, dated September 26, 1916, and its object is to enable one to remove any one of the discs without being under the necessity of removing a given number or assemblage of them. The present machine, moreover, is adapted for use with any form of sound box.

In the accompanying drawings Figure 1 represents in top plan so much of a talking machine embodying the invention as is necessary to illustrate it. Fig. 2 represents in side sectional elevation on the dotted line 2—2 of Fig. 1, the



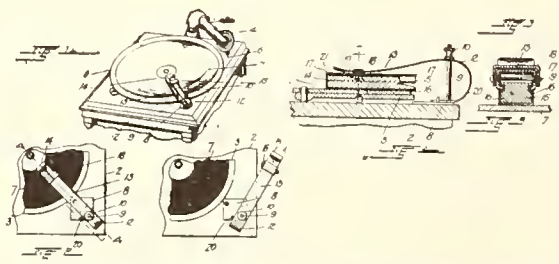
machine of Fig. 1, certain of its component instrumentalities being shown in side elevation. Fig. 3 is a fragmentary side view upon an enlarged scale of one group of records partly in section and partly in elevation, the sight being taken on the dotted line 3—3 of Fig. 1. Fig. 4 is a fragmentary end elevation on the line 4—4 of Fig. 2; and Fig. 5 is a fragmentary side view of a modification.

PHONOGRAPH ATTACHMENT.—William B. May, Denver, Colo. Patent No. 1,292,349.

This invention relates to phonograph attachments, and its primary object resides in the provision of a brush of simple construction adapted to thoroughly clean the grooved face of a sound record while it is being revolved by the motor of the phonograph instrument to which it is attached.

With the above object in view, the invention comprises a brush made of any suitable material, which is connected with a spring to receive a gentle downward pressure for its frictional contact with the record.

The spring is mounted upon the casing or motor box of the instrument, and is rotatable about an upright axis for its adjustment to move the brush into and out of contact with the face



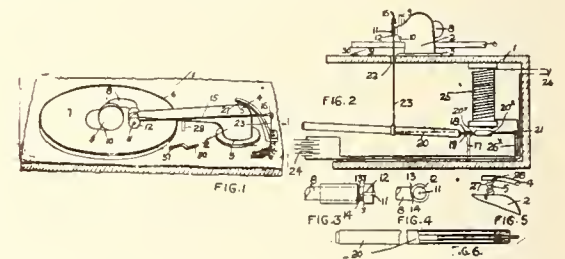
of a record supported upon the revolving table of the phonograph.

The brush is pivoted on the spring for its self-adjustment to follow the usual wobble of the record, and its pivotal axis is preferably arranged nearer its forward end to cause it to tilt when it is separated from the record, and thereby facilitate its subsequent movement onto the face thereof.

Figure 1 represents a fragmentary perspective view of a phonograph to which the attachment is applied. Fig. 2, a fragmentary plan view of the phonograph showing the attachment in its operative position with relation to a sound record supported thereon. Fig. 3, a view similar to Fig. 2 showing the attachment in its idle or inoperative position; Fig. 4, a section taken along the line 4—4, Fig. 2, drawn to an enlarged scale, and Fig. 5, an enlarged transverse section on the plane indicated by the line 5—5, Fig. 4.

PHONOGRAPH.—Donald Milne Manson, Hamilton, Ontario. Patent No. 1,291,985.

This invention relates to improvements in phonographs and the object of the invention is to devise electrical means whereby after a record has been played the needle may be carried back to the beginning so that the playing of the record may be repeated, and it consists essentially of an arm secured at one end to the sound box crook, magnetic means for drawing down the opposite end of the arm, thereby raising the sound box and needle from the record, means counterbalancing the weight of the sound box during its return or downward movement, a circuit for the magnet, a switch for making and breaking the circuit, a downwardly projecting portion carried by the taper tube, an adjustable stop designed to be turned in position to correspond with the starting point of the record, and a spring connected to the taper tube and to the bracket thereof and adapted to turn the taper tube from the center of the record when the needle is out of contact with the record to the



starting position, whereby the taper tube is stopped from further turning by the projection thereof engaging with the adjustable stop referred to above.

Figure 1 is a perspective view of a fragmental portion of the top of a phonograph showing a portion of the repeating means. Fig. 2 is a section through the rear portion of a phonograph box showing the repeating means. Fig. 3 is an enlarged detail of the junction of the sound box crook and the taper tube showing the attachment thereto. Fig. 4 is a section through Fig. 3 along the line x—y. Fig. 5 is an enlarged detail elevation of the spring attachment for turning the taper tube from the central portion of the record to the outer edge. Fig. 6 is a longitudinal section through the counterbalancing lever.

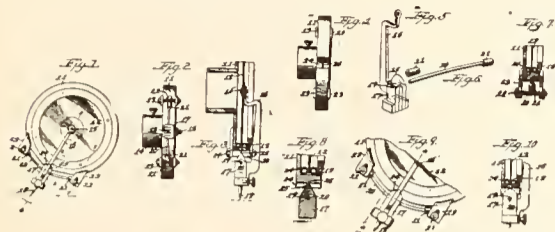
PHONOGRAPH SOUND BOX.—Joseph Hoffay, New York. Patent No. 1,291,887.

This invention relates to phonograph sound boxes, and some of the objects thereof are to provide a sound box of very simple construction requiring little time and practically no skill in assembling; which insures the very desirable inward pressure on the diaphragm into normal contact with the strongest side of the box; which permits ready adjustment of this pressure; which provides a suspension for the stylus carrier at four points on the same axis; which provides a direct bearing of the stylus carrier on the box at two points instead of on lines or surfaces; which in one embodiment has the last named bearings on knife edges held against displacement; which provides means for lateral adjustment of the outer ends of the stylus carrier holding means; and which provides a noiseless insulation for the said holding means to prevent metallic sounds at the points of support thereof in the reproduction of a record.

Figure 1 is a side elevation of a sound box constructed in accordance with the invention; Fig. 2 is an edge view thereof on the axis of the stylus; Fig. 3 is a fragmentary, enlarged section taken on the line 3—3 of Fig. 1; Fig. 4 is a view similar to Fig. 2 but with certain parts removed to show a detail of the construction; Fig. 5 is a

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 158)

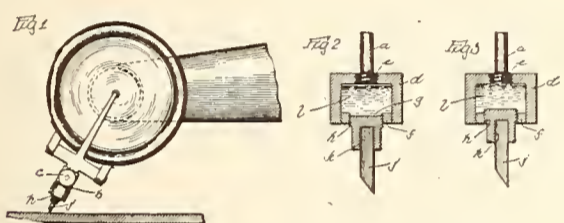
detached view of the stylus carrier and diaphragm arm; Fig. 6 is a detached view of the stylus carrier holding means, with insulating means at the ends thereof, one of which is detached; Fig. 7 is an enlarged fragmentary section taken on the line 7-7 of Fig. 1; Fig. 8 is a similar view taken on the line 8-8 of Fig. 1; Fig. 9 is a fragmentary view similar to Fig. 1



but showing a modification thereof; and, Fig. 10 is a section taken on the line 10-10 of Fig. 9.

STYLUS HOLDER.—Roy N. Brown and Anton H. Rintelman, Chicago, Ill. Patent No. 1,292,575.

This invention is concerned with needle-holders for sound-reproducing machines and is designed to produce a needle-holder of simple construction, and by the use of which the tone can be easily and quickly modified so as to change it through any desired intermediate



gradations from a powerful tone to a much less powerful one without changing the needle or removing it from its holder.

Figure 1 is a side elevation of the sound box having the invention applied thereto; Fig. 2 is a central vertical section through the needle holder on a larger scale showing it adjusted for a soft tone; and Fig. 3 is a similar view showing it adjusted for a loud tone.

TALKING MACHINE.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,293,602.

It is an object of this invention to provide a sound-recording or reproducing machine with a motor and control mechanism therefor so designed that the sound-record will be brought to normal speed practically instantaneously upon starting the motor, and will be brought to rest practically instantaneously upon stopping the motor.

It is a further object to provide a driving motor that will exert a large initial torque to bring the driven elements to normal speed practically instantaneously, and automatic means to reduce the torque of said motor as the driven elements approach their normal speed.

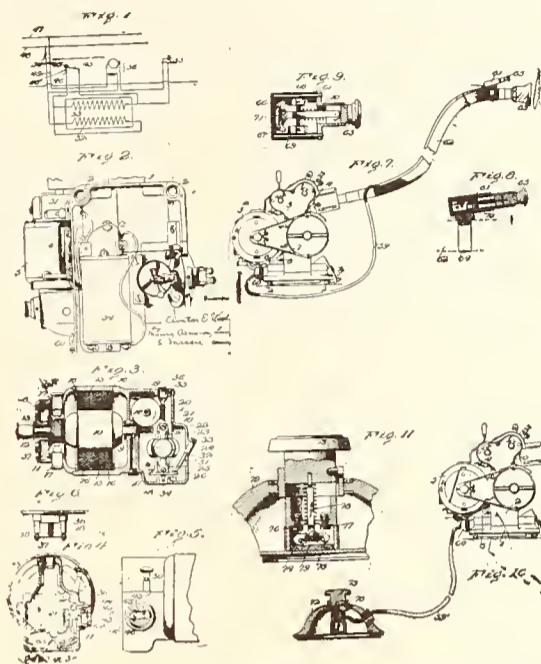
Yet another object is to provide, in combination with the motor, a stop mechanism that shall be automatically rendered operative by the ceasing of the rotative torque of the motor, and that shall be automatically rendered inoperative by the starting of said motor.

A still further object is to provide a start-and-stop device for the motor that is bodily movable at will with respect to the motor and its associated elements, whereby said start-and-stop device may be moved about to suit the convenience of the operator.

Another object resides in supporting the motor from the main frame so that vibrations of the former are not transmitted to the latter to interfere with the quality or accuracy of the recordation or reproduction of sound.

Figure 1 is a diagram of a suitable arrangement of electrical circuits, when the motor employed in the present invention is electrical; Fig. 2 is a bottom plan view of a sound-recording or reproducing machine embodying the present invention; Fig. 3 is a detail elevation of the motor; Fig. 4 is an end view of the motor; Fig. 5 is a fragmentary side view of the motor; Fig. 6 is a detail of the device for receiving the thrust

of the motor shaft; Fig. 7 is an elevation of a machine embodying the present invention and illustrating a start-and-stop device associated with a flexible tube in communication with the sound box; Fig. 8 is an enlarged vertical cross-section of the switch carried by said tube; Fig. 9 is a still further enlarged horizontal section through the switch of Fig. 8; Fig. 10 is an elevation of a machine embodying the present in-



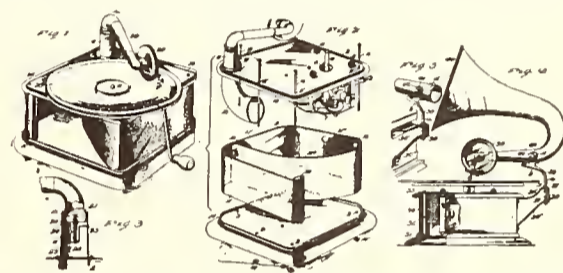
vention and illustrating a start-and-stop device therefor in the form of a foot-controlled switch, the latter being shown in enlarged vertical section; and Fig. 11 is a further enlarged vertical section of the switch of Fig. 10 at right angles to the section of the latter figure.

TALKING MACHINE.—Merwin E. Lyle, John J. Scully and Frank L. Capps, Bridgeport, Conn., assignors to the American Graphophone Co., same place. Patent No. 1,293,489.

This invention relates to talking machines, and has for its object to produce a machine of this character at a minimum cost without decreasing its efficiency or detracting from the character of the sound reproductions secured therefrom. The invention has reference more particularly to the disc form of talking machines, either of the so-called "hornless" or the horn type, and provides an extremely cheap cabinet or casing for the motor mechanism and support for the tone arm and parts connected therewith. These ends are accomplished by providing a base and top, shown as struck up from sheet material such

as sheet-metal, and side walls composed of sheet material such as sheet-metal retained between the base and top by suitable means, such as bolts, the motor preferably being hung from the top of the casing by suitable supporting bolts. In the case of the "hornless" form of machine, the wall of the cabinet is so shaped as to cause it to form the sound amplifier into the narrow or reduced end of which the tone arm enters; whereas, in the horn form of machine the tone arm and horn are suitably supported on the outside of the casing. In the form shown, for universal movement in a bracket at the side of the machine on a bent rod or wire support the tone arm and horn being so mounted upon the said rod as to be capable of movement in a vertical direction, and said rod itself being free to move in a horizontal direction in the bracket, while the bent rod at the same time forms an efficient support for the tone arm proper when the reproducer is thrown to one side.

In said drawings: Fig. 1 is a perspective view of the "hornless" form of the invention; Fig. 2 is a perspective view of the base, the walls and the top supporting the tone arm and motor, the parts being separated in vertical alinement to better disclose the construction; Fig. 3 is a vertical sectional view of the tone arm support; Fig. 4 is a side elevation, with parts broken



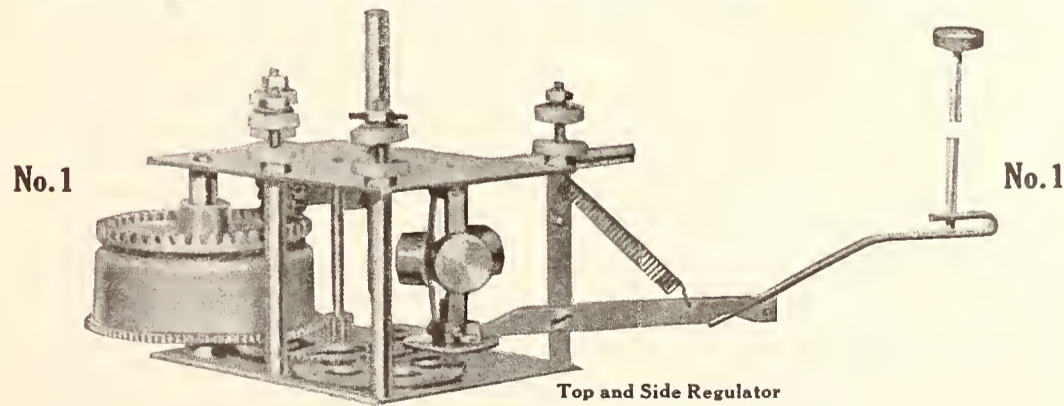
away, of the horn form of the machine; and Fig. 5 is a perspective view of the bracket and rod or wire for mounting the tone arm and horn.

OPENS FACTORY IN NEW YORK

The Butterfly Phonograph Motor Corp. has purchased the assets of Leonard Markels, former motor manufacturer who was adjudged bankrupt recently. The company has opened a factory in New York, and Mr. Markels has been engaged as general manager.

H. C. Castello has become manager of the talking machine department of the Kaufman-Straus Co., Louisville, Ky., succeeding H. V. Boswell, who has gone to Baltimore.

MELOPHONE MOTOR



COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries

Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

380 Lafayette Street, New York

ADVANCE RECORD BULLETINS FOR MAY, 1919

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18535 A Good Man Is Hard to Find...Marion Harris 10
18537 How 'Ya Gonna Keep 'Em Down on the Farm?
How Are You Goin' to Wet Your Whistle?
18538 Don't Cry, Frenchy, Don't Cry,
I Know What It Means to Be Lonesome,
DANCE RECORDS
48536 Arabian Nights—One-step,
Sand Dunes—One-step,
18539 Kentucky Dream Waltz,
The Velvet Lady—Medley Waltz,
35684 Sometime—Medley Fox-trot,
Chong—Medley Fox-trot,
INSTRUMENTAL RECORDS
18534 Madelon—One-step March,
Marche Française.....Victor Military Band 10
35683 Wedding March (Sousa).....Sousa's Band 12
CORONATION MARCH from "Le Prophète,"
VOCAL RECORDS
70123 When I Was Twenty-one (Lauder),
45162 After All.....Reinald Werrenrath 10
45163 How Birds Sing.....Charles Kellogg 10
RED SEAL RECORDS
64802 Gianni Schicchi—O mi babino caro (Oh My Beloved Daddy)Puccini 30
ENRICO CARUSO, Tenor LOUISE HOMER, Contralto
MARCEL JOURNET, Bass—In French
89088 Samson et Dalila—Je viens célébrer la victoire (I Come to Celebrate Victory).....Saint-Saens 12
First Record by a Famous Pianist—ALFRED CORTOT
74588 Waltz Etude (Etude en forme de Valse),
EMILIO DE GOGORZA, Baritone—In Spanish
64798 Clavelitos (Carnations)Valverde 10
ELMAN STRING QUARTET
(Mischa Elman and Messrs. Bak, Rissland and Nagel, of Boston Symphony Orchestra)
74574 Quartet in A Minor—Minuet from String Quartet, Op. 29.....Franz Schubert 12
AMELITA GALLI-CURCI, Soprano; GIUSEPPE DE LUCA, Baritone; in Italian.
88601 La Traviata—Dite alla giovine (Say to Thy Daughter)Verdi 12
JOHN McCORMACK, Tenor
64803 Calling Me Home to You..Teschemacher-Dorel 10

COLUMBIA GRAPHOPHONE CO.

- 49571 Madame Butterfly. Un Bel di Vedremo. (One Fine Day.) Soprano, orch. accomp.,
Rosa Ponselle 12
49564 Gypsy Airs (Zigeunerweisen), Opus 20. (Sarasate.) Violin solo. Louis T. Gruenberg at the piano.....Toscha Seidel 12
78104 Funiculi-Funicula (Denza). Baritone solo, orch. accomp.,
Riccardo Stracciari and Columbia Male Chorus 10
49371 I Puritani. Vien Diletto. (Come, Dearest, Come.) (Bellini.) Soprano, orch.,
Maria Barrientos 12
A6097 Finlandia. Overture. (Sibelius).
Columbia Symphony Orchestra 12
En Bateau from "Petite Suite" (Debussy).
Columbia Symphony Orchestra 12
A3073 Drill Music. Set No. 1. (Clarke).
Prince's Band 10
Drill Music. Set No. 2. (Clarke).
Prince's Band 10
E4191 Fraternity Two-step...Spanish String Orchestra
Memories of Spring Waltz,
Spanish String Orchestra 10
A2695 Royal Flying Corps (March). (Deiro.) Accordion solo.....Guido Deiro 10
Marines March (Deiro). Accordion solo,
Guido Deiro 10
POPULAR HITS
A2701 I'm Forever Blowing Bubbles (Kenborvin and Kelleter). Tenor duet, orch. accomp.,
Campbell and Burr 10
Beautiful Ohio (Earl). Tenor solo, orch. accomp.....Henry Burr 10
A2707 I'm Goin' to Settle Down Outside of London Town (Monaco). Orch. accomp.,
Billy Murray and Peerless Quartet 10
The Alcoholic Blues (A. Von Tilzer). Tenor, orch. accomp.....Billy Murray 10
A2698 That Tumble-Down Shack in Athlone (Carlo and Sanders). Orch. accomp.....Sterling Trio 10
You're Still an Old Sweetheart of Mine (Whitting). Orch. accomp.....Sterling Trio 10
A2703 Johnny's In Town (Olman and Meyer). Orch. accomp.....Arthur Fields and Peerless Quartet 10
Buddie Boy (How's Every Little Thing With You?) (O'Hara and Morse). Orch. accomp.,
Peerless Quartet 10
A2699 Salvation Lassie of Mine (Caddington and Story). Tenor, orch. accomp.,Charles Harrison 10
When You Look in the Heart of a Rose from "The Better 'Ole" (Florence Methven). TenorCharles Harrison 10
A2700 Tears (Dry Your) (Hickman and Black). Tenor, orch. accomp.....Samuel Ash 10
You Don't Know (Lee S. Roberts). Tenor, orch. accomp.....Samuel Ash 10
A2705 He's Had No Lovin' for a Long, Long Time (Pinkard). Baritone, orch. accomp.,
Arthur Fields 10
When You See Another Sweetie Hanging Around (That's the Time You'll Want to Come Back to Me) (Donaldson). Tenor, orch. accomp.....Samuel Ash 10
A2704 Don't Cry, Frenchy, Don't Cry (Donaldson). Tenor solo, Orch. accomp.....Lewis James 10
After All (Roberts). Tenor solo, orch. accomp.Henry Burr 10
DANCE RECORDS
A2696 Thousands of Years Ago. Fox-trot from "The Canary." Intro. "Only in Dreams." (Ivan Caryll).....Waldorf-Astoria Dance Orchestra 10
I Wonder Whether, Fox-trot. "I've Loved You All My Life" from "Oh! My Dear!" Intro. "City of Dreams." (Louis Hirsch). Waldorf-Astoria Dance Orchestra 10

- A2697 Spaniola. Fox-trot. (Joe Rosey.)
Earl Fuller's Rector Novelty Orchestra 10
Sand Dunes. An Oriental one-step. (Byron Gay, arranged by Henri Klickermann.)
Earl Fuller's Rector Novelty Orchestra 10
A6098 The Rose of No Man's Land. Medley waltz. (Caddigan and Brennan.) Intro. (1) "Dreaming Sweet Dreams of Mother." (Brennan.) (2) "The Kiss That Made Me Cry." (Gottler.)
Columbia Orchestra 12
Till We Meet Again. (Whitting.) Medley waltz. Intro. "The Blue Bird." (Kummer.)
Columbia Orchestra 12
A6099 "Arabian Nights." Intermezzo one-step. (David and Hewitt).....Columbia Band 12
"Peter Gink." One-step. (Cobb.) (Adapted from "Peer Gynt," Suite No. 1.) (Apologies to Grieg.).....Columbia Band 12

AEOLIAN CO.

- OPERATIC SELECTIONS
54015 Carmen—Micaela's Aria (I Am Not Faint-hearted) in French (Bizet) Soprano; Vocalion Orch. Acc.....May Peterson 12
50020 Il Trovatore—Il Balen, in Italian (Verdi) baritone. Vocalion Orch. Acc.....Giacomo Rimini 10
30021 La Boheme—Musetta Waltz, in Italian (Puccini) Soprano. Vocalion Orch. Acc.....Marie Sundelius 10
STANDARD SELECTIONS
30022 Sing Me to Sleep (Greene) Soprano, Vocalion Orch. Acc.....Florence Easton 10
30023 Carmen—Vocal Waltz (Wilson) Soprano. Vocalion Orch. Acc.....May Peterson 10
22021 I Shall Meet You (Sanderson) Tenor. Vocalion Orch. Acc.....Colin O'More 10
Roses of Picardy (Haydn Wood) Tenor. Vocalion Orch. Acc.....Colin O'More 10
INSTRUMENTAL SELECTIONS
22022 Spring Song (Mendelssohn) Violin, Piano Acc. Maximilian Pilzer 10
Waltz (Chopin) Violin, Piano Acc. Maximilian Pilzer 10
CONCERT BAND SELECTIONS
36207 Poet and Peasant Overture (von Suppé)
Vocalion Concert Band 12
Stradella Overture (Flotow)
Vocalion Concert Band 12
POPULAR SELECTIONS
12114 Anything Is Nice If It Comes From Dixieland (Clark-Meyer-Ager) Orch. Acc.
Murray Male Quartet 10
Just Another Poor Man Gone Wrong (Von Tilzer) Orch. Acc.....Billy Murray 10
12115 I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent) Orch. Acc.
Irving Kaufman 10
America Never Took Water (Brennan-Edwards-Cunningham) Orch. Acc.....Irving Kaufman 10
12116 By the Camp Fire (Girling-Wenrich) Orch. Acc. Hart & Shaw 10
Alabama Lullaby (Cal de Voll) Orch. Acc. Hart & Shaw 10
NOVELTY DANCE SELECTIONS
12117 Don't Cry, Frenchie, Don't Cry—Fox-trot Medley. Intro. Jazz Baby (Donaldson-Jerome) Novelty Five 10
Bluein' the Blues (Ragas) Novelty Five with Al Bernard 10
DANCE SELECTIONS
12118 Sweet Siamese—Fox-trot (Mary Earl)
Aeolian Dance Orchestra 10
One-Step Medley. Intro.—A Wee Bit of Lace. A Million Girls Around Me, Rip Van Winkle Slept With One Eye Open (Tierney-Fisher)
Aeolian Dance Orchestra 10
12119 My Cairo Love—Fox-trot (Zamecnik)
Aeolian Dance Orchestra 10
Lassus Trombone—One-step (Fillmore) with Ziegfeld's Midnight Frolic.....Dabney's Band 10
AEOLIAN CO.—MID-MONTH LIST
12107—When You Look in the Heart of a Rose—"Better 'Ole". (Methyn) Orch. Acc.
Henry Burr 10
On a Little Farm in Normandie (MacDonald-Osborne) Orch. Acc.....Henry Burr 10
12108 Salvation Lassie of Mine (Caddigan-Story) Orch. Acc.....Irving Kaufman 10
And That Ain't All (Green Stept) Orch. Acc. Irving Kaufman 10
12109 Chong (He Come From Hong Kong) (Harold Weeks) Orch. Acc.....Billy Murray 10
How Are You Goin' to Wet Your Whistle (Byrne-McIntyre-Wenrich) Orch. Acc. Billy Murray 10
12110 Bring Back Those Wonderful Days (Vincent) Orch. Acc.....Arthur Fields 10
Pig Latin Love (Gilbert) Orch. Acc. Arthur Fields 10
12111 When You See Another Sweetie Hanging Around (Lewis-Young-Donaldson) Orch. Acc. Samuel Ash 10
I Don't Want to Love No One But You (Brown-Stoddard-Cowan) Orch. Acc.....Samuel Ash 10
12112 Ja-Da Medley—Fox Trot. Intro.: Heart of Wetona and I Want to Shimmie (Carlton-Gottler-Clark).....Yerkes' Jazarimba Band 10
Bevo Blues—One-step (Katzman)
Yerkes' Jazarimba Band 10
12113 Everybody Shimmies Now—Fox-trot (West-Gold-Parray).....Aeolian Dance Orchestra 10
This Is the Time—One-step (Crawford)
Aeolian Dance Orchestra 10

EDISON RE-CREATIONS

- 83081 Il segreto per esser felici (Drinking Song)—Lucrezia Borgia (Donizetti). Mezzo-soprano, in Italian.....Margaret Matzenauer 10
Stride la vampa (Fierce flames are soaring)—Il Trovatore (Verdi). Mezzo-soprano, in Italian, Margaret Matzenauer 10
82147 Dormiro' sol nel manto mio regal (There I Shall Sleep in Royal State Alone)—Don Carlos (Verdi). Bass, in Italian.....Henri Scott 10
Serenade Mephistopheles—Faust (Gounod). Bass, in French.....Henri Scott 10
82155 Simon the Cellarer (Hatton). Bass-baritone, Arthur Middleton 10
Three Fishers (Hullah). Bass-baritone, Arthur Middleton 10
82156 Cortigiani (Detested Race of Courtiers)—Rigolotto (Verdi). Baritone, in Italian.....Mario Laurenti 10
Romanza del Fiore (Flower Song)—Carmen (Bizet). Tenor, in Italian.....Guido Ciccolini 10
80448 Gypsy Love Song—Fortune Teller (Herbert). Bass.....Chas. F. Robinson 10
Snowy-Breasted Pearl (Robinson). Tenor, Charles Harrison 10
80449 Narcissus (Nevin), and Country Dance (Nevin) Peerless Orchestra

- Sweet Forget-me-nots—Waltz Caprice (Miles) Peerless Orchestra
80450 Garden of Flowers (Godfrey-Wright). Tenor, Walter Van Brunt
Whenever I Think of You (Grant). Soprano, Betsy Lane Shepherd
80451 Merry Wives of Windsor Overture, Part I (Nicolai).....American Symphony Orchestra
Merry Wives of Windsor Overture, Part II, (Nicolai).....American Symphony Orchestra
80452 Holy, Holy, Holy! Lord God Almighty! (Dykes).....Calvary Choir and the Choir Boys of St. Andrew's Church, N. Y.
Onward, Christian Soldiers! (Sullivan), Calvary Choir and the Choir Boys of St. Andrew's Church, N. Y.
50513 Golden Wedding. Vaudeville sketch, Ada Jones and Steve Porter, Assisted by Empire Vaudeville Company
Hospital Patients. Negro sketch, Billy Golden and James Marlowe
50514 Creole Belles (Lampe), and Soldiers in the Park March (Monckton)..New York Military Band
Hiawatha (Moret), and Laughing Water (Hager)Sodero's Band
50515 Dry Town Blues—One-step, "Frisco." Xylophone, for dancing.....Lou Chiha "Frisco"
Night Time in Little Italy—Fox-trot, for dancing.....Frisco Jazz Band
50516 Silver Bell (Wenrich). Soprano and tenor, Gladys Rice and Vernon Dalhart
Snow Deer (Wenrich)..Ada Jones and Billy Murray

EDISON AMBEROL RECORDS

- SPECIAL RECORDS
3720 Can You Tame Wild Wimmen (H. Von Tilzer). Orch. accomp.....Billy Murray
3727 Every Day Will Be Sunday When the Town Goes Dry (Jerome-Mahoney). Orch. accomp., Edward Meeker
3726 How 'Ya Gonna Keep 'Em Down on the Farm After They've Seen Patee? (Donaldson). Orch. accomp.....Byron G. Harlan
3714 I Found the End of the Rainbow (Mears-Tierney-McCarthy). Orch. accomp.....Irving Kaufman
3725 In the Land of Beginning Again (Where Broken Dreams Come True) (Meyer) Tenor, orch. accomp.....George Wilton Ballard
3730 Johnny's in Town (Yellen). Orch. accomp., Arthur Fields and Chorus
3729 Mammy's Lullaby (Roberts) male voices, orch. accomp.....Premier Quartet
3713 Oh, Helen! (McCarron-Morgan) Baritone, orch. accomp.....Arthur Fields and Chorus
3721 Singapore (Gilbert-Friedland). Orch. accomp., Arthur Fields
ROYAL PURPLE RECORDS
29025 Any Place is Heaven if You Are Near Me (Lohr) Baritone, orch. accomp.....Thomas Chalmers
29026 A tanto amor (Thou Flow'r Beloved)—La Favorita (Donizetti) Baritone, in Italian, orch. accomp.....Mario Laurenti
29024 Mon coeur ne peut changer (My heart can never change)—Mireille (Gounod) Soprano, in French, orch. accomp.....Anna Case
REGULAR LIST
3731 Better 'Ole—One-Step, for Dancing, Jaudus' Society Orchestra
3712 Coon 'Possum Hunt...Billy Golden and Billy Heins
3728 Day I First Met You (Le Feuvre) Soprano and tenor, orch. accomp.,
Leola Lucey and Vernon Dalhart
3718 Indian Moon (Ayer). Tenor, orch. accomp., Vernon Dalhart
3724 Kuu Ipo i ka Hee Pue One Medley—Fox-trot, (Likelike-Siekel) Mandolin and Ukulele, Samuel Siegel and Marie Caveny
3711 Love in Idleness—Serenade (Macbeth), Sodero's Band
3723 Melody in F (Rubinstein). Whistling, orch. accomp.....Sibyl Sanderson Fagan
3710 O'er the Billowy Sea (E. Smith). Bass and male voices, orch. accomp.,
Donald Chalmers and Chorus
3722 Peace Chimes March (Seltzer)
New York Military Band
3716 Sensation Jazz One-Step (Dixieland Jazz Band) Saxophone, Xylophone and Piano, for dancing, All Star Trio
3715 Spagoni's Wedding Jubilee (Fisher) Tenor, orch. accomp.....Billy Murray
3717 What Mystery, Why Thus Control—Maritana (Wallace). Cornet and trombone, orch. accomp.....Benjamin Klatzkin and Simone Mantia
3719 What's This?—Fox-Trot (Katzman)
Jazzarimba Orchestra

PATHE FRERES PHONOGRAPH CO.

- POPULAR HITS
22063 As You Were (Gaskill). Tenor, Lewis James and Charles Hart 10
Have A Smile (Rule).....Acme Male Quartet 10
22060*Oh! Helen! (McCarron-Morgan). Baritone, Arthur Fields 10
I Want a Doll (Von Tilzer), Arthur Fields 10
*22061*Every Day Will Be Sunday When the Town Goes Dry (Mahoney). Baritone, Louis Winsch 10
My Barney Lies Over the Ocean (Grant). BaritoneLouis Winsch 10
22059*Roamin' in the Gloamin' (Lauder). Baritone, Eyan Davies 10
The Wee Hoose 'Mang the Heather (Lauder). BaritoneEyan Davies 10
29241*It Gets Them All, from "Somebody's Sweetheart" (Stothart).....Campbell and Burr 12
City of Dreams, from "Oh, My Dear" (Hirsch). TenorHenry Burr 12
STANDARD BALLADS SUNG IN ENGLISH
*25026 You and I (Lehmann). Soprano, Grace Hoffman 10
Spring's a Lovable Ladye (Elliott), Grace Hoffman 10
29239 Boy O' Mine, Good-Night! (Wilson). Contralto, Marie Morrissey 12
Through the Years (Carrie Jacobs Bond). ContraltoMarie Morrissey 12
29240 A Khaki Lad (Aylward). Baritone, Royal Dadmun 12
Oh! Red Is the English Rose (Forsyth). BaritoneRoyal Dadmun 12
27019 I Shall Meet You (Sanderson). Tenor, Paul Althouse 10
When I Come Home to You (Grey). Tenor, Paul Althouse 10
NEW INSTRUMENTAL RECORDS
22056 Give Me All of You (Schwarzwald). Saxophone, violin and piano...The Excello Trio 10
Kiss Me Again (Herbert). Saxophone solo, piano accomp.....F. Wheeler Wadsworth 10
22057 When You Look in the Heart of a Rose, from "The Better 'Ole" (Methven). Violin solo,

RECORD BULLETINS FOR MAY—(Continued from page 160)

- piano accomp. Edmund Thiele 10
- Sometime, from "Sometime" (Friml). Violin solo, piano accomp. Edmund Thiele 10
- 22055 The Darkies' Delight (Pidoux). Banjo solo, Thomas Malin 10
- A Plantation Episode (Grimshaw). Banjo solo John Pidoux 10
- 29242*And That Ain't All (Green-Steppe). Baritone, piano accomp. Jack Norworth 12
- Salvation Nell (Norworth-Walsh). Baritone, piano accomp. Jack Norworth 12
- 52038 6 me Barcarolle (Faure). Piano solo, George True 12
- Seguidillas (Alboniz). Piano solo, George True 12
- NEW BAND AND ORCHESTRA RECORDS
- 40144 Le Reve Passe (Krier). Garde Republicaine Band of France 12
- Sans Peur et Sans Reproche (Eilenberg). Garde Republicaine Band of France 12
- 22058 Carmen (Bizet). "Entr'acte No. 1." Pathé Military Band 10
- Carmen (Bizet). "Entr'acte No. 2." Pathé Military Band 10
- 40153 Semiramide Overture (Rossini). National Symphony Orchestra 12
- Mignonette (Savino). Intermezzo-Gavotte, National Symphony Orchestra 12
- NEW PATHE "DE LUXE" DANCE RECORDS
- 29243*The Better 'Ole (Knight-Darewsky). Medley one-step. Intro. (1) "When You Take That Trip Across the Rhine," (2) "Little Regiment of Our Own," (3) "My Word, Ain't We Carrying On" American Republic Band 12
- Little Italy (David-Hewitt). Fox-trot. Accordion by Boudini Brothers, American Republic Band 12
- 22065*Aloma (Joyce-Morse). Oriental fox-trot, American Republic Band 12
- Peter Gink (Cobb). One-step, American Republic Band 10
- 22066*Vanity Fair (Green). One-step, Green Brothers Xylophone Orchestra 10
- Egyptland (Casey). Fox-trot, Green Brothers Xylophone Orchestra 10
- 22068*Rainy Day Blues (Warchauer). Fox-trot, Master Saxophone Sextet 10
- Saxophobia (Wiedoef). One-step, Master Saxophone Sextet 10
- NEW OPERATIC VOCAL RECORDS
- 54010 Rigoletto (Verdi). "La donna è mobile" (Woman Is Fickle) in Italian. Tenor, Lucien Muratore 12
- 54026 Tales of Hoffmann (Offenbach). "Barcarolle," in French. Soprano and contralto, Claudia Muzio and Kathleen Howard 12
- 27018 La Traviata (Verdi). "Di Provenza il mar" (Thy Home in Fair Provence) in Italian. Baritone Luigi Montesanto 10
- Barber of Seville (Rossini). "L'Aube est tout près d'éclore" (The Day Is Already Dawning) in French. Tenor M. Vaguet 10
- 22054 The Sweet Story of Old (Englebrecht). Tenor, organ accomp. Earle Wilde 10
- What a Friend We Have in Jesus (Converse). Tenor, organ accomp. Earle Wilde 10

GENNETT LATERAL RECORDS

- 4510 Waves of the Danube (Waltz) (Ivanovici-L. P. Laurendeau). Croden's Concert Band 10
- The Skaters (Waltz) (E. Waldteufel-L. P. Laurendeau). Croden's Concert Band 10
- 4511 Egyptland—Fox-trot (James W. Casey). Milano Orchestra 10
- Me-Ow—One-step (Mel B. Kaufman). Gennett Orchestra 10
- 4512 Mary—Fox-trot (Hugo Frey). Grogan's Little Symphony 10
- Aloma—Oriental Fox-trot (Archibald Joyce). Milano Orchestra 10
- 4516 Come Back to Erin (Claribel) Tenor. Orch. Acc. Harry McClaskey 10
- Where The River Shannon Flows (James Russell) Tenor. Orch. Acc. Harry McClaskey 10
- 4513 Prohibition Blues (Al Sweet) Baritone. Orch. Acc. Arthur Collins 10
- The Saint Louis Blues (W. C. Handy) Baritone. Orch. Acc. Ernest Hare 10
- 4514 Brighten The Corner (Ogdon & Gabriel) Baritone. Orch. Acc. Earle F. Wilde 10
- He Loves Even Me (Scott Lawrence) Orch. Acc. Baritone Earle F. Wilde 10
- 4515 Anything Is Nice If It Comes From Dixieland (Clark-Meyer & Ager) Baritone. Orch. Acc. Ernest Hare 10
- On a Little Farm in Normandy (Osborne-Ballard MacDonald) Tenor. Orch. Acc. Arthur Hall 10
- ART TONE
- 14002 Liebesfreud (Old Vienna Waltz) (Love's Joy) (Fritz Kreisler) Piano Acc. Maurice Eisner 10
- Moment Musical (Schubert-Kreisler) Piano Acc. Maurice Eisner 10

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- THE NEW GOLD SEAL (LARGE SIZE) RECORDS
- PATRIOTIC AND POPULAR SONG HITS
- 9153 Mickey (Williams-Moret) Baritone Solo, orch. accomp. Arthur Fields 10
- Heart of Wetona (Mitchell-Gottler) Baritone solo, orch. accomp. Arthur Fields 10
- 9160 Ja-Da, Ja-Da, Ja-Da, Jing, Jing, Jing! (Bob Carleton). Baritone solo, orch. accomp. Arthur Fields 10
- Chong, He Come from Hong-Kong (Harold Weeks). Chinese character song, orch. accomp. Irving Kaufman 10
- 9154 Wait and See You'll Want Me Back (McCarron-Morgan). Tenor solo, orch. accomp. Sam Ash 10
- Tears of Love (Warren-Henry). Tenor solo, orch. accomp. Henry Burr 10

- 9161 Anything Is Nice If It Comes from Dixieland (Clark-Meyer-Ager). Baritone solo, orch. accomp. Billy Murray 10
- One and Two and Three and Four Rock-a-Bye (Creamer-Layton). Comedy solo, orch. accomp. Irving Kaufman 10
- 9156 On a Little Farm in Normandie (McDonald-Osborne). Baritone solo, orch. accomp. Arthur Fields 10
- I'm Goin' to Settle Down Outside of London Town When I'm Dry, Dry, Dry (McCarthy-Monaco). Baritone solo, orch. accomp. Irving Kaufman 10
- 9155 Don't Cry, Frenchy, Don't Cry (Lewis-Young-Donaldson). Baritone solo, orch. accomp. Arthur Fields 10
- I'm Forever Blowing Bubbles (Kenbrovin-Kellette). Tenor solo, orch. accomp. George Gordon 10
- 9162 In a Kingdom of Our Own (George M. Cohan). Tenor solo, orch. accomp. Henry Burr 10
- Life and Love (Blossom-Herbert). Tenor solo, orch. accomp. Henry Burr 10
- 9163 And That Ain't All (Green-Steppe). Tenor and baritone duet, orch. accomp. Irving and Jack Kaufman 10
- The St. Louis Blues (W. C. Handy). "Blues" character song, orch. accomp. Al. Bernard 10
- 9164 That Wonderful Mother of Mine (Hager-Goodwin). Tenor solo, orch. accomp. George Gordon 10
- Some Day (King-Burnett). Baritone solo, orch. accomp. Warwick Williams 10
- LATEST DANCE AND BAND HITS
- 9157 How 'Ya Gonna Keep 'Em Down on the Farm After They've Seen Patee (Walter Donaldson). One-step. Emerson Military Band 10
- Egyptian Nights—Valse Orientale (Philip Siragusa). Waltz. Emerson Military Band 10
- 9158 Laughing Blues (Lada-Nunez-Cawley). "Blues" fox-trot Louisiana Five 10
- A Good Man Is Hard to Find (Ed. Green). "Blues" fox-trot Louisiana Five 10
- 9165 That Shanghai Melody (J. Russell Robinson). "Blues" fox-trot Louisiana Five 10
- Sensation (Edwards-Walker). "Blues" one-step, Emerson Xylo-Phiends 10
- 9159 Aloma (Joyce-Morse). Fox-trot, Emerson Xylo-Phiends 10
- Kuu Ipoika Hee Pue One Medley (Princess Like-Samuel Siegel). One-step, mandolin and ukulele. Samuel Siegel and Marie Caveny 10
- 9166 Lucille (Wadsworth-Arden). Fox-trot, Emerson Military Band 10
- Shake Your Shoulders (George Hamilton Green). Fox-trot. Emerson Xylo-Phiends 10

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- THE NEW SEVEN-INCH RECORDS
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- 7474 Salvation Lassic of Mine (Caddigan-Story). Tenor solo, orch. accomp. Robert Rice 10
- Some Day (King-Burnett). Baritone solo, orch. accomp. Warwick Williams 10
- 7475 Tears of Love (Warren-Henry). Tenor solo, orch. accomp. Robert Rice 10
- Kentucky Dream (Warren-Henry-Onivas). Tenor solo, orch. accomp. George Gordon 10
- 7476 After All (Callahan-Roberts). Baritone solo, orch. accomp. D. (Bud) Bernie 10
- Johnny's In Town (Yellow-Olman-Meyer). Baritone solo, orch. accomp. D. (Bud) Bernie 10
- 7477 How Are You Goin' to Wet Your Whistle When the Whole Darn World Goes Dry (Byrne-McIntyre-Wenrich). Character song, orch. accomp. Jack Tracey 10
- St. Louis Blues (W. C. Handy). "Blues" character song, piano accomp. Al. Bernard 10
- 7478 I Think I'll Wait Until They All Come Home (Connelly-Lieut. Gitz-Rice). Male quartet, orch. accomp. Peerless Quartet 10
- Liberty Bell, Ring On (Gillespie-Brown). Baritone solo, orch. accomp. Warwick Williams 10
- 7479 When You See Another Sweetie Hanging Around That's the Time You'll Want to Come Back to Me (Lewis-Young-Donaldson). Baritone solo, orch. accomp. Eddie Nelson 10
- I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent). Tenor solo, orch. accomp. George Gordon 10
- LATEST DANCE AND BAND HITS
- 7480 Me-ow (Mel. B. Kaufman). One-step, Emerson Military Band 10
- Fizz Water (J. Hubert Blake). One-step, Emerson Military Band 10
- 7481 Heart Sickness Blues (DeRose-Coslow). "Blues" fox-trot Frisco Five 10
- A Good Man Is Hard to Find (Ed. Green). "Blues" fox-trot Frisco Five 10
- 7482 Tears (Hickman-Black). Fox-trot, Emerson Xylo-Phiends 10
- Aloma (Joyce-Morse). Fox-trot, Emerson Xylo-Phiends 10
- 7483 Beautiful Ohio (MacDonald-Earl). Waltz, mandolin and ukulele. Samuel Siegel and Marie Caveny 10
- Lo Lo Lea (Samuel Siegel). Waltz, mandolin and ukulele. Samuel Siegel and Marie Caveny 10

OKEH RECORDS

- 1158 Ring Out! Sweet Bells of Peace (Gardner). Tenor, orch. accomp. George Lambert 10
- I Shall Meet You (Chesham and Sanderson). Tenor, orch. accomp. Henry Burr 10
- 1159 Ja-Da (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Carleton). Tenor, orch. accomp. Billy Murray 10
- Can You Tame Wild Wimmen? (Sterling-Voi-Tilzer). Tenor, orch. accomp. Billy Murray 10
- 1160 A Little Birch Canoe and You (Roberts-Callahahan). Vocal trio, orch. accomp. Sterling Trio 10
- Girl of My Heart, from "Somebody's Sweetheart" (Price-Baffuno). Tenor, orch. accomp. Sam Ash 10
- 1161 Somebody's Sweetheart, from "Somebody's Sweetheart" (Price-Baffuno). Vocal duet, orch. accomp. Helen Clark and Joe Phillips 10
- City of Dreams, from "Oh, My Dear" (Wodehouse-Hirsch). Baritone, orch. accomp. Joe Phillips 10
- 1162 Down in Lily Land (Farran-Rega). Tenor-Bird obligato, orch. accomp. Henry Burr and Sibyl Sanderson Fagan 10
- Rose of Romany (Weslyn and Moret). Vocal duet, orch. accomp. Burr and Meyer 10
- 1163 Medley of Hymns (Hager). Vocal trio, orch. accomp. Croxton Trio 10
- O, Holy Night! (Adam). Vocal trio, orch. accomp. Croxton Trio 10
- 1164 She's Mine, Mine, Mine (Heins). Vocal duet, orch. accomp. Golden and Heins 10
- Good and Bad (Heins). Vocal duet, orch. accomp. Golden and Heins 10
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- Beautiful Ohio (Mary Earl). Waltz, instrumental OkeH Dance Orchestra 10

- 1166 Till We Meet Again (Whiting). Waltz, instrumental OkeH Dance Orchestra 10
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- Sleeping Beauty (Tschaiakowsky). Waltz, instrumental Concert Band 10
- 1168 Marche Lorraine (Ganne-Mahl). March, instrumental Military Band 10
- Italian Grenadiers (Fitzhenry-Schulz). March, instrumental Military Band 10
- 1169 McLeod's Reel (Seeing Nellie Home—White Cockade) (Richardson). Violin, orch. accomp. Don Richardson 10
- Mississippi Sawyer (Massa's in the Cold, Cold Ground—Soldier's Joy) (Richardson). Violin, orch. accomp. Don Richardson 10
- 1170 The Whistler and His Dog (Pryor). Whistling novelty with band. Sibyl Sanderson Fagan 10
- The Warbler's Serenade (Perry). Whistling novelty, orch. accomp. Sibyl Sanderson Fagan 10
- 1171 Sweet Lei Lehua (King Kalukaua). Tenor, Hawaiian Troupe and Tady Lamehana 10
- Paaauu Waltz (The Swimming Pool Waltz). (Hopkins). Hawaiian, instrumental Hawaiian Troupe 10
- 1172 Hawaiian Medley (Fox-trot) (Cukna). Hawaiian, instrumental Hawaiian Troupe 10
- Ellis March (Kalani). Hawaiian, instrumental Hawaiian Troupe 10

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- 21101 Every Day Will Be Sunday When The Town Goes Dry (Mahoney) Baritone solo, Orch. acc., Louis Winsch 10
- But, After The Ball Was Over (from "Ziegfeld's Follies of 1918"), (Jackson) Baritone solo, Orch. acc. Louis Winsch 10
- 21102 I've Got a Pair of Swinging Doors That Lead Right Into My Heart (from "Good Morning Judge"), (Grant) Baritone solo, Orch. acc. Arthur Fields 10
- Johnny's In Town (Meyer) Baritone solo, Orch. acc. Arthur Fields 10
- 21103 Mickey (Moret) Baritone solo, Orch. acc. Ernest Hare 10
- 21104 I'll Say She Does (from "Sinbad") Baritone solo, Orch. acc. Ernest Hare 10
- Till We Meet Again (Whiting) Male duet, Orch. acc. Lewis James and Charles Hart 10
- Waiting For You (from "The Maid of the Mountains") (Lt. Gitz-Rice) Tenor solo, Orch. acc., Lewis James 10
- DANCE SELECTIONS
- 31101 Peter Gink (Cobb) One-step. Empire Dance Band 10
- Wonderful Girl (Hewitt-David) Waltz Empire Dance Band 10
- 31102 Pahjamah (Henry-Onivas) Oriental one-step Empire Dance Band 10
- Aloma (Joyce-Morse) Oriental fox-trot Empire Dance Band 10
- 31103 Singapore. Intro.: "While You're Away" (Gilbert-Friedland) Medley fox-trot Empire Dance Band 10
- Me-Ow (Kaufman) One-step. Empire Dance Band 10
- STANDARD VOCAL SELECTIONS
- 41101 Bedouin Love Song (Pinsutti) Baritone solo, Orch. acc. Bob Patton 10
- Soldier's Farewell (Kinkel) Empire Male Quartet 10
- INSTRUMENTAL SELECTIONS
- 51101 Neapolitan Medley. Intro.: "Funiculi, Funicula," "O Solo Mio," "Mari, Mari," "Tarantella." Accordion duet Boudini Bros. 10
- Dolores Waltz (Miglia) Accordion duet Boudini Bros. 10
- 51102 Marche Heroique (Saint Saens) Empire Concert Band 10
- March Indienne (Sellenick) Hindu march Empire Concert Band 10
- 51103 The Cruiser Harvard March (Strube) Empire Military Band 10
- National Emblem March (Bagley) Empire Military Band 10
- HAWAIIAN SELECTIONS
- 61101 Valse Bleue (Margis) Hawaiian guitar duet Louise and Ferera 10
- Ciribiribin (Pestalozza) Hawaiian guitar duet Louise and Ferera 10

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- NEW DANCE NUMBERS
- 30092 I'm Always Chasing Rainbows. Fox-trot, J. C. Beck's Orchestra 10
- Uniform Medley. Fox-trot, Master Saxophone Sextet 10
- 30093 Beautiful Ohio Accordion 10
- Story Book Ball. Medley. Accordion 10
- 30094 Egyptland. Fox-trot J. C. Beck's Orchestra 10
- Aloma. Fox-trot J. C. Beck's Orchestra 10
- POPULAR SONGS
- 30095 Ja Da Arthur Fields 10
- How You Gonna Keep Them Down on the Farm B. G. Harlan 10
- 30096 Salvation Lassic Hart and Clark 10
- Have a Smile Burr 10
- 30097 Alcoholic Blues Murray 10
- I'm Not Jealous Murray 10
- 50007 After All Miss Tiffany 10
- Sweet Hawaiian Moonlight Miss Tiffany and Cox 10
- 30098 Kiss Me Again Hawaiian Orchestra 10
- Waikiki Mermaid. Medley. Hawaiian Orchestra 10
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New Orleans—Diamond Music Co., Inc.

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Boston—Pardee-Ellenberger Co.

MICHIGAN
Detroit—Phonograph Co., of Detroit.

MINNESOTA
Minneapolis—Laurence H. Lucker.

MISSOURI
Kansas City—The Phonograph Co. of Kansas City.

MONTANA
Helena—Montana Phonograph Co.

NEBRASKA
Omaha—Shultz Bros.

NEW JERSEY
Paterson—James K. O'Dea (Amberola only).

NEW YORK
Albany—American Phonograph Co.

New York—The Phonograph Corp. of Manhattan.

Syracuse—Frank E. Bolway & Son, Inc.

W. D. Andrews Co. (Amberola only.)

Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)

OHIO
Cincinnati—The Phonograph Co.

Cleveland—The Phonograph Co.

OREGON
Portland—Edison Phonographs, Ltd.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.

Pittsburgh—Buehn Phonograph Co.

Williamsport—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only.)

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proudfit Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.

CANADA
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. H. Thorne & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.

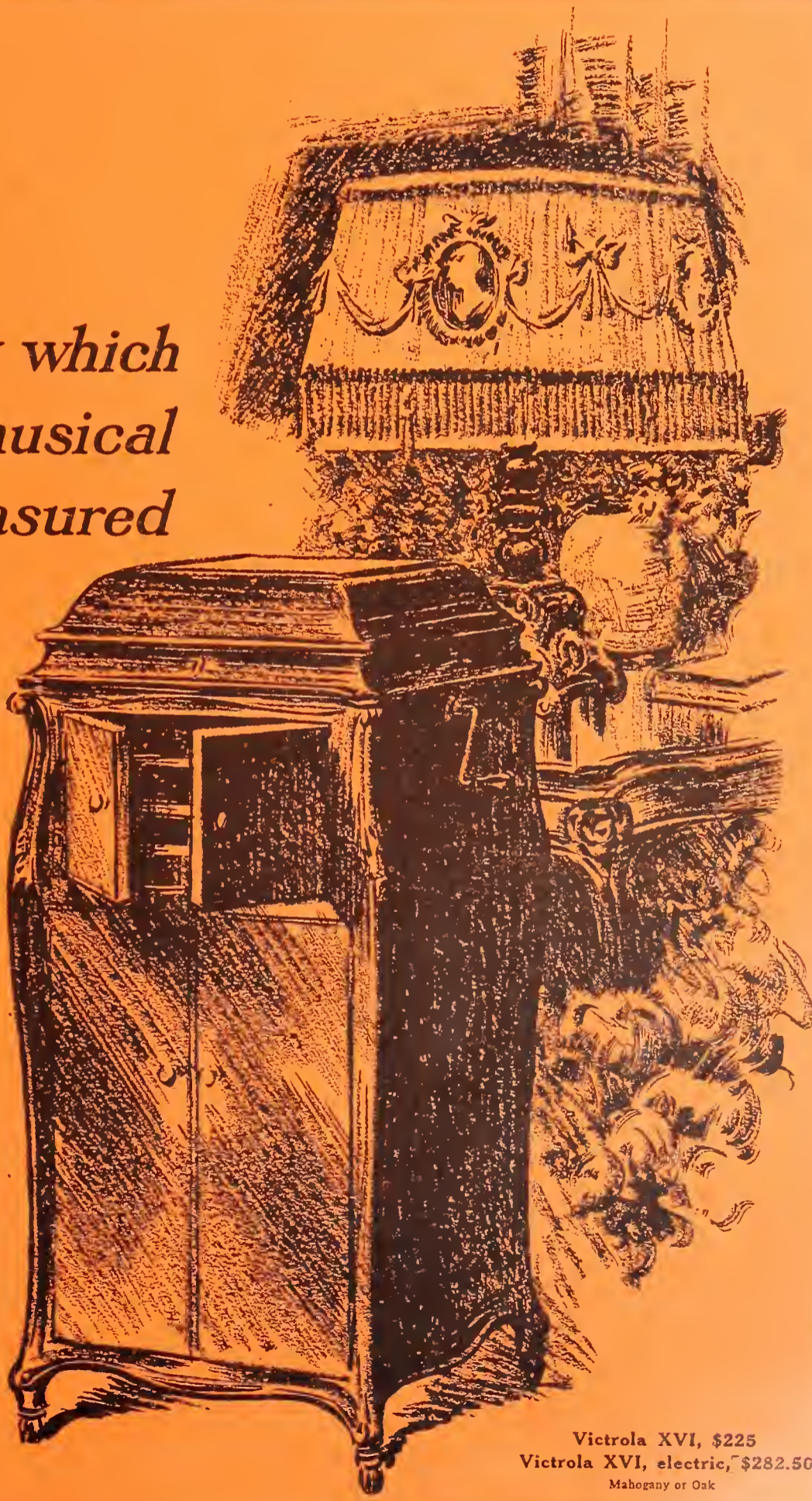
Calgary—R. S. Williams & Sons Co., Ltd.

The TALKING MACHINE WORLD

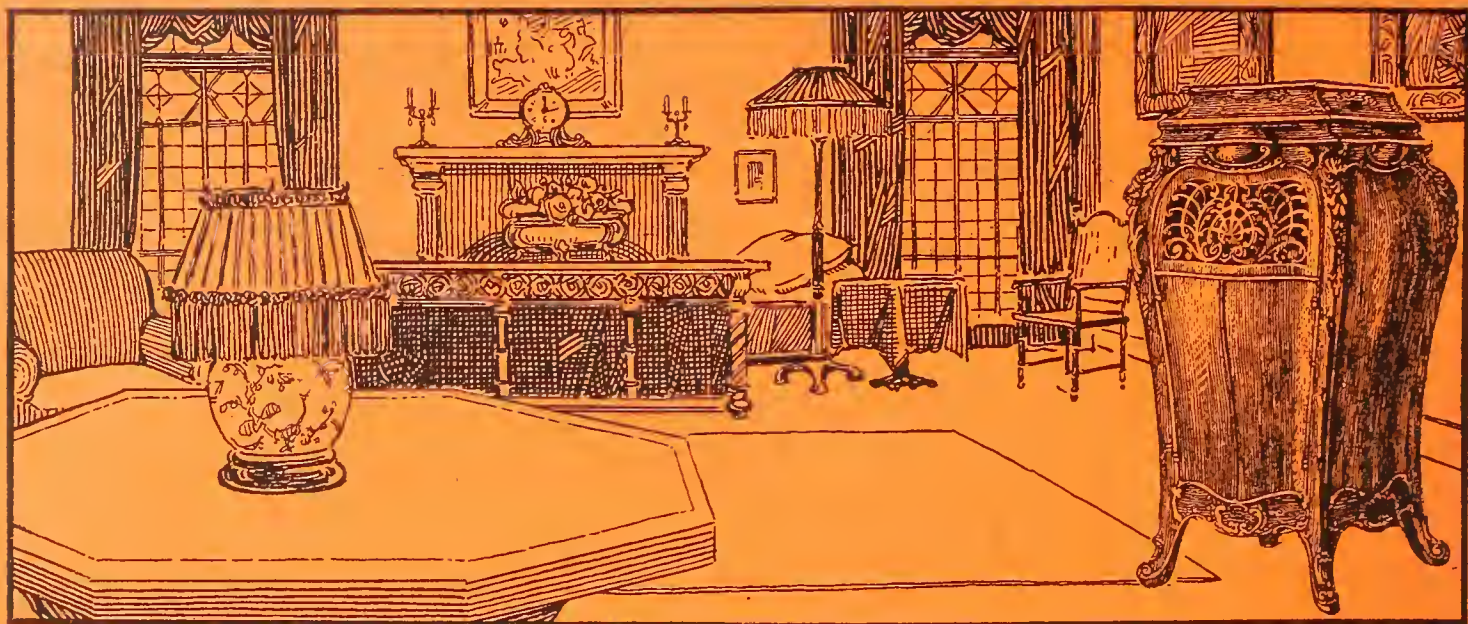
For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, May 15, 1919

*The instrument by which
the value of all musical
instruments is measured*



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or Oak




The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



The only phonograph sold without offering
“easy payments” as the leading attraction

SONORA is sold on a quality basis and the purchaser realizes he is getting full value. The Sonora appeals to people who are able and ready to pay cash for the phonograph they choose and the Sonora is offered and bought for what it *is*—the method of payment is always a secondary consideration.

The magnificent matchless tonal beauty of the Sonora and its many important exclusive features of construction make it the most wonderful of all phonographs. That explains its tremendous sales and its ever-growing popularity.

Prices \$50 to \$1000

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, New York

Toronto: Ryrie Building

Sonora Semi-Permanent Silvered Needles are in great demand. They are used on ALL MAKES of steel needle records, play 50 to 100 times, and increase the life of the records. Send in your order at once if you wish prompt delivery.

Sonora is licensed and operates under the BASIC PATENTS of the phonograph industry.

The Talking Machine World

Vol. 15. No. 5

New York, May 15, 1919

Price Twenty-five Cents

MAJOR PAILLARD IN NEW YORK

Prominent Manufacturer of St. Croix, Switzerland, Given a Dinner at Waldorf-Astoria by Geo. E. Brightson, President of Sonora Co.—Interested in Talking Machine Progress

A recent visitor to the executive offices of the Sonora Phonograph Sales Co., New York, was Major Paillard, of E. Paillard & Cie, St. Croix, Switzerland, one of the largest manufacturers of musical instrument parts in the world and the producer of motors for the Sonora organization.

Major Paillard manufactured the first motor for Sonora many years ago, and since that time has had occasion to be astounded frequently at the remarkable growth of Sonora sales in the United States. Quite often the large orders which were cabled to Switzerland seemed so gigantic that to the Swiss factory officials they were almost beyond belief, and confirmation cables were requested before they could be accepted as true.

At a dinner given at the Waldorf-Astoria by George E. Brightson, president of the Sonora Phonograph Sales Co., to Major Paillard and a number of visiting Sonora dealers the visitor from Switzerland gave some interesting information regarding conditions at home. Great difficulties were confronted and overcome by his house during the last two or three years of the war, as raw materials were extremely difficult to secure, and coal, even at the present time, costs \$60 a ton. Major Paillard explained that it cost him about \$500 a year to heat his own home, and naturally the cost of fuel for factory purposes runs into formidable figures.

As is the custom in Switzerland, every citizen has to perform military duty, and, starting in an officers' training school in 1902, Major Paillard was successively a cadet, second lieutenant, first lieutenant, captain and in 1917 was commissioned to his present rank as major in the artillery, his long experience on mechanical devices being of great service to the army.

With the signing of the armistice the Paillard factories began to make arrangements to increase their output materially. The raw material situation is constantly improving, and within thirty days it is expected that there will be an increase of motor production for Sonora of over 100 per cent. While in this country Major Paillard visited the immense Sonora factories at Saginaw and other points, and made a careful study of general business conditions.

A salesman with a good record behind him usually is the one who has a good record to show his customer.

CO-OPERATION AND REGULATION ANENT INSTALMENTS

Interesting Analysis of a Very Important Matter by Samuel Klugherz of The Home Music Co., Lancaster, Pa.—Would Control Unscrupulous Dealer—Manufacturer Should Make First Step

A cure for the ills of the instalment business has been suggested by many writers upon the subject.

The likelihood of an evolution from unwelcome to desirable conditions in the "part payments" field of the talking machine business is remote. Individual efforts at reform and dealers' meetings and conferences held for the same purpose invariably bring to light only divided counsel.

Delinquent accounts receive the same anxious study from the ignorant, impractical, unethical, piratical dealer (and every community has such) as from the well-meaning, conscientious business man.

The cry for relief and betterment comes as loudly from the undeserving as the deserving. It is the unscrupulous dealer that stands in the way of reform. Control him, and you will find your cure.

"But how control him?" I can almost hear

TYPEWRITING TO "TALKER" MUSIC

Syracuse High School Uses Talking Machine in Commercial Department to Help Beginners—Plan Has Proved Very Successful

The West High School of Commerce, Syracuse, N. Y., has now added the talking machine to its typewriting department and has found the experiment very successful. When the bell for classes rings the pupils sit down at their machines, the record is started and the keys click to the music. Under this system there is a great increase in accuracy and there are no cases of "typewriter nerves" so common to beginners.

J. A. Curry, an instructor in the West High School, says: "One needs rhythm in typewriting. It is easy for beginners to develop typewriter nerves before they become accustomed to the click of typewriters all about them. At first there is a slight decrease in speed, but there is far greater accuracy, and the pupils are much less tired after an hour than they would be without music. It is really a method of psychic control that is most effective."

THE VICSONIA FOR AUSTRALIA

Sales Rights For Vicsonia Reproducer in Australia and New Zealand Placed With Prominent Talking Machine Dealer in Melbourne

Through a deal recently closed by James W. Greene, export manager of the Vicsonia Mfg. Co., Inc., New York, the exclusive sales rights to the Vicsonia reproducer in Australia and New Zealand have been placed with one of the largest talking machine dealers in Melbourne, Australia. The export business of the Vicsonia Co. is also expanding in other directions.

Although the Vicsonia Co. has expanded its manufacturing facilities considerably during the past six months and has been able to get supplies in larger quantities, the demand for the Vicsonia reproducers still keeps somewhat ahead of the output, but the company is contemplating steps to still further increase production.

NEW KENTUCKY MUSIC STORE

The Hardwick Jewelry Co., Owensboro, Ky., has opened a music department in the store and has installed several booths for demonstrating the Victor talking machine and records. At present there are very few machines in stock, as they are placed as soon they arrive. A large record library has been added and sales are very large.

NEW VICTOR WHOLESALER IN TOLEDO

Toledo Talking Machine Co. Organized to Take Over Wholesale Victor Business of the Whitney & Currier Co., That City

TOLEDO, O., May 1.—The wholesale Victor department of the Whitney & Currier Co., the prominent music house of this city, has been taken over by Ludwig & Co., who have organized the Toledo Talking Machine Co. to take care of the business. The new company will wholesale Victor products exclusively and will have no connection with any retail store. Charles H. Womeldorff is manager of the company, and Warren L. Kellogg has been appointed traveling representative.

KIESS BECOMES FIELD SUPERVISOR

Assumes This Important Post With the Pathé Frères Co., With Headquarters in Brooklyn

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., announced this week that O. M. Kiess had been appointed field supervisor for the company, with headquarters at the executive offices, 20 Grand avenue. Mr. Kiess will keep in close touch with Pathé jobbers throughout the country, devoting his time to practical co-operation with the sales organizations of the various Pathé distributors.

O. M. Kiess has been identified with the talking machine industry for a number of years, having been manager of the Buffalo branch of the Columbia Graphophone Co. for several years. He joined the Y. M. C. A. service during the war, and his thorough knowledge of phonograph merchandising makes him a valuable addition to the Pathé organization.

RECEIVES "WORLD" AT THE FRONT

Eclipse Music Co. Man Received the Talking Machine World Every Month—Kept in Touch With All Trade News and Events

The high esteem in which The Talking Machine World is held by all those interested in the trade and its value as a means of keeping in touch with the progress of the industry is shown by the great number of copies sent to soldiers at the front, who, even during the stress of war, wanted to keep themselves informed about the business they had left behind them. Corporal Earle Poling, formerly connected with the Eclipse Music Co., of Cleveland, O., writes the following letter from A. P. O. 757, France, under date of March 25:

"Have been getting your paper in due time each month and I want to assure you that The Talking Machine World is a great comfort to a talking machine salesman who is a member of the A. E. F. and has no other way to keep in touch with the trade events."

EFFECTIVE USE OF MOVIE PICTURE

The mutual benefit to be derived from co-operation of members of the trade and motion picture men is illustrated by the following story from the West: C. D. Easton, of Kelso, Wash., an Edison dealer, took advantage of the fact that there was to be shown at the local theatre a picture called "Bonnie Annie Laurie," and on the night of the show a notice was flashed on the screen announcing the song as sung by Anna Case. The stage was darkened during the selection, and when the song ended the lights were turned up, disclosing a phonograph at the side of the stage. This made a great hit.

Looking inward gives you mental strabismus, a peevish personality and an ingrowing disposition. Look out.

See Index of Advertisers on Last Page

How the Talking Machine Record Has Made Orchestral Music Widely Known and Popular

Nothing has done more to popularize vocal music in America than the talking machine record. "Popularize" is not, however, an adequate word to express the achievement, for the record has brought into the homes of our people the voices of the greatest artists in the world—men and women who can be heard only in the greatest opera houses and concert halls and whose abilities are beyond all question pre-eminent. These great artists in the homes, no matter whether it be the farm, hamlet, town, or city, have brought into the lives of the people the great operatic works of the masters, and in this way have created a close bond of friendship and sympathy between the singers and the hearers, with the result that great singers in concert and opera admit that the talking machine record has been a tremendous influence in arousing interest in their performances and recitals, no matter where they appear.

This is surely a great accomplishment, and one which the historians must make note of when they come to analyze the development of musical appreciation in America during the past few years.

With the broadening out of perfection in recording the talking machine is entering a new sphere, so to speak, when it brings to music-lovers the records of the great symphony orchestras. To-day those who love instrumental music can hear the great works of Beethoven, Tschaiikowsky, Brahms, Schubert, in fact, all the great orchestral works, recorded by the leading symphony orchestras of the country, notably the Boston Symphony, the New York Philharmonic, the Philadelphia Symphony, and a number of others. Symphony is the highest expression of musical form, and it is a class of music that is not popular with the masses, simply because it has been considered aristocratic and somewhat removed from the appreciation of the hoi polloi. This, however, is only an artificial or social condition, and is due largely to the lack of familiarity of the majority of the people with the famous symphonies.

Now that records of the works of the great symphonists can be secured, and their music heard in the home, the lover of music is able to get a new conception of the beauties of the score—an appreciation of the various orchestral colorings—an understanding of the special functions of the strings, brasses, reeds. He is able to learn to appreciate how the great mas-

ters have worked up such marvelous colorings with the instruments of the orchestra.

There is no question but that the attendance at orchestral concerts throughout the country will be largely increased through the growing appreciation of the records of the great orchestras. The development will be very much as it has been with the records of the great operatic and concert singers. It will not only add new fame to the orchestras, but it will bring the music which they interpret before an army of

people who will be able to enjoy at their leisure, and in detail, their beloved "bits" from the great symphonies, and in this way be educated to a new appreciation of the works of the great symphonic masters.

The educational value of the talking machine record has thus demonstrated afresh that this industry has unquestionably a tremendous mission for the uplift and advancement of music in America, despite the views of some all-wise critics who a few years ago held otherwise.

Dealers Should Hook Up Their Publicity With Manufacturers

Just how many talking machine dealers really get the full benefit of the enormous amount of advertising material supplied to them by the manufacturing companies? We do not mean dealers who take the material sent them and display it with more or less care in and about their show windows, but dealers who, using the supplied material as a basis, utilize individual ideas in giving a local touch to this free material. No matter how expensive or how attractive the advertising matter sent out by the manufacturers, or how it is displayed in the show windows, it is self-evident that if all retailers used that material and nothing else the ordinary citizen after passing half a dozen or so talking machine stores with exactly the same publicity matter meeting his eye is going to lose interest. It would be the case of just another display to be passed by rather than something original to attract his attention.

The proper thing for the retailer to do is to study the advertising matter that is supplied him and make an effort to display the particular types of machines, and especially the particular records, to which the publicity directly refers. This takes a little trouble, but it serves to link up in the mind of the observer the machine, or record, with the ad. He is showing that the dealer has that particular advertised product at hand ready for sale, and anything beyond that the dealer himself must accomplish by actual personal contact.

There are so many local events that can be hooked up with the manufacturers' advertising

that it seems a little short of criminal for the retailer to trot along in a rut without endeavoring to do a little work on his own account, even if nothing more than pasting a national magazine advertisement on the show window and running a tape, or tapes, to the products advertised, which last has the effect of making the advertisement a personal rather than an impersonal one. The result is two-fold—it gives to the dealer the direct power of the national advertising at present being run, and hooks up his story with future advertising of the same product, for the magazine reader coming across the advertisement of a certain machine and a certain record soon begins to connect that advertisement with the local dealer who handles these products. It is in the development of this unconscious connection that the dealer can afford to spend almost unlimited time and money in his local advertising.

The big advertisers themselves who make a specialty of dealer's advertising service frequently complain that all too many retailers simply cast the bulk of the free advertising matter aside, often without opening the package, and utilize only a small proportion of it, if any. Then if the retailer is inclined to use only a small proportion of all of the matter it does not in any sense prevent him from making the most of the matter used by utilizing some of his own ideas.

The Grafonola Shops, Inc., Wilmington, Del., has been incorporated to deal in manufactured goods of all kinds, with a capital of \$25,000.

**DITSON
VICTOR
SERVICE**

D

VICTOR GOODS ARE COMING
ALONG FASTER. THE FACTORY
IS CATCHING UP WITH ORDERS
—SLOWLY BUT SURELY.

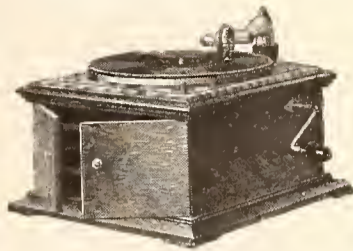
**FOR NEW
ENGLAND
DEALERS**

This is the time when service counts most
in taking advantage of conditions.
Ditson Service has been tried and proven.

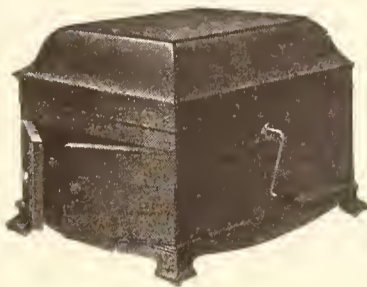
OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Victrola VI, \$35
Mahogany or oak



Victrola IX, \$60
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



Victor Supremacy

Victor supremacy is the surest index of which way the trade goes.

It spells success for every Victor retailer.

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

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.

Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victor Wholesalers

Albany, N. Y....Gately-Haire Co., Inc.
Atlanta, Ga.....Elyea Company
Phillips & Crew Piano Co.
Austin, Tex.....The Talking Machine Co., of
Texas.
Baltimore, Md....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Bangor, Me.....Andrews Music House Co.
Birmingham, Ala.Talking Machine Co.
Boston, Mass....Oliver Ditson Co.
The Eastern Talking Machine
Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y...American Talking Mch. Co.
G. T. Williams.
Buffalo, N. Y....W. D. & C. N. Andrews.
Buffalo Talking Machine Co..
Inc.
Burlington, Vt....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons
Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Knight-Campbell Music
Co.

Des Moines, Ia....Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H....Bergstrom Music Co., Ltd.
Houston, Tex....Thos. Goggan & Bro.
Indianapolis, Ind..Stewart Talking Machine Co.
Jacksonville, Fla..Florida Talking Machine Co.
Kansas City, Mo..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Nebr....Ross P. Curtice Co.
Los Angeles, Cal..Sherman, Clay & Co.
Memphis, Tenn....O. K. Houck Piano Co.
Milwaukee, Wis...Badger Talking Machine Co.
Minneapolis, Minn.Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds.
Newark, N. J....Price Talking Machine Co.
New Haven, Conn.The Horton-Gallo-Creamer
Co.
New Orleans, La...Philip Werlein, Ltd.
New York, N. Y...Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Knickerbocker Talking Ma-
chine Co., Inc.
Charles H. Ditson & Co.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa..Louis Buehn Co., Inc.
C. J. Hepp & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen, Inc.
Portland, Ore....Sherman, Clay & Co.
Providence, R. I...J. Samuels & Bro., Inc.
Richmond, Va....The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U.Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex.Thos. Goggan & Bros.
San Francisco, Cal.Sherman, Clay & Co.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D..Talking Machine Exchange.
Spokane, Wash....Sherman, Clay & Co.
St. Louis, Mo....Koerber-Brenner Music Co.
St. Paul, Minn....W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Whitney & Currier Co.
Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.
Roht. C. Rogers Co.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

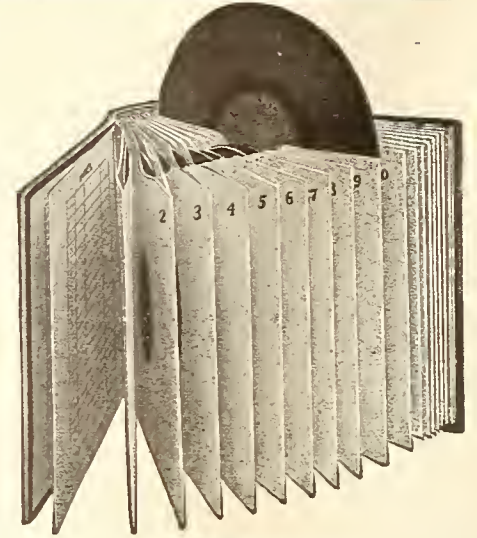
A Place for Every Record and Every Record in its Place

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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



THE PERFECT PLAN

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

THE MAN OF IDEAS AND NOT LOCATION MAKES BUSINESS

How H. H. Brooks Staged Two Entertainments in Union City, Ind., That Opened the Eyes of the Public—Mrs. Oberndorfer Lectured—Closed Many Sales—Dealers Should Make Note

UNION CITY, IND., May 2.—H. H. Brooks is a talking machine dealer in this town (which is small in population only, as Mr. Brooks has proved). Some time ago he decided that he would pull some big town stuff and increase his sales. He wrote to Chicago and secured a promise from Mrs. Anne Faulkner Oberndorfer, chairman of the Western Division of the National Bureau for the Advancement of Music, that she would appear at two entertainments to be given in Union City by the talking machine man.

Mr. Brooks' next move was to engage the Union City Opera House for his two evenings of entertainment. Next he rounded up all of the town's local theatrical talent and got up a show. The show was advertised. The attendance was remarkable.

The first night opened with enthusiasm at a high pitch. The curtain went up and showed a stage furnished with musical instruments from Mr. Brooks' store. There was a \$1,500 Brunswick talking machine, a Melville Clark combination player-piano and talking machine, ten upright and player-pianos, three grand pianos and over twenty-five talking machines of various sizes—all on this same stage. Mrs. Oberndorfer, from Chicago, was the lecturer, and her subject was "Music and Patriotism." She was aided in her talk by home musical talent and by talking machines and player-pianos. Citizens of Union City were delighted. There was enthusiastic community singing to the accompaniment of three player-pianos playing in unison, a sight—or sound—which thrilled the audience. The curtain went down amidst a roar of cheers.

The next and last entertainment on the following night opened with the same stage set-

ting and the same program, with the exception that Mrs. Oberndorfer spoke on the subject, "Music in the Home." When the curtain went down on the first part of the performance one of the town's well-known young men (the minister's son) leaped on the stage and entertained the assemblage with jazz music executed by the town's jazz orchestra. In the meantime, back of the curtain they were changing the setting, and when the curtain was raised there was exposed to the view of an appreciating public an actual scene of music in the home, with a piano, talking machine, etc. This closed the second

TO EXPAND COLUMBIA CO. BRANCHES

George W. Hopkins, General Sales Manager of Columbia Co., Announces Plans to That End in Chicago, Indianapolis and Los Angeles

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced recently the consummation of a number of important deals which provide for the development and expansion of several of the company's wholesale branches. Columbia business throughout the country has been making such phenomenal progress that a number of the branch managers have been in conference with Mr. Hopkins, pointing out why additional floor space in their respective cities is imperative.

A lease has been signed whereby the Columbia branch in Chicago will occupy a new home in the McNeill Building, on Jackson boulevard and Market street, and in these new quarters Manager Fuhri and his staff will have greatly increased facilities which will enable them to han-

dle adequately the fast-growing Columbia business in this territory.

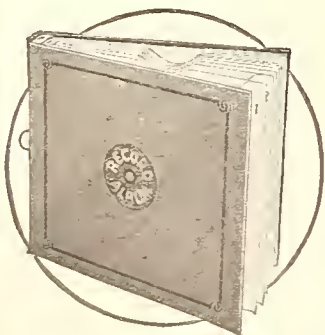
The Columbia branch at Minneapolis has just leased a new six-story building at 1820-22 North First street, and this up-to-date and modernly equipped building will be utilized to excellent advantage by Manager Sprague and his associates to give the Columbia clientele in this section of the country maximum service.

The Columbia Co. closed a lease last week for a new building for its Los Angeles branch. This building is now being erected according to the company's specifications, and Manager Stidham and his staff will have every opportunity to look after dealers in southern California.

FREIMAN NOW PATHÉ AGENT

One of the Pathé agencies, the Lenox Jewelry Co., 372 Washington street, Boston, Mass., is now under the sole ownership of H. Freiman, who for years was one of the members of the firm and to whose enterprise it owes much of its success. The Lenox store has long specialized in Pathé phonographs.

A BETTER ALBUM — A BIGGER PROFIT



PEERLESS ALBUMS are made to sell on sight. Quality—from beginning to end—and workmanship that is perfect.

NO DEALER should buy albums until he has investigated Peerless quality and the Peerless proposition.

NO MANUFACTURER should standardize on a type of album for his phonograph until Peerless has submitted samples of their exclusive designs.

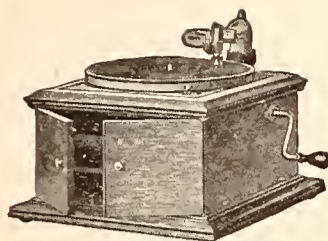
Peerless albums make a good phonograph better—a good record customer a bigger record buyer and—profit for you!

PEERLESS ALBUM COMPANY

43-49 BLEECKER STREET

PHIL RAVIS, PRESIDENT

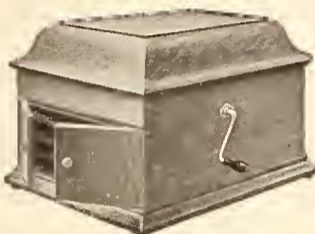
NEW YORK CITY



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

Victor Supremacy

is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to every Victor retailer.

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



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction



“HIS MASTER'S VOICE”
REG. U.S. PAT. OFF.

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, MAY 15, 1919

THE season of the year is approaching when the jobbers and dealers handling the products of the various prominent talking machine companies gather together for their annual business conferences, and several national affairs of this character are already scheduled for the next couple of months. Some of the organizations have not held general conventions for a couple of years owing to war conditions. Others, although holding conventions, found war problems interfering with the planning of any definite moves owing to temporary uncertainty of the future. Now, however, the war is out of the way, or practically so. Business conditions are returning to normal at a satisfactory rate, and the future is so pregnant with possibilities and opportunities that conventions for the interchange of ideas, regarding selling plans, are not only desirable but highly necessary.

There are many questions of readjustment of production and selling methods to meet changed conditions that must be faced by members of the industry. It is safe to say that pre-war methods cannot obtain successfully for some time to come at least. Conditions have changed materially, and are continuing to change almost over night, in many respects for the better. The demand from the public is keeping up at a remarkable rate, and, although the factories get back to the 1914 or 1915 basis, the new markets that have developed since that time promise to produce orders in excess of the normal supply.

There have been many new concerns entering the manufacturing and selling fields, and among the former there are several, especially those concerns which have given heed to quality instead of price, that have achieved and are achieving a satisfactory measure of success. Yet these new concerns, where they are actually giving value, are finding demands to be in excess of supplies. This all makes for changed selling conditions, the demand for cash or short terms, the development of high-grade business, and the building for a future when production and demand reach a comparative basis and competition again becomes a genuine factor in the talking machine industry.

The program for future development cannot be handled off hand, for it is important enough to be worthy of close study; where some hundreds of thousands of men are engaged in forwarding the interests of one particular product the best results are obtained through the interchange of ideas, the telling of experiences that may serve to act as a guide to someone else in the same line. An inter-

change of ideas will serve to build up an organized system of business that should, and will, prove more productive and satisfactory than individual effort unassisted.

The jobber or dealer who has the opportunity this summer of meeting together with his fellows in the trade owes it to himself to take advantage of that opportunity. He is bound to be the gainer.

THE value of advertising as the great lubricant to business was never more widely recognized than to-day. Our leading institutions have been carrying on tremendously active campaigns since the close of the war, and with satisfactory results, judging from the steadily improving condition of business which now prevails throughout the country.

There is no question but that these great advertising campaigns have nullified the inertia or uncertainty in the business world which was expected following the signing of the armistice.

The importance of advertising as a trade stimulator has been officially recognized by the United States Department of Labor, which through Secretary Wilson has carried announcements in the daily papers in which it is pointed out that "people will buy if you tell them about the things you have to sell," and adds further: "The American public is a buying public. It has the money to spend, and will spend it if you will show them the need for spending it. Therefore—advertise! This is the message from the Department of Labor to all live, progressive merchants who believe in the future prosperity of America. Tell your story through the press and reach the greatest number of potential customers at the smallest cost. Advertising, intelligently planned and executed, is the surest, quickest and most economical means of securing sales—stimulating business."

What is here preached by this important department of the National Government is, of course, not new, because every progressive merchant and manufacturer comprehends that success in business to-day is absolutely impossible without the use of well considered publicity. Everyone is an advertiser to-day; the only man who does not advertise is a "dead one."

Leading talking machine manufacturers have been in the forefront of the great army of successful Americans who understand and appreciate the value of advertising, and it may be said that throughout the entire industry, whether in manufacturing, jobbing or retail fields, talking machine men are understanding more and more the essentiality of this great factor in success. It is true that some are still lagging and must be awakened, but the great majority have become alive to the fact that their business cannot survive unless they use up-to-date methods of publicity.

Ability of a high order is required to conduct successfully manufacturing and retail establishments. It is one thing to create and another to market successfully. Each function is interdependent; both are of prime importance. The sales manager, or the executive who is working for the future, must be well posted in the principles of advertising, even if the details of the department devoted to publicity are entrusted to a manager. This knowledge means a sympathetic support of publicity as one of the great factors in bringing a greater volume and a more satisfactory class of business to the establishment.

The purpose of an advertisement is to sell goods. Newspaper space is too expensive a medium to be used for the exploitation of the writer's wit or cleverness. The ad writer who constantly bears this purpose in mind will produce effective ads despite faults of minor construction or display. When the simplicity of purpose of an ad is realized it will be seen that its preparation is merely a matter of salesmanship. The duties of the adwriter and the salesman are identical and their methods should be the same. Every salesman should have a well-defined system of approaching, interesting and selling goods to a customer, and the principles of this system can be applied equally well to an advertisement. Any successful salesman who is capable of analyzing his system of selling goods, who can tell just how and why he induced the customer to buy, is also capable of constructing an advertisement if he applies the principles of his salesmanship to his advertisement.

OF significance to the music industry are the figures just issued by the Department of Agriculture to the effect that the total spring and winter wheat crop grown in the United States this year promises to be the greatest produced by any nation in the world's

history. To the estimated winter yield of 837,000,000 bushels announced recently we can now add a spring wheat crop that will bring the total of all wheat up to 1,100,000,000 bushels this year, and it may run beyond that figure. The only crops ever approximating this were a winter yield in Russia of 800,000,000 bushels in 1913 and a single billion-bushel yield in the United States.

This promised 1919 yield, with a guaranteed price of \$2.26 per bushel by the Government, means a return of approximately \$2,500,000,000 to our farmers. This is a stupendous sum of money, and it is logical to assume that a large share of it will find its way into the coffers of dealers and manufacturers of musical instruments.

Never in history were the prospects so bright for a tremendous volume of business as in the year 1919, and it is up to the manufacturers and dealers to prepare to meet the situation as it now exists—it is a time for broad-gauged action in the matter of manufacturing, and retail expansion along safe lines, and the employment of carefully prepared publicity that will bring the products of our manufacturers to the attention of the purchasing public.

TALKING machine men throughout the country should lend encouragement to the movement to bring about the establishment of a permanent memorial to the soldier heroes of the world war—the form suggested being an auditorium for the use of the public, and primarily for the propagation of music. A memorial of this kind is better than a slab of marble—it represents a permanent tribute to the men who have given their lives for the preservation of civilization—a tribute doubly appreciated, because it serves a noble and useful public purpose in a town or city.

The talking machine has been a potent factor during the war in stimulating confidence and courage among the men who entered the camps—the men who went to the sea in ships—the men who entered the trenches and went into the great battles of the war with music in their hearts. And what is more appropriate than that the love of music be stimulated through a memorial auditorium of this kind? No better means can be conceived of keeping the impression in the minds of the public of the debt they owe to the men who served in France than such a structure. It will have an educational force that will be tremendous.

Among all thinking men one of the great questions of the day is what will supplant the saloon among the men who make it their social center, or exchange for ideas. It seems to us that an auditorium in the leading cities and towns throughout the country, as outlined above, would constitute the basis of a community or social center movement that would do much to replace the saloon, which will soon disappear from "our midst." In the programs of events possible in such a memorial auditorium the talking machine would necessarily play a prominent part combined with lectures and other educational features as attractions. In this way the auditorium could be made a center of social activity and intercourse that would be more effective than the moving picture theatre as a replacement

center for the men who formerly found the saloon indispensable.

The suggestion of an auditorium as a permanent memorial to our soldier boys emphasizes in most pleasing form public appreciation of their services, and moreover brings this fact to the minds of the people each time it is used. It represents practical patriotism in an eminent degree and marks a movement along commonsense, constructive lines, that merits the highest encouragement.

ONCE again and for the fifth time have the music interests of the country gone over the top in support of the Government in subscribing to and influencing subscriptions for the Liberty Loans. This time it was the Victory Loan, announced as the last of the series, and designed to clean up the war debt and bring the soldiers home from France, as well as to take care of those who have suffered from the war.

Not only have the music interests been instrumental in raising many millions of dollars in subscriptions to the Victory Loan in their own ranks, but music itself has proven a powerful factor in promoting the campaign in other directions, for it is doubtful if a meeting or rally was held at which music in some form or another was not a strong attraction.

To the credit of the talking machine trade be it said that every member responded whole-heartedly to the call, that not only did the manufacturers, wholesalers and dealers buy liberally, in some cases to the extent of a million dollars or more, but that the artists whose names are found on the record lists, such as Heifetz, for instance, were quick to volunteer their services to stimulate Victory Note sales.

Perhaps the talking machine men put forth just a little extra effort this time in the belief that with this final loan out of the way there will be nothing further to interfere with the purchasing power of the public. The needs of the Government, of course, come first, but with those needs satisfied the talking machine men feel that there will be considerable money ready for machine and record purchases and ready to be released in other channels of trade.

THE victories of business, as in life, are won not in the marts, nor in the fields, where the decisive struggle takes place, but in the obscure and forgotten hours of preparation. Success or failure lies in the hands of the individual long before the final test comes, and this is particularly true in all lines of trade in American to-day, for the greatest test of business comes with the war's end. The business man who believes in the value of his name and his product and maintains this position before the public will be best prepared to reap the reward of increased business and increased appreciation for his product when peace is officially proclaimed throughout the world. Compensation for war waste, according to a leading student of economics, will be found in an enormous non-material wealth in the form of improved habits, a finer temper among the people, as well as in quasi-material wealth such as improved methods of production.



Rake Up the Garden

*U*PTURN a bunch of planted dollars by raking harder in the Red Seal Record Garden. The dollars are there—right under the top soil. Help yourself in this spring gardening by using Pearsall Service. Our stock of Red Seals enables efficient deliveries.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York



EVERY RECORD A
DOUBLE HIT

SONGS and DANCES
OF TODAY

The Okeh Records Have Achieved National Popularity

Our Successful Distributors and Their Thousands of Satisfied Dealers All Over America
Herald the Liberal Profits Made On

OKEH RECORDS

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES:	Elyria, Ohio	Newark, N. J.	Putnam, Conn.	Springfield, Mass.
BRANCH OFFICES:	Chicago, Ill.		San Francisco, Cal.	Toronto, Ont.

How the Attractive Talking Machine Department Wins Out With the Public :: :: By Warfield Webb

So much depends upon the effort put forth in handling, displaying and selling of talking machines that it does not matter so much where or by whom the machines are sold as to what share of success is really possible. The main consideration in the matter of handling talking machines lies with the store and its management. If you are seeking success with that keen-eyed determination that wins over many obstacles there is no reason why this should not be realized. If the department store has a live section devoted to this one idea, why cannot this be made to prove a more than ordinary success? The fact that there are to-day some striking instances of this kind proves it to be true. And truth is what most of us desire in seeking to prove a claim. Indeed, there is little room for argument were the case any different. Some department stores are making good in the sale of talking machines and records, but this is due to managers who have a keen sense of appreciating the requirements that make this possible. They are, in other words, live, modern, progressive, and offer such inducements as will bring to their stores a high class of trade and a large volume of business.

Much depends, we might say all depends, upon the effort put into the display features, in the salesmanship and in the desire to make every customer just another asset to the store. The unattractive department, like the inferior store, is not going to appeal. There must be real attractions, and let us cite an instance in point where there has been an effort made in this way to induce sales.

In one of our large cities there is a department store that has a section given over to the display and sale of machines and records. A special place has been allotted to this department. It has been enclosed in a glass partition that entirely separates it from the remainder of the store. In fact, it could be looked upon as a distinct store within a store. The interior is very attractively decorated in cream color, the floor is covered with velvet carpet to harmonize with the walls and ceiling and the booths are builded in a way that makes them attractive. They are of medium size, and the records are placed on the opposite side of these, so that the salesman can simply step outside the booth and select a given record without any undue loss of time.

Easy chairs, table and lamp give the section outside the booths a homelike appearance. There is a feeling of comfort and restfulness that makes the visitor feel at home. He is removed from the harsh surroundings that often make the store so distasteful. A fountain is to placed here which will still add its charm to the setting. It invites. It makes possible that comfy feeling that should be a part of the talking machine store.

There is a long section running parallel with the booths that is filled with chairs. At the end of the section a small platform is erected, and on certain days of the week free concerts are given to the public. These are advertised in the newspapers, and in this way the public is invited to call. One does not have to come with the idea in mind that he will be expected to make a purchase. He can come at any time, to be sure, but the public concert idea helps to increase the number, and there will be less of that hesitancy in the minds of many who refrain from visiting such a store unless they really have in mind a purchase.

Now this store is making a success of its talking machine department. It is under the management of a practical man, who sees and values the importance of doing things in the right way. He is a progressive man, and one who, with the consent of the management, has made possible

the development of the idea to the end that it is growing to be a big success. When he came to take charge of this department, some months ago, there was only a nominal amount of consideration given to the sale of machines and records. There was a section devoted to the idea, but it was in the open, we might say, with a few ordinary booths and some attempt to make it attractive, but it was lacking in the vital elements.

Could sales be made to count for much with this handicap? What was there about the department that made it appeal? Little, indeed. It

*Whether Department
or Single Stores, There
Must be Inducements
so the Public Will
Strive to Seek Them*

was, it is true, much like many other departments of the same kind noted in both department stores and in stores giving part of their attention to the sales of machines and records, but it lacked the elements that would make it a striking feature. You can hardly expect to make the public seek a department of this kind in large stores alive with business for the same reason. But the manager saw what was lacking. He had the backing of the store manager, and what has been the result? A complete transformation.

The department was moved to another floor. It was, as we stated above, given the distinction that has made it a most attractive part of the large store. The public concerts will be sure to add still more to the popularity of the department and make it a leader, not only

in department stores, but among regular talking machine stores, too.

Is the store a success that offers some particular inducement to the public to seek it? Is it necessary that the store be exclusively a talking machine store? No. The whole secret lies with the management and with the efforts that are made to induce the public to seek it. There is a great deal of competition in this same city. There are many stores that offer the public inducements to seek them. There are several department stores that have sections devoted to the sale of records and machines. Here then is the whole definition of why this store, this section in a department store, is making such notable success.

It is more in the nature of the effort made than in the store, its location, its attraction and its sales possibilities. Success can come to any dealer, but he must make this possible with the efforts that cost time, money and just a little progress that is in advance of the public—that is a step ahead of the store where there is a lack of this same idea.

As to the public concert idea, it is not new to some stores. But where will it be found in a department store outside of New York and a few other cities? Where the idea of that separate section—that homy appearance, that system, that eagerness to please? Make the public come to you is the one big idea that must be noted in all our endeavors. The public will come often if the inducements are really worth while. But these must be so keen and so attractive that there will be a reason for the visits that can make them frequent, and that will in this way induce sales.

Why not then go a step further in your endeavors to please the public? Why not a little more effort to make the public seek you? If one man or one store can do so, there is nothing to stop another from the realization of this same increased demand.

Harry Gennett, vice-president of the Starr Piano Co., was in town last week, having come from the factory in Richmond, Ind. He reported business excellent in every way.

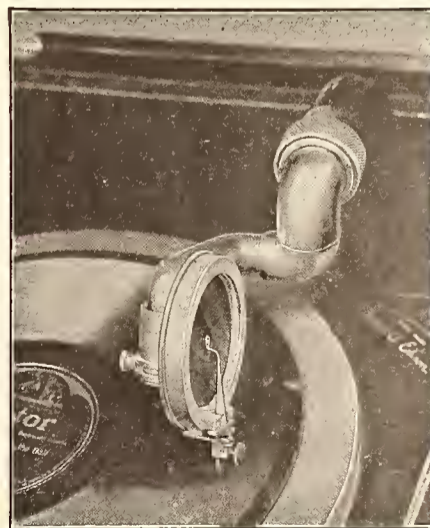
The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298

It is not an attachment nor a makeshift, but a part of your phonograph.

It is simple, neat and durable.

It is sturdily and honestly built.



Position when playing lateral cut record

It is attractive in appearance and absolutely fool-proof.

It is correct in principle and accurate in performance.

It is guaranteed.

Makes any disc record playable on the **NEW EDISON DISC** Phonograph

Write us for special literature covering the particulars about this ingenious device

F. C. KENT CO.

MULBERRY and CHESTNUT STREETS
NEWARK, N. J.

Columbia Records



The Latest and Best— Service Fixture No. 7

Feature the records that you *have*. Display and demonstrate what you want when you want with the newest Columbia Record Service Fixtures.

They do not replace salesmanship, but they are a powerful aid to selling.

They fit *exactly* into your stock situation, and provide for changes in your display to suit your own particular needs.

They display both sides of six records—twelve titles—at once. Just enough to make a choice easy. Not too many to make choice hard.

Attractive—efficient—economical.

Specially built for Columbia dealers only; packed 2 in a carton with 21 changeable inserts and operating plan, \$3.50 each, net, f.o.b. St. Louis, Mo.

Order them now—a No. 7 Fixture for each record demonstrating room and one for your sales-floor, from your regular Columbia distributor.

COLUMBIA GRAPHOPHONE COMPANY, New York



The Silent Salesman

This silent salesman really talks. It invites your customers to "Play These."

It provides a record display that meets your customer's human desire to "shop."

It fills in your customer's awkward wait until your salesman can come to her.

The moving wings are a temptation—to touch—and read—and play.

The Grafonola stands beside her—open, ready to be played.



Columbia Records

Safe and Practical

There is full protection to your records in this perfected Columbia Record Service Fixture.

No metal edge comes in contact with the records.

Spring buffers absorb the shock if the wings are slammed together.

An ingenious device locks the wings into the main frame after erection.

The Fixture displays ten- or twelve-inch records, or both.

Lettered cards describing the kind of records displayed are furnished with each Fixture free.

These 21 inserts slip into a space in the frame, and provide constant change of appeal.

On their backs are lists of records suggested for display with each.

You can letter cards yourself to apply to the records you want to display.

We constantly study our dealers' needs and give you practical dealer service.

These Fixtures are built for you alone. No other dealers can get them.

Six Other Columbia Display Fixtures

which are meeting Columbia dealers' requirements just as satisfactorily.



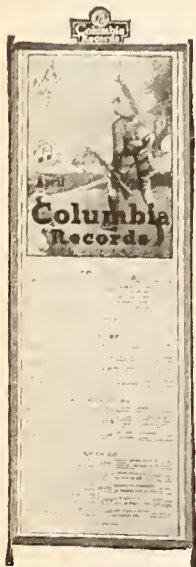
WALL FIXTURE NO. 1
6 swinging wings displaying 12 Mid-Month Hangers for each of your booths and on your salesfloor. Complete: \$2.50 each.



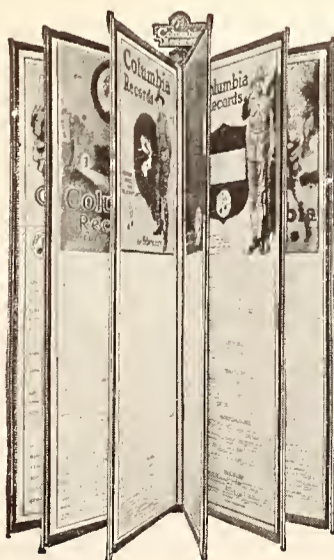
WINDOW FIXTURE NO. 1-E
For constant window display of the Mid-Month Hanger. Equipped with easel. Complete: 95c each.



COUNTER FIXTURE NO. 3
6 revolving wings displaying 12 Mid-Month Hangers for your record department or counter. Complete: \$4.00 each.



WINDOW FIXTURE NO. 2-E
An attractive frame for the large Monthly Hangers for window or salesfloor exhibition. Complete: \$1.25 each.



WALL FIXTURE NO. 2
6 wings displaying 12 of the large Monthly Hangers for each of your record rooms. Complete: \$5.50 each.

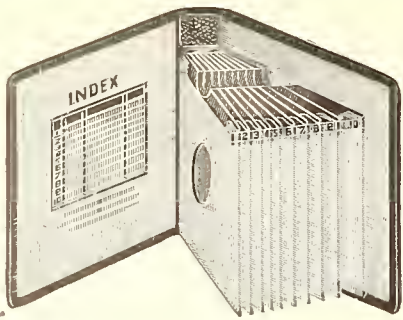
COLUMBIA CATALOG DISPLAY

A convenient and attractive device to hold a variety of catalogs in each record room where people will see and take them.



All prices quoted on these Fixtures are f.o.b. St. Louis, Mo. But have you noticed that all Columbia Display Fixtures are furnished at less cost than fixtures offered by fixture manufacturers?

COLUMBIA GRAPHOPHONE COMPANY, New York



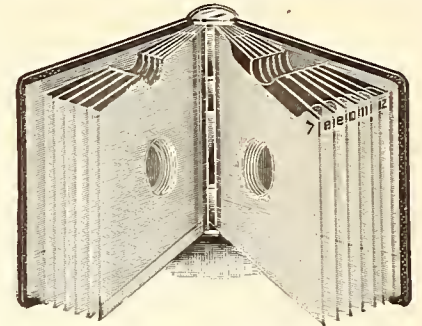
STYLE No. 4, featuring 10-inch pockets in a 12-inch cover, has made a success throughout the country, because it keeps the cabinet uniform and attractive in appearance when equipped with 10 and 12-inch albums.

TWELVE YEARS BUILDING QUALITY ALBUMS

OUR experience in the manufacturing of record albums up to the present time has secured us the trade of two-thirds of the talking machine manufacturers who equip their cabinets with record albums.



This trade-mark on our albums stands for *Quality, Service and Satisfaction.* Our samples and prices upon request.



STYLE No. 5 is our Famous Solid Metal Back album. The only book that lies flat when opened. Guaranteed for maximum strength and durability.

New York Album & Card Co., Inc.

Factory and Executive Offices: 23-25 Lispenard St., New York

Chicago, Ill.: CULLEN, MARSH & CO.

21 East Van Buren St., Middle West Rep.

San Francisco, Cal.: WALTER S. GRAY

Chronicle Bldg., Pacific Coast Rep.

LIEUT. BROWN BACK FROM WAR

Son of Henry C. Brown, Sales Manager of Victor Co., Now in Toronto Awaiting Discharge From Royal Flying Corps—Presented With Baby Daughter as Post-War Surprise

Henry C. Brown, Jr., son of Henry C. Brown, sales manager of the Victor Talking Machine Co., and well known to the talking machine trade through his active connection with the industry before the war, returned from overseas on the S. S. "Bohemia," landing in Boston on April 2 and going from thence to Toronto, where he expects to be mustered out shortly.

Mr. Brown, who held the rank of lieutenant in the Royal Flying Corps, had a fine surprise when he reached Toronto, for his wife, who was waiting for him in that city, had presented him with a baby daughter on March 27, while



Lieut. Henry C. Brown, Jr.

he was in about mid-ocean. Incidentally, Grandpa Brown does not feel so bad about the new granddaughter, either.

Lieutenant Brown has been in the service continuously since June, 1917. From June to October, 1917, he was in the American field service with the French army transport militaire headquarters at Soissons. He joined the Royal Flying Corps in November, 1917, and trained in Canada and Texas until April, 1918, acting as instructor much of the time. He acted as air pilot in England from July, 1918, until the date of the armistice.

Although Lieutenant Brown's future plans after his discharge from the army are yet to be announced, it is probable that he will re-enter the talking machine field, in which his interests lie.

THE ARTHUR WARD CO. GROWING

The Arthur Ward Co., Owosso, Mich., in response to the growing business in talking machines and records has enlarged and remodeled the main salesrooms and added several handsome demonstration booths which will be devoted exclusively to the display of Columbia records and machines. In the new department is a record case extending the entire length of the room.

LIKE EUROPE'S JAZZ BAND RECORDS

Pathé Records Made by Famous Military Organization Please the Public, According to Reports of Dealers Throughout Country

The recording organization of the Pathé Frères Phonograph Co. points with pride to the remarkable record which it established in the production of the Pathé records made by Lieut. "Jim" Europe's Jazz Band. As announced in the April issue of *The World*, this famous military organization has been engaged to make records exclusively for the Pathé library, and the first records are now in the hands of the dealers.

Within two weeks after Lieut. Europe's Jazz Band had visited the recording laboratories and made several records these records were ready for shipment to the dealers. For speed and efficiency this accomplishment is worthy of the congratulations which the Pathé Frères recording staff has received from the company's representatives. Incidentally it may be mentioned that these Europe Jazz Band records are meeting with great favor everywhere, and Pathé dealers state that their patrons are delighted with the fact that records by this band may be found in the Pathé library.

VICTOR RECORDS BY S. FRIEDBERG

Clever Young Polish Tenor Who Is Also a New York Retailer Makes Polish Records Which Are Destined to Prove Popular With Public

In a recent issue of new Polish records the Victor Talking Machine Co. announced several selections by Sidney Friedberg, a young Polish tenor who has repeated in New York the successes he achieved in Warsaw, Lodz, Paris and other European cities. He is a native of Lodz, in the Kingdom of Poland, and his first Victor record, comprising two popular and familiar Polish airs, has met with a pleasing sale throughout the country.

Incidentally, Mr. Friedberg is a practical talking machine man, being the owner of the Strand Talking Machine Co., 813 Westchester avenue, New York. He has won a host of friends in the musical world, and is attaining pleasing success in developing a profitable clientele in the busy Bronx section, where his store is located.

INTERESTING HUMOROUS ARTICLE

"The Prince and the Lungalion" is the title of a humorous and interesting article written by Warren Woodruff Lewis in a recent issue of "Judge." In this article Mr. Lewis pays a visit to several talking machine establishments with the idea of purchasing an instrument for his home. He describes his visits in a semi-humorous vein, referring to the sales arguments advanced in behalf of some of the well-known makes of talking machines. Incidentally it may be mentioned that Mr. Lewis recently purchased a Sonora phonograph for his home.

NEW POST FOR C. W. NEUMEISTER

Appointed Assistant Manager of the Otto Heineman Supply Co. of Illinois, Inc.—One of the Veterans of the Heineman Staff

C. W. Neumeister has just been appointed assistant manager of the new Otto Heineman Phonograph Supply Co. of Illinois, Inc., which has been founded to take over the sole representation of the Heineman products in the Middle Western States.

The new assistant manager of the Illinois Otto Heineman Co. is one of the several vet-



C. W. Neumeister

erans on the Heineman staff. Mr. Neumeister's first post with the company was that of assistant factory manager at the Garford plant in Elyria, O. After splendid service in that capacity he was sent forth to take charge of the Cincinnati branch of the Otto Heineman institution. The extensive trade he built up in these parts speaks eloquently of his selling ability. Next we find Mr. Neumeister as sales manager of the OkeH record division at the Otto Heineman headquarters in New York.

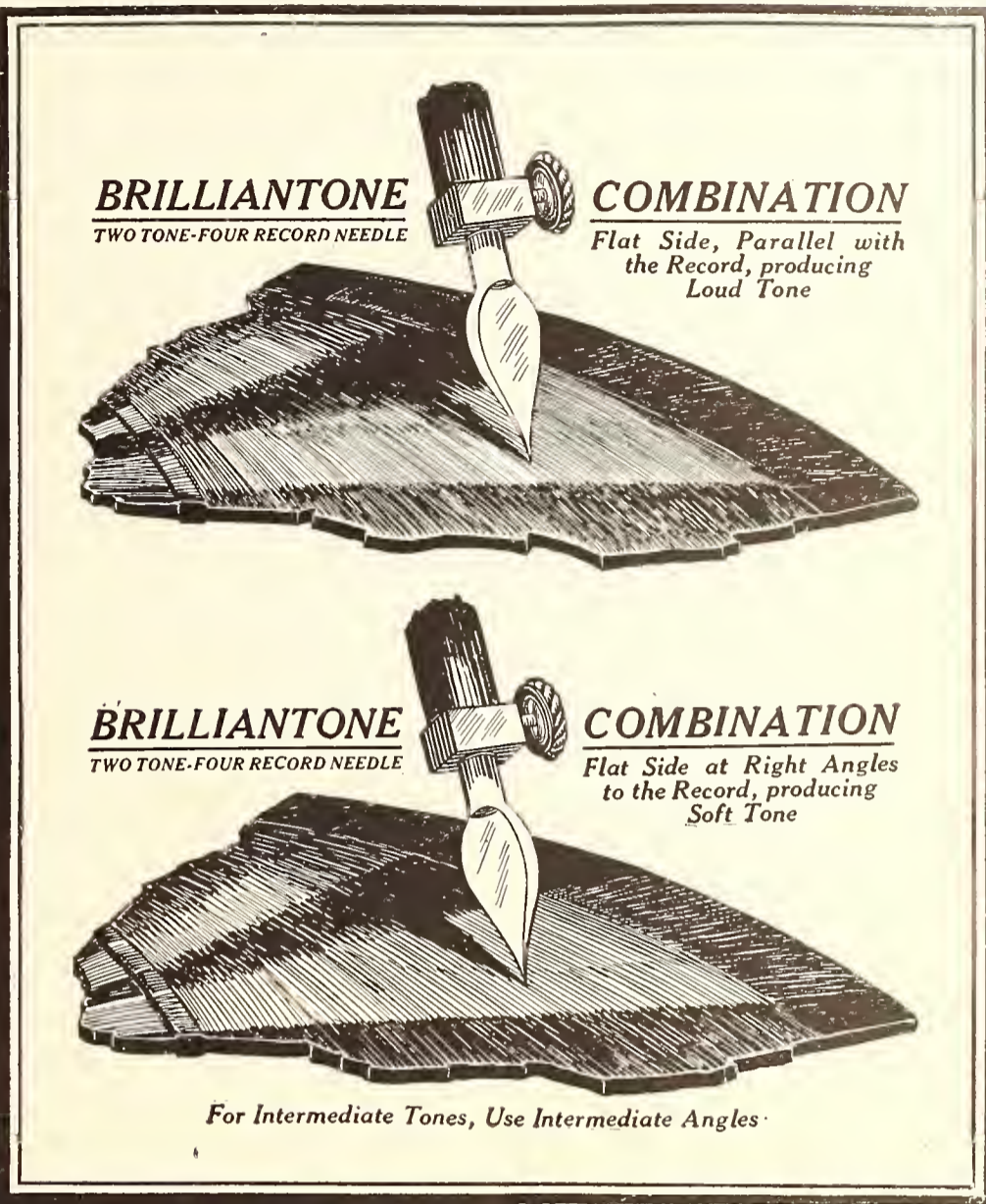
Mr. Neumeister has just completed an eight weeks' trip throughout the Middle Western States and has opened many new accounts for the popular OkeH records.

VOLKER & CO. EXPAND TERRITORY

William Volker & Co., Kansas City, Mo., Pathé jobbers, have just increased their territory through their appointment as jobbers for the Pathé line in Houston, Tex., territory. This concern is one of the most successful Pathé distributors in the country, and its sales organization has built up an excellent Pathé clientele that is steadily expanding. The members of the Volker sales force are enthusiastic regarding the Pathé proposition, and Pathé dealers in Houston, Tex., and the adjacent territory are assured of efficient service from this organization.

No matter how attractive the design on the package, it will pay you to inspect its contents FOR THE REPUTATION OF YOUR STORE

Be the First in Your Town to Sell



BRILLIANTONE

TWO-TONE STEEL COMBINATION FOUR-RECORD NEEDLES

15c per package of 100 is the selling price of the Brilliantone Combination Needles. Each needle will play four records—Two Soft Tone, and Two Loud Tone. There is no question about the public wanting this needle. It is preferred—and properly so—wherever it is placed on sale. These "Combination Tone Needles" are made of the same superior quality steel, as all other Brilliantone Steel Needles and will therefore withstand the Unequaled Brilliantone test.

Uniform Hardness
Uniform Points
Uniform Length

INTRODUCTORY PRICE per package **7 1/2c**

BRILLIANTONE STEEL NEEDLE CO.

OF AMERICA, INCORPORATED

Suite 655-659 Marbridge Building, Broadway at 34th St., NEW YORK CITY

Metropolitan District
EMERSON RECORD SALES CO.
366 5th Ave., N. Y. City

Chicago District
WALTER A. CARTER
57 East Jackson B'lv'd
Chicago, Ill.

Pacific Coast District
WALTER S. GRAY
530 Chronicle Bldg.,
San Francisco, Cal.



Brilliantone Steel Needle Co.,
Marbridge Building, N. Y. C.

Kindly send

..... Packages
Brilliantone Combination,
Two Tone-Four Record
Needles @ 7 1/2c
per package.

Charge these to my
account, through

(State whether Direct or through Jobber)

NAME

ADDRESS

T. M. W.

How Talking Machine Men Can Help "Keep the Smoke Stacks Smoking" :: :: By W. B. Stoddard

Recently there was held in Los Angeles an Industrial Exhibition that attracted throngs of visitors from all southern California. It was done with the object of calling attention to home products, so that their demand might be largely increased. "The purpose of the week-long drive," said Director James R. Hill, of the manufacturers' committee of the Chamber of Commerce, who had charge of Industrial Week, "was to stimulate the patronage of Los Angeles products. This would mean increased production, which in turn could only be gained by hiring more men. In this way we could secure a position for every returned soldier and sailor, which was what we set out to do."

Special posters were designed to give publicity to the week—the same representing a business man greeting a soldier and sailor with extended hands. Calls were issued for a slogan which would express the purpose of the campaign, and out of the many submitted the short and pithy one "Keep the Smoke Stacks Smoking" was chosen. A prize of \$20.00 was offered for the best set of verses composed on that theme, which could be sung to the air of "Keep the Home Fires Burning." A number of excellent poems were sent in and the following catchy refrain was chosen as best representing the spirit of the occasion:

Keep the smoke stacks smoking; every stoker stoking,

Now the lads are coming home work can't be slack.

Start new wheels a-humming, send new drummers drumming;

Turn your pockets inside out—it will all come back.

This was sung in a manner to raise the roof at the noon-day Business Men's lunch, held mid-weekly at the Hotel Alexandria, at which time 600 of the city's representative business men enjoyed a lunch consisting entirely of made-in-Los Angeles products, and listened to music of records the cabinets of which were a local product.

It being desired that as much publicity as possible be given the different manufacturing concerns, the city was thoroughly canvassed by the manufacturers' committee and the use of all possible show windows secured in which the products of local concerns, and the manufacturing thereof, could be shown. The response was

liberal, and no inconsiderable part in the success of the week was due to the hearty co-operation of Los Angeles music concerns.

All of the local music houses had attractive displays and whenever possible featured local products. The Jones Music Co. had an especially attractive setting. The floor was covered with an Oriental rug whose prevailing hue was a warm red. Seated on a chair draped with green velvet was the life-size bronze figure of a smiling negro boy. On either side of him were banjo and mandolin, the latter made by the Jones Co. At one side of the display was a talking machine cabinet, and between the boy and instrument was a panel card, with long arrow pointing to the cabinet fastened to it. The sign read: "Gee, Dat am *some* phono-graf! It plays all makes of records, is fully guaranteed—and look at the price! Only \$175.00." A card in front of the cabinet announced that it was made in Los Angeles.

Of much interest to the mechanically inclined was the display of the Southern California Music Co. The window was floored with green plush, on which were shown a number of ukuleles and banjos in the process of manufacture, while on low tables were a number of the completed instruments. A card announced: "This popular style made in Los Angeles." In the center rear was a talking machine and cabinet in the process of making, all of the parts being strewn about, while a card announced: "The Burnham phonograph parts—tone, chamber, motor, sound box, turntable, lid rest, lid hinges—a Los Angeles-made product—plays all records."

Robinson's had a display which was very effective from its very simplicity. A talking machine was shown in its natural environment, the music or drawing room. The walls were tinted a soft gray, with draperies of scrim to harmonize, while the floor was covered with an Oriental rug in neutral tones. Three phonographs were shown, one being open to show the turntable, and at this one stood a little fellow taking a record from the cabinet to place upon the machine. Down front was a large framed picture showing the factory at which the instrument was made. The finishing touch was given by one of the official posters.

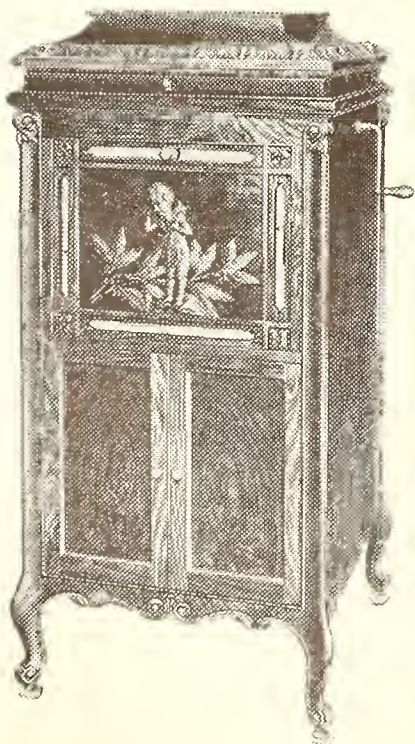
Barker Bros., house furnishers, had the most elaborate display of any music house, and the

manner in which they advertised drew crowds to their windows and store. Taking advantage of the fact that the Japanese prima donna Tamaki Miura and her opera company were playing an engagement at one of the local theatres, they fitted up two of their large windows as a Japanese bed-room and sun parlor, with brocaded hangings and background of paper panels. They announced through the papers that these rooms would be occupied two afternoons of the week by four pretty geisha girls from Japan, and on both days the little misses were drawn through the streets from the theatre to the store in their jinrikashas, and took up their abode in their adopted home. During all this time talking machines in the windows gave selections from "Madam Butterfly" and "The Geisha," the two operas being sung during the week. During the time the window was untenanted the phonographs still held the crowds with airs from "The Mikado," "Iris," "Madam Chrysanthemum" and other songs and operas bearing on the land of the cherry blossoms. The stunt was one that could be duplicated by any dealer, whether Japanese opera was being sung in the city or not—and it would be sure to give an enviable publicity to records, not only Japanese, but all kinds.

The second day of Industrial Week witnessed a huge trade parade, in which 316 floats depicted manufacturing of all descriptions that was carried on in Los Angeles. At the head of the long procession, directly behind the mounted police, marched a contingent of returned soldiers and sailors, who bore great banners: "Returned From Duty, Now Do Your Duty."

The entire affair was a trade rally such as could be "pulled off" by any enterprising city that desired to increase the consumption of home products, and the slogan "Keep the smoke stacks smoking" is just as applicable to the cities of the North and East as to the City of the Angels among the orange groves of sunny southern California.

Alfred Macoun, formerly a member of the sales staff of the Columbia Shop, New York, has been appointed manager of the Columbia department of the Goerke-Krich Co., Elizabeth, N. J., a well-known department store. Mr. Macoun has been identified with the retail selling of Columbia products for a number of years.



The Wonderful Tone Production of PHON D'AMOUR

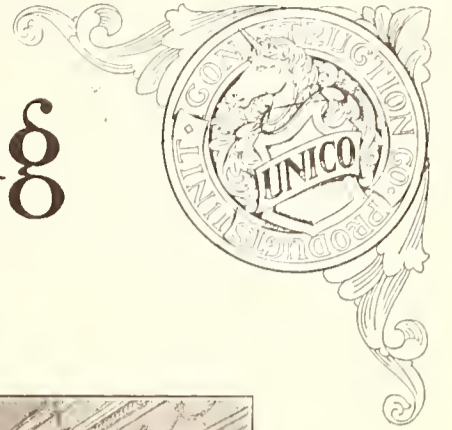
is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

PHON D'AMOUR

**THE FRITZSCH PHONOGRAPH CO. N. W. C. Main & Canal
CINCINNATI, OHIO**



Is Your Stage Setting Harmonious?



DESIGN NUMBER NINE "ADAM".

A TYPICAL INSTALLATION FOR NEAL, CLARK & NEAL, BUFFALO, N. Y.

AS a caterer to the better instincts of people, you are to be classed with the musical producer. He plans, perfects and revises his stage settings—he knows the value of a good frame for his productions.

Your store is your stage. In it you demonstrate the recent perfections of the instruments you sell, and give recitals of the latest records.

Is the setting in harmony with the merchandise? Are your appointments such as would influence the prospects? Has your store the atmosphere of refinement? Is your space arranged to the best possible advantage?

The Unico System gives to every music house the distinctive tone of cultured taste, while every unit in the line has the greatest utility value.

The simplicity, yet richness of the cabinet maker's art, is expressed in all Unico designs. The construction of Unico Equipment combines economy, beauty and enduring strength.

A store need not be unattractive whether the area is large or small. A Unico Department will instill the "home atmosphere" into your establishment.

The Unico System includes equipment for the modest store as well as for the more pretentious one. The Patented Sectional Units reach you ready for use and are installed without confusion or costly interruption. Future changes in size, plan or location are made with equal ease.

These and many other invaluable Unico features are fully covered in our latest booklet, MUSICAL MERCHANDISING—mailed on request.

Send to-day the dimensions of your available space. Plans and estimates for a complete department will reach you promptly.

Address our nearest office

UNIT CONSTRUCTION COMPANY

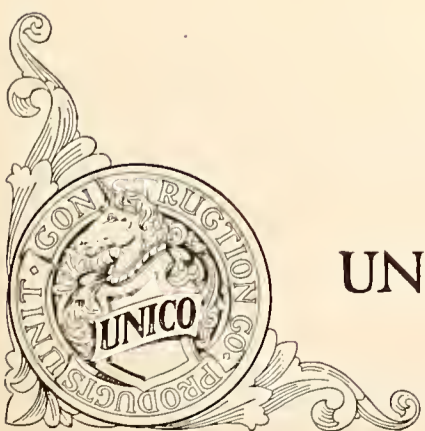
Rayburn Clark Smith, President

NEW YORK
299 Madison Ave
Corner 41st St

58th Street & Grays Avenue
PHILADELPHIA

BOSTON
15 Essex Street

CHICAGO
Lyon & Healy
Building





Happy music is music that makes you happy. Columbia Records have it. Happy customers are customers that come often.

**Columbia Graphophone Co.
NEW YORK**

EDISON CONVENTION JUNE 26-27

Fifth Annual Gathering of Edison Dealers Will Be Held at the Hotel Commodore, New York—Many Important Addresses Scheduled—New Playlet to Be Presented for Dealers

The fifth annual Edison dealers' convention will be held in New York on June 26 and 27. The Hotel Commodore has been chosen as headquarters for the convention, and Mr. Sweeney has most cordially invited his Edison guests to make themselves at home not only there, but in his other hotels in the vicinity.

Edison conventions are celebrated the world over. The plans for this one look as though it was going to be the best yet. The one thing all its speeches seem to have in common is that each is to be delivered by the highest authority on his particular subject in the country. Some of the items already scheduled are: An address on financial and business conditions of this country in the future by an official of America's greatest banking institution; a lecture by Miss Elsie de Wolfe, or her associate, Mr. Petry, concerning the artistic furniture values of the new cabinets which the Edison laboratories have developed; a talk by one of America's foremost manufacturers of fine furniture, setting forth the difference between the materials and workmanship employed in Edison cabinets and the materials and workmanship in ordinary cabinets; an official statement by Thomas A. Edison of his plans for the future. This will be the most im-

portant statement Mr. Edison has ever made concerning the future of the Edison phonograph.

Another item on the convention program is a new play—a rollicking farce entitled "Eye



Hotel Commodore, New York City Value," for which the cast is already selected, and which will be in rehearsal shortly. Last year's play, you may remember, was "The Dotted Line." This one will have the advantage over "The Dotted Line" in that much more time

and attention is being given to its production. The actors will portray well-known figures in the phonograph industry. They will be given every possible opportunity to study the characters which they are to delineate.

Another feature of general interest will be a talk by a prominent music critic concerning the part which the New Edison will play in the future of music.

Edison conventions combine the precision of a theatrical performance with the spontaneous good fellowship of a club meeting. A record attendance is predicted, for already, six weeks ahead of time, acceptances to the convention invitations are coming in thick and fast from all over the country.

THE FORCE OF PUBLIC OPINION

Two Prominent Artists Tried to Defy This Force With Disastrous Results—The Talking Machine Field Has Obviously Changed

The changes that have come about in the talking machine field, regarding public opinion, in the last ten years are well illustrated by the attitude of a prominent artist who has made many records. When this singer made his first records the attitude of the public toward this kind of music was such that he feared losing his position and sang under an assumed name. This name is to-day well known in the record field.

Again, there is the tale of the singer who refused to make the kind of records the public demanded, thereby defying the power of the general public. His experience shows the power of popularity in creating a certain kind of records. The company having him under contract decided to let him have his own temperamental way. In a short time his manager was visiting the recording laboratory trying to resume business on the old scale. He said that several concerts had been lost because he had no new records to show the people, and he now saw the mistake he had made. These two examples show that to-day the buying public is a factor which cannot be neglected in the matter of the kind of music to be made.

Application was duly filed on May 1 for a charter for the Tabe-a-nola Phonograph Co., Reading, Pa. The applicants are Chas. F. Mengel, J. George Hill and John D. Marburger.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Our covers are faced with Standard Khaki, lined with a heavy grade flannel, interlined with an exceptionally good grade of heavy cotton or felt, diagonally and closely quilted, and manufactured according to the usual superior "WARD New London" quality.

Write for prices

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

BRISTOL & BARBER CO., INC.

111 E. 14th St. New York City

DISTRIBUTORS

YAHN & LANGE DRUG CO.

Milwaukee, Wisconsin

DISTRIBUTORS

Special on STEEL NEEDLES

We are contemplating closing a contract for **Thirty Million Needles** Per Month within the near future, and must arrange to sell them, and can quote prices as follows: *For Immediate Delivery*

10 thousand lots	45c per thousand
100 thousand lots	43c per thousand
500 thousand lots	42c per thousand
1 million lots	40c per thousand
5 million lots	39c per thousand

LUCKY "13" PHONOGRAPH CO.
46 East 12th Street, New York

ATLAS PACKING CASES

QUALITY PRODUCT
QUANTITY PRODUCTION
PROMPT SHIPMENTS
AND PRICE GIVE

TWO-COLOR PRINTING

Pays
ON
"Atlas" Cases

"ATLAS" CASES SUPREMACY

Below is an exact reproduction of an
"ATLAS" PACKING CASE
manufactured, printed and shipped to
VICTOR TALKING MACHINE CO.
Camden, N. J.

"ATLAS"
PACKING
CASES



Carry
the
Weight
Save the
Freight

FOUR LARGE FACTORIES

Nelson & Hall Company
Richford Manufacturing Co.
Veneer Products Co.
Blair Veneer Co.

Capacity 3,000,000 Cases Annually

Address Exclusive Selling Agents

**ATLAS SALES
CORPORATION**
RICHFORD, VERMONT



TWO ARTISTS WHO MADE GOOD

Noted Musical Critic of the New York Times Pays Tribute to the Achievements of Rosa Ponselle, Soprano, and Charles Hackett, Tenor, Both Americans, Who Scored a Great Record in Recent Metropolitan Opera Season

In a recent issue of the New York "Times," under the heading "So Ends the Opera," there appeared a most interesting and important editorial which briefly summarized the accomplishments and achievements of the Metropolitan Opera Co. during the season that has just closed. This article was of more than passing interest in view of the fact that the "Times" is recognized as one of the country's leading newspapers and its editorial columns are accepted as authoritative.

In one paragraph of this editorial the follow-



Charles Hackett

ing was said: "Rosa Ponselle stepped to front rank in a single winter, though she sang in but two operas. Charles Hackett, a native tenor, succeeded on Caruso's own stage."

It is interesting to note that both of these "stars" who were singled out for individual mention in this editorial have arranged to make records exclusively for the Columbia Graphophone Co. The honor bestowed on these two native American artists in this article is more significant when it is considered that they are the only artists mentioned by name in the editorial.

When it announced the early part of the year that Rosa Ponselle would record exclusively for

the Columbia library the Columbia Co. received the enthusiastic congratulations of its dealers from coast to coast. Miss Ponselle stepped from comparative obscurity to fame over night, and musical critics already proclaim her as one of the world's greatest dramatic sopranos. She has won recognition as the "find" of the present operatic season, and her magnificent voice has



Miss Rosa Ponselle

gained the hearty commendation of the most discriminating musicians and opera lovers. At her debut in the Metropolitan Opera House Miss Ponselle received an ovation that has been equaled by very few artists appearing at this famous Opera House, and it is safe to predict that her fame and prestige will be greatly enhanced next season.

The first Columbia records by Miss Ponselle have already made their appearance and have been favored with a remarkable reception by Columbia dealers and their patrons. In fact, the demand for the Ponselle records has even exceeded the highest expectations of the Columbia executive and sales organization, and it has been well nigh impossible to fill the orders received from Columbia representatives.

Following closely on the heels of its Ponselle announcement, the Columbia Co. gave additional surprise and satisfaction to its clientele by announcing a few weeks since that Charles Hackett, native American tenor, had been signed to an exclusive Columbia contract. This young and brilliant artist also stepped into fame in one night, and at his Metropolitan debut won a triumph that has echoed from coast to coast. He is considered to-day one of the world's foremost tenors, and his Columbia records, which will be issued in the near future, will be awaited with keen interest by Columbia dealers.

NEW BUILDING FOR SHEPHERD CO.

The Earl Shepherd Co., Klamath Falls, Ore., is soon to occupy a new building in the heart of the business district. Demonstration booths of the most modern type made by the Unit Construction Co. and many other features will make this one of the best talking machine stores in that section of the country. E. T. Shepherd writes that he has gained many valuable points on store arrangement from The Talking Machine World. Among the lines of machines carried by the Earl Shepherd Co. are Victor, Sonora and Columbia.

EIGHT-MILE TALKING MACHINE

The giant talking machine mechanism installed at Point Judith Lighthouse, which sends its warning to ships at sea for a distance of eight miles, will soon be in operation again. For some time the dynamo of the power plant have been out of commission and the rocky coast has been without the warning which has proved so successful in preventing many accidents to homecoming mariners.

Give your customer credit for knowing as much about some things as you do, even if you don't believe it yourself. Tell him something he already knows—it flatters his vanity.

You MUST Sell Record Cabinets

WHY NOT HANDLE THE BEST?

Build up your cabinet business with the

UDELL LINE

—a cabinet for every requirement and every pocket-book.



TRADE-MARK

The UDELL trade-mark has long been recognized as the mark of definite quality.



No. 404

[Vertical Interior]

For Victrolas IV-A and VI-A
For Columbia B or C

Height, 32 in. Width, 17 in. Depth, 17 in. Quartered oak front. Mahogany front. Average weight, crated, 75 pounds. Holds 208 records.

[If horizontal shelving is desired, order No. 1404.]

[When felt interior is wanted, order No. 404F.]

THE UDELL WORKS

1204 28th Street

INDIANAPOLIS, IN.



Be Fair to Yourself

Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

The Cortina Academy
12 East 46th Street :: New York

Edison Message No. 42

The Secret of Success

Someone once said "The first requisite of success is not to achieve a dollar but to confer a benefit."

"To confer a benefit" should be the guiding principle of every Edison dealer. To accomplish that, it is necessary to realize and to believe thoroughly that by the sale of every Edison instrument and RE-CREATION, you are indeed conferring a benefit.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

BRUNSWICK LINE IN NEW YORK

Gimbel Bros. Now New York Agents For the Brunswick Machine—Entire Floor Space of Talking Machine Department Used

The announcement that Gimbel Bros., New York City, had taken on the entire Brunswick phonograph line brought to light one of the largest talking machine deals in this city. Edward Strauss, of the Brunswick-Balke-Collender Co., closed the deal by which the Gimbel Bros. music salons become the New York headquarters for the Brunswick machine. The entire floor space of the talking machine department is given over to the display of the Brunswick models, many private demonstration and display rooms are handsomely fitted up to accommodate customers, and all models are shown in each room, ranging in price from \$100 to the most costly.

The fact that the Brunswick machine has been introduced in New York on such a large scale speaks well for the growing popularity and demand for the instrument. Each machine is equipped with the "Ultona" reproducer, permitting all makes of records to be played.

A very attractive window display announces the new line to the public, and the machines are arranged in a way to show off to best advantage. On one machine the scroll work is removed to show the Brunswick amplifier in position and to give an idea of how this all-wood sound chamber works. Throughout the music department different models are placed so as to attract attention to the new machine.

Gimbel Bros. carried page ads in the daily papers announcing their recent acquisition.

CHESTER I. ABELOWITZ TO MARRY

Chester I. Abelowitz, of the sales staff of the Brunswick-Balke-Collender Co., will be married on June 1 at the Hotel Astor to Miss Hannah Lewis, of 910 Riverside Drive, New York. The honeymoon will consist of a trip to the Pacific Coast, stopping off at Chicago to attend the music trade conventions.

CELEBRATES GOLDEN ANNIVERSARY

Terre Haute Department Store Makes Event Occasion of Big Celebration—Talking Machine Department Entertains Public With Concerts by Well-Known Musicians

TERRE HAUTE, IND., May 5.—The Herz Department Store, well-known Victor dealers of this city, recently celebrated its fiftieth anniversary, and the event was the occasion for a real holiday. On the day of the celebration the store was closed in memory of the founder, A. Herz, who began the business in 1869, and a banquet was given for all employes and their guests.

A month before the day of the anniversary an extensive campaign of advertising was carried on, each department of the store having a special time at which its goods were displayed to the public in an attractive form. The Victor department, which suffered during the war through lack of machines and records, nevertheless held a free concert and invited the public to come and enjoy it. James F. Neece, manager of this department, engaged such well-known artists as Billy Murray and Henry Burr, and the entertainment was a great success. Although there were no sales to be made on that day, the public received the Victor lines with so much enthusiasm that Milton E. Herz decided to enlarge the talking machine department in order to take care of the increased trade soon to come.

The advertising carried in the local newspapers before the anniversary sale was intended to confirm and strengthen the prestige of the Herz store, and it proved of great value in preparing the public for the event. The celebration was a great success from every point of view and was a fitting tribute to the business carried on for half a century of fair dealing and good management.

J. Kellestine, an Edison dealer in Owen Sound, Canada, the home of Lieut. Col. Bishop, the famous ace, thought that it would be a good idea to celebrate the homecoming of the hero by selling a new phonograph to the father. He made the sale without any difficulty.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eight Months, Ending February 28, 1919, Total \$2,802,004

WASHINGTON, D. C., May 3.—In the summary of exports and imports of the commerce of the United States for the month of February, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

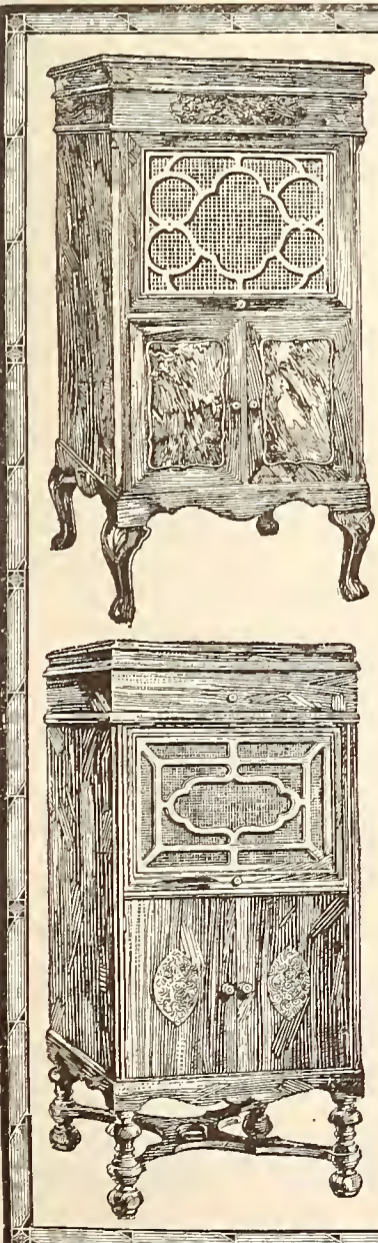
The dutiable imports of talking machines and parts during February, 1919, amounted in value to \$19,572, as compared with \$24,066 worth which were imported during the same month of 1918. The eight months' total ending February, 1919, showed importations valued at \$162,884, as compared with \$214,844 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 7,506, valued at \$184,545, were exported in February, 1919, as compared with 5,565 talking machines, valued at \$154,943, sent abroad in the same period of 1918. The eight months' total showed that we exported 33,897 talking machines, valued at \$964,251, as against 60,541 talking machines, valued at \$1,675,681, in 1918, and 48,729 talking machines, valued at \$1,202,394, in 1917.

The total exports of records and supplies for February, 1919, were valued at \$296,966, as compared with \$104,376 in February, 1918. For the eight months ending February, 1919, records and accessories were exported valued at \$1,837,753, as compared with \$1,275,514 in 1918, and \$966,463 in 1917.

OPPORTUNITY FOR FOREIGN TRADE

In the list of trade opportunities issued by the Bureau of Foreign and Domestic Commerce appears the following: 29164—A firm of merchants in Belgium desire to purchase talking machines, musical instruments of all kinds, musical supplies and pianos. Information may be had at the office of the bureau, Washington, D. C., or its district offices.



New Tonal System Supplants the "Megaphone" Type

THE genius of an inventor has developed a phonograph differing in all essentials from every other sound-reproducing instrument in existence.

Forest Cheney,—violinist, teacher of music, and student of acoustics—brought forth the Cheney as a protest against unscientific methods of amplifying tone.

It was his desire to use the phonograph in correctly interpreting the masterpieces of music, as a guide and inspiration to his pupils.

Failing to find perfection in phonographs employing the "megaphone" principle, Prof. Cheney began a series of acoustic experiments along entirely original lines.

He evolved a phonograph embodying the principles employed in the resonating air chambers of pipe organs, with an amplifier carved from white spruce and maple, with the curves of a violin.

The
CHENEY
PHONOGRAPH

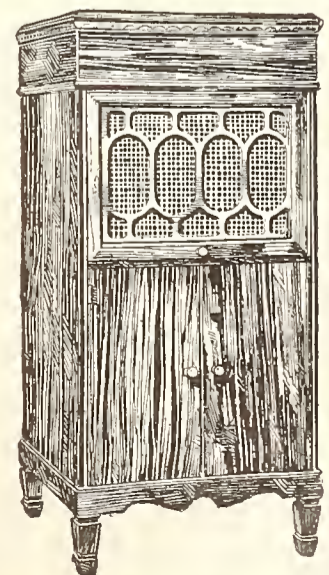
The Cheney is a revolutionary improvement in sound-reproducing instruments—reproducing the natural tones of voice or instrument in all of their original purity and beauty.

Music lovers everywhere acclaim Prof. Cheney's invention as the supreme achievement in phonographs.

Dealers are invited to write for details of our proposition.

CHENEY TALKING MACHINE COMPANY

Marshall Field Annex Building, 24 North Wabash Ave., Chicago



NEW FIELD OF ACTIVITY OPENED UP

Emerson Record Sales Co., New York, Appointed Metropolitan Distributors For The Talking Book Corp., Which Manufactures a Complete Line of Talking Books, Animals and Dolls

The Emerson Record Sales Co., New York, metropolitan distributors for the products of the Emerson Phonograph Co., have also been appointed metropolitan distributors for the Talking Book Corp., New York, which manufactures a complete line of "talking" books, animals and



One of the Talking Dolls

dolls. These "talking" books and toys are manufactured under a license agreement with the Emerson Phonograph Co., and are the invention of Victor H. Emerson, president of this

company. As they are produced under Emerson patents they are universal cut, and can be played on any make of talking machine without an attachment.

The "talking" book is a phonograph record in a new guise, for it is a story book, brilliantly illustrated in colors, appealing to the juvenile taste. The book contains a "flexible" disc record



Cover of the "Talking" Book

which tells the story, book, pictures and all being placed direct on the machine. The flexibility of the record is an important feature, for by the use of recent inventions a record has been perfected which practically eliminates the possibility of breakage.

In addition to the "talking" books the series of "talking" animals is particularly interesting, for these "talking" animals have an educational value that can hardly be overestimated. The "talking" dolls are attractive and instructive, as, for example, the "dancing girl" features a rendition of the polka, which is intended to serve as a first dancing lesson for the little child.

Elocutionists of note and merit make these talking records, so that the child's ear is attuned to perfection of sound from infancy, and thus is readily taught what would otherwise cost considerable time and money. New subjects will be produced monthly, and, judging from the enthusiastic reception given these "talking" records

by talking machine dealers, this innovation in the record field is a decided "hit."

In order to co-operate with its dealers the Emerson Record Sales Co. has perfected an intensive plan of service which can be utilized to excellent advantage in developing the demand for these "talking" records. A most attractive series of window cutouts is now being distributed to the dealers, and these cutouts are now being featured in many local show windows.

GOOD MARKET IN SOUTH AMERICA

Brazil Especially Offers Opportunities for American Talking Machines and Other Instruments—Trade Steadily Increasing

WASHINGTON, D. C., May 1.—There is a rapidly growing market for American talking machines in South America, especially in the larger cities of Brazil, according to advices received from commercial attaches and consuls in that country. In 1918 the United States sold more than \$200,000 worth of talking machines, records and other instruments in Brazilian markets in spite of the restricted shipping facilities. The official figures covering the export trade to Brazil are as follows: Talking machines and records sold in 1917, \$100,722; in 1918, \$121,000. Pianos during the same periods, 1917, \$90,318; 1918, \$97,512.

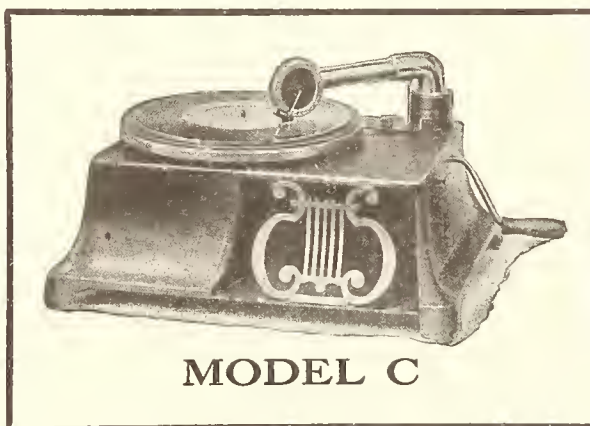
This trade with Brazil came to our manufacturers almost unsolicited and shows that there is a tremendous field for trade when they go after business in earnest. Even under the unfavorable conditions of war the exports from the United States to Brazil were greater in 1918 than in the preceding year, and it is evident that in the countries of South America there lies a great opportunity for expansion.

The Waddell Co., Greenfield, O., has entered the field of talking machine manufacturing and has put on the market what is known as the music table and music stand. The latest addition to their line is a cabinet style machine.

GARFORD PHONOGRAPH

MODEL C

Retails
at
\$15.00



MODEL C

Retails
at
\$15.00

TO THE TRADE

We wish to thank the trade for the remarkable reception given the

Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a

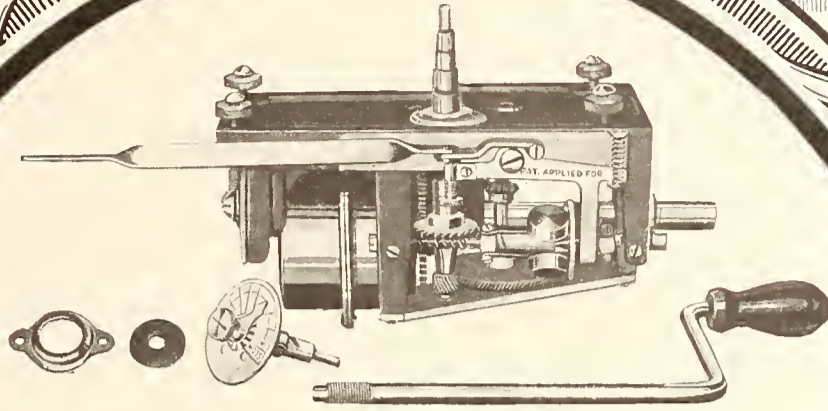
durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

GARFORD Agencies have been placed throughout the country and dealers who have any demand for a phonograph,

Retailing at \$15.00,

will find the **GARFORD** agency profitable and valuable.

THE GARFORD MFG. CO., :: Elyria, Ohio



No. 2-A Motor

Silent Power

Announcement

We have manufactured large quantities of Phonograph Motors for the past few years for Phonograph manufacturers who have taken our entire output.

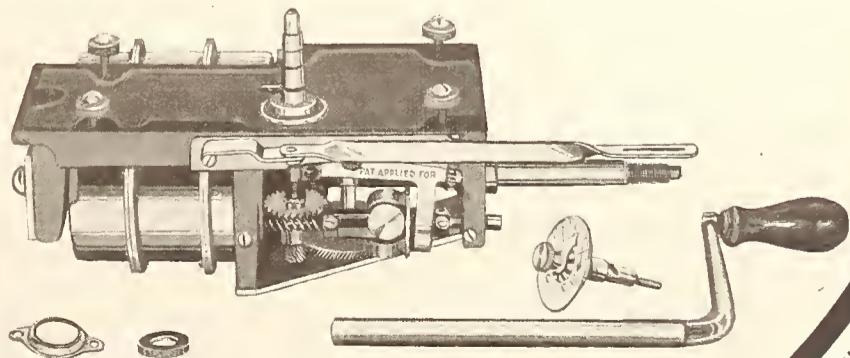
Increased facilities have permitted an increase in our production to such an extent that we are now in a position to furnish motors to a greater number of phonograph producers.

Let us furnish you with literature.

Better still, permit us to send you a few motors for inspection.

The same excellent workmanship which has been a feature of the tools and machinery produced by us, you will find embodied in our motors.

**KRASBERG ENGINEERING AND
MANUFACTURING CORPORATION
CHICAGO**



No. 4 Motor



PRAISES EDISON PERIOD MODELS

Miss Elsie de Wolfe Comments on Beauty of Popular-Priced Art Models—Sails for France to Continue Relief Work Among Refugees

A short time ago Miss Elsie de Wolfe, America's foremost designer of household decorations, stopped in at a display of the new moderately-priced Edison period models at the laboratory music room in Orange. After looking them over she confessed to having been com-



Miss Elsie de Wolfe

pletely ignorant of the existence of such cabinets for phonographs of moderate price. "Of course, I have seen the costly period cabinets which you and other companies get out for customers who are willing to spend several thousand dollars for a phonograph," she said. "I have even designed one or two myself. But I had no idea that there were such cabinets as these in the reach of the average buyer."

Some one explained to Miss de Wolfe Mr. Edison's reasons for extending the use of period cabinets to the medium-priced Edison instruments. When he observed that the costlier models were so enthusiastically received and were causing so much favorable comment in circles where beautiful furniture is appreciated he immediately arranged to have all Edison phonographs incased in equally authentic period cabinets. "If the people who can afford more expensive phonographs like beautiful cabinets every one should have a chance at them," was his course of reasoning—and Miss de Wolfe enthusiastically agreed. In fact, she is so enthusiastic on the subject that she has consented to permit a signed statement of hers to be used in the Edison Co.'s national advertising.

Miss de Wolfe has just sailed again for France. Her work for refugees in this war is not yet over—although she has been actively engaged in relief work ever since 1914. She was at her home—a charming chateau near Versailles—when the war broke out. She has done everything, from serving as a nurse's assistant to founding a hospital of her own at Versailles. Her activities in France are well known.

\$20,000 CONTRACT FOR ONE HOUSE

Manager M. D. Fields, of the Rice Furniture Co., Jackson, Miss., recently closed a contract for \$20,000 worth of Victrolas and Grafonolas in New Orleans. This is the largest order ever placed in Jackson and speaks well for the volume of business in talking machines done by this house. Ben Martin, manager of the talking machine department of the Rice Furniture Co., is well known in the State as an expert in that line and is a good salesman, as shown by the fact that in one day's regular business he sold \$1,200 worth of machines.

It looks as if record albums are in a fair way to take the place on the home table of the dusty family album.

A PROGRESSIVE MUSIC HOUSE

W. C. DeForest & Son, Sharon, Pa., Conduct Talking Machine Department of Metropolitan Proportions Under Bennett Lemax

SHARON, PA., May 1.—What is considered one of the most complete music establishments between New York and Chicago is that of W. C. DeForest & Son, of this city. This store, which is located at 106-8 State street, has a floor space of 143,000 square feet and a talking machine de-



partment that is a model of its kind, in which both Victor and Edison lines of machines and records are handled most successfully under the management of Bennett Lemax.

The business, which is under the direct supervision of M. V. DeForest, a live wire music man, known to the trade throughout the country, was established in 1868 in a small way, but has since grown to a point where there is not only a store of metropolitan proportions maintained here, but branches are also conducted in Greenville, Pa., and Warren, O.

In the talking machine department of the local store there are sixteen soundproof record booths, in addition to a large showroom for machines, and all are handsomely equipped and furnished.

DeForest & Son also handle several leading lines of pianos in a big way.



"Indiana" White Metal Die-Castings

are becoming as well known in the Mechanical, Electrical and Talking Machine World today as the name Caruso in the Musical World.

This success is due to the *fact* that all the men, methods and materials employed, work toward one end—Uniformity, Accuracy and Dependability.

The phonograph manufacturers who are using tone-arms and reproducers made from "Indiana" White Metal Castings are giving satisfaction to the consumer and building up good will for themselves.

These manufacturers have realized the necessity of controlling their own dies to insure for their product—original design, uniform results and prompt deliveries consistent with their increase in production.

Send blue-prints or samples and we will send you costs for your own exclusive dies.

"INDIANA" DIE-CASTING CO.
INDIANAPOLIS, . . . U . S . A .

Tact and Common Sense in the Administration of Collections and Credits :: :: By Dorchester Mapes

Secretary-Treasurer R. C. Wade Co.

[EDITORIAL NOTE.—It is a safe assertion that no department of any business, big or little—retail, jobbing or manufacturing—is more important or more essential to the success of that business than the management of its collections and credits. The buying, the producing and the accounting may be perfectly done but if the credit and collection department does not do efficient work—serious trouble will surely result.

We are fortunate in being able, this month, to give our readers a concise treatise on this all-important question, by Dorchester Mapes, secretary and treasurer of the R. C. Wade Co., Chicago, which is worthy of close consideration. By referring to an article that appeared in our issue of November 15, 1918, we are reminded that Mr. Mapes is qualified, by long experience and careful study, to speak on this subject.

We are reminded, too, that some years ago (while he was serving on the board of directors of the Credit Men's Association and as credit manager for one of our largest manufacturing institutions) Mr. Mapes prepared and delivered an address on the same subject, which was subsequently published in pamphlet form by the National Association of Credit Men. In commenting on this address, H. E. Hutchings (then chairman of the business literature committee of the National Association) said, in part:—"In such literature, business is lifted to a loftier plane than mere barter, cunningly and shrewdly manipulated, and takes its place as a great and universal force in bringing about a higher and nobler civilization."

Credit is as old as business itself and business is as old as the human race. More than three hundred years before the time of Christ Demosthenes said: "Credit is the greatest capital of all toward the acquisition of wealth," and, as credit is still a decidedly unknown quantity, credit men are in no danger of being mustered out.

Important as is the handling of credits in any business, it is not more so than the intelligent and forceful management of collections. In fact, the relationship between the two is as close and intimate as between the once-famous "Siamese Twins"; sever them and you make miserable cripples of both—and both will sooner or later come to a disastrous end.

To forestall any possible misconception of what may follow it can safely be stated that the largest individual losses and the largest in the aggregate also come from two distinct classes of debtors—to one belong those concerning whom we have no hesitation and give ourselves no uneasiness—to the other those whose credit we know is extremely doubtful, yet to whom (for some reason, good or poor, and best known to ourselves) we extend what we know to be excessive credit. In short, our heaviest losses come from sources whence we have either least reason or most reason to expect them.

Passing, for the time being, these two classes of accounts, it is safe to say that tact, decision and good judgment in handling collections are even more important and more essential to good results than in passing upon the original credit. There is an element of chance in all credits, whereas with collections it is a question of close, constant attention, coupled frequently with decision and tact and always with good judgment.

Having confidence that your collections are being rightly handled, you can afford to extend

a reasonable amount of credit to anyone about whom there is nothing on record that is positively bad. One may almost say, regarding the average run of accounts: "Take care of the collections and the credits will take care of themselves."

Accounts with concerns in moderate credit can, by ordinarily good judgment in passing upon the credits, coupled with careful, consistent, persistent and tactful work in looking after collections, be so handled that even the percentage which must eventually fail will show an actual profit.

By the general run of accounts is meant



Dorchester Mapes

practically all that do not come under one of the two classes first mentioned as being above question or having no actual basis for credit. The general run of accounts may be further classified under these heads:

First: Good only for cash with order.

Second: Good only for one small bill at a time.

Third: Good for a moderate amount in proportion to investment.

In the first class we will quite likely place many who really are, if we did but know it, entitled to a fair amount of credit. Reports do them an injustice or, perhaps, they have done themselves an injustice by refusing to give information as to their affairs. Therefore, in dealing with this class, it behooves us to be painstaking. Tell them we presume reports do them an injustice and that, when we know

them better, we will no doubt be perfectly willing to give them credit. Will they not send us cash for this first order, so that we may ship promptly and, at the same time, give us references and a statement of their affairs. If they would like to establish a better general credit, we will help them all we can. Many times this will bring the money and the information and be the beginning of a good account.

To the second class, those considered good only for one small bill at a time, belong a vast number of buyers whose accounts are exceedingly valuable and the handling of which calls for the most painstaking, the most watchful, if not the most diplomatic work of the collector. In too many offices it is a custom for the credit man proper to open an account, fix a small limit which he thinks conservative and then leave the future handling of the account to assistants and to a collection department that is managed sharply, perhaps, but with a lack of intelligence as to general results. There is too great a tendency to overlook the value of these small accounts, too strong an inclination to say: "If not prompt, shut them off," instead of, by the use of persuasion and tact, making and keeping them good and profitable.

In dealing with the merchant who lacks capital or experience, or who (for any of many reasons) needs careful handling, for his own good as well as for ours, "horse sense" will teach us to drive with a tight rein and keep the whip gently tapping him on the back, just to remind him that we are attending strictly to business. Merchants of this class have no inclination to fail, no incentive to fail; in fact, it is practically impossible for them to fail if we do our part properly, for it is only when a man gets heavily in debt that he is tempted to fail, or hopelessly in debt that he is discouraged into a failure. If we handle him kindly but firmly and convince him that what we require is for his best interest he will be most apt to pull along and succeed. But if we shut him off—without why or wherefore—he will, if he has any bad in him (and most men have), soon find that, in order to get goods at all, he must scheme or misrepresent his condition—and then there is sure to be trouble. On the other hand, if we sell him and then fail to keep him up to the mark, we will certainly have the responsibility of a failure on our shoulders.

The third class, good for reasonable amounts in proportion to investment, comprises the great majority of accounts and requires the best ability and the closest fraternity between collections and credits. The first question in each such case, of course, is, what is a reasonable amount? and this depends upon such a variety of facts

(Continued on page 26)

WOOD-MOSAIC QUALITY

Rotary Cut Poplar Crossbanding

From our new plant at Huntington, W. Va., is now available

The Company is specializing in the highest grade phonograph and piano stock in 1/24 and 1/20 thicknesses. Perfectly manufactured from soft, yellow West Virginia wood, dried flat and accurately in textile dryers. This product is fully up to the high standards established by our hardwoods and quartered oak veneers. Made on the basis of quality rather than price.

MAIN OFFICE—New Albany, Ind.
MILLS—New Albany, Ind.; Louisville, Ky.;
Jackson, Tenn.; Cincinnati, O.

WOOD-MOSAIC CO., Inc.
HUNTINGTON, W. VA., Office



When Graveure sings "The Americans Come," the Americans come in and buy it. "When the Boys Come Home" is another Graveure song they're buying fast. A-2790.

Columbia Graphophone Co.
NEW YORK

TACT AND COMMON SENSE IN COLLECTIONS AND CREDITS

(Continued from page 25)

that each case should be considered separately. Then, too, what would be a reasonable amount to-day may not be to-morrow. After having had the account on our books for some months the account itself is a fair, but not always dependable, pulse or meter.

The custom of fixing an arbitrary limit of credit is, no doubt, more extensively in vogue respecting this class of accounts than any other, and yet the principle is all wrong. No argument is needed other than the simple statement (which none will deny) that each individual credit man can do no more than fix a limit for his own account, whereas the limit of credit to which any merchant is entitled must be determined as a whole and upon the basis of his condition and individual qualifications. As the conditions change constantly so should we have a constantly changing opinion as to the limit of credit, or even as to the advisability of continuing the credit at all. For instance, we might fix a limit of, say, five hundred dollars on thirty days' time, and in two months find the man owed only four hundred dollars, but half of it past due and no payments made. Would we be apt to ship the balance of the "limit"? Or, again, we might find in six months that such an account was up to the "limit," but nothing due and all bills paid promptly. Would we decline to ship a reasonable additional order?

If we could all get together and examine the man's books (if he had any) we could very intelligently decide what line of credit he was entitled to from all of us combined. But for each of us independently to set an amount that we are willing to let him owe, and then let that account run on as long as it keeps within the amount without knowing what the others of us are doing, is wrong. We may have a very decided opinion, and good opinion, to-day; next week we may feel (or perhaps should feel) very differently. Having once opened an account upon the basis of the best information then obtainable we should thereafter be governed, not by an arbitrary limit, but by having constantly before us the facts upon which we based our original opinion and by keeping up a running comparison with our experience in the case.

If an account of this class grows in volume we should know if the growth is natural, if the customer's business is growing healthfully and without overtaxing his capital and we are simply getting our share of the increase, or if we are giving him better satisfaction than our competitors and for that reason getting more of his business, then it is a good sign for us; but, on the other hand, if we are getting the increase of business through the fact that some competitor has become dissatisfied with the account, or if it is (as it may be) the forerunner of a "load up and sell out" game, then it is quite a different sign. To decide a point of this kind may require ability and discretion of a high order, but the point is one that should not be overlooked, it is important.

Again, if a customer in this class becomes slow and asks for extra time we should know the reason before granting it; there may be every reason why we should, there may be just as good reasons why we should not. Whichever way we decide it should not be done indifferently. We should either grant the request cheerfully, taking care to make it understood that it is granted as an accommodation, not as a right, or if we decide not to grant it, decline it positively but kindly, and, having done so, insist on a settlement.

We now come to a consideration of the two classes first mentioned. On those which seem to be above question there may be reason for fixing a limit of credit. But this limit is not a question of how much credit the customer is entitled to, rather how much the seller can afford to risk on any one individual account; that is to say, how many eggs he can afford to carry in one basket. Fire insurance companies adhere to this principle strictly and the law requires it of national banks. Failures among this class come seldom, but when they do they fall with terrific force and there seems no possible way to guard against them—they are like the lightning, you cannot tell when or where they will strike.

Regarding the other class, in selling whom one knowingly takes an unwarranted risk, very little need be said. Some buy lottery tickets,

some play poker, some play the races and invest their money in ten-to-one shots or worse; if they win they win, if they lose they lose; perhaps they can afford to, perhaps not, but we cannot prevent it in any event for, as has been said of woman, "If she will, she will, you may depend on't, and if she won't, she won't, so there's an end on't."

In closing, let us briefly consider one other relationship, namely, that of both the credit department and the collection department to the debtor class as a whole. If, as credit men, we conceive of no further duty, no higher duty, than passing judgment upon the credit risks that come before us each day and (after having once said yes or no) letting them pass as matters finally disposed of, then we are making ourselves the selfish tools of selfish institutions. We are becoming more narrow and self-sufficient instead of keeping in the front rank of civilization and development. Nor are we, in following this selfish policy, serving even our own individual best interests; yet some of us follow this course all the time and all of us some of the time. Now let us see what higher duty we can find to perform and how best to perform it.

We are, whether we are so accredited or not, the guardians, the "watch dogs" if you please, into whose keeping is given the most hazardous property of the various concerns we represent. It is expected of us that we be of unflinching determination, yet not stubborn; quick of decision, yet not hasty of judgment; we must discern between truth and falsity, but must be neither credulous nor incredulous. We must be accurate judges of human nature and character; we must be even tempered, calculating, patient, yet quick to act in an emergency.

Few of us, perhaps, embody all these qualities to a high degree, yet certainly the confidence that is reposed in us demands that we make that our aim. Does it not seem to you that with the qualities ascribed to us and with that lack of knowledge of business principles and the loose business ideals which we see about us, with these qualities and these opportunities we can become educators of the great mass of smaller merchants who are, be assured, susceptible of it and in whose advancement lies our best success? All this is perfectly practicable and the word "educator" conveys a sense of the loftiest, noblest purpose of mankind.

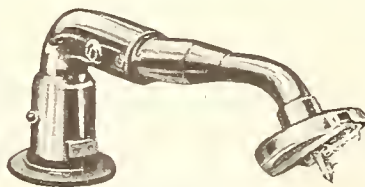
But how can we become educators? Shakespeare made Iago to say, "I never found man to know how to love himself"; and Benjamin Disraeli said, "Self-love is a principle of action." Can we not, and shall we not, disprove Shakespeare and bear out Disraeli by making self-love our principle of action, to the end of educating

(Continued on page 27)



THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

THE REGINA CO. 47 West 34th Street, NEW YORK
209 South State St., CHICAGO, ILL.

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.





The Brunswick Brought New Standards and Gained a Lasting Success

THE Brunswick is an achievement of which its makers are proud. Never has a phonograph been received with such universal enthusiasm. Lovers of music found in it the complete satisfaction they had long sought. Their praise sent thousands more to Brunswick Dealers. And these in turn were no less amazed and delighted when they had heard it.

Its Great Selling Features

The Brunswick Method of Reproduction has been widely advertised and discussed. It is a remarkable advance over old methods that has aroused the interest and attention of the public. Its revolutionizing features have meant increasing volume of sales to Brunswick Dealers.

An Artistic Triumph As Well

But the House of Brunswick was not content with setting a new standard of tone reproduction. They have also created a series of cabinets of unusually beautiful design. For grace and dignity these are unapproached. Each is a work of art—an achievement in fine cabinet-making.

Brunswick Service Backs the Dealer

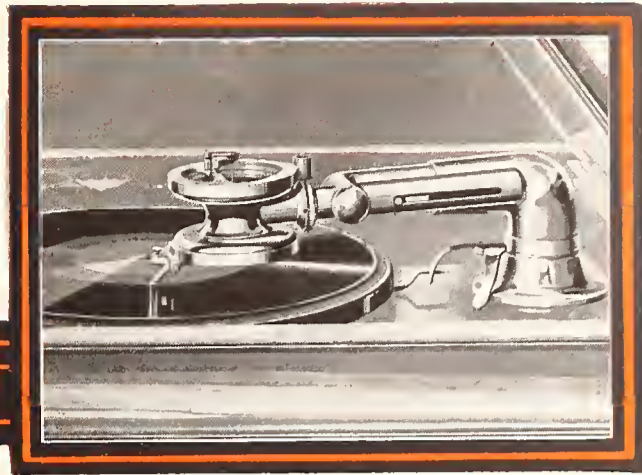
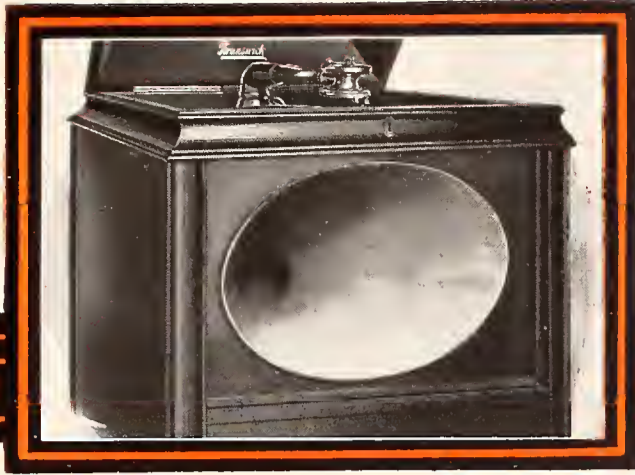
Aiding Brunswick dealers are the resources and the extensive distributing organization of The House of Brunswick. Strong, convincing advertising in national publications and the co-operation of a competent and expert dealer service has simplified the sales-building problem.

The Brunswick-Balke-Collender Company

623-633 South Wabash Avenue, Chicago

Branches in Principal Cities of United States and Canada

The
Brunswick
ALL PHONOGRAPHS IN ONE



The Brunswick Method of Reproduction

Of Paramount Importance to Dealers

BEFORE The Brunswick there was a wide demand for a phonograph that would more faithfully reproduce musical tones. A noticeable harshness and metallic quality invariably detracted from the listener's enjoyment.

Then came the Brunswick Method of Reproduction. At once it displaced old methods and set up a new standard for comparison. And the reception accorded it was sensational. It fulfilled all expectations of what a phonograph should be.

The Ultona

The Brunswick was the first to play all records with faithful regard to their individual requirements. By a simple device — the Ultona — it brought unrestricted choice of records from the lists of all great makers. The Ultona requires no changing of parts. Just a turn of the hand presents the proper needle and diaphragm to any record, regardless of the recording method employed.

The Brunswick Amplifier

The Brunswick Amplifier solves the problem of harsh, strident tones. It banishes metallic sounds and brings to all records a clearer, truer quality. Built entirely of holly-wood, moulded to conform to proved acoustic laws, it builds up and projects a full, round tone.

Other Advantages

The Brunswick Method of Reproduction has also succeeded in greatly decreasing objectionable surface noises. And a controller at the back of the instrument permits of increasing or diminishing the volume of tone to meet the needs of larger or smaller rooms.

Explain It to Your Customers

Dealers should study the Brunswick method of Reproduction. It is the most important development in the phonographic field today. Its superiority has proved a vital selling force.

The Brunswick-Balke-Collender Company

623-633 South Wabash Avenue, Chicago

Branches in Principal Cities of United States and Canada

The Brunswick
ALL PHONOGRAPHS IN ONE

TACT AND COMMON SENSE IN COLLECTIONS AND CREDITS

(Continued from page 26)

the people with whom we do business, to their gain and to our own as well? Let us do it conscientiously and persistently and see what it will do for us. We will not find it laborious, but fascinating, rather, and it will show quick results in specific cases and a gradual, sure elevation of the class of small merchants to whom a moderate amount of credit is a business necessity. More often than not (when used intelligently) kind, painstaking treatment pays us best, even though we calculate solely on a basis of dollars and cents.

This argument has been rambling, but perhaps it has made some things clearer, even though it has advanced nothing new and, if so or not, these few things can be set down as truths:

No man can guard against the unexpected, so do not lose heart when you get caught on an account that everybody considered good; you have committed no fault, no crime.

The man who makes fewest losses is not always the best credit man. The losses may have been saved at the expense of valuable business. It is easy to say no, but it may indicate lack of courage or industry, and a coward or a laggard has no place in a credit department.

The idea of fixing a limit of credit on an account and then allowing ourselves and our

offices to be governed thereby is wrong. It is very likely to prove a trap set by ourselves only to catch ourselves.

The credit man should be just as ambitious to increase sales as any salesman, but his ambition needs a truer balance wheel and a more delicate, more responsive governor.

The credit man who extends credit on an overdue account, without getting at the facts of the case, or who fails to see that collections are handled with the same degree of intelligence and discretion as he is expected to give to the credits themselves, injures his own business, injures your business, injures the debtor's business, injures all business, for, leaving out the deliberate thief, most debtors are good until some of us let them get behind; therefore, if we allow them to get behind and discouraged by a load of debt we are not only breaking down the individual's credit, but we are actually striking at the very vitals of the credit system.

The credit man of experience and ability has at his command a fund of valuable knowledge and he should not be content to act thereupon arbitrarily, but should give reason and argument, thereby gaining better results for himself and, to a degree at least, educating his customer along the lines of better business methods and greater business honesty.

TO TRAVEL FOR BLACKMAN CO.

A. D. Robbins Returns to Old Post After Discharge From Service—E. S. Palmer Also Back

A. D. Robbins has rejoined the traveling staff of the Blackman Talking Machine Co., Victor wholesaler, after serving abroad in the Aviation Corps of the U. S. Army. Mr. Robbins is calling upon Victor dealers in Brooklyn and New York, and his many friends in the trade will be glad to know that he has resumed his former position.

E. S. Palmer, who was formerly a member of the Blackman Talking Machine Co.'s staff, but who entered the retail field a few months ago, has rejoined the company's forces. Mr. Palmer succeeds A. J. Wilckens, who has severed his connections with the Victor industry to enter the wholesale drug trade.

WALTER BRUNNER JOINS COLUMBIA

Lambert Friedl, manager of the local wholesale branch of the Columbia Co., has appointed Walter Brunner as a member of the company's traveling staff. Mr. Brunner, who has been associated with the local Columbia branch for a number of years, will visit the dealers in North Brooklyn territory, and his intimate familiarity with the problems confronting the dealers will undoubtedly enable him to give his clientele practical co-operation and service.

COLUMBIA CO.'S STRONG POSITION

Has \$4,000,000 Cash on Hand With Most of the Early Charges Written Off—Rise of Common Stock From \$62 to \$250 a Share

The remarkable prosperity enjoyed by the Columbia Graphophone Co. is shown by the increase in the value of the common stock, which has soared from \$160 to \$250 a share and which a year or so ago sold for \$62. The company is in a very strong financial position, and the report which will be issued next month will show that there is \$4,000,000 cash on hand and in banks, with most of the earlier charges written off.

To-day the Columbia Graphophone Co. has unfilled orders on hand for 90,000 Grafonolas, several million records and thousands of dictaphones. The three factories at Bridgeport, Toronto and London, employing many thousands of men, are working at capacity. Early in April the common stock was placed on a 10 per cent. cash dividend basis with an extra dividend payable in stock. The remarkable progress of the concern is an indication of its able management.

EDISON FOR STATE MUSEUM

MADISON, Wis., April 30.—Through the efforts of Prof. Benjamin Snow, University of Wisconsin, the gift of a New Edison machine of the very latest style has been received by the State Historical Museum as an addition to its collection, considered second only to the Smithsonian Institute, Washington, in size. The Wisconsin museum already contains an exact replica of the first Edison phonograph, and when Thomas A. Edison was apprised of this fact he sent the latest style as his personal gift.

CHICAGO BRANCH OFFICE DOES WELL

The Chicago office of the Triangle Phono Parts Co., which is located at 930 Republic Building, and not 932 Republic Building, as previously mentioned in The World, is closing very satisfactory sales, and during the past few weeks several well-known Western manufacturers have arranged to use Triangle tone arms and sound boxes exclusively during the coming year.

ELECTRO-PLATING of PHONOGRAPH PARTS AND MUSICAL INSTRUMENTS
Silver, Nickel and Antique Finishes
Specializing in GOLD FINISH
JOSEPH MUSANTE
125-131 BAXTER ST. Tel. Franklin 3053 NEW YORK

The 24-Hour A Day Salesman

Federal Electric Sign

"Glistens by day — Sparkles by night"

PIANOS
PHONOGRAPHS

THE Federal Electric Sign is one of the most effective and cheapest forms of advertising for the merchant. Its porcelain enameled surface, with raised letters, glistens in the day time and sparkles at night. It keeps your name before the public twenty-four hours a day. It widens your zone of attraction and puts the store in the middle of a block on a par with a corner location. Current to operate the signs costs but a very small sum. There is no other maintenance expense.

It cannot rot, rust or fade. It is enameled and never needs repainting or refinishing. An occasional washing will keep it shining like new. We are so sure the Federal Electric sign will increase your business that we are willing to give it to you on a twelve-months-to-pay basis. The first payment brings the sign, and you get the services of this energetic salesman to help you make the final payments. Let us give you complete information. Send the coupon today.

Federal Sign System (ELECTRIC)
LAKE AND DESPLAINES STREETS, CHICAGO, ILL.
Branches In All Large Cities

Be Sure it's a Federal
Twelve Months to Pay

Please Send Full Information for Sign Suitable for My Business

Name
Address
Business

(C. M. W.—5)

STEGER
The Finest Reproducing Phonograph in the World

The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records *correctly*, with no change of parts.

Whether you prefer the charm of some singer or some colorful orchestral number, the patented Steger tone-arm and Steger tone chamber insure perfect reproduction of every tone. This Phonograph is encased in the beauty it deserves.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete—and are in a position to ship all styles in the various woods *immediately*.

PHONOGRAPH DIVISION
STEGER & SONS
PIANO MANUFACTURING COMPANY
Founded by John V. Steger, 1879
Steger Building Chicago, Illinois

Distributors
IVER JOHNSON SPORTING GOODS CO.
155 Washington St., Boston, Mass.
SMITH & NIXON COMPANY
306 W. Walnut St. Louisville, Ky.
STEGER & SONS
Steger Bldg., 867 Broad St.
Newark, N. J.

MODEL 508 \$250
MODEL 505 \$175
MODEL 504 \$165
MODEL 503 \$135
MODEL 502 \$115
MODEL 501 \$80
MODEL 507 \$340
MODEL 500 \$60
MODEL 506 \$390

A TWENTY-THREE YEAR OLD POSTER

Thomas A. Edison, Inc., Receive Poster Advertising a Church Concert Held Twenty-three Years Ago, at Which the Edison Phonograph Was the Very Interesting Attraction

G. F. Phillips, of Chagrin Falls, O., recently sent to Thomas A. Edison, Inc., the advertising poster which is reproduced herewith, and which is interesting as showing the development of

Phonograph Concert
FOR THE BENEFIT OF
METHODIST CHURCH,
Edison's Most Wonderful Invention

Will Reproduce the HUMAN VOICE, BANDS, WHISTLING, Etc., Etc.

Greatest Invention of the Century.

Don't Fail to Hear the CHIMES by the Bells in St. John's Cathedral.

No Ear Tubes on this Machine. Hundreds Hear it at once.



YOU CAN'T AFFORD TO MISS THIS RARE OPPORTUNITY.

Come prepared to be instructed and entertained.

NEW FEATURES ON THE PROGRAM FOR THIS OCCASION.

UNDER THE DIRECTION OF J. T. CONKEY, OBERLIN, OHIO.
Methodist Church, Chagrin Falls, Friday Even'g, Feb. 14, 1896
7:30 STANDARD TIME.
ADMISSION, - - 10 and 20 CENTS.

Old Poster Advertising Church Concert

the phonograph since the time of the poster, twenty-three years ago. The poster advertises a concert given in a Methodist church, and puts special emphasis on the fact that there are no ear tubes on the machine, and that hundreds can hear it at the same time. A glance at the machine pictured shows the wonderful progress made in the art of mechanically reproducing sound since then, when the old cylinder machine with its horn is compared with one of the present-day period models of the new Edison. Doubtless the church concert was a great success, and there were probably persons in attendance to whom the little machine seemed a weird and wonderful thing. The present-day machine is no less wonderful, but the weirdness has passed away, leaving in its place a deep appreciation of the mechanical genius which has made the recreation of the voices of the world's greatest artists accessible to everyone at all times. Surely the "world do move."

FREE SONORA ADVERTISING SERVICE

Company's Advertising Department to Furnish Cards and Other Material Which Can Be Used in Show Windows and Store Interior

The advertising department of the Sonora Phonograph Sales Co. has announced that Sonora dealers will receive in the future a free advertising service, consisting of cards and other material which can be used to excellent advantage in the show windows or in the store interiors. Several of these cards and accompanying dealer helps will be sent out each month, and those now being completed are exceptionally handsome.

Such trade helps as electric signs, costly glass signs, expensive display material, etc., will not be furnished hereafter free by the Sonora Co. Material of this kind which is now on hand is being sold at prices quoted in the official sales help booklet, mailed some time ago to Sonora dealers. After the present supply of this material is exhausted the dealers will be referred direct to the manufacturers for further supplies

NOW "SIR HARRY LAUDER"

Popular Singer and Raconteur Knighted by King of England for Service in War Time

Millions of people in the United States who know Harry Lauder through his inimitable Victor records, as well as those who have had the privilege of hearing him in person, will be pleased to learn that this quaint Scotch minstrel of the music halls is now Sir Harry Lauder, having been knighted by the King of England for his invaluable services during the war. This recognition of the splendid work done by Harry Lauder for the cause of the Allies during the war will certainly meet with the approval not only of his fellow countrymen, but of his admirers on this side of the "big pond."

In commenting upon the honors bestowed on Harry Lauder, the New York Times editorialized thus the other day:

"It is not easy to realize that this favorite of the music halls, who from the stage has called upon the audience so often to join in the chorus of his ballads and topical songs, is to be made a knight. Never had knight a humbler origin or a more singular career. He tells you in his autobiography in the English 'Who's Who,' that he was educated by 'Stumpy Ball as a half-timer in Arbroath,' and that he was 'first a mill boy in a flax-spinning mill, then a miner, now is what the people have made him.' It was at his native Arbroath that Harry Lauder sang his first song as an amateur when a 'star' was missing. In the vernacular, he did not 'get the hook,' being applauded from the start.

"Harry Lauder, as he became famous, made pretensions to some education. He tells us that he has written a Scotch comedy; also that he is a composer—of his own music, which is so much broken by monologue often better than the score. Like more distinguished men in 'Who's Who,' he has his recreations; 'trying to hit a wee gutty ba', trying to catch salmon and trout, motoring, shooting.' He is a clubman, too; the 'Tooting Bec and Kirn Golf.' So he was gradually qualifying for society far above the pit mouth and those obscure days of poverty. The most democratic of all wars has translated

Harry Lauder into a knight, and richly he deserves the honor, as compared with a great many previous aspirants and doubtless with some of the new company in which he finds himself, for he has done his 'bit' in the war in his human and useful way, inspiring his countrymen to greater sacrifices and forever endearing himself to them on the stricken fields of France."

GALLI-CURCI A "MORAL DANCE"

Pittsburgh Customer Has His Own Ideas About Quality—A Companion Story

A salesman in a Pittsburgh talking machine store had interested a customer from a neighboring town in a number of Red Seal records and was working for more business along that line. As he was demonstrating some records by prominent operatic artists he asked casually, "What do you think of Galli-Curci?" "Personally, I think it is a very moral dance," was the startling reply of the customer.

This story, declared to be true, reminds one of the remark of the customer who was asked if he had ever seen Mary Garden in "Thais." "I never knew she wore them," was his answer.

REPORTS PROSPEROUS CONDITION

Vitus F. di Lustro, New York manager of the "Indiana" Die Casting Corporation, with headquarters in the Tribune Building has assumed all details concerning the business of this firm in the East, and reports that he has found exceptionally prosperous conditions existing throughout the talking machine industry.

Mr. di Lustro reports that activities in other industries using die castings are rather quiet, but in the talking machine industry there is a rushing business. Mr. di Lustro briefly summed up the situation in the following sentence: "I am not looking for a boom in the talking machine industry, for the boom is already here, and we are receiving a very satisfactory amount of this exceptional business."

The man who looks ahead won't "see his finish."

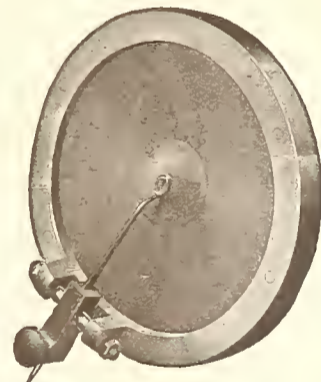
TWO MILLION PHONOGRAPHS

Are estimated in homes in the United States that are not in use.

These are all possible new record customers. Why not plan a campaign to reach them?

The "BLISS" Reproducer with its treated silk diaphragm has already started a great many buying records again.

Write us for sample and then get busy.



THE BLISS REPRODUCER IS DIFFERENT

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any phonograph; the "Phono-Lite," an automatic lighting attachment for the New Edison; also Diamond and Sapphire Points, Pathé Sapphire Points, Lakeside Rotometers, B & H Fibre Needles, B & H Fibre Needle Repointers, Vallorbes Semi-Permanent Needles and Steel Needles.

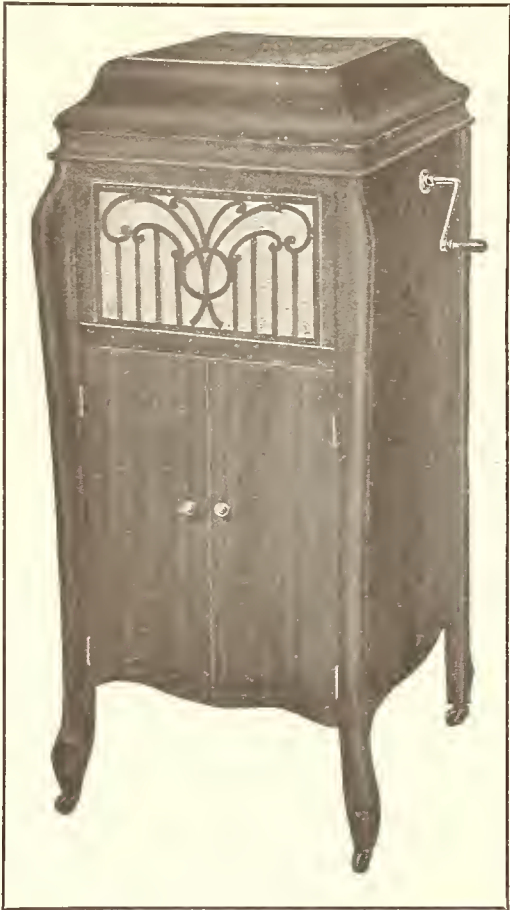
Write for our dealers' price list,—or may our Parcel Post Salesman call?

BLISS REPRODUCER, Inc.

80 Fifth Avenue
New York

Successors of
D. M. Bliss Co.
Wilson-Laird Phonograph Co.

Manufacturers and Distributors of the
Bliss Reproducer & Phonograph
Specialties



The Perfect Tone
OPEROLLO
 For Every Home

SATISFACTION
 —with a great big “S”
 THAT’S WHAT YOU GET

Every dealer that sells “Operollo” Phonographs makes a worthwhile profit—our very fair prices guarantee that. The makers of “Operollo” don’t want ALL the profit.

And what does the owner get? A real phonograph that does everything one could expect it to do—and more. Yet the price is so reasonable—and the VALUE so evident—that every owner is half-sold when he sees “Operollo” for the first time. All cabinets have a piano finish and equipment is strictly high grade.

What is lacking in variety and design is more than made up in quality and moderate price.

“Operollo” Phonographs Made in Eight Designs

Style No. 65

(ABOVE)

Mahogany, Golden or Fumed Oak. Height 43 inches, Width 21 inches, Depth 19. Strong double spring motor. Absolutely reliable, universal tone arm, tone modifier.



Style No. 95

(AT RIGHT)

Mahogany, Golden or Fumed Oak. Height 43 inches, Width 21 inches, Depth 19. Strong double spring motor, trimming nickel plated. Operollo universal tone arm, spruce wood tone chamber.

Style No. 2

(BELOW)

Mahogany, Golden or Fumed Oak. Height 46½, Width 19½, Depth 21. Strong double spring motor, silent and reliable. Spruce wood tone chamber Operollo tone arm.



**True Tone—Appearance—Reliability
 Variety—Price**

ALL COMBINE TO MAKE THIS

The Phonograph Dealer’s Very Best Proposition

Dealers: Write today for attractive proposition, prices and descriptive matter.

OPEROLLO PHONOGRAPH COMPANY

54 West Lafayette Blvd.

Detroit, Michigan

Rosa Ponselle's record "Keep the Home Fires Burning" is selling like wildfire. Have you ordered enough? Columbia 49585.

**Columbia Graphophone Co.
NEW YORK**



WHY DEALERS SHOULD BE PREPARED

Pertinent Remarks by V. W. Moody on Importance of Being Equipped to Meet a Greater Activity and Prosperity in Business World

A message to Victor dealers that is based on optimism, logic and practical suggestion is contained in the following bulletin recently issued by V. W. Moody, general manager of the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesalers:

"The basic principle of life is action. Where there is no action there is no life. When action ceases life automatically ceases and disintegration begins. A merchant cannot stand still. He must go forward or backward. This circular is addressed to thinking men.

"When the time comes in the experience of a merchant that he is satisfied with his business—satisfied that it is good enough—satisfied that there is no room for improvement—he is going backward, and it is then that his competitor takes the lead—and holds it.

"The taxes due to war expense will compel high prices for some time to come. This applies to everything—labor, house rent, raw materials and manufactured goods. Building material is probably as low as it will be for another twelve months, and labor costs certainly will not reduce very much. How much do you figure you can save by delaying your improvements a year—one hundred dollars—three hundred dollars—three thousand dollars? Is the saving worth while if your business is going to be handicapped the whole year? All Victor men should make their improvements as fast as labor and material can be obtained. Your Victor profits of a single month will probably pay for all of your improvements. Any merchant properly conducting his business can make more money when prices are high than when prices are low.

"True enough, you did have a remarkable talking machine business during the past season, but just think how much more business you could have done—how much greater your profits would have been—had you been able to obtain all the Victor goods you needed and had you been able to take care of all of the business offered you.

"The merchant who feels that he can afford to delay his improvements 'until prices go lower' will probably find that when that time comes there will be no need of making his improvements, for the very good reason that he will not have business enough to warrant the new investment.

"Victor goods will be obtainable in greater quantities than ever before. Business will be done in greater volume than ever before, and some dealers—those who are prepared—will make money as never before.

"One of our conservative dealers said that each of his booths was worth \$1,000 a year net to him. When he had two booths he made \$2,000 a year in his record department. To-day he has twelve, and states that he made over \$12,000 in records last year.

"What move could you make—what policies can be adopted—that will help you off on an even keel in the hurricane of prosperity which is shortly to come upon this entire country? A new and greater prosperity will be the natural result of taking up with a rush the resumption of building and manufacturing, both of which were brought practically to a standstill during the war period."

WATROUS & RUMSEY OPEN STORE

The new Watrous & Rumsey store, which recently opened in Perry, N. Y., carries an excellent line of talking machines and records as well as several makes of pianos and player-pianos. Three soundproof demonstration booths have been built for the display of Edisons and Victrolas. The interior of the store is handsomely decorated and fitted up for the display of all kinds of musical goods. A new \$1,000 Edison instrument, an eighteenth century period model, was displayed on the opening day. Beside the Victor and Edison machines this store also carries a handsome and complete line of grand and upright pianos and player-pianos.

INCORPORATED

The Cabinet and Accessories Co., Manhattan, has been incorporated with a capital of \$10,000 to deal in talking machines. The incorporators are W. Y. and O. Goldsmith, 196 Homecrest avenue, Brooklyn.

"L'ARTISTE" MAKES ITS DEBUT

New Talking Machine Made by the Grand Rapids Phonograph Co. to Make Initial Showing at Furniture Market at Grand Rapids

GRAND RAPIDS, MICH., April 29.—The Grand Rapids Phonograph Co., which is owned and operated by the Grand Rapids School Equipment Co., who has been established many years in this city, will make the initial showing of its new talking machine, "L'Artiste," at the Furniture Market which opens at Grand Rapids on June 20. Its entire plant, which has been devoted to Government work during the period of the war, will now be devoted to talking machine production, and the annual output is estimated at 50,000. The line is to be a quality one, and a finely illustrated catalog is now in the course of preparation, which will be ready for distribution about June 15. The extensive plans for merchandising now in view will undoubtedly bring this new phonograph to the attention of a large clientele.

WANTS TALKING MACHINE AGENCY

The following appears among the list of foreign trade opportunities issued by the Bureau of Foreign and Domestic Commerce: 29188—The representative of a firm in France, who is in this country for a short time, desires to secure an agency from manufacturers for the sale in France and Morocco of talking machines.

1919 Will Be A Banner Phonograph Year

Prepare Now To Give

YOUR CUSTOMERS THE BEST POSSIBLE

By Getting

Pathe Phonographs and Pathe Records

Through

The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.

What Constitutes a Real Live Talking Machine Dealer?

The world moves. Brains count. "Efficiency is the watchword of the age," not only in manufacturing methods but also in advertising, selling and distribution.

This is "old stuff," you say. True, but isn't it a fact that many retailers keep their "nose to the grindstone" so close that they do not see a good many things that concern them vitally? There is many a retailer whose store is neat and clean, the clerks courteous, the details of accounting, buying and stock-keeping looked after carefully, and yet he is not a "live dealer."

There are two systems of distribution, as we all know—the "mail order" system, which eliminates the dealer—and the dealer system, in which the dealer is the important factor. The object of both systems is to get the consumers' business. The mail order system has weak spots—so has the dealer system, but the dealer himself, we are sorry to say, is generally the weak spot in the dealer system. Perfect harmony, co-operation and team-work are absolutely essential to the dealer system, and our definition of the really live dealer is one who is in real harmony with the system under which he exists commercially, and who co-operates to the extent of his ability with all the various efforts of the manufacturers whose goods he distributes. We all know how the mail order houses concentrate their efforts on those towns and cities where the merchants are not "live ones."

Relax. Stop and think. Cut loose occasionally from the details of your business and ponder over these facts. You are part of a system and in order for this system to work most smoothly and efficiently, and incidentally

to make the most money for you, you must "pull together" with the manufacturers whose goods you handle. Your interests and theirs are identical as long as you have their goods on your shelves and counters, or in your warehouse.

Any dealer who doubts these statements should find out the facts for himself. Any up-to-date manufacturer who distributes through the dealer system will tell you that the greatest problem of his sales department is to get the full co-operation of his retailers.

Are you doing your share to remedy this weak point in the "dealer system"?

Manufacturers are spending immense sums in brains, energy, time and money for "dealer's help" to connect you up with their goods, to increase your sales, as well as their own. Whenever you allow a dollar's worth of this effort to go to waste you are guilty of contributing to the weakness of the "dealer system." You are dissipating the efforts and the money of the manufacturers who are your co-workers, a part of the same system of distribution as yourself, and whose interests and your own are identical.

When a manufacturer offers you a new scheme for co-operation, or sends you a "dealer's help," therefore, what is your duty? Do not waste it, throw it aside, neglect it or forget it. Remember that he has put his time, thought and money into it, all for the mutual benefit of the system of distribution of which both you and he are important members. Use the help he offers if you can possibly do so. Even go a little further and put yourself to a little inconvenience, if necessary, to show that you have the co-operative spirit. Tell him that you have done so; or, if for some good reason

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

you cannot do it, tell him the reason. He will be glad to have your opinions. If he has sent you something that you cannot possibly use, return it to him, so it may not be wasted.

Are you thus doing your best to keep the system well oiled, of which you and the manufacturers are cogs?

Are you a live dealer?

(Contributed to *The World* by *The Meyercord Co.*)

SUBJECTS OF INTEREST DISCUSSED

"How to Make a 100 Per cent. Mailing List" is the title of a full page article that constitutes the feature article of the May issue of the "Columbia Record," the house organ published monthly by the Columbia Graphophone Co. This article contains many practical suggestions that can be used to advantage by the Columbia dealer in compiling an efficient and productive mailing list.

There are a number of articles in the May issue devoted to happenings in the establishments of Columbia dealers throughout the country, and these pithy paragraphs carry a message of import and timeliness. A new series of moving picture slides is also announced in this edition of the "Columbia Record," and attention is called to the fact that the Columbia Grafonola traveling kit will be advertised extensively during June.

Plans for summer retail talking machine campaigns are now in order.

—want more?

Call Greeley 698

A HIT you *can't* get is not worth the powder, etc., etc.!
Supply the rest yourself.

That's one advantage of handling Emerson Records. They're first on the market, to begin with. And you can always get enough records to satisfy your trade.

Our business is to see that Emerson dealers are kept supplied with current Emerson releases. It's a pretty big contract—but we manage to keep the trade fairly happy.

How do we do it? Simply by keeping plenty of stock on hand. By filling orders as soon as possible after we get them.

Can we be of service to you right now?

Emerson Record Sales Company, Inc.

Exclusive Metropolitan Distributors

366 Fifth Avenue, New York City



ONE OF THE FINEST PHONOGRAPHS

We Might Say *The Finest*
We Say *One of the Finest*
Because—

There are several makes of high-grade machines that represent just as good a value as the Hiawatha Phonograph.

What we maintain is that the Hiawatha in tone, construction, finish, and standard of equipment takes justified rank alongside the best in phonographs.

Mr. Dealer: You should
HANDLE ONE OF THE FINEST PHONOGRAPHS
Your initial order for one Hiawatha will enable you to do so

Our policy is just as fair as our claim.

HIAWATHA PHONOGRAPH COMPANY

209 S. State Street, Chicago, Ill.

HIAWATHA
PHONOGRAPHS

Listen to this simple story
to this song of *Hiawatha*.
LONGFELLOW.



MAKING THE SCHOOL KIDS "HEP" TO REAL MUSICAL DOPE

How One Talking Machine Dealer Played the Music Memory Contest Thing Both Ways and Cleaned Up in Publicity and Cash—Catching 'Em Young and Training 'Em

Sam Blake, the talking machine man, was grabbing off the news in the morning paper en route to his office when he lamped a little paragraph headed "Music Memory Contest Opens" and received a shock thereby. Sam's reminiscences of music memories were indeed sad, consisting chiefly of recollections of a crabbed old teacher who said "dis" and "dat," smelled of limburger and beer and insisted on rapping his knuckles for every blue note, and likewise recollections of his mother, switch in hand, watching him practice the scales on the piano, while the gang, shy one for the baseball nine, were whistling their lips sore outside.

Coming back to life Sam lamps the paragraph again, and discovers that the dope is to make the school kids memorize the tunes of fifty of the best patriotic and classic selections of music, together with the names of the composers, so that they will be able to recognize them in the dark without the aid of magic. He learns further that the contest opens next week; that the contestants have several weeks to study, and that it is suggested that those who are able study by means of talking machine records. Then he grabs his knife and digs that paragraph right out of the page, together with the list of music that accompanies it.

Sam's first job at the store is to look over his record lists and discovers that he had about two-thirds of the selected titles in stock, and that all but two of them are to be found in the catalog. The jobber gets a rush call for records that he forgot had ever been pressed, and then Sam proceeds to work up a bit of local color, as it were. A sign in the window tells the public that he was "hep" to the fact that there is a contest going on, and that he was the baby that can help out the hard workers by supplying records of the music, the titles of the records, with the prices being attached thereto.

Then he jumps up to the school and bulls the principal and the music supervisor into the belief that without him and his machine and records the contest is going to be a fliv.

The result is that due announcement is made to the effect that Sam is going to run a little class of music study of his own in the assembly room of the school three afternoons and two evenings each week. It's not going to cost the sweet little children a jitney so long as they promise to carry home one of his circulars and a record list to pa and ma. Just checking the record list for bringing desired numbers to the home by first boy C. O. D. is the message that Sam sends with the sweet innocents.

Just so his classes won't be crowded in school Samuel insists that each bright pupil fill out a little card with papa's name and address for

which he, or she, will receive a pretty little ticket admitting one to the classes. Pa gets a circular by mail, is called on by Sam, or his salesman, and digs down for at least one record, and perhaps a dozen or more.

"Music memory is a great thing," quotes Sam in his talk. "In fact, my memories of my early experiences with music are the freshest I possess. If you're going to put your girl in this contest don't let her travel under a handicap, for these records are going to give her knowledge and you pleasure. If she don't get them now she'll want them later on and then maybe I won't have them." Business with order blank follows here.

"Memorizing music is a great little stunt," declares Sam, "and if I can make these kids memorize my name and address at the same time they are filling their minds with melody the old cash register isn't going to get rusty for a few years at least."

Mr. Talking Machine Dealer, the moral is obvious!

EFFECTIVE FISCHER CO. PUBLICITY

Tells How the Pathé Phonograph Plays Its Part in "Head Over Heels"

CLEVELAND, O., May 4.—When "Mitzi," the popular musical comedy star, appeared in this city in "Head Over Heels" the Fischer Co., Pathé jobbers, used newspaper publicity to feature the fact that a Pathé phonograph was used on the stage during the entire engagement at the Euclid Avenue Opera House. Artistic advertising appeared in the Cleveland "Plain Dealer," and the illustration used in this advertising embodied a human interest appeal which contributed materially to the success of the campaign. The publicity was on a high level and won praise from experts in the advertising game.

One illustration featured "Mitzi" as she appeared in "Head Over Heels," and another picture showed this well-known "star" listening to a Pathé phonograph. Attention was called to

the fact that in the Pathé library there is a record featuring the hits from this successful musical comedy, and there was also reproduced a letter written to the Fischer Co. by B. S. Bachelder, business manager for "Mitzi," which reads as follows:

"Will you be so kind as to send a Pathé phonograph to be used on the stage during the engagement of 'Mitzi' in 'Head Over Heels' at the Euclid Avenue Opera House? The Pathé phonograph was chosen by Henry W. Savage for these performances on account of its clearness and purity of tone and the excellence of its sound-projecting qualities."

REMOVE TO LARGER QUARTERS

Joseph Musante, electro-plater of phonograph parts, has removed from 168 Centre street to 125-131 Baxter street, New York City, where additional space will be available for his increasing business.

AMERICAN

In the **AMERICAN** line you will find a model for every prospective buyer, seven models made in mahogany and oak. The **AMERICAN** remains sold when delivered, and plays all records. Guaranteed throughout.

The cabinet, the motor, the tone chamber, the tone arm, the reproducer, and the packing case are all proven and correct.



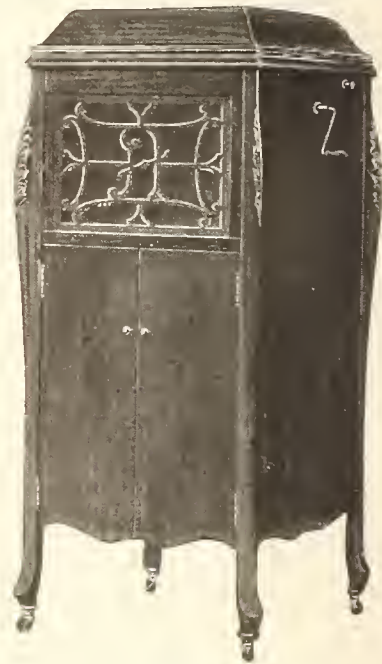
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No. 9



No. 10



No. 11

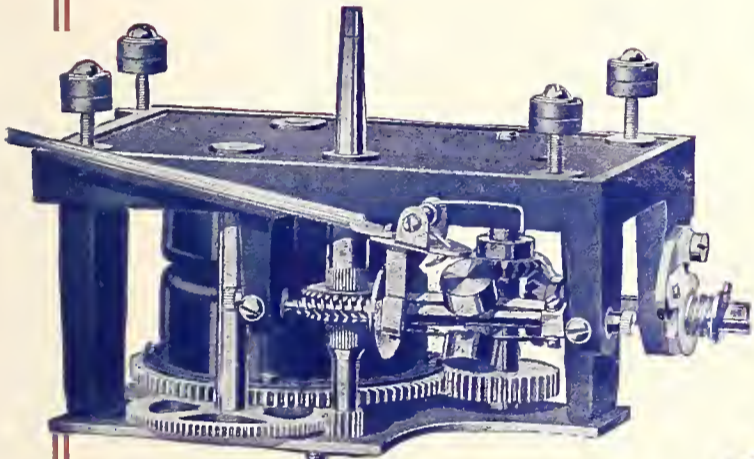
Catalog upon request.

AMERICAN PHONOGRAPH CO.

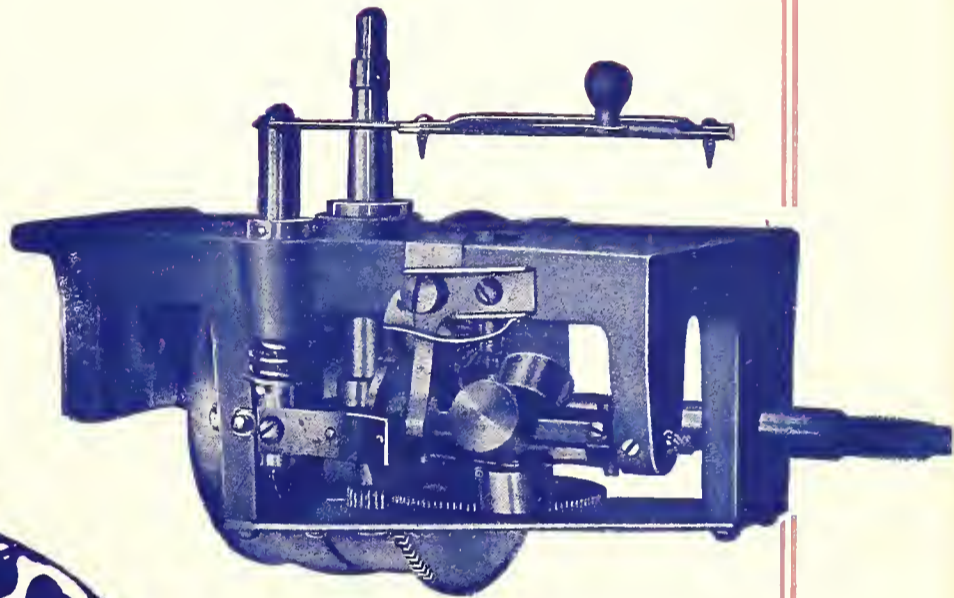
17 N. IONIA AVE.

GRAND RAPIDS, MICH.

THE
MOTOR
OF
QUALITY



Meisselbach Motor No. 16



Heineman Motor No. 77

Heineman-Meisselbach Motors OVER A MILLION IN USE

QUALITY DID IT

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.

PUTNAM, CONN. SPRINGFIELD, MASS.

CHICAGO

TORONTO

SAN FRANCISCO



CAPITAL INCREASED TO \$200,000

Sona-Tone Phonograph, Inc., Elect Directors—Prominent Men Connected with Company

At a special meeting of the stockholders of the Sona-Tone Phonograph, Inc., held recently at the executive offices, the following directors were elected for the coming year: B. G. Higley, president of the company and prominent in financial circles; Major H. C. Hecquenbourg, of New York and Washington, D. C., well known in the industrial world; Samuel Adams, head of the Adams-Flanigan Co. and a director of the Emigrant Savings Bank; I. H. Griswold, of Plattsburg, N. Y., president of the Bell Telephone Co. of Northern New York; H. L. Morse, active in the general shipping business; T. A. Sherman, a prominent attorney, and Arthur Braun, a New York broker.

The stockholders also voted to increase the capital stock of the company from \$60,000 to \$200,000 in order to properly handle and develop the company's expanding business.

The general executive and sales offices of the Sona-Tone Phonograph Co. are now located at 110 West Fortieth street, New York, and this location, in the heart of the uptown business district of the metropolis, gives the company an opportunity to invite out-of-town dealers to call at Sona-Tone headquarters when visiting New York.

AUSTRALIAN FIRM WANTS AGENCY

A. A. Campbell Will Visit New York in June to Secure Talking Machine Agency

Arthur A. Campbell, of the firm of W. W. Campbell & Co., Ltd., Sydney, N. S. W., will be in New York during the early part of June for the purpose of securing an agency for some high-grade talking machine. Correspondence may be addressed to A. A. Campbell, care Guaranty Trust Co. of New York, 140 Broadway, New York City.

NEW PORTRAIT OF THOMAS A. EDISON

Handsome Photogravure of Inventor Now Ready for Use of Edison Dealers

Thomas A. Edison, Inc., announces that it is now in a position to furnish its dealers not al-



ready supplied with a handsome photogravure portrait of Mr. Edison, size fourteen inches wide by twenty-two inches deep, suitable for framing in the standard fourteen by twenty-two-inch frame. A facsimile of the portrait is reproduced herewith.

SONORA BUYS HERZOG FACTORY

Plans to Build Half-Million Dollar Addition Immediately to This Well-Known Cabinet Plant in Saginaw—Management Remains the Same

The business between the Herzog Art Furniture Co. and the Sonora Phonograph Sales Co. having grown so tremendously large and the relationship so intimate, it was found desirable on the part of both, in order to work the future out on a basis that would be the best for all concerned, to amalgamate the interests. After deliberation on the part of the officers of the Sonora Co. with those of the Herzog Co. arrangements were concluded in which the Sonora Co. purchased the plant of the Herzog Co., so that to-day this great cabinet factory is owned by the Phonograph Sales Co., Inc.

The advantages that the trade will derive from this step will be many. It will enable the Sonora Co. to control absolutely the policy of the cabinet factory, which will be particularly in reference to the quality of the cabinets and the increasing of the output.

Immediately upon the consummation of the deal the Sonora Co. started on large building plans which have been under consideration for some time by the Herzog Co. for the increase of the output of the plant, and a half million dollars is being invested this year in additional buildings and equipment, all of which should be completed before the end of the year. This will make the Sonora plant in Saginaw by far the largest in the city, not only in factory space, but in the number of hands employed, which will be well over 1,000. The officers and management of the cabinet factory will remain practically the same as heretofore, and only the policy will be affected.

The Rexall Drug Store, Ottawa, Ill., will add a talking machine department to its store in the near future. Alterations are now being made to accommodate several demonstration rooms which will be attractively equipped.





THE WESER FACTORY
Contains Over Three Acres of Working Floor Space



For 40 years the piano trade has recognized in the Weser Instruments exceptional piano value and it has always been our pleasure to invite comparison of the Weser product with those of other makers. Many of our best dealers have been acquired by such comparison.

WESER PHONOGRAPHS
are making rapid headway in the same manner

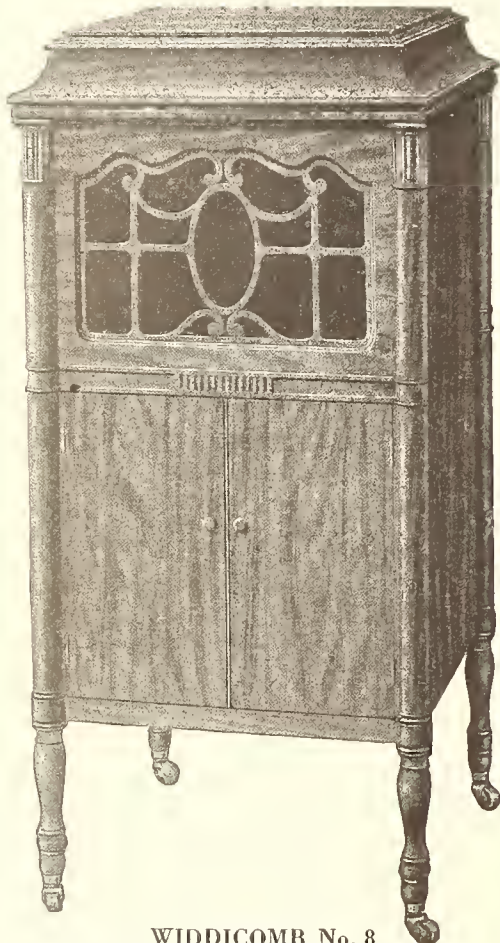
Send us a sample order and compare our talking machine with other makes for tone quality, finish and solidity of construction and we are content to abide by your decision.

Write for Catalogue

WESER BROS., Inc.
520 to 530 WEST 43d STREET **NEW YORK**

The Widdicomb
 A FINISHED
 PRODUCT

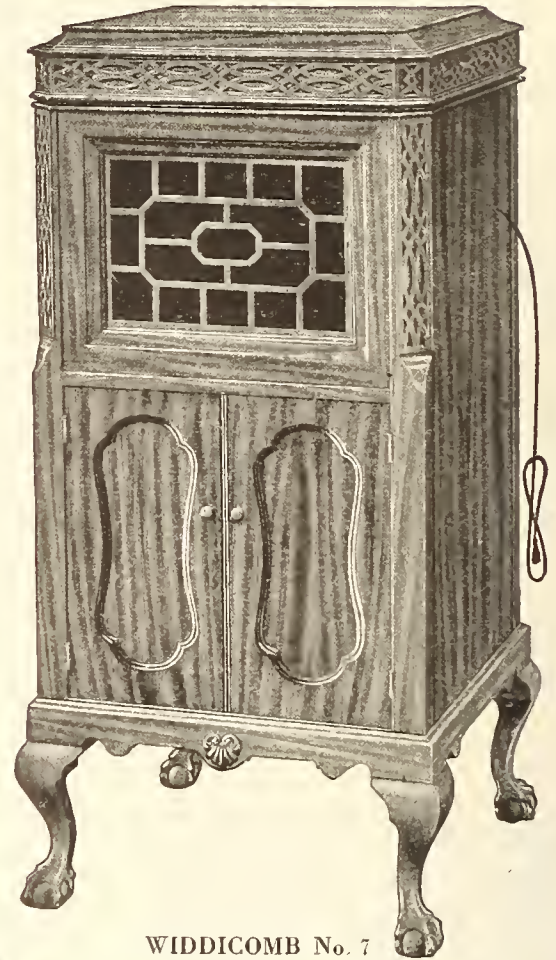
Tone Quality
 Unsurpassed



WIDDICOMB No. 8
 Colonial Adam : Retails at \$200.00

Our Precision Motor
 Winds and Runs as Quietly
 as Your Watch

“Play It Yourself”



WIDDICOMB No. 7
 Chippendale : Retails at \$275.00

Our Horn is Carved Wood
 Acoustically Better
 Light to Ship

Our Tone Modulator
 —In Itself—Will Be the Means
 of Closing Many Sales



WIDDICOMB No. 5
 Adam : Retails at \$135.00

MANUFACTURED BY THE
 PHONOGRAPH DIVISION
 WIDDICOMB FURNITURE CO.
 GRAND RAPIDS, MICHIGAN

LEASES MUCH LARGER QUARTERS

Emerson Record Sales Co. to Remove on May 15 to 6 and 8 West Forty-eighth Street

The Emerson Record Sales Co., metropolitan distributor of the products of the Emerson Phonograph Co. and the Talking Book Corp., has leased the entire third floor of the building at 6 and 8 West Forty-eighth street, New York.

In its new quarters at 6 and 8 West Forty-eighth street the Emerson Record Sales Co. will have ample facilities to take care of its fast-growing business.

CONGRATULATIONS FOR MISS BIRNS

Miss Dorothy Birns, niece of Saul Birns, popular and successful talking machine dealer, is receiving the congratulations of her many friends in the trade upon the announcement of her engagement to H. Behrman.



Miss D. Birns

Miss Birns is well known to local talking machine dealers through her active association with the establishment of her uncle at 111 Second avenue, New York.

The Pollock Shop, of Houghton, Mich., which recently added the Columbia line to its general stock, reports an increasing volume of business as a result.

ENGLISH DEALER OPTIMISTIC

Tells of Increased Demand For Machines and Records in That Section of England, and Is Most Optimistic Regarding the Future

A. Hindley, the prominent musical instrument dealer at 21 Clumber street, Nottingham, Eng., in a recent letter enlisting his name as a World subscriber remarked:

"It may interest you to know that at the present time there is a tremendous demand for machines and records in this part of the country; our great difficulty is to obtain enough machines, especially the higher grade models of 'His Master's Voice' and Columbia, for which the demand is far in excess of that previous to the war.

Harold A. Hindley, who was released from the army about two months ago, has again settled down to business, which during his absence was carried on by his father.

DISTRIBUTORS FOR STARR PRODUCT

The Carpenter Paper Co., Omaha, Neb., has been appointed distributors for Starr phonographs and Gennett records in the territory embracing Iowa, Nebraska and Colorado.

OPENS NEW DEPARTMENT ON MAY 15

FARGO, N. D., May 5.—The Stone Piano Co., which plans to open on May 15 its talking machine department in this city with the Aeolian-Vocalion line of talking machines and records, including a handsome exhibition of art models, will conduct a retail and wholesale business.

RETURNS FROM SHORT VACATION

D. A. Creed, general manager of the Chicago Talking Machine Co., Victor wholesaler, returned recently after a few weeks' rest at Lake Placid, N. Y., where he sojourned in order to get in trim for the coming spring and summer months.

VICTOR WAR WORK VISUALIZED

Special Supplement to "Voice of the Victor" Includes Views of Different Departments of the Great Plant Working on Hydroplanes

A special supplement in "The Voice of the Victor" for April affords an unusual opportunity for the members of the trade to visualize the great work carried on by the company during the war in aiding the Government, and emphasizes the fact that the greater portion of the facilities of the enormous plant were devoted exclusively to war work, to the production of hydroplanes, as a matter of fact.

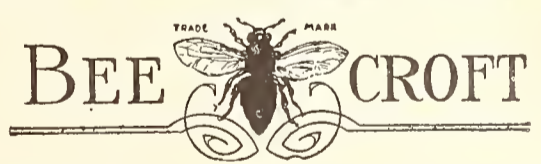
While it was generally known that the Victor Co. was patriotically responding to the call of the Government, and making every effort to assist in war production with a view to bringing hostilities to an early and successful conclusion, it is doubtful if any members of the trade, except those actually in close touch with the factory, realized to what extent the plant was devoted to that work.

FALLS A VICTIM OF WAR MEASURE

George H. Merrill Charged With Violation of Moratorium Act—Held in \$1,000 Bail

LOS ANGELES, CAL., May 3.—G. H. Merrill, president of the Merrill Music Co., this city, has been taken into custody on the complaint of Assistant United States District Attorney Green, charged with violation of the Moratorium Act.

Advertisement for Victor Records featuring an illustration of two men in kilts and a list of records titled 'An Excellent List of Victor Records' and 'We Will Gladly Play Any Record For You'.



Art Series Delivery Envelopes Jobbers get particulars—Very attractive Also Columbia, Edison and Pathé lists of Records in Art Series

RECORD CABINETS made with Beecroft's Patent Moulding Pat. No. 1,244,944 SOME NEW STYLES Correspondence solicited

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

Cleartone

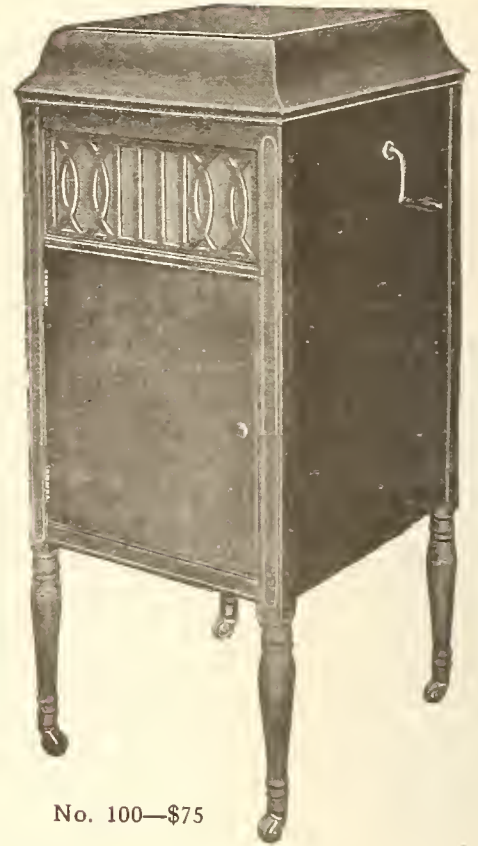
SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.75 per set; No. 6, \$3.50 per set; No. 7, \$3.25 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, 5/8 in., 9 ft., 29c; No. 01A, 3/4 in., 10 ft., 49c; No. 01, 7/8 in., 7 ft., 25c; No. 02, 3/4 in., 7 ft., 25c; No. 1, 3/4 in., 9 ft., 39c; No. 2, 13/16 in., 10 ft., 39c; No. 3, 7/8 in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 1/4 in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.75 each.

SAPPHIRE POINTS, for playing Edison records, 18c. each.

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 48c. per thousand in 10,000 lot; 45c. per thousand in half million lots.

We also manufacture special machine parts, such as worm gears, stampings, or any crew machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 200—\$100

Lucky 13 Phonograph Co., 46 East 12th St., New York

F. S. SOLTON JOINS STAFF

To Travel for New York Album & Card Co., Inc.—Just Back From Service in France

The New York Album & Card Co., Inc., manufacturer of Nyacco record albums, announced this week the appointment of Fred S. Solton as



F. S. Solton

He returned last month after service on the

a member of the company's traveling staff. Mr. Solton is now visiting the dealers in the East, and the orders he has received indicate that he will be very successful.

Mr. Solton is well known in the talking machine trade, having been associated with several prominent manufacturers of albums and other accessories in recent years.

Western front as a member of the United States Army, and while "over there" was severely wounded. In fact, he was reported "missing in action" after one big battle, but he recovered from his wounds and is now in excellent physical trim.

In a chat with The World Max Willinger, president of the New York Album & Card Co., stated that the company's sales so far this year are well ahead of 1918, and that additional factory space will soon be utilized to take care of the demand for Nyacco albums.

N. J. Potomack, vice-president of the company, will leave at the end of the month to attend the piano trade conventions to be held in Chicago the first week in June.

WITHDRAWS ENEMY TRADING LIST

War Trade Board Removes Restrictions on Foreign Trade Except With Germany

Acting concurrently with the competent authorities of the Associated Governments, the War Trade Board announced that on April 29, 1919, all enemy trading lists heretofore issued or compiled by the War Trade Board would be withdrawn. On and after April 29, 1919, all disabilities heretofore attached to trade and communication with persons included in such lists ceased to operate, and all persons in the United States were authorized, subject to the other rules and regulations of the War Trade Board and, except as hereinafter provided, to trade and communicate with all persons outside of the United States with whom trade and communication is prohibited by the Trading With the Enemy Act.

The foregoing action does not modify or affect in any respect the present restrictions against trade and communication between the United States and Germany or Hungary, nor does this action authorize trade with respect to any property which heretofore, pursuant to the provisions of the Trading With the Enemy Act as amended, has been reported to the Alien Property Custodian or should have been so reported to him, or any property which heretofore, pursuant to the provisions of said Act, the Alien Property Custodian has seized or has required to be conveyed, transferred, assigned, delivered or paid over to him.

The Associated Governments, in taking the foregoing action, have reserved the right to re-issue the enemy trading list and to revive the disabilities hereinabove mentioned, should such action become necessary.

SHELTON CO. IN NEW OFFICES

The Shelton Electric Co., manufacturer of the "Simplicity" electric motor, has removed its executive and sales offices from 30 East Forty-second street to 16 East Forty-second street, New York. The company has leased extensive floor space on the sixth floor of this building, and ample facilities will be afforded to handle its fast-growing business.

In a chat with The World W. Gentry Shelton, president of the company, stated that the demand for the new "Simplicity" electric motor has far exceeded all expectations. In fact, this motor has met with such an enthusiastic reception that the factory is working day and night to keep pace with the orders. Factory enlargements are now under way, and Mr. Shelton expects to be in a position to give the dealers the most efficient delivery service in the very near future.

JOINS RANKS OF BENEDICTS

The many friends in the trade of Paul L. Baerwald, the popular Eastern traveling representative for the Otto Heineman Phonograph Supply Co., will be glad to know that this well-known talking machine man has forsaken bachelorhood. Mr. Baerwald was married a few weeks ago to Miss Colette Dearborn, of New York, and after enjoying a honeymoon Mr. and Mrs. Baerwald leased an apartment in New York City.

Mr. Talking Machine Dealer

Are You Keeping Pace With the Musical Education of Your Territory?

Remember This: The people of this country took more interest in music during the world's war than ever before. Therefore—why not supply their musical demands by handling as a side line in your business



Seeburg's Style K "Midget Orchestrion" (Coin-Operated)

It's an entire orchestra—all in one—that meets the most exacting demands, rendering real orchestra music with such exquisite shading of tone and brilliant technique as to leave nothing to be desired.

Write Today for Particulars

J. P. Seeburg Piano Company

419 West Erie Street
CHICAGO, ILL.

Important Notice to Dealers

Why Every Dealer Should Handle The Highest Grade Phonograph Steel Needle in the World.

The WALL-KANE

First—Each WALL-KANE needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—Phonograph owners will always purchase WALL-KANE needles, since they eliminate the troublesome changing of needles after each record.

Third—WALL-KANE needles are scientifically prepared, and, by reason of special composition, are beneficial to the grooves of the record, thereby adding to its life.

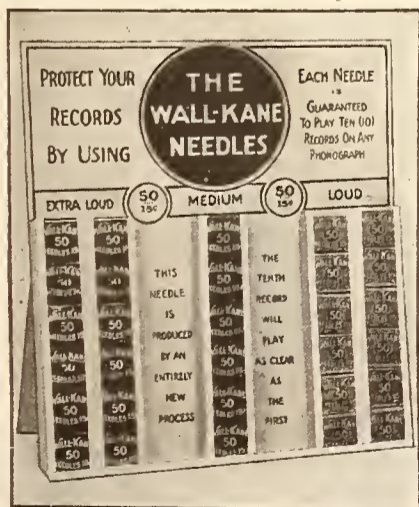
Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten new, full-tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



BEWARE OF IMITATIONS

Package of 50 WALL-KANE needles, Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, costs the dealer 7½c., 8c. in the Far West.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co.
145 West 45th Street, New York

REG. U.S. PAT. OFF.

Paramount Records

Double Disc

Headliners and Hits

is the combination that makes the Paramount a sure money maker for dealer and jobber—No slow sellers—Two-hits to a record.

Artists That Record Buyers Know

Billy Murry, Henry Burr, Arthur Fields, Helen Clark, Charles Hart, Beck's Pennsylvania Hotel Orchestra, Peerless Quartette, Shannon Four, Sterling Trio, Collins and Harlan, Louise and Ferera, Samuel Gardner, George Green, Marie Tiffany, Marion Evelyn Cox, and many others are recording new records for Paramount continually.

The New York Recording Laboratories

INCORPORATED

Main Office: PORT WASHINGTON, WIS.
Laboratories: 1140 BROADWAY, NEW YORK CITY

Factories: Grafton, Wis., Sheboygan, Wis., Port Washington, Wis.

Branch Offices: New York, Chicago, Ill., Minneapolis, Minn.

FOR CANADA:

PARAMOUNT PHONOGRAPH & RECORD CO., Ltd.
200-204 Papineau Ave., MONTREAL, P. Q.

The
Greatest
Record
Proposition
In America
Today—

The Paramount
Pressing Plant
at Grafton, Wis.



Application of Period Decoration to Talking Machine Cabinets—Early French Renaissance

There is charm and grace about the French decorative art, generally very real, sometimes rather imaginary, that appears to have a special appeal for all people of the present day who give thought to the decorative treatment of their homes, and consequently to the designs of musical instruments and other home accessories which of necessity follow, as they sometimes lead, public taste.

As has been said before, Americans have become, largely through constant use, most familiar with the details of the Louis periods, for there is no question but that the decorative art of the time of Louis XIV, XV and XVI lends itself most readily to the elaboration of modern cabinet and furniture work. There are those designers, however, who seek to get away from the beaten track, who favor the unusual, who desire to create special designs that are absolutely distinctive in their details, and for the use of such ambitious designers there are found many decorative styles in the Italian, English, Flemish as well as the French schools from which to draw on for ideas. Designers of period cabinets for talking machines have been particularly resourceful in the adaptation of period styles for such cabinets, having before them practically a virgin field open for experimenting.

Among the period styles that should appeal to talking machine cabinet designers, as well as to other decorators, for the fact that it is not generally used, although quite artistic in its details, is the style of Francois I, named after the ruler of France from 1515 to 1549, during which reign was noted the greatest development of the style known as the Early French Renaissance. This Early French Renaissance, be it said, is more Italian than French in its characteristics, and is actually a French adaptation of the Italian Renaissance style following the campaigns against Italy carried on by Charles VIII and his successor, Louis XII.

When the armies of France came back from their various inroads into Italy they brought with them the influence of the Italian decorative arts, and although the general adoption of these arts by the French began with the reign of Charles VIII, it was not until Francois I ascended the throne a quarter of a century later

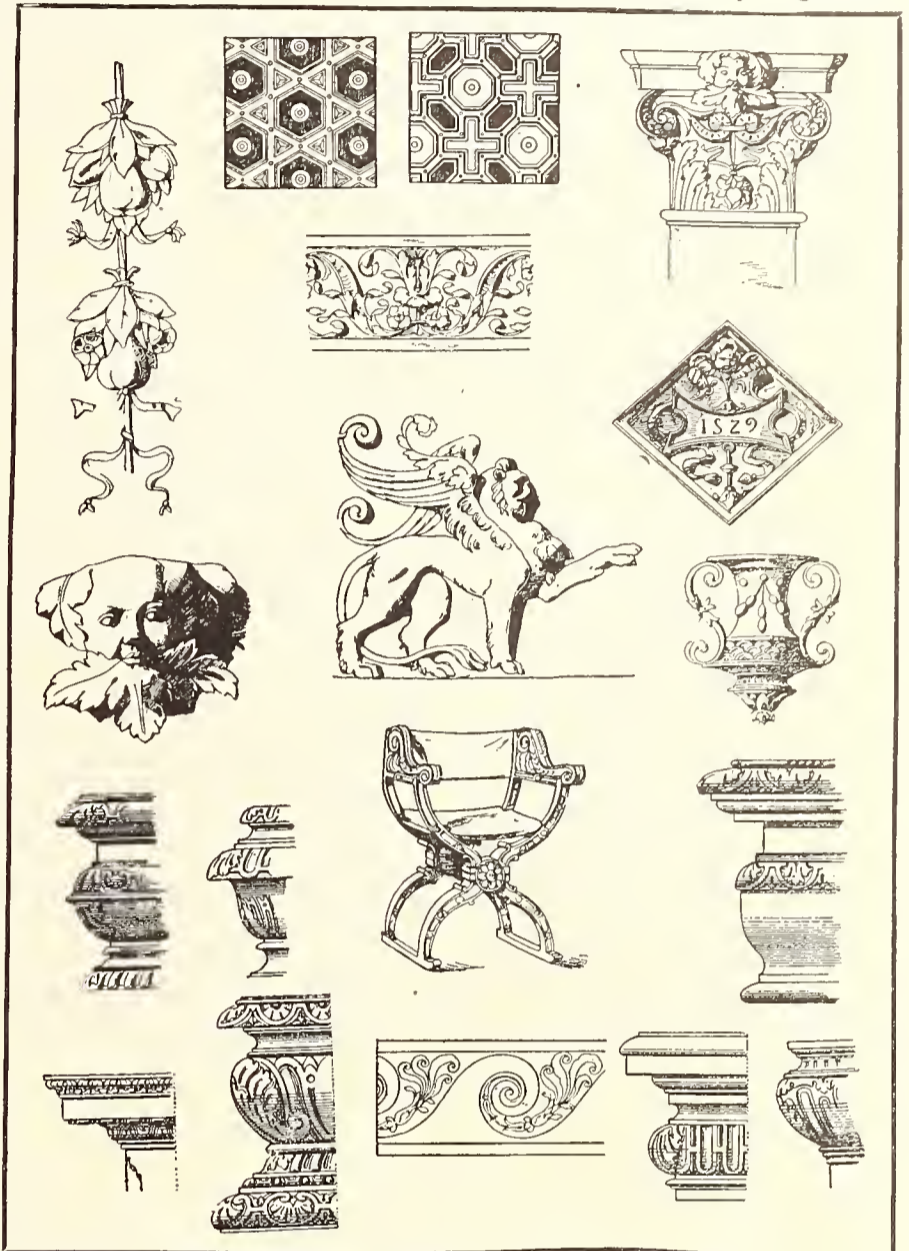
that the Renaissance really came into its own in France. This development was stimulated by the fact that Francois had a natural love for art, and, having sojourned in Italy for a considerable period during the war which he, too, conducted against that country, had his enthusiasm for Italy's art aroused by direct contact.

Not only was Francois a patron of such great artists as Da Vinci, Del Sarto, Cellini, Della Robbia, Primaticcio, Serlio and Vignola, but he profited by the workmanship of a horde of artists and artisans who flocked to France after the fall of the Medici family in Florence.

Having as their king such a devoted patron of art, the members of the court vied with each other in the elaborate decorations and furnishings of their palaces and homes, and the arts were therefore greatly stimulated. Francois himself began to remodel the Louvre, and finally decided to rebuild it, and it was during his reign, in 1528 to be exact, that the great palace of Fontainebleau was begun.

As was the case with practically all the early decorative forms, the Early French Renaissance style is more or less massive and full of heavy

detail. It probably never will be adapted in a general way to cabinet work, but should prove most acceptable where a distinctly original de-



Some Details of Francois I Period in Decoration

sign is desired for a special purpose. Its very exclusiveness should recommend it to those who demand that feature in the things they buy.

The accompanying plate sets forth some of the principal details of the Francois I period in decoration, many of them lending themselves particularly well to the treatment of panels and mouldings on cabinets. The designer who desires to be master of his craft would do well not to overlook this most interesting period of the early French Renaissance.

LEVERICH A JUNE BRIDEGROOM

June 2 has been set as the date for the marriage of Lester L. Leverich, assistant advertising manager of the Columbia Graphophone Co., New York, to Miss Lillian Marguerite Elliott, of Brooklyn, N. Y. The wedding will take place at the Hotel St. George, Brooklyn, N. Y., and after their honeymoon Mr. and Mrs. Leverich will reside in Brooklyn.

CARVED PHONOGRAPH POSTS, GRILLS, MOLDINGS, ETC.

We manufacture and design carved period posts, grills, moldings, carvings, etc. Can quote from cuts, sketches or samples.

Catalogue on request

KLISE MANUFACTURING CO
GRAND RAPIDS, MICH.

ALBUMS



BUY DIRECT FROM MANUFACTURER

THE BOSTON BOOK CO INC
40-46 W 20th ST NEW YORK

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

TWO VIEWS OF MUSIC'S VALUE

One Enjoys Its Soothing Effects, Another Likes Its Noise, But Both Buy Anyway

It is a recognized fact that two people will do the same thing from entirely different motives.

It is recorded that Beau Brummel, the celebrated dandy, had the ceiling of his bedroom covered with mirrors in order that he could study graceful posing even while at rest, while a Yorkshire gentleman had his ceiling mirrored in the same manner in order that while on his death bed he could enjoy his favorite sport of cock fighting. This plan works out in music. One serious-minded individual will rave over music for

its soothing influence, while his next door neighbor will rave over music because to him music means jazz, and jazz makes his feet itch for dancing. The pleasing feature of the idea is that whatever the motive, they both buy music in record form, which is as it should be.

LEASE 3,500 SQUARE FEET OF SPACE

William Phillips, president of the Superior Phono Parts Corp., stated this week that the company had leased space at 145 Lafayette street, New York, where it has 3,500 square feet available for the manufacture of tone arms, sound boxes, etc. The company expects to announce its complete line of products very soon.

RETURNS AFTER SERVICE IN FRANCE

Over a year ago Frank W. Hennigs, assistant to Arthur Berg, musical director of the Emerson Phonograph Co., left for France as a member



F. W. Hennigs

of the United States Army. About the same time Jack Lawrence, assistant to Harry Marker, chief recorder for the Emerson Phonograph Co., also determined to be in at the finish, and left for the front. Both of these boys have now returned, and their associates at the Emerson offices have given them a royal welcome. Frank Hennigs has returned as a sergeant and a good cook, while Jack Lawrence won the stripes of a corporal. The Emerson Co. and every member of the organization is proud of these boys, who were in the thick of the fight at Chateau-Thierry and the Argonne.

PROSPERITY IN THE SOUTH

Messrs. Shire and Giles, Traveling Representatives For the Emerson Co., Tell of Great Activity in the Talking Machine Trade at Various Points Which They Visited

William A. Shire and M. O. Giles, special traveling representatives for the Emerson Phonograph Co., New York, returned recently from a Southern and Southeastern trip which included a visit to Emerson jobbers and dealers in this territory. They state that business conditions in this section of the country are excellent, and that Emerson jobbers report a steadily-growing demand for the company's records. The new lists are meeting with popular favor, and, judging from present indications, Emerson records will enjoy a banner year in 1919.

Mr. Giles left recently to spend a few weeks with the Emerson jobber in Pittsburgh, the Emerson Sales Co. This concern is developing a splendid business in its territory, and is adding new dealers to its clientele with regularity. Mr. Giles will work in close co-operation with the company's sales organization.

MAKING PROGRESS ON NEW PLANT

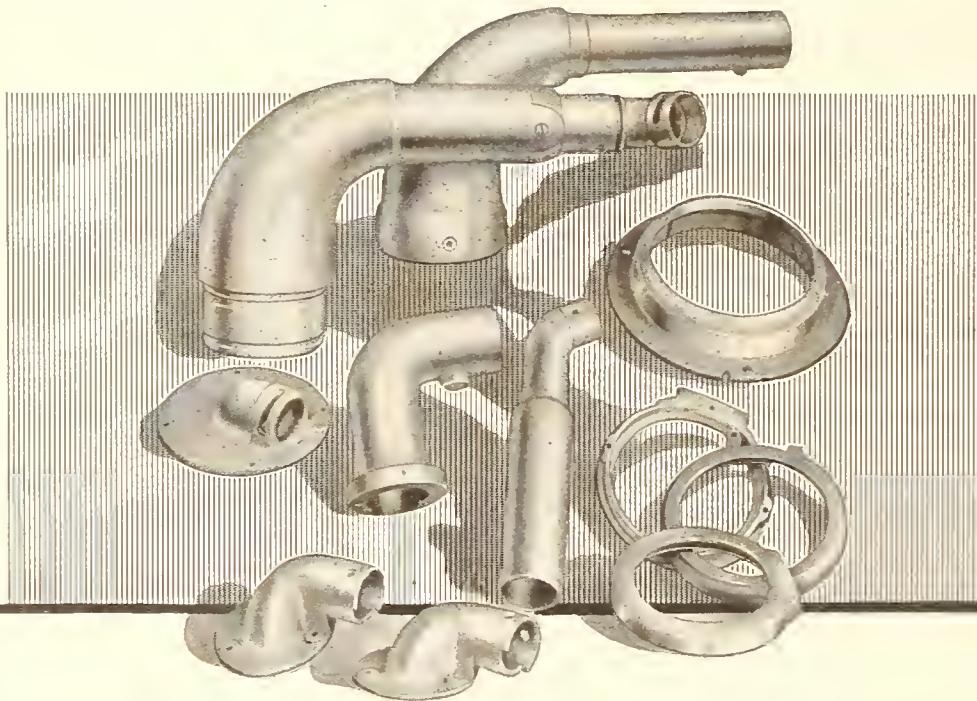
Work on the new Newark Heineman plant is progressing full steam. All contracts have been let for the construction of this big plant, and it seems reasonably certain now that the wheels will be humming in the completed plant by the latter part of the fall.

Carloads of machinery of the most modern type have been ordered for fitting up the various departments, and not the minutest detail has been left unheeded which may bring about an improvement in the famous Heineman-Meisselbach motors.

As Mr. Heineman puts it in his own terse manner: "This new plant will be dedicated to our trade-mark, 'Quality,' and, what's more, it's going to live up to it, too."

DOING A GOOD BUSINESS

The Wilmington Talking Machine Co., Wilmington, Del., is doing a very good business in Victor and Columbia machines. Eugene R. Pickard, of the Queen City Cycle Co., is manager of this concern.



Do You Look Far Enough?

You've got to look *behind* the first cost—Look at the Organization that makes your die castings. Choose one that will work in as close harmony with you as a department of your own plant.

The ordering of die castings is not the same as buying nuts, bolts, or other standard articles. All die castings are made to order.—each job is special, and requires long experience and skill in the art of die-casting, as well as thorough appreciation of your own manufacturing problems.

The best way to be *sure* of getting the results you want is to have your die castings made by an organization with the necessary qualifications.

Let our Engineering Department show you how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS COMPANY, INC.
SYRACUSE, **CAST** NEW YORK.

DIE CASTING PLANT, SYRACUSE, N. Y.

Brass, Bronze and Aluminum Foundry, Pontiac, Mich.

PRECISION

Your Opportunity to Get in Right

ELEVEN SPECIAL RELEASES

of



OKEH RECORDS

Place your order for Immediate Delivery

- | | | | |
|------|---|------|--|
| 1158 | { RING OUT! SWEET BELLS OF PEACE
(Tenor)
I SHALL MEET YOU (Tenor) | 1185 | { THAT WONDERFUL MOTHER OF MINE
(Tenor)
FOREVER IS A LONG, LONG TIME (Tenor) |
| 1159 | { JA-DA (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Tenor)
CAN YOU TAME WILD WIMMEN? (Tenor,
with Orchestra) | 1187 | { JOHNNY'S IN TOWN (Baritone)
ANYTHING IS NICE IF IT COMES FROM
DIXIELAND (Baritone) |
| 1160 | { A LITTLE BIRCH CANOE AND YOU (Vocal
Trio)
GIRL OF MY HEART (Tenor) | 1188 | { MUMMY MINE (Rose) (Fox Trot)
HOW 'YA GONNA KEEP 'EM DOWN ON
THE FARM? (One Step) |
| 1165 | { MARY (Fox Trot)
BEAUTIFUL OHIO (Waltz) | 1189 | { VANITY FAIR (One Step)
FLUTTER ON BY MY BROADWAY BUT-
TERFLY (Fox Trot) |
| 1166 | { TILL WE MEET AGAIN (Waltz)
RAINY DAY BLUES (Fox Trot) | 1192 | { AND THAT AIN'T ALL (Vocal Duet)
BY THE CAMP FIRE (Girling-Wenrich) (Vo-
cal Trio) |
| 1184 | { THE KISS THAT MADE ME CRY (Tenor)
SOME DAY I'LL MAKE YOU GLAD (Tenor) | | |

The OkeH Records were nicknamed by one of our successful jobbers

“Johnny-on-the-Spot Record”

NEVER DISAPPOINT IN QUALITY—NEVER KEEP YOU WAITING

JOBBER ALL OVER AMERICA

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio

Newark, N. J.

Putnam, Conn.

Springfield, Mass.

BRANCH OFFICES:

Chicago, Ill.

San Francisco, Cal.

Toronto, Ont.

FOUR SONGS ON A SINGLE RECORD

Idea Used in Film Melodrama May Result in Another Feature of Talking Machine—Both Hill and Dale and Lateral Methods Used on Record in "The Silk-Lined Burglar"

The day may not be very far off when the music-lover can have four records in one, if we may believe the latest wrinkle brought to light by our movie scenario scientists in their search for melodrama material. In the photoplay "The Silk-Lined Burglar," in which Priscilla Dean is starring, the action of the crucial moment hangs upon the fact that two distinct messages are written in the grooves of a record, one being an ordinary aria from an opera, and the other a secret code message of a German spy.

In reproducing this record by means of the ordinary needle, only the innocent song is heard, but when a specially constructed reproducer is used the incriminating evidence is secured. The

process is simple enough to those familiar with the workings of the modern talking machine. The record is cut by a double process, the song being recorded by means of the usual hill and dale method, while the secret message is cut into the side of the grooves by the lateral process. Naturally enough the ordinary needle does not transmit the vibrations from the sides of the grooves, but only from the depressions at the bottom.

This novel idea has given rise to the suggestion that it might be possible to combine the two methods of recording so that two songs could be contained in each single record, or four songs in the case of the double disc. According to a well-known recording expert this plan is entirely possible. Such an improvement would result in a great saving of material, and if it proved entirely satisfactory would be a great convenience to everyone. It would enable the dealer to carry an assortment twice his usual size without any increase of space, and in the home would make it possible to have more

records in the record cabinet. In these days of inventions nothing seems to be impossible to those engaged in the art of sound reproduction in its various phases.

GOOD WORK FOR VICTORY LOAN

Herman H. Doehler, of the Doehler Die Casting Co., was chairman of the Machine and Machine Tool Trade Committee of the Liberty Loan Rainbow Division in Brooklyn. It was the first advisory trade committee of the Brooklyn Rainbow Division to raise its full quota. Great credit for this early response is due to Mr. Doehler's enthusiastic efforts.

A GROWING CALIFORNIA MUSIC FIRM

The William L. Glockner Music Co., Los Angeles, Cal., dealers in the Edison machine, recently increased the sales force and added a new delivery car in anticipation of even larger business.



CAN BE PLAYED ON ANY PHONOGRAPH WITHOUT EXTRA ATTACHMENTS



Model B
Mahogany
Walnut or Oak

Merchandise that is good will win out in competition with merchandise that is not so good—

Empire talking machines are built and marketed upon that foundation—goodness.

The construction is honest, the finish and workmanship are true—the materials are of the highest grade. For honesty and truth are but other names for *genuine* goodness.

Empire talking machines are always identified with progressive and reliable merchants—each a creditable reflection upon the other.

Empire universal cut records can be played on any phonograph using a steel needle. No attachments are needed and no necessity of turning the sound box. Our June release consists of 12 splendid numbers—each one will prove a popular seller. Discounts offered to dealers are very liberal. Write for our supplements.

10 Models — Prices at Retail \$32.50 to \$500.
Our dealer proposition and catalogs at your request

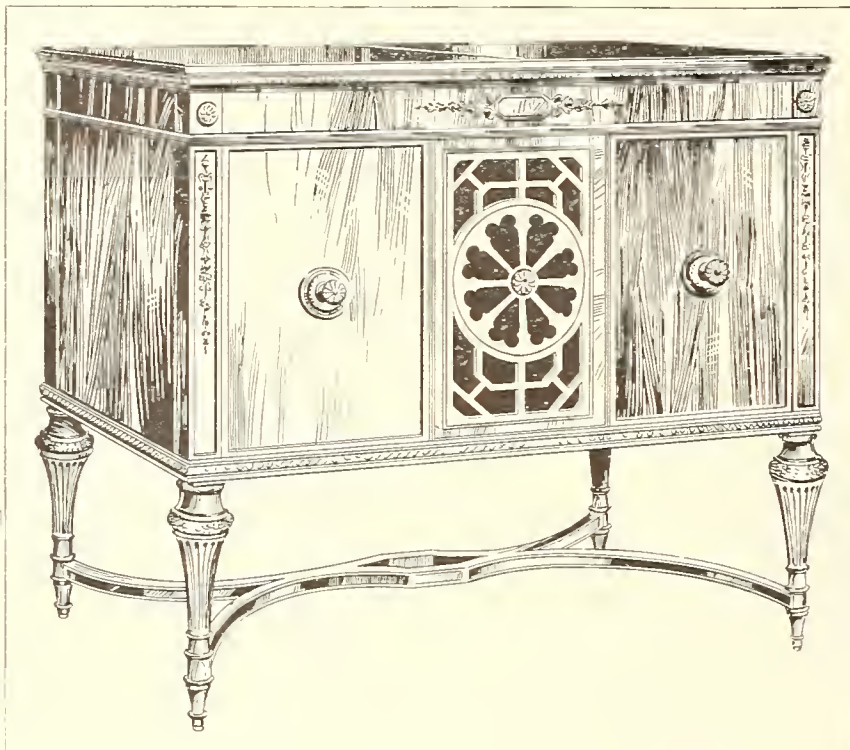
EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

Introducing



A forecast of the
models to be shown
in next month's
World



Cabinet of exceptional
beauty, measuring
42" x 37" x 24"
Meisselbach No. 17
motor and with parts
triple gold plated

The Grand Rapids Phonograph Company, maker of L'ARTISTE, is the outgrowth of one of the oldest and largest woodworking factories in Grand Rapids, which recently has financed and completed Government work exceeding one million dollars.

Now the entire plant (capacity 50,000 complete phonographs per annum) is to be devoted to the production of a SUPER line of instruments—quantity production is already started and deliveries in any amount will begin in August.

SAMPLES WILL BE SHOWN AT THE JULY FURNITURE EXHIBITION

We realize, to succeed in the face of present competition, a new line must really be all that is CLAIMED of other lines,—PLUS

WITH THIS REALIZATION IN VIEW WE OFFER



L'ARTISTE reproduction is the return of the artist, THE REAL VOICE OF THE ARTIST—THE REAL ART OF THE ARTIST—WITH ALL THE CLEARNESS AND NATURALNESS AS ORIGINALLY RECORDED. In fact, ON NO OTHER INSTRUMENT CAN BE HEARD THE SAME CLEARNESS OF ENUNCIATION OR THE VOLUME.

In L'ARTISTE the prestige of Grand Rapids, as the center of high class cabinet designing, construction and finishing, will be strictly maintained. In Fact—NO LINE EVER OFFERED AT POPULAR PRICES equals L'ARTISTE IN DESIGN, CONSTRUCTION AND FINISH, NOR DOES ANY OTHER LINE CARRY EQUALLY DISTINCTIVE EQUIPMENT.

L'ARTISTE EQUIPMENT is not to be seen on other lines.

Enterprising dealers will benefit by writing for our beautiful catalog, which will be out June 15th. We are organizing a sales force, and men whose reputation for clean-cut business is beyond question are wanted. Give your history and proposition in first letter.

In the Far West and South we are interested in securing the co-operation of high class jobbers.

→ LOOK FOR L'Artiste IN NEXT MONTH'S ISSUE OF THE WORLD ←

GRAND RAPIDS PHONOGRAPH COMPANY
Fourteen hundred Block Front Ave. Grand Rapids, Mich.

Owned and Operated by Grand Rapids School Equipment Company.
References: R. G. Dun Co., Bradstreet's, Red Book, Old National Bank.

OVERCOMING THE STOCK SHORTAGE IN INDIANAPOLIS

Jobbers and Retailers Catching Up Slowly—Demand Continues to Grow—Some Plans for Business Expansion—Ex-Warriors Returning to Their Posts—General News of Interest to Trade

INDIANAPOLIS, IND., May 5.—A slight relief in the machine and record shortage is reported by the local talking machine dealers, but business in most instances is still limited to the ability to get goods.

The Edison Shop is preparing to take care of its increased business. A. H. Snyder, manager, has moved his office into the front of the record and machine demonstration hall in the basement. His old office has been turned into a demonstration booth, equipped with summer furniture, with old rose colored draperies. The walls are done in mouse-color gray. Mr. Snyder is also arranging for turning the concert hall into demonstration booths with temporary partitions in anticipation of rush during the fall months. The April Edison business was as good as last October, he reports, and the Victory Loan campaign apparently is not affecting business. George Kadel, one of the crack Edison Shop salesmen, has returned from service in France with the tank corps. Kadel gained the name of "John McCormack of the Barracks" and is singing at the Circle Theatre. Mr. Snyder hopes to have him back in the harness soon.

The demand for Sonora machines is strong, Will Carlin, of the Carlin Music Co., reports. The chief difficulty is getting enough machines to supply the demand, he says.

W. G. Wilson, manager of the Grafonola Shops, Inc., is pleased with the big Columbia record and machine business.

The talking machine department of the Baldwin Piano Co., of which C. P. Herdman is manager, had a record month in the sale of Columbia and Windsor machines.

T. H. Bracken, manager of the Starr Piano Co. store, says the talking machine business is unusually good. The Starr phonograph is fast getting to be one of the favorites in Indiana.

The Vocalion, Columbia, Edison, Victor and Cheney machines are making fine sales records for the talking machine department of the Pearson Piano Co., where the record business is reported as exceptionally good.

The Fuller-Ryde Music Co.'s Victor department has had a big run in Victor machines, C. J. Fuller reports. He looks for one of the biggest talking machine years in the history of the business, when stock is procurable.

E. R. Askew, manager of the Pathé Shop, pulled an effective demonstration of the army and navy model Pathé before the Indianapolis city purchasing agent and the superintendent of parks. As a result he landed an order for three of the machines, which will be used this summer in the city's recreation work.

H. A. Kendrick, of the Brunswick-Balke-Collender Co., and Lieut. R. J. Waters, who was with the company until he went into the army, visited George Standke, manager of the Brunswick Shop, last week. The Brunswick business is very good, Mr. Standke reports, being limited to the product received. Mr. Standke as colonel in charge of Sector 46 in the Victory Loan campaign is making a big record. He is as enthusiastic about selling Liberty bonds as he is in selling Brunswicks.

H. E. Whitman, of the Circle Talking Machine Shop, is more than pleased with the turnover of Victor machines and records his shop has been making since its opening several weeks ago.

E. L. Lennox, of the E. L. Lennox Piano Co., is expecting a big year for his talking machine and record department. In the new location of the store it makes an ideal downtown headquarters for records.

C. O. Mueller, buyer for the talking machine department of the Mooney-Mueller-Ward Co., Pathé distributors, reports that the demand for

Pathé machines and records cannot be met, but he expects the situation to ease up a bit in the near future. The supply of records from the factory is getting more normal, he says.

The only limit to the Brunswick business is the ability to get machines, Frank S. Buttweiler, manager of the local branch of the Brunswick-Balke-Collender Co., reports.

The talking machine department of the Taylor Carpet Co., which handles the Victor line, is getting a nice machine and record business, is the report of Miss Minnie Springer, manager.

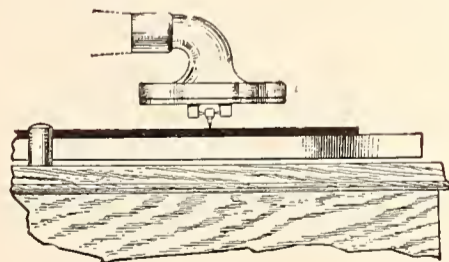
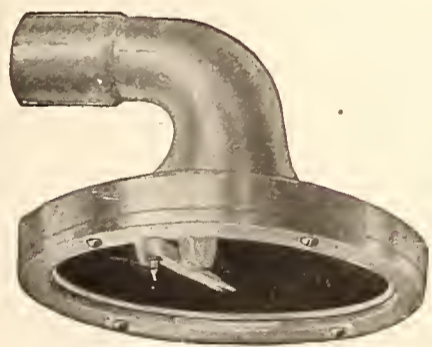
George Stewart, vice-president of the Stewart Talking Machine Co., Victor distributors, has returned to his position after a long service in the Twenty-sixth Division in France. Harry Diehl, who was a sergeant at Camp Taylor, Ky., and Frank Williams, who was in the marines, are also back on their jobs. Mr. Stewart reports that the company is selling all the Victor machines and records as fast as it receives them.

There is a great demand for the Sonora, it is reported by the Kiefer-Stewart Co., Sonora distributors, and a big record in Sonora sales is looked for this year.

Ben Brown, manager of the Columbia Co.'s wholesale office here, accompanied by Robert D. Duffey, the Kentucky traveling representative of the company, visited the New York office and Columbia branches in Buffalo and Cleveland recently. Mr. Brown said he received encouraging reports in New York and expects the supply of Columbia machines and records will increase shortly. The space in the local office has been rearranged, Mr. Brown's office being changed, and he likes the new arrangement.

The latest Columbia records were played at a meeting of Columbia dealers held at the Lincoln Hotel last week. A number of out-of-town dealers were present. Reports from all of them were that Columbia business was fine. Walter Gaunt, a factory-trained service man, has arrived to take charge of the musical and Dictaphone service department of the wholesale office.

THE "VICSONIA" REPRODUCER



Showing position "Vicsonia" Reproducer should be on record, while playing

The ONLY sound box for the PERFECT playing of

Edison Diamond Disc Records on "VICTROLAS" and "GRAFONOLAS"

Instantly and easily attached or detached.

A child can do it.

No alterations necessary.

A fine combination of beauty and wonderful tone. Always satisfies where others fail.

RETAIL PRICE:

Nickel . \$7.50

Gold . 9.00

Order NOW

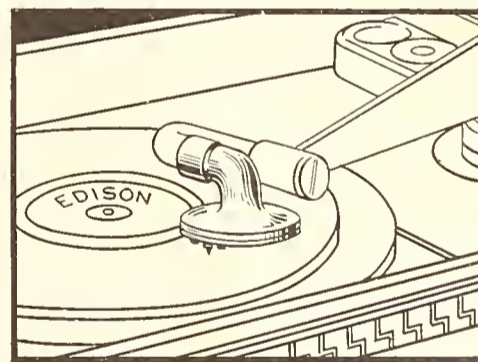


Illustration showing "Vicsonia" Reproducer attached to "Victrola"



Illustration showing "Vicsonia" Reproducer attached to "Grafonola"

Send check for \$4.50 and we will mail you one N. P. Vicsonia. Money refunded if not satisfactory.

VICSONIA MANUFACTURING COMPANY, Inc.

313 EAST 134th STREET

JAMES W. GREENE, Export Manager
25 Church St., New York

NEW YORK, N. Y.

HOW ONE TALKING MACHINE RETAILER ACHIEVED SUCCESS

Mixing Real Brains With the Service Supplied By the Manufacturer Has Resulted in the Building Up of a Business That Has Attracted Public Attention and Brought Profits

An interesting story of how one progressive Victor dealer made good by taking advantage of the company's service and mixing it with a little of his own brains is one of the features of the April issue of the "Voice of the Victor." The story has a sufficient number of suggestions to make it valuable:

"I cashed in on your advertising from the very beginning. I decided to let you 'sell the idea,' as I term it, while I planned to sell 'service.' You present all the selling arguments necessary. In all my advertising—or at least as much of it as I can directly tie up with yours—I couple my name with Victrolas, Victor records, the Victor trade-mark, and talk service. When I get new customers I keep them. For some time now it has been necessary for me to concentrate on records—in fact, ever since you started to help equip my boy and the boy 'over there' with the wherewithal to fight. My busi-

ness increased, too, month after month, and it was not by selling Victrolas, although I am still Victor exclusively. Records, by the way, were difficult to secure. Here is where my 'service idea' worked out: First of all, I didn't talk service until I was prepared to give service, and whenever I could not furnish a certain record my customers seemed actually astonished. That's what a reputation has done for me. My record-ordering system is a winner—it had to be so. One clerk devotes a good part of the day to ordering records. Consequently, my stock is practically complete in spite of the shortage—so nearly complete, in fact, I have retailers refer customers to me for records they cannot supply. In turn, I sometimes go shopping and buy records myself, merely to be in a position to live up to my service claims.

"At first I advertised in rather a haphazard manner; had little to spend and no definite plan

of spending it. Here again I watched your publicity. You seemed to have a set plan in your 'selling the idea' campaign. Later I did some figuring, set aside certain sums to advertise certain days in the week, and then I began to get results. Later I set aside about half of my advertising appropriation for 'good-will' advertising; that is, to retain and keep my name before my customers. A portion of the balance I divided into the number of new customers secured. Thus each new customer costs me so much in dollars and cents.

"This system prompted me to make strenuous efforts to keep my customers. Several plans I tried and found wanting, but finally I concluded my mailing list was the key to my problem. To begin, I carefully sorted out 'active cards'—customers that had bought records within four months—and started an entirely new file. Then I went through the balance of the cards, divided them according to addresses, bought three small, neat sample cases large enough to hold twenty-four records, talked with one of my clerks on the plan, selected a dozen of the cards showing the customers' record purchases, and he started on a scouting expedition. He politely informed the lady answering his ring that he had been sent to inspect the Victrola. He then tested the speed of the turntable, oiled the motor, tested the sound box. He carried three extra boxes with him. In case the sound box needed adjusting it was brought in and the extra box left with the customer, in order not to deprive them of music in the interim. Then, to test the machine, he played some of the new records. Well, it was a great stunt. He came back with four records. This intensive selling plan has been a regular feature of my business ever since. My 'special attention' file was a paying proposition from its inception. On one trip a short time back one of my clerks carried ten 'Smiles.' Sounds foolish, doesn't it, when 'Smiles' were so hard to get? But it was a definite plan suggested by the clerk. Picture this: The clerk would casually slip on 'Smiles,' and sell it. Mrs. So-and-So drops in, hears it, asks, 'Where did you get it?' That should give the store of service a boost. Customers that fail to buy within a four-month period are automatically placed in the 'special attention' file. It gives me at a glance a line on the progress I am making, enables me to make special efforts at a time when special efforts will pay. Then, too, it keeps the customer from losing interest. It costs something in time and money, but you know it also cost me something to sell them originally, hence when I 'make 'em' I try to 'keep 'em.'

"I continually follow the leads you give when you place a big advertisement, designed to 'sell the idea,' in the newspaper. I follow you so closely 'selling service' that I almost consider it all my own publicity. When you send me an announcement of a special record I likewise send my customer a special announcement. If it pays you it ought to pay me. I am constantly stepping on your heels with my service ideas. After some years of this 'follow the leader' I am beginning to have a pretty healthy respect for that much-abused word 'Service.' It compels me to stand on my toes constantly. More than that, it's the principal reason why I came to Camden to ask you about installing six new demonstrating booths. Saturdays used to be 'big days.' If a store full of customers is any guide every day is 'Saturday' in my business now.

"Keep right on 'selling the idea' and sending me the ideas. My business should run into six figures next year unless I have failed in my calculations."

This Victor dealer has truly found the secret of success—it centers in "service" and no dealer should overlook this fact.

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York

FAULTLESS

PIVOT BEARING

CASTERS

Castors that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size—C-65

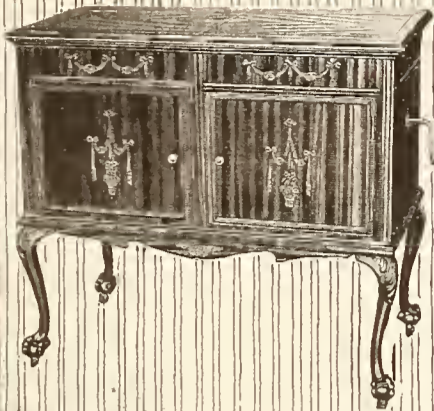
Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our castor experience at your service and brings you a copy of Faultless Catalog. "G".

**FAULTLESS
CASTER COMPANY**

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

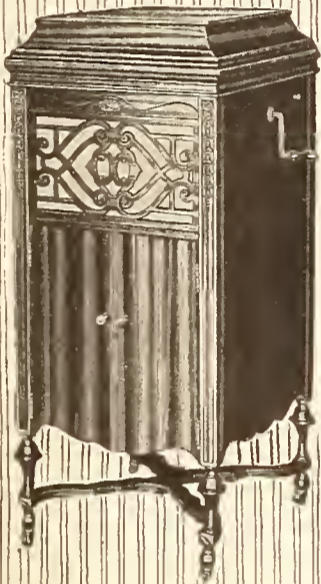
THE NEW LINE OF
VITANOLA
 TALKING MACHINES



VITANOLA 17, \$300.00
 Brown Mahogany



VITANOLA 12, \$160.00
 Mahogany or Oak



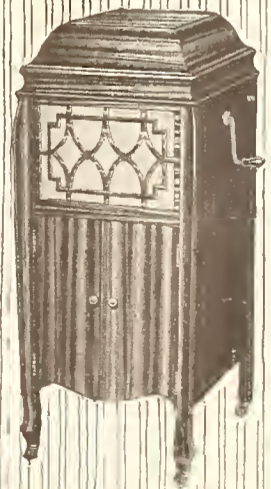
VITANOLA 16, \$200.00
 Mahogany or Oak



VITANOLA 10, \$120.00
 Mahogany or Oak



VITANOLA 14, \$180.00
 Mahogany or Oak



VITANOLA 8, \$90.00
 Mahogany or Oak

IN TONAL QUALITIES
 IN OPERATING, CONVENIENCE
 IN BEAUTY OF CABINET DESIGNS
 IN SATISFACTION TO THE CUSTOMER

and in profits to the dealer—the VITANOLA ranks highest in the list of all sound reproducing instruments on the market today. Wherever it is introduced a demand is created almost at once, as it is an instrument of such exceptional merits that its unusual value becomes immediately apparent to the consumer.

Not only through our paid advertising; but also, and chiefly, through the advertising that we receive from enthusiastic dealers and satisfied owners, our line is well and favorably known.

The VITANOLA sells at all seasons. The dealer who *expects* summer business—and prepares for it, by keeping a representative line of samples on his floor—experiences no depression during any month.

Your own best interests demand that you write us at once for prices and details.

VITANOLA
 TALKING MACHINE CO.

508 West 35th Street
 CHICAGO, ILLINOIS



"EMERSONIAN" MAKES ITS DEBUT

New House Organ For Distribution and Dealers Will Be Edited by A. H. Cushman

Emerson distributors and dealers were introduced this week to the Emersonian, the new house organ published monthly by the Emerson Phonograph Co. in the interest of and for distributors and dealers of Emerson records. This publication succeeds the Emerson Spotlight, and, judging from present indications, the new house organ will be received enthusiastically by every member of the Emerson sales organization.



Arthur H. Cushman, director of sales for the Emerson Phonograph Co., is editor of this new publication, and his many years of merchandising experience and knowledge of retail selling problems and policies will undoubtedly enable him to make the Emersonian a practical and valuable publication.

The May issue contains a number of excellent articles that deserve to be read with interest by Emerson distributors and dealers everywhere. Several of these articles are illustrated, and the May Emersonian as a whole is a most attractive house organ.

Sometimes it is not well for a talker salesman to become a talkative salesman—he can often win his point by listening.

JOSEPH WOLFF LEAVES FOR EUROPE

Treasurer of the Sonora Phonograph Sales Co., Inc., to Visit England, France and Switzerland—Entertained at Luncheon Previous to Departure—Has Important Plans for Future

Sailing on the "Adriatic," leaving New York the latter part of April, Joseph Wolff, treasurer of the Sonora Phonograph Sales Co., Inc., accompanied by his wife, left for an extended trip through England, France and Switzerland. Prior to his departure he was given a surprise in the form of a farewell luncheon, at which over a score of men connected with the Sonora organization were present.

In England Mr. Wolff will visit London and other important cities, and will confer with the head of Sonora's export department, A. F. Bramley, who went abroad a short time ago and who has now a good grasp on the present situation in the leading continental countries.

After studying the British export situation Mr. Wolff will go to Paris for a short time and then pay a rather lengthy visit to the Sonora motor plant at St. Croix, Switzerland, where he will aid in laying out and have executed plans which will result in a greatly increased motor supply for his company.

At this time many improvements in the motor which have been worked out in this country and abroad will be introduced, and the Sonora motors will have many important improvements which will make them surpass their present very remarkable performances. After completing his work in Switzerland Mr. Wolff will return by a route which he has not as yet determined, possibly through England or Spain.

The increase in the output of Sonora motors will be pleasant news for Sonora dealers, because it means a greatly increased output. It may be mentioned here that a 75 per cent. increase in Sonora output is anticipated by August, and it is hoped and believed that the 1919 output of instruments will be two and one-half



Joseph Wolff

times as great as 1918, and even with this great increase it looks as though the demand will still continue to be far ahead of the supply.

TALKING MACHINES AND PIANOS

ANTIGO, Wis., May 6.—The Ravencroft-Jewell Jewelry Co. has been organized by H. E. Ravencroft and Harry E. Jewell to take over and continue the retail jewelry business of Fred W. Albright, who is engaging in the wholesale business at Chicago. The new owners are enlarging the scope of the business by adding a complete piano and talking machine department, which will be supervised by Mr. Jewell. He is an experienced member of the music trade and intends to install a very fine talking machine department.

Once an OkeH Dealer—Always an OkeH Dealer

THEY ALL STICK BY US
FOR THE SAME REASONS

LIBERAL PROFITS and PROMPT DELIVERIES

ARE EVER ASSURED WHEN YOU BUY

RECORDS

Don't Keep on Waiting for Good Luck

First Shipment of OkeH Records Will Bring It Directly to Your Bank Account

May We Help You to It?

GARFORD MANUFACTURING COMPANY

ELYRIA, OHIO



Trade Mark
Registration
Applied for

“Have You Plenty of B&H Needles Home?”

—progressive dealers everywhere are asking this of each record customer

Nothing is quite so effective in making extra sales—and extra profits, of course—as a question of this sort.

Folks with genuine love for music hardly need to be reminded when they are “out” of B & H Fibre Needles. For they realize that in order fully to protect their investment in the costlier records, B & H Fibre Needles are the one and only thing to have.

“No wear on the record, no hiss in the tone!”

How many of your customers *wouldn't* like to avail themselves of these exclusive B & H Fibre Needle advantages? And how many would fail to feel free about buying more of your higher-priced, bigger-profit records because of them?

“Have you plenty of B & H Fibre Needles Home?”—try asking this first chance you have today.

Selling Helps—Circulars, Display-cards, etc.—Free on Request

B & H FIBRE MFG. CO.
33-35 W. Kinzie Street, Chicago

SELF-SERVICE RECORD FIXTURES

Columbia Co. Announce New Six-Wing Record Display Fixture and Record Service Plan That Will Make a Wide Appeal to Dealers

The dealer service department of the Columbia Graphophone Co. announce a new six-wing record display wall fixture and record service plan that is based on the old-established and successfully proven merchandising idea of "self service," which is substantially founded on human curiosity. Many businesses have thrived catering to and offering facilities and inducements to the public to "come in and look around," basing



New Dealers' Service Fixtures

their sales possibilities solely upon the attractiveness of their merchandise to appeal through the eye.

The success of the famous five and ten-cent, Pigley-Wigley and department stores is attributable to this merchandising principle carried out in having all the goods on the shelves or tables, where shoppers are at liberty to see, touch and select the articles personally.

Notable among many are the book shops, where the major sales directly result from purchases of books selected by the shoppers themselves, who have been invited to walk about among the display tables and permitted to look at and finger the books, unapproached by salesmen until personal service is desired.

The Columbia self-service record fixture plan has been evolved to meet certain requirements and to perform definite functions. Its operation, as finally developed for Columbia dealers' use, is the result of many successfully applied experiments in dealers' shops and a close study of retailers' requirements. In its final form the plan presents many attractions and inducements to dealers with the possible objections eliminated.

"As heretofore," says the Columbia Co.'s dealer service department, "the requests and desires of your customers should be just as courteously and carefully met and the same or a greater amount of personal salesman's time and attention should be granted a customer who, by word or action, prefers to play the record from the fixture herself. She should be unhurriedly permitted to sell herself, with merely an occasional visit to inquire if there is anything desired, and an effort made to suit her with selections from stock similar in character to those chosen from the display fixture.

"Occasions are bound to occur when a salesman cannot always return to a booth on time to change the record. Instead of the awkward wait for assistance, with the customer's growing impression that she is asking too much time and attention, and the natural wish to get out and call again—which is bad for business—the 'Record Service' display will give the waiting customer something to do to relieve this situation and tend toward increasing sales. There is the same opportunity for the salesman to take a customer into a booth and try over the records requested, but the most versatile and active salesman cannot cover the entire record range in the limited time with a customer, especially if the store is busy. He can, however, personally sell, as he has done in the past, with additional exceptionally good possibilities of striking a peculiar fancy in bringing the customer's attention, through the medium of his record service display, to selections that would not otherwise be considered.

"Twenty-one caption insert cards have been

provided under which any record in the Columbia catalog may be included. These insert cards are divided into two classes: General classification, under which records may be displayed of which there is over-stock, and those of particular merit from a recording or a musical value, and specific musical classifications under which records of a definite character are required.

"On the back of each of these inserts are record numbers and suggestions for the dealer to follow in selecting the records to display in the record service fixture.

"It has often been proven that people rely on others' recommendations and suggestions, especially in the purchase of music. The dealer may conveniently and attractively carry out the 'personally recommended' idea in the record service fixtures by keeping the six wings always filled and constantly-changing the display either by selecting other records and inserting different captions, or by transferring the different displays among the record rooms—the oftener the better."

INTRODUCE NEW SONORA MODEL

The Sonora Phonograph Sales Co. has just introduced a new model named the "Nocturne," which replaces the "Fantasie" model. The "Nocturne" retails at \$140, and deliveries of this new model started last month. Sonora dealers are receiving it with considerable favor, and it bids fair to become one of the most popular models in the Sonora line.

The "Nocturne" is provided with the popular Sonora envelope filing system, and in tone quality is in complete accord with the distinctive merits of the Sonora line. The cabinet is somewhat larger in size than the "Fantasie," and presents a more artistic appearance.

James K. O'Dea, the well-known Brunswick dealer of Paterson, N. J., has returned from a two weeks' vacation at Gloucester, Mass. The salt air evidently did him much good, for he is full of plans and ideas for the coming season.

The "LAUZON" Phonograph



STYLE K

Is designed and made to meet the demands of a public that is becoming more critical and exacting each day, and is rapidly discarding the cheap phonograph which is doomed to be a thing of the past.

Everything that enters into the construction of the "Lauzon" is of the very best—designs, material, workmanship, finish and equipment are as near perfection as human agencies can make them—they offer a foundation on which to build a lasting and profitable business.

Nine Models from \$80.00 to \$450.00

Write for discounts and territory



STYLE H

Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES
705 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY
Monroe Ave. and 6th St.

CLEAR AS A BELL

Sonora

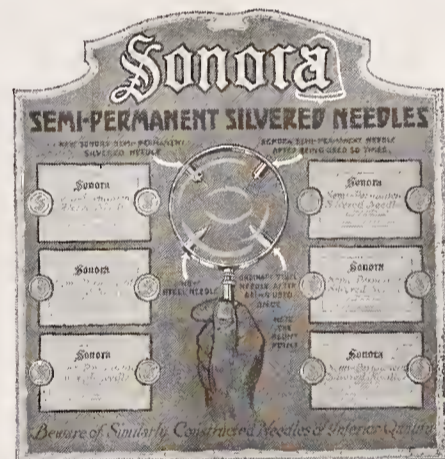
SEMI-PERMANENT SILVERED



Phonograph Needles *are phenomenal sellers!*

A NEEDLE may seem like a little thing—but it isn't! Sales run into respectable proportions very quickly and with the *easy sales*, the *steady repeat sales* and the *large sales* that are characteristic of Sonora Semi-Permanent Silvered Needles you have an opportunity to build up a splendid profit-making side-line to go with phonographs and records.

Remember, these Sonora Needles are for use on ALL makes of steel needle records and play 50 to 100 times. Today send for counter display holding 6 Sonora needle cards, and for leaflets, samples, etc. The set of six cards with holder costs you \$1.20 and sells for \$1.80 (\$2.10 in Canada), making a nice net profit and bringing splendid trade to your store.



Attractive Counter Display

THREE GRADES: LOUD—MEDIUM—SOFT

On the next page is shown one of the many striking advertisements run in the big national publications. This advertising is making Sonora needle buyers. Do you want valuable customers to go elsewhere to get Sonora needles? Stock up!

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway, Dept. Y, New York
Toronto: Ryrie Building

CAUTION: *Beware of similarly constructed needles of inferior quality.*



CLEAR AS A BELL

Sonora

SEMI-PERMANENT SILVERED



PHONOGRAPH NEEDLES

*replace steel needles
and preserve your records!*

THESSE remarkable new phonograph needles are used on *ALL* makes of steel-needle records, and play from 50 to 100 times, giving a maximum of service and satisfaction.

The use of Sonora Needles results in a mellower tone, greater convenience, infrequent needle changing and greater economy. These new needles are invaluable in preserving your records.

THREE DEGREES

Loud—Medium—Soft

30c per card of 5

(40c in Canada)

Ask your dealer or write us direct.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, PRESIDENT

279 Broadway, New York

Toronto: Ryrie Building

CAUTION! Beware of similarly constructed needles of inferior quality

FREE! In order to demonstrate the excellence of these new Sonora needles we shall be glad to send you a sample free. *Keep a record of how many times it plays.*



Study these photomicrographs
A—New ordinary steel needle.
B—Ordinary steel needle after playing one record. Note worn point.
C—New Sonora Semi-Permanent Silvered Needle.
D—Sonora Needle after playing one record. Practically no wear.
E—Sonora Needle after playing over 50 records. Needle is shortened but is still in perfect playing condition.
Notice that the Sonora Needle, having the same diameter throughout and not being tapered, ALWAYS fits the record groove perfectly.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., May 2.—The Fifth Liberty Loan has the call in this city and New England at this writing. Never behind in offering its money for the use of the Government the local trade again is to the fore, and by the time the period for subscriptions has expired the talking machine business will have been found to maintain its high prestige as a liberal supporter of the war and all that is associated with it.

Decorated for the Soldiers

The return of the Twenty-sixth Division was made much of in Boston and the representatives of the trade, especially along the route of the parade—the like of which has never been seen before—quite outdid themselves in the way of decoration. Such houses as M. Steinert & Sons, the Oliver Ditson Co., Chickering & Sons, C. C. Harvey, Hallet & Davis, the Aeolian, A. M. Hume Co. and others made more or less elaborate displays. Their employes had an excellent chance to view the parade, and there was more than ordinary interest as in the line of march were several boys—employes of the various houses.

Review of Trade Conditions

The telephone strike proved exceedingly inconvenient to the talking machine houses, for there is a large amount of business done by 'phone call. The strike lasted six days, and during that time business fell off considerably in some places, although as was to be expected there was a heavier mail during that period. There was a sigh of relief when the strikers returned to work. Business for April was unusually good on the whole, and there is a general feeling throughout the trade that from now on the improvement will be rapid. One thing is particularly noticeable: that with the announcement of new records there is an extreme-

ly sudden demand, and first consignments are quickly exhausted.

Columbia Dealers Meet

There was a well-attended meeting of Columbia dealers at the Copley-Plaza a while ago, and again was it demonstrated that the grill room in the basement of the hotel is an admirable place for a talk and demonstration, such as these periodic conferences are. Manager Fred E. Mann presided in his usual affable, easy manner, and his gracious introduction of George W. Hopkins, the company's general sales manager, and Miss Amparito Farrar, soprano, left no doubt in the minds of the dealers that he is an apt, impromptu speaker, who can when circumstances require it, sit down and play the accompaniments for any singer that may happen along. Mr. Hopkins gave a snappy talk, one that was chock full of live informing matter which dealers could absorb with profit to themselves. Miss Farrar, who made a distinct impression through a pleasing personality as well as the possession of a beautiful voice, sang several of the numbers which she has recorded for the Columbia, and the dealers got a good idea of what they may anticipate for good sellers later. The evening was an altogether delightful one, one of the best, in fact, that have been held under Manager Mann's supervision this winter and spring.

Expansion of Pathé Trade

The Pathé line carried here by Hallet & Davis Co. is making commendable strides in the New England and neighboring territories, but Manager R. O. Ainslie is finding it difficult to fill the demand. There are many talking machine dealers who are anxious to take on this line, but in view of the scarcity of goods Manager Ainslie has hesitated until he can see his

way clearly ahead. He has been over in New York several times lately in an endeavor to get larger shipments of machines so that he can cover the field more effectually. Within the past few weeks the only new dealer signed up is F. S. Greene, of Westerly, R. I., who is developing a good business with the Pathé. The record business has been keeping pace with the machines, and all the latest hits are being eagerly purchased and in large quantities. Manager Ainslie has considerably rearranged his Pathé department on the fourth floor of the Hallet & Davis Boylston street headquarters, which gives him a large space for records.

Rejoins the Columbia Co.

Timothy Hayes, who was mentioned last month as having gone to one of the retail shops following his discharge from service, remained there only a few weeks, and is now back with his first love, the Columbia Co., at its Federal street wholesale quarters, where he is now head bookkeeper. Mr. Hayes is familiar with both the wholesale and retail ends of the Columbia proposition.

To Develop Foreign Record Trade

J. C. Stone, an Armenian, has been engaged by the Eastern Talking Machine Co., and will devote his attention to the foreign record department. The young man speaks five languages, and it is believed he will prove a valuable acquisition to General Manager Shoemaker's forces.

New Emerson Agencies

The Emerson Gold Seal records are having a big sale from the headquarters of the Emerson New England, which is now well located in its new quarters in Essex street. Manager Oscar W. Ray has a well-appointed private office, but

(Continued on page 52)

PROGRESSIVENESS

—the New England Spirit

"New England Service for
New England Dealers"



The dominant thought of our present organization is not only to arrange and equip our new wholesale quarters for the most efficient handling of Victor Products but to render you genuine service and real co-operation in the up-building of your business.

Eastern Talking Machine Co.

Victor Wholesalers

85 Essex Street

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

he is not spending much time there these past few days, for he is flitting here and there engaged as is his large staff in stock taking. Manager Ray has lately placed as new agents for his output the L. M. Pierce Co., of Springfield; the Central Optical Co., at 26 Lisbon street, Lewiston, Me.; Manuel B. Francis, in New Bedford, and John M. Leonard, in Hallowell, Me.

Arthur H. Cushman, president of the Emerson New England, was a Boston caller a while ago, and others who honored the offices with a visit were B. R. Forster, the president, and H. W. Acton, the secretary of the Brilliantone Steel Needle Co., for which product, by the by, the Emerson New England is having a big demand.

Harry Beach a Visitor

Harry Beach, manager of the traveling department of the Victor Co., was in town a week ago and was taken through the territory by Robert Steinert, manager of the Arch street Victor department of the Steinert Co. Mr. Beach was well pleased at the volume of business done here and by the general conduct of the stores.

Ernest John a Visitor

Ernest John, editor and manager of "The Voice of the Victor," was a Boston visitor for a brief period about the middle of the month. He paid his respects to the various Victor dealers in the city and was given a pleasant welcome everywhere he visited.

Some Personals

Miss Anna Cronin, formerly an employe of the Victor department of the Steinert house, is now working under Manager White at the C. C. Harvey Co., where she is getting experienced in both the Victor and Edison lines.

C. E. Sheppard, the eastern Massachusetts traveling man for the Columbia, spent the Easter holidays in Philadelphia, where he has a young son. The vacation gave him a much-needed rest.

J. H. Burke Now in Charge

Richard M. Nelson, who has lately been turning his attention to the promotion of a theatrical enterprise, has severed his connection with the Musical Supply & Equipment Co., distributors for the Sonora, and Joseph H. Burke, who has been his assistant, now sits at the desk directing the local destinies of the concern. As acting manager Mr. Burke has the advantage of a good training received as Mr. Nelson's associate, and he has been so apt a student of the affairs of this business that he is the logical successor. Since the first of the year, says Manager Burke, there has been a big demand for the Sonora line, and the output is only governed by the amount of goods the local distributing

center can secure. Manager Burke reports a phenomenal success with the Sonora silvered needle, which is now carried by fully twenty Boston houses.

J. O. Morris, the president, and H. E. Page, the treasurer of the Musical Supply & Equipment Co., were here from New York a short time ago, and another caller was Paul L. Baerwald, sales manager of the OkeH records, for which this local house is finding a most encouraging call.

Mrs. G. P. Naylor, who, when she first associated herself with the Musical Supply & Equip-

ment Co., was Miss Gertrude P. West, is severing her secretarial position in a few weeks. Now that her young husband is out of the naval service he is taking her to Denver, Colo., his home city, where he is to go in business with his father. The young woman has been a valued employe.

Sympathy for Roy F. Ott

The sympathy of the trade goes out to Roy F. Ott, the western Massachusetts traveling man for the Columbia Co., in the loss of his wife, who passed away at the home of her father, Joseph M. Bradley, at Huntsville, Ala. Her

PLAYS ALL MAKES OF RECORDS ON EDISON DISC MACHINES



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "lateral" cut records.



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "hill and dale" cut records.

The "Perfection" Universal Ball-Bearing Tone Arm with Puri-tone Reproducer (attached) plays all makes of records on the Edison Disc Machines—Made in Nickel or Gold with extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET

BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY

Chronicle Building, San Francisco, Cal.

— **Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons**

W. H. BAGSHAW CO., Lowell, Mass.

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.



No. 3 Carrying Strap Shown in Cut

These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the *originator* of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

IMPROVE SPRINGFIELD DEPARTMENT

SPRINGFIELD, MASS., May 4.—Important improvements have been completed in the phonograph department of the Adaskin Furniture Co. of this city and in its central location it is better prepared than ever before to meet the needs of a growing trade. B. C. Tillinghast, the manager, is well versed in the tastes of the buying public, for having been with Columbia stores, notably in Providence, he is able to send all the patrons away happy.

Another local establishment to make important renovations is that of the Franz-Yahn Service, located in Court Square. E. C. Fletcher, with a corps of assistants, is kept very busy.

INCREASING AMBEROL PRODUCTION

The daily production of the Edison Blue Amberol and Royal Purple records has been increased nearly 50 per cent. This increase in production has been obtained by the installation of new batteries of machines, increased force and increased space—larger quarters made necessary by this additional equipment.

This speeding up of the manufacture of Amberol records has been at no sacrifice of quality,



Cover Design of 1919 Amberol Catalog

but on the contrary the Amberol records are better now than ever before. The rigid inspection to which they have always been subjected is even stricter than previously. This improvement in quality has been largely due to Mr. Edison's personal interest in this work.

Herewith is reproduced a facsimile of the new catalog of the Edison Amberol records for 1919, which is now ready for distribution. It is a pretentious book of considerable technical excellence and artistic attractiveness.

ENCOURAGED OVER TRADE OUTLOOK

MANCHESTER, N. H., May 1.—Piper & McIntyre of this city are greatly encouraged over the splendid spring trade which they have been having these past several weeks. They have lately installed a new set of booths and are carrying the Victor, Edison and Columbia lines, for all of which they are finding a ready sale.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 53)

wasn't carefully looked over. Alsen says he now has a wonderful familiarity with the advertisers in *The World*, and he has a higher appreciation than ever before of its value as a trade magazine.

E. M. Morgan Married

E. M. Morgan, who travels in the Boston territory for the Columbia, was married early in April to Miss Dorothy Darr at Wilkesburg, Pa. Mr. Morgan and his bride enjoyed only a short honeymoon, as he was obliged to get back on the job as soon as possible, owing to the rush of business. The couple are establishing themselves in Arlington.

Miss Amparito Farrar Visits Trade

When Miss Amparito Farrar, the soprano soloist, was in town in the interests of the Columbia-recital she had the pleasure of meeting first-hand a number of the leading Columbia dealers of the city, for the day after the Copley-Plaza conference she was escorted around the city by J. F. Carr of Manager Mann's staff and introduced to the trade. The singer was most gracious everywhere, and she was delighted at the finely-appointed shops the Columbia maintains in this city.

Aeolian Co. Auditor in Town

Thomas Pritchett, branch auditor of the Aeolian Co., was in town the latter part of April, having come from the Central West. He made his headquarters with Manager Hindley and his visit here covered a week. Manager Hindley has installed a new and handsome background to the show window, this being a large fivefold screen not unlike one that was there early in the winter with this difference: That whereas that one contained a series of panel pictures that depicted phases of the war the present one is suggestive of peace and summertime.

Miss Hennessy a Visitor

A recent visitor to Boston was Miss Jane Hennessy, manager of the talking machine department of the Tilden-Thurber Corp., Providence, R. I. When seen at the Vocalion Co.'s headquarters she was enthusiastic about conditions in her territory. This house handles the Vocalion, Victor and Brunswick machines.

OPENS STORE IN LYNN, MASS.

LYNN, MASS., May 1.—H. H. Crooker, who formerly had been associated with the C. C. Harvey Co., in Boylston street, Boston, has gone into business for himself and has opened a handsome Columbia and Edison shop at 31 Munroe street, this city. On the opening day the place was filled with flowers sent Mr. Crooker by the many friends which he made during his years in business. On that occasion he featured several handsome Columbia period models. Mr. Crooker's shop is beautifully finished. It has four soundproof booths, and the display department is done in mission style. He has associated with him Mrs. McClellan, who was formerly with the Harvey Company's Lynn store. Mr. Crooker has a fine location and there is every indication that good business is ahead for him.

ELECTED PRESIDENT AT AGE OF 23

Ben H. Sugerman, Brookline, Mass., has been elected president of the Rosen Talking Machine Co., of Boston. The new president is only twenty-three years of age, but possesses unusual executive ability and has been largely responsible for the success of the company. He has recently installed, on the second floor of his store, a concert room, where the latest releases are played for the public on the 1st, 10th and 20th of each month. The record library is one of the largest in the city and is at all times well supplied with all the popular sellers.

COLUMBIA LINE IN FITCHBURG

FITCHBURG, MASS., May 5.—The Lemay Furniture Co., having found there was a big call for the Columbia line, has taken this one on, and the department given over to the exhibit and demonstration of the line is a particularly attractive one. Several booths have been installed and a good business is being developed throughout this territory.

JAQUITH MACHINERY BUREAU, Inc.

Designers and Builders of
SPECIAL MACHINERY

Mechanical and Electrical Devices
Designed, Developed and Patented

Correspondence with Talking Machine Industry invited
77-79 North Washington St., Boston, Mass.

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
19 Wareham St. Boston, Mass.

REPAIRS AND REPAIR PARTS

Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston

Vacation Model Grafonolas make a good vacation better. Your customers who take one along will be back to thank you—and buy more records.

**Columbia Graphophone Co.
NEW YORK**



SCHLOSS BROS. ISSUE NEW CATALOG

Record, Music and Music Roll Cabinets, as Well as Piano Benches in Many Attractive Designs and Finishes, Shown in New Booklet

Schloss Bros., the well-known New York cabinet manufacturers, have just issued a new catalog showing their complete line of disc records, sheet music and player roll cabinets, together with piano benches. The catalog is gotten up in an attractive manner and carries illustrations of practically all their leading models.

Schloss Bros. have long been known as manufacturers of quality cabinets for the talking machine industry, but the sheet music and player roll cabinets and benches for pianos and player-pianos are recent additions to their line. These are produced in a number of styles to meet the various needs of the trade, and models can be obtained in mahogany, golden oak, weathered oak, fumed oak and early English designs. Some of the models are quite elaborate and most artistic in design. These mostly run in mahogany models. Their line of benches is most complete and they no doubt will be of interest to members of the trade.

WILLIAM MAXWELL HONORED

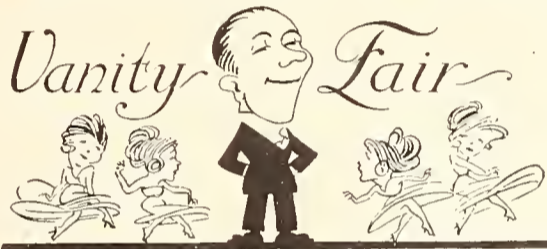
William Maxwell, vice-president of Thomas A. Edison, Inc., has been appointed by the United States Department of Labor, a member of the Advisory Council in the Information and Education Service. Mr. Maxwell has manifested a keen interest in the various industrial problems that the end of the war has brought about. He was invited by the Government to be a member of the commission which went to England in

January to study conditions abroad and which has recently made its report, but was unable at that time to absent himself from business for a trip across the water.

COMBINE ART AND PUBLICITY

Recent Artistic Illustrative Conceits in Advertising OkeH Song and Dance Records

If there is one proverb which is forevermore tabooed in the OkeH record advertising department it is "There is nothing new under the sun,"



A Clever Conceit

to use Laszlo Schwartz's words on the subject.

"That may have been the case before advertising became an art, but it has certainly been disproved ever since literary talent and the artist with brush and pen have joined hands in their effort to create original and artistic advertisements.

"The latest innovation in the advertising of



Another Suggestive Idea

the new OkeH song and dance hits derives its effectiveness from the fact that the principal element which makes a song popular is its appeal to our sentiment or to our sense of humor. The artistic title illustrations used in the latest OkeH advertising literature bring forth a cycle of surprises, each and every one of which tells a story all its own.

"This old world of ours is in need of a bit of fun right now, and these 'tiny pills of good cheer' coming in the company of the tuneful OkeH records will do their bit to spread just a little more sunshine."

Vernon Lockett, dealer in talking machines and musical merchandise, Pittsburg, Tex., has recently moved into larger quarters and is doing a splendid business this spring.

A SUCCESSFUL SALESMAN

F. A. Hintermeister, of Scranton, Pa., Is Firm Believer in Highest Selling Ideals

One of the most successful Edison dealers in the opinion of E. C. Boykin, of the Phonograph Corp. of Manhattan, is F. A. Hintermeister, of Scranton, Pa., who handles the Edison exclusively. He is a loyal adherent to the best principles in selling, and never resorts to price-cutting or selling at less than proper terms. During the six months ending last December his books showed a net profit of \$8,000. He attributes his success to activities on the road and says: "If all purchasers could have the attention they are entitled to there would be no end of prospects and sales. By coming in contact with our customers we are developing two strong points. One is to make a satisfied customer, and the other is to get prospects for future business."

R. MONTALVO EXPANDS BUSINESS

R. Montalvo, the well-known talking machine dealer of New Brunswick, N. J., has taken over the store adjoining his present quarters in that city, and with the same idea in view has added two new Overland trucks to the fleet now in service, making ten in all. Mr. Montalvo recently purchased the talking machine business of Vogel & Briggs in Plainfield, N. J.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

**The Mutual
TONE ARMS & SOUND BOXES**

Dealers

If you want the best, be sure that the machines you handle are equipped with

**MUTUAL
TONE ARMS AND
SOUND BOXES**

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

**GEARS FOR MOTORS
OUR SPECIALTY**

ACME ENGINEERING & MFG. CO.
1622 FULTON STREET - CHICAGO, ILL.

GREY GULL RECORDS

In both Lateral and Hill and Dale

We can now take on a few—not many—of the *best* independent distributors.

Quantity production is in sight, and those distributors who contract with us can be certain we will back them up with all the records they can sell. We have steadfastly declined to undertake any obligations we could not fulfill.

Our policy is to build *broad* and *deep*, with a greater regard to our business *ten years from now* than to the *immediate* future.

The records we make are the product of fourteen months of exacting laboratory research. Not a single selection was placed on the market during this period although we could easily have manufactured many thousands every month. Our entire effort was concentrated on the production of a RECORD which could carry the Grey Gull Trade-Mark with credit in any company.

Distributors of the better class are invited to correspond with us, stating their needs and whether they are interested in the Lateral cut or the Hill and Dale cut, or both.

GREY GULL RECORDS

693 TREMONT STREET

BOSTON

UNUSUAL PROSPERITY PREVAILING IN PITTSBURGH TRADE

Optimism Universal, Owing to Enormous Demand for Machines and Records—Standard Co.'s Victor Record Demonstration—Sonora Activity in Pittsburgh—Buehn & Co. Lease New Quarters

PITTSBURGH, PA., May 5.—The month of April will go down in the history of the Pittsburgh talking machine trade as one of the most prosperous from a business standpoint that has been chronicled in many years. On all sides there have been a tremendous number of sales of machines and records, and there is a most pronounced feeling of optimism in the trade here. This busy season has led to the development of larger and more commodious quarters by jobbers, as well as retail dealers, and it can be safely assumed that the year 1919 will be one of the "fat" years for the industry.

With the enterprise that has been so signal a feature of the Standard Machine Co., the matter of demonstrating the Victor records for each month is an innovation that has worked out exceedingly well. The dealers' demonstration at which the June Victor records were used was held at the Fort Pitt Hotel on Friday evening, May 2. A number of the principal Victor retail dealers were the guests of the Standard Co. at dinner, after which the demonstration took place. A XIV Victrola was used. The Standard Co. was represented by J. C. Roush, the president, French Nestor and Wallace Russell. This method is one that proves very satisfactory, as it affords ample opportunity for the dealers to get the "right line" on the new records and to exchange ideas that will be useful in the selling campaign.

John Fisher, the well-known and popular manager of the Victor department of the C. C. Mellor Co., reports trade as very brisk both in the jobbing and retail department. The month of April, he stated, showed a marked increase in the business over the same period a year ago. All that he needs, he said, was more Victrolas and more Victor records.

"Our business has shown a marked increase in the past month, and the only handicap that we are laboring under is the lack of sufficient Sonora phonographs to fill our orders with," said H. Milton Miller, the Pittsburgh manager of the Sonora jobbing agency. Mr. Miller stated that the popularity of the Sonora phonograph was growing very fast, and that the dealers found it easy to dispose of them, and he predicted that the present season would be a banner one for that line in the Pittsburgh territory. The sales department is under the capable management of Phil Kauffman, who is well known to the talking machine trade. Mr. Kauffman recently returned from Philadelphia, where he attended a conference of the Sonora

sales forces and where plans were made for the Sonora offices to henceforth act as distributors for the OkeH records.

Another service feature of the Pittsburgh Sonora office is the establishment of a service department. By means of the new department all repair work of Sonora phonographs will be attended to, and dealers who have repair problems can assure their patrons of prompt service right at home. Mr. Kauffman stated that the "Baby Grand" and "Trovatore" styles of the Sonora were the leading sellers. The Sonora jobbing offices are located in the Jenkins Arcade, and the large show windows afford ample facilities for the display of the various styles of machines. Directly opposite the Arcade corridor are the offices of Gray & Martin, retail dealers of the Sonora.

The S. Hamilton Co. have opened a new piano and talking machine shop at 902 Wood street, Wilkesburg. The new place will be under the direction of Miss Hazel McLean. The Columbia Grafonola and Columbia records will be featured.

The Buehn Phonograph Co., Edison jobbers, in order to meet the increased demands on their wholesale and jobbing department have leased quarters in Stevenson & Foster Building on Seventh avenue, which will be utilized exclusively for the jobbing trade. A. A. Buehn, president and general manager of the company, stated to The World representative that the Edison phonographs and Edison records were in constant demand, and that the present wholesale and jobbing quarters located on the upper floors of the Buehn Building on Wood street was found entirely inadequate for the business. In the new building there will be 10,000 square feet of floor space, and when the work under way is completed the Edison jobbing offices will be a model.

The retail business, under the able management of M. M. Mitchell, will be conducted as at present, and there will be additional booths and display rooms installed.

H. C. Hornberger, manager of the Kaufmann & Baer Co. talking machine department, stated that sales were keeping up at a remarkable rate. Mr. Hornberger has under his direction a large department in which the Victrola, Aeolian-Vocalion and Columbia Grafonola are on sale as well as the records of the three instruments. The show and demonstration rooms are well arranged and Mr. Hornberger has an efficient corps of assistants.

"Our April sales were highly flattering, and

the indications are for a continuance of the brisk business that we have been experiencing," said S. H. Nichols, manager of the Pittsburgh Columbia Graphophone offices. One of the admirable features of the Columbia here is the service department, which has been of great advantage to the Columbia retail dealers.

H. J. Brennan, manager of the Pittsburgh offices of the Pathéphone Co., just returned from a business trip through the territory served by the company here. He stated that the demand for Pathé machines and Pathé records was quite pronounced. "Our business this past April showed a marked increase over that of April a year ago. I see only a bright future ahead."

Miss Bessie Finkelstein, office manager of the Pathé Shop, has resigned and will launch on the sea of matrimony very soon. Her fiancé is Samuel Case, of St. Louis.

"The Brunswick business is moving along at a very brisk rate, and the only handicap is the lack of certain styles of machines that our trade is calling for," said J. A. Endres, manager of the Pittsburgh distributing offices of the Brunswick. It was pointed out that as fast as consignments of Brunswick machines are received at the local offices they are sent out to dealers and for every machine there is often two or three applicants.

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., stated that it was the "old story" of not having enough merchandise to supply the demand. He, however, said that he was optimistic and felt sure that there were good times ahead when the normal status of the talking machine trade would return. Mr. Meyer, in addition to caring for the department, is secretary of the Pittsburgh Talking Machine Dealers' Association.

Herman Lechner, of Lechner & Schoenberger, dealers in the Victrola, Columbia and Edison lines, who is in direct charge of the talking machine department, said that business in all three lines was very brisk. When The World representative called at the department every one of the booths was occupied, and there were many patrons waiting their turn. It is understood that the firm is planning to enlarge.

M. O. Giles, Southern representative of the Emerson Phonograph Co., spent several weeks in Pittsburgh conferring with Jacob Hirsh, Pittsburgh manager of the Emerson Sales Co., and incidentally advising the sales forces.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, returned from a sojourn in Florida.

George W. H. Rewbridge, manager of the Victor jobbing department of the W. F. Frederick Piano Co., spent several days recently at the Victor plant at Camden, N. J.

CABINET SUPREMACY



504. Matches Victrola IV
502. Matches Columbia A



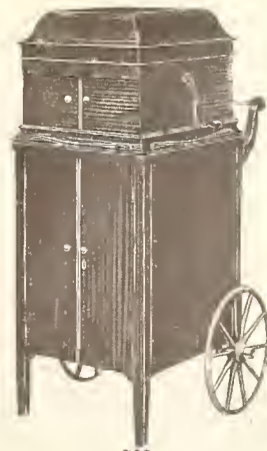
506. Matches Victrola VI
505. Matches Columbia B



508. Matches Victrola VIII
507. Matches Columbia C



809. Matches New Victrola IX
800. Plain Top 19 1/2" x 23"
Columbia D, All Machines



702. Matches New Victrola IX
701. Matches Old Victrola IX
703. Matches Columbia D

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.

QUALITY, PRICE AND SERVICE are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

Write today for our Catalog and be Prepared for Your Spring Business

SCHLOSS BROTHERS, 637-645 West 55th Street, New York

PHONE, COLUMBUS 7947



The two most popular hymns in the world are "Onward, Christian Soldiers," and "Stand Up for Jesus." Have you a big stock of A-2706?

Columbia Graphophone Co.
NEW YORK

ASKS RECEIVER FOR FRITZSCH CO.

Chas. Wiedemann, Stockholder in Cincinnati Talking Machine Concern, Brings Suit to Bring About Change in Company Control

CINCINNATI, O., May 3.—Charles Wiedemann, interested financially in the Fritzsch Phonograph Co., this city, Thursday, May 1, filed suit for the purpose of securing a receiver for that corporation. The company has a capitalization of \$100,000, and he says \$6,000 of common stock has been issued, and he holds 199 of the common stock and a like amount of the preferred stock. On October 3, 1917, the company borrowed \$10,000 from the American National Bank, Newport, Ky., which has been reduced to \$4,000. Mr. Wiedemann declares that he deposited his personal bonds as collateral for this loan and that the bank is now pressing for the balance of the amount due. He says the company owns valuable patents, but because of inefficient management has failed to produce and sell phonographs at a profit or in sufficient amount to fill orders promptly. Mr. Wiedemann wants the business continued. His son, Carl, is the treasurer.

MORRIS OWENS AGAIN IN HARNESS

Morris Owens, who resigned as a member of the traveling staff of the New York Talking Machine Co., Victor wholesaler, in order to "do his bit" in the recent war, returned from France a few weeks ago. Mr. Owens has rejoined the New York Talking Machine Co.'s sales organization and will be connected with the executive offices, working in close co-operation with the company's dealers.

The Sandersville Music Co., Edison dealers of Sandersville, Ga., did a remarkable business last year in the land where cotton is king. In a town of 2,500 people they sold over 200 Amberola and disc instruments in one season.

TALKING MACHINE SURVIVES STORM

Old Model of Edison Home Phonograph the Only Thing Not Demolished by Storm in Nebraska—Came Through Without a Scratch

One of the strange freaks which often happen during the cyclones in the Middle West was brought to light by the story from a little town

in Nebraska in which an Edison home phonograph was the only thing to survive the storm. The home of A. Dockweiler was entirely demolished, his wife killed and he himself hurled some distance by the violence of the wind. In the midst of the wreck of house and furniture was found the talking machine without a scratch and ready for duty as if nothing at all had happened. Truly a remarkable happening.



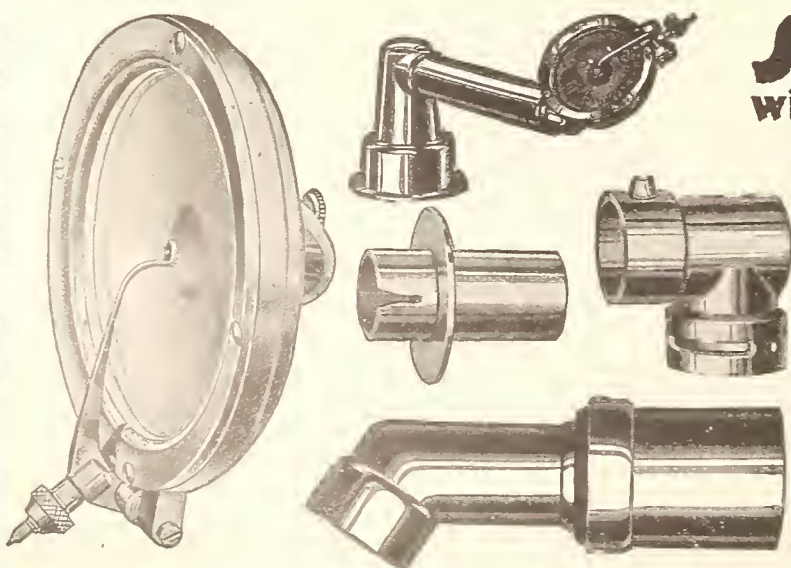
Edison Phonograph Safe and Distinguishable Amid the Ruins

SOME RECENT SONORA VISITORS

Recent callers at the Sonora executive offices, 279 Broadway, New York, included I. Montagnes, Sonora jobber at Toronto, who has arranged to start an energetic campaign, featuring the new Sonora semi-permanent silvered needles in Canada. A caller from the "City of Brotherly Love" was Pierson Cummings, of the Elite Phonograph Corp., which has secured a splendid location at 1311 Walnut street, Philadelphia, Pa., where an exclusive Sonora retail store has been opened. Mr. Cummings, who has been connected with the National Cash Register Co. and other

large industrial corporations, is enthusiastic regarding the outlook for the Sonora line in Philadelphia.

From Buffalo, N. Y., excellent reports were given by Mr. Schwegler, of Schwegler Bros., in that city, who commented particularly upon the sales possibilities and musical merits of the new Sonora wooden tone arm equipment. Mr. Fink, of the Kranz-Fink Talking Machine Co., Baltimore, was another recent visitor at the Sonora offices, stating that this was his first visit to New York in about two years, as he had been too busy selling phonographs to leave his store for any length of time.



Superior Die Castings will Cut Your Costs and Increase Your Sales

Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line



Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois

Again We Say "Tonofone" IS THE TALKING MACHINE NEEDLE SUPREME!

If the needle isn't right the phonograph can't be right, and no record can be played right. BUT it isn't what you or we think---it's what your customers think---we must satisfy them or **"SHUT UP SHOP."** "Tonofone" is right---absolutely right---use it for demonstrations---it sells itself and makes it easier for you to sell records and machines.

K. C. KENNEDY, PRESIDENT

P. G. CLASSMAN, SECRETARY
3954 14TH AVENUE, MERRITT 4395

G. C. HOLMES, VICE-PRESIDENT

FOR RENTAL OF HALL
APPLY TO TRUSTEES
U. S. SLITER, CHAIRMAN
3984 GREENWOOD AVENUE
PHONE MERRITT 2342



OAKLAND, CALIFORNIA

H. J. PLATTS, FINANCIAL SECRETARY
3947 PARK BOULEVARD

A. T. BAKER, TREASURER
3939 14TH AVENUE

R. C. Wade Co,
Chicago, Illinois.

March 22, 1919.

Gentlemen:-

Kindly mail me five packages of "Tonofone" needles, for which I enclose fifty cents in postage stamps.

I have tried out various makes of so-called semi-permanent needles, including the much advertised ~~Needles~~ "Needles", but have found nothing that in any way can compare with the "Tonofone" samples received from you a short time ago through your advertisement in the Talking Machine World. You simply cannot boost the "Tonofone" needle enough.

It takes only a trial to convince one of this. Kindly advise me by whom the Tonofone is carried in stock in either San Francisco or Oakland, Calif. If you are not represented by a jobber in this locality, may I take the liberty to suggest your taking up the matter with Mr. Walter S. Gray, Jobber of Talking Machine Accessories, Chronicle Bldg., San Francisco? I do not wish to appear presumptuous, but would like to see your product on sale in every phonograph store in the country, that is how much I think of it.

Yours truly,

P. G. Classman

Above letter speaks for itself—it is just one of many from dealers and music lovers everywhere. Tonofone is different—it is to other needles what the Nightingale is to the Bluejay. It is semi-permanent—it is universal in tone. One needle will play record after record (50 or more) loud or soft—each in its true tone and volume, in all its original purity—without squeak, squawk or scratch. Picture at right shows how they are packed. Price to dealers \$6.00 net, per carton, delivered—immediate shipment.

Our "money-back" guarantee protects you absolutely.

ORDER NOW!



HOME OFFICE AND FACTORY
110 So. Wabash Ave., Chicago, Ill., U.S.A.

EASTERN OFFICE AND EXPORT DEPT.
160 Broadway, New York City, U.S.A.
S. APISSELL, Manager

Branches in all important commercial centers throughout the world—Australia, Cuba, England, France, Italy, Mexico, New Zealand, Portugal, Spain, South America, South Africa, China and Japan.

REPRESENTATIVE FOR DOMINION OF CANADA
ARTHUR K. KEMPTON
Suite 205, Drummond Bldg., Montreal, Que.

DISTRIBUTORS
World Phonograph Sales Co., 237 Fifth Ave., Pittsburgh, Pa.—Home Music Co., 9 No. Queen St., Lancaster, Pa.—Smith Bros., Sandusky, Ohio—World Phonograph Co., Chicago—W. A. Carter, Cable Building, Chicago—Chas. W. Kalder, 68 No. Division St., Grand Rapids, Mich.—World Sales Corporation, 1340 Lawrence St., Denver, Colo.—Walter S. Gray, Chronicle Bldg., San Francisco, Calif.

THE GRAMOPHONE'S "RECORD"

Autobiography of a Machine That Cheered the Soldiers on the British Front

The following brief, although interesting, "autobiography" of a war-time gramophone was recently contributed to the Daily Express of London, England, and is worthy of repetition:

"Has nobody a kind word to say for the gramophone's 'little bit' in the war?"

"As a veteran gramophone myself, I think it is hard that we who have sung and played the music of home to our fighting men should ourselves remain unsung and unhonored.

"Look at me—a soldier's gramophone and honestly proud of myself. Perhaps I'm getting a bit wheezy in my motor, but it is surprising how a few new records even now will act as a tonic on one. I have been up the line with the boys, and count my scars as honors. I've played 'Destiny' in a dugout an hour before zero time, and then again the same evening in what had been a German trench.

"I had a short spell in a base hospital once, and have seen faces drawn with pain break into smiles as I gave them the music that reminded them of home. It was here that I was paid a great compliment. 'Sister' said: 'Well, I always hated gramophones, but now I see I didn't understand what they meant. Since this instrument came the dear fellows all seem twice as cheerful and bright. It has proved the doctor's best friend.'

"What a tribute, eh?"

"No one had to persuade me to play. It did not matter to me whether it was an excerpt from a Beccham opera, a Guards band selection, an old-fashioned ballad, a Pachmann pianoforte solo, or the latest comic song. Whatever it was, it was 'Blighty' music for some one, and I was there if I was wanted.

"Some of the records got a bit scratchy and worn out, but that again only went to show how my music was appreciated. And while I've got

a motor that will hang together I ask nothing better than to keep on keepin' on alongside of the boys who have made the world a fit place to live in.

"Afterward? Well, they can scrap me and welcome, but I fancy after what my fellow gramophones and I have done out here there will be a warm corner for us in many a thousand hearts and homes when we all get back again."

THE KAY TALKING MACHINE CO.

New Concern Chartered to Take Over Retail Business of Blackman Talking Machine Co.

Among the recent incorporations chartered under the laws of New York State was the Kay Talking Machine Co., which is the name of the company that took over on May 1 the retail business formerly conducted by the Blackman Talking Machine Co. at 97 Chambers street, New York. As noted in last month's World the latter company will do a Victor wholesale business exclusively beginning May 1.

Louis Kay, one of the veterans of the Victor industry, who has purchased the former Blackman retail business, is head of the Kay Talking Machine Co. The recent announcement that Mr. Kay had purchased this business has resulted in his receiving hundreds of letters of congratulation from his friends in the trade throughout the country.

PATHE EXHIBIT GREATLY INTERESTS

One of the attractive exhibits at the annual show opened recently at the Twenty-third Regiment Armory, Brooklyn, N. Y., under the auspices of the Brooklyn Engineers' Club, is that of the Pathé Frères Phonograph Co., Brooklyn, N. Y. This show is one of the most important industrial events that is held in Brooklyn, and the exhibitors include the leading manufacturers in that borough. The Pathé "Actuelle" has won the enthusiastic admiration of visitors at the show, and a complete line of Pathé phonographs is a center of attraction. The exhibit is in charge

SNOWED UNDER

Since introducing our

Simplicity Electric Motor

we have received a tremendous volume of orders from all parts of the country.

We are increasing our factory facilities materially, and hope to "catch up" with our orders in the very near future.

The "Simplicity"

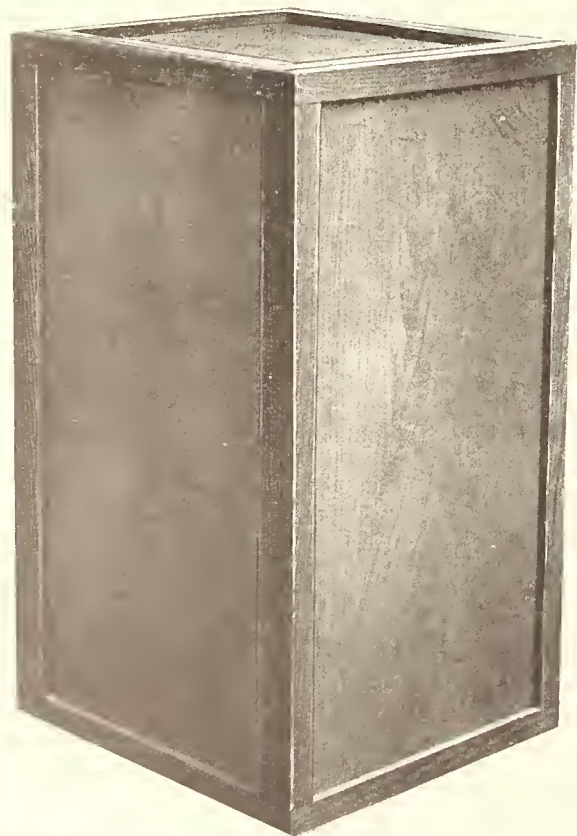
Electric Motor is automatic. Electrify your Edison—Victor—Columbia.

Write for dealer proposition

Shelton Electric Co.

16 East 42nd Street New York
30 East Randolph Street, CHICAGO

of O. M. Kiess, field supervisor of the Pathé Frères Phonograph Co.



"EMPIRE"

3-Ply Veneer
Packing Cases

THE IDEAL BOX FOR YOUR
PHONOGRAPH CABINETS

3-Ply Gum Panels and Trunk Stock

If you will advise inside measurements of the case you are now using with approximate weight to be carried, we will be glad to figure with you

THE EMPIRE MFG. CO.

GOLDSBORO

NORTH CAROLINA

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[NOTE.—This is the twenty-sixth of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

MUSIC, RELIGION AND THE "TALKER"

The rigid minded reader may wonder whether the order of the words in the above title is as it should be; but the precise place of religion in what follows can better be determined by the reader when he has been able to find out what I have in mind. He may be surprised; he will not, I am sure, be shocked.

A good deal of rather loose thought has expended itself on the place of music in the church; and there are still those who take the position of the Scottish Puritans of the seventeenth and eighteenth centuries, that the organ is a "kist of whistles" which the "deil himsel" delights to blow. There are still country kirks in Scotland and meeting houses in remote hamlets in our own South and Midwest where the attitude towards music reminds one of the story of the deaf and rich old English lady staying at the laird's house in a far-away part of the Highlands. She was taken on the Sabbath to the nearest kirk, an "Auld Licht" house of worship according to the strictest tenets. Entering and sitting down, she took out her long speaking tube, adjusted it to her ear and composed herself for the opening of the service. Her entrance had attracted notice and her maneuvers with the speaking trumpet still more. The principal elder approached. Fixing her with a basilisk glare he sternly regarded the suspicious tube. Then, "Wumman," he thundered, "take notice. Ane toot an' y'er oot!"

The Modern Church

But our modern churches have thought things out in a very different manner. Or at least their practice has become that of utilizing the value of music to any possible extent within their financial and personal means. The worst trouble with church music is that its reference to the subject matter of Christian service is so little defined. The organ is a noble instrument and cannot be surpassed for the duty of leading congregational singing. But merely to be a leader of congregational singing is not a very important duty for an instrument of so much complexity and musical power as the modern organ. This instrument ought to be the means through which the attention of the congregation may be centered at appropriate moments upon the beauties and truths of religion. But this bridge brings up the question of suitable music, of organ playing and of choir singing. All these are important and many of them are, as regards most small churches, quite insoluble.

Evangelical Music

A very simple service like that of the Evangelical churches in general would seem to require mainly good solo music before and after, with singing by the congregation. But there is an interval always which can only be filled up rightly with music, and where the not very expert organist always falls down. Bad organ playing and bad solo singing are apparently deeply rooted in the Evangelical church system, but it is hard to see why this state of affairs should not be at least improved. The supply of good organists is beneath the demand, but the main reason for this is in the disinclination or inability of congregations to pay adequate salaries. Hence church music is too often gloomy or trivial, unworthy alike of the organ and of its player. Nor can it be said that the church singing question is in much better condition. It is no easier or cheaper to get good singers than to get good organists, and the cause of music suffers just as much from the trivialities which are perpetrated in the name of religion through bad singing and playing in church

as does the cause of religion itself; and that is saying a good deal.

I may be entirely wrong, but I cannot see why a record of Clara Butt singing "O Rest in the Lord," or of Evan Williams doing "Comfort Ye My People" and "Every Valley Shall Be Exalted," is not a whole lot better for the mid-service solo than the warblings of a poorly trained singer on the platform or in the gallery of the church. As far as that goes, organ music has been recorded, although the numbers are so far very few. But why on earth is not the record of a magnificent string quartet better than the bad playing of an amateur organist? And why, for that matter, is not the fine record of an orchestra in a splendid movement from a great symphony just as much better? There are a number of fine quartet and orchestra records of just the right sort for church services and it only requires a study of the catalog to obtain them.

Sunday School Work

Now church work in these days is always more or less institutional. The Sunday school work we all know and then there are the many clubs and societies which meet in the church buildings somewhere. All these need and have constant use for good music. The talking machine is the very thing for them. Here, in fact, the argument need not be elaborated at all. Anybody can see the whole thing for himself.

But in regard to the introduction of the talking machine into the church itself, one can readily see that many objections will at once be voiced. The conservative element will immediately suggest that something irreverent is being put forward, but it is really very difficult to see why the talking machine is any worse in this respect than the organ or than the other instruments which from time to time make their way into the churches.

Demonstrations Will Overcome Objections

The objection which can best be urged is perhaps that the mechanical work of putting on and removing a record would detract from the solemnity of the service, but here again the difficulty is more apparent than real. Is anything worse than the attitudinizing of a solo singer? Again, why cannot the operation be hidden from sight of the congregation?

Now, of course, if the talking machine dealer can see anything in the considerations set forth here he will also see at once that here is a case which calls aloud for personal demonstration. It is something which most emphatically must be "sold" to the prospective customer. In a word, the congregation must certainly be caused to see that the innovation is appropriate as well as musically fitting. It is hardly to be expected, indeed, that the dealer will be able to go after church patronage in this way through any advertised campaign, for no one knows until he has tried how delicate a task it is to tackle anybody's religious convictions in a matter relating to the introduction of a new idea. But there is no doubt that in every community of any size there will be found one or more clergymen of open and enterprising temper, who will listen to the proposal of substituting good music, suitable and fine, no matter how presented, for music which, no matter how suitable and well intended, is quite incompetently and therefore quite unsuitably executed. Such men are always to be found, and when they are found their acquaintance should be cultivated, for they are the pioneers who will enter the new field and become its cultivators.

What I have said here represents only the presentation of what I know is a practical and promising idea. I do not say that it can be put into practice without preparatory work. I do not claim that its merits will gain it an immediate hearing. I do not say that there are no practical difficulties to be overcome in adapting it to the use of the Christian Church. But I simply ask, "Can you say that talking machine music is unsuitable, as music, for the use of the church?"

To this very pertinent question the answer must be in the negative, and that is all I ask. If the answer is in the negative, then the idea is a good idea. The field exists; and it is ready for cultivation.

The object of these articles is to show hitherto unknown or untouched fields for expansion of the talking machine trade, based on examinations of its musical possibilities. I aim to stimulate thought, and am always ready to defend my position.



Tone Arm and Reproducer



Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

**No Springs
Nor Weights
To Adjust**



**Made in
Four
Lengths**

PATENTED
MAY 13, 1919
**Plays any Make
Record Perfectly**

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL. Factory: CLEVELAND, OHIO
Address all inquiries to Chicago Office

The Art Craft Line

*The Realities of Today
Surpass
The Ideals of Yesterday*

The Art Craft Amplifier

*Is the Latest Achievement in Sound
Chamber Development*

Designed by an inventor, with constructive mechanical ideas, musical talent and a thorough knowledge of Acoustics, sound vibration and the amplification of sound waves.

An all-wood throat and tone chamber, made of selected woods, that improves with use and age, the same as used by the Master makers of famous violins and other musical instruments.

The ART CRAFT amplifier *attracts and brings out the vibrant singing quality of violin and piano, the sympathetic tones of voice and instrument in perfect unison and harmony clear, resonant, mellow and rich; the tones hitherto lost in phonographic reproduction.*

It is better to keep your prospect well supplied with reasons why he should buy your goods than to pester him with questions as to why he doesn't.

*You can do it with the
ART CRAFT LINE*



Art Craft Equipment

Style 350, 225 and 175, electrically lighted throughout, 150 and 110 \$7.00 extra.

Balanced Cover Support, flush and sanitary top and base.

Universal Tone Arm, plays all makes of records with no extra attachments.

Meisselbach and Stephenson Motors, with velour covered turn tables on all models.

An Art Craft Amplifier, consisting of an all-wood throat and sound chamber.

Tone Modifier, when not in use, does not obstruct the throat.

Metal parts, 14-K triple gold plate on style 350 and 225; nickel-plate on 175, 150 and 110.

Automatic Stop, that operates perfectly.

Large filing compartment, Eject-O-file used in style 350 and 225.

The Art Craft is the only Instrument that contains all the latest improved equipment.

A good proposition is like a match, it is useless until you strike it into flame.

*Write today
for the
ART CRAFT Proposition*

The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

France and Italy fought by our side. Everyone wants "Impressions of Italy," by the French Symphony Orchestra. A-6101.

Columbia Graphophone Co.
NEW YORK



ARTISTIC NEW SONORA POSTER

The advertising division of the Sonora Phonograph Sales Co. has just received from its lithographers a new poster twenty-two by twenty-eight inches, featuring the Sonora semi-permanent silvered needles. Several colors are used on this new piece of advertising, which make it unusually attractive, and the photomicrographs of the original steel needle as compared with



Poster That Has Won Much Notice the Sonora semi-permanent silvered needle are presented to excellent advantage. With this display material and the free samples of the Sonora needle which are now being distributed broadcast the public will be given every opportunity to appreciate its distinctive merits.

There will be many musical exercises this summer—most of them taking the form of chair-moving and rug-lifting while little brother winds the Victrola.

MUSIC IS ITS OWN SALESMAN

The Salesman's Task Is to Select the Right Class of Music—One Record Sells Another

Music is often its own best salesman and has its own argument more convincing than the spoken word. The appeal of a song cannot be put into words; if it could be there would be no need for the song. When a record is being played for demonstration it is often best for the salesman to give the piece the floor, and not try to talk about the song or the melody, for by so doing the attention of the buyer is distracted from the record. To many people it is very annoying to be interrupted while listening to a song, especially if they are among those classed as music lovers. To such people there are no words which can persuade them to take a record they do not like, but if they feel the appeal of the piece they will buy it without any urging.

The modern record booths were built in response to the desire on the part of customers to listen undisturbed to the music of the day and hour. But if the salesman in his eagerness to make the sale insists in commenting on each bit of melody in the record he defeats the very purpose for which he brought the customer into the booth. The sale will not be made merely by playing records as they come. It is by selecting the kind of records which you think will appeal to the customer, and then playing these records so they will exert their own appeal, that the greatest number of sales are made. The task of the salesman is really one of character reading, or taste reading if you like, for once he has found out what type of music is desired or appeals to the customer the rest is only a matter of time.

Realizing the importance of the right kind of selection, many dealers make it a point to have a record playing as their customers enter the store. It is often possible to tell at a glance whether or not that particular type of music is

liked by the customer, and to act accordingly in the selection of records for demonstration. Also, from the records asked for it is usually easy to find out what class of music would be most likely to sell. If the dealer depended entirely upon the sale of records asked for by his customer his sales would by no means be satisfactory, for one record nearly always sells another of the same type.

From these remarks it must not be understood that we favor the salesman being merely a psychologist—a dummy, so to speak. There is a time and place for everything. When the demonstration of a record is at an end the salesman should, if the customer expresses a desire for information, tell all about the particular record played—the composer, the singer and any other enlightening facts that will interest and educate. But he must study his customer and await his or her desires.

MISS GALLAGHER CONGRATULATED

The engagement of Miss Grace Gallagher, of Flushing, L. I., to Evan J. Thomas, of Whitestone, L. I., was announced this month;



Miss Gallagher

the date of the wedding to be announced later. Miss Gallagher is in charge of the Victrola department at Irving Riesenburger's Victor establishment at Flushing, L. I., and is well known in Victor retail circles in this section of the State. She is thoroughly familiar with the Victor catalog, and

her pleasing personality and detailed knowledge of Victor merchandising have been important factors in the pleasing success that she has attained in this special domain of the talking machine industry.

To Manufacturers of Talking Machines and Cabinets

First Impressions are most lasting.

This is especially true of the Talking Machine business. The first choice is always an attractive machine. Our beautifully figured cabinet parts catch the eye of the prospective purchaser and his interest in your machine is awakened. We do not manufacture complete cabinets but furnish all veneered parts in the white. Let us quote on your specifications.

JAMESTOWN PANEL CO., INC.

BOX 110

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JAMESTOWN, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., May 5.—The talking machine business in Philadelphia during the month of April was quite satisfactory, and, although the stock of certain machines was not as great as it was hoped, or even promised, for the month, yet the business done was a considerable per cent. greater than during the same month of 1918, and in consequence the dealers seem satisfied with the outlook.

It has become a serious question with dealers in certain of the high-grade machines whether it will ever be possible to make a supply to equal the demand, for the demand is growing at such rapid strides that it may be possible that the factories cannot keep up with it. But if this be true there need be little concern for the number of new machines and new factories that are continually being brought out and erected and are going to keep the dealers supplied and keep them prosperous.

Some Facts That Tell of Expansion

That there is an "era of good feeling" among the talking machine dealers is shown in the progress the various firms are making. On all sides this spring we hear of the talking machine men enlarging and improving their warerooms. This is not true alone of this city, but of this territory as well. At one house alone this week I was given this list of improvements:

Frank Tolan, of Chester, opened on May 2, one of the finest talking machine warerooms in the State. He moved out his furniture business to make room for it, he put down hardwood floors, and he added eight Unico demonstration rooms. William F. Lamb, of Pottstown, has also installed a number of new booths. The Werner Co., of Easton, Pa., have added nine more demonstration rooms, giving them a total of nineteen, which is remarkable considering this establishment is in a city of only 35,000 inhabitants.

The Landaus Music & Jewelry Store at Wilkes-Barre, Pa., have also added to their establishment five more demonstrating rooms, and have devoted the greater part of their first floor to the Victor exclusively. Riggins, Gaskill & Hunt is the name of a new firm at Bridgeton, N. J., who will handle talking machines extensively along with pianos. This firm was formerly the Riggins Piano Co., but with the addition of considerable new capital they are going to go after the talking machine business extensively. Jacob Sitnek, of Altoona, Pa., has spent several thousand dollars on improving his place to meet his increased volume of business, and F. Hayes Harmon, of Chambersburg, has made many improvements in his store. These are no doubt but a few of the many signs that are to be noted in this section of the belief in a future great business in the talking machine.

Doing Well With the Brunswick

C. P. Chew, of the Brunswick Co., is spend-

Your orders filled immediately for TALKING MACHINE NEEDLES



Keystone State—Full Tone Needles
per M. at 60c

Keystone State—Half Tone Needles
per M. at 60c

When ordering in 100 M. lots
per M. at 55c

Fibre Needles, at 30c per hundred

L & H Fibre Needle Cutters at 81c each

Record-Lite Fibre Needle Cutters . . . at 81c each

Lundstrom Cabinets

Record Cleaner Brushes, etc.

H. A. WEYMANN & SON

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

ing several days this week in Atlantic City and other New Jersey towns in the interest of his firm's product. The Brunswick business is rapidly growing in this section, and but for a lack of goods, which at present handicaps against a big drive, this machine would be in a firm place in our midst. Theodore Presser states that he has been doing very well with the Brunswick and several new dealers were added to the list in April.

The Penn Miniature Victor Dogs Liked

The Penn Phonograph Co. report that their business has been very, very good, the two adverbs emphasizing this expression. They state that they have no complaint with the Victor Co. in the amount of goods that have been shipped to them, and, although it did not come up to their expectations, yet the volume was considerable larger than last year. Both machines and records have been coming in better, and they had quite a satisfactory gain in their business over a year ago.

The Penn Co. have also been doing very well with their miniature dogs—"His Master's Voice"—made by means of small plaster-of-paris casts. They have sold many, many thousands of these dogs to the trade in every section of

the United States, all of those receiving them writing in the highest terms as to the advantage of having them as an advertising medium in window displays. The firm are expecting Sergeant-Major Earle G. Dare, of the Eighty-second Division, to shortly return from France and to take his place with the company. Among the recent Penn visitors were Harry Goldsmith, of the Badger Talking Machine Co., of Milwaukee, and Ross P. Curtice, a Victor distributor, of Lincoln, Neb.

Manager Wilcox Fully Acclimated

N. J. Wilcox, the new Columbia manager for this district, has been here close to a month and has become fully acclimated. He took charge on April 10. He states that their business has been very good all along the line, although it is still a question of limited production. They can sell everything they can get, and they have been getting a good deal more than during the earlier months of the year. They are still holding a number of signed contracts upon which they have been unable to make delivery, but hope to be able to do so during this month. From the tenth of this month they expect to be able to ship all orders for records complete, and



A DOG AD.

WE HAVE JUST PRODUCED A NEW MODEL OF THE MINIATURE DOG of His Master's Voice—a splendid novelty. It was modeled by an eminent Philadelphia sculptor. It is the best selling Victor novelty or the best souvenir you can give away at some special event in connection with your Victor department and the most attractive feature you can secure for your window display.

It is the *smallest big thing* ever offered the Victor dealer.

Write for Particulars

PENN PHONOGRAPH CO., 913 Arch St., Philadelphia, Pa.

Victor Distributors

Wholesale only

Simplified Spelling and Simplified Selling

Custom prompts the use of "through" when "thru" saves 50% of letters, energy and time. Many words are being shortened,—greater efficiency in selling is receiving the attention of all energetic dealers. Let us cut out superfluous moves in selling and increase profits by focusing our work on the Victor Records that are available.

THE LOUIS BUEHN COMPANY

PHILADELPHIA

Victrolas *and* Victor Records

the quantity of Grafonolas is increasing right along.

Geo. W. Hopkins Gives Sales Talk

George W. Hopkins, general sales manager of the Columbia, was in Philadelphia on the 10th of April, and gave a general sales talk before the Poor Richard Club, of this city. Among the Columbia visitors during the month were Mr. Klugherz, of the Home Music Co., Lancaster, Pa.; Mr. Grim, of the Riegler Co., York, Pa.; Mr. Nace, of W. E. Nace & Co., Hanover, Pa., and A. E. Spangler, of Harrisburg, Pa. A. E. Manning, the firm's credit man, is still confined to the house through illness.

A. J. Heath to Enter Retail Field

A. J. Heath, the former manager of the local Columbia jobbing house, contemplates entering the retail field, and it was so announced when his resignation was given to the firm. He will make no definite plans for the present, other than that he expects to remain in Philadelphia. He says he will not make any definite announcement of his future plans until after he has taken a short vacation. The reason he will choose Philadelphia for his future activity is because it was in this city that he started in the talking machine business and his early training was received in this district.

Preparing for Jobbers' Convention

The Louis Buehn Co. report that their business in April was quite satisfactory, but it was not quite as large as it was in March. The reason for this is that they had a very respectable stock with which to start March. Mr. Buehn is working very hard for the success of the Jobbers' convention, which will be held in Atlantic City June 30 and July 1 at the Traymore Hotel, and he expects a big delegation from this city to be in attendance.

Sonora Jobbers in Larger Quarters

The jobbing of the Sonora phonograph is at present conducted by the Smith, Kline & French Co., with E. S. White in charge, at 1311 Walnut street, to which location they recently moved from 123 North Thirteenth street. They report that they have been having a very good busi-

ness, but are seriously handicapped for the want of machines. They have not been able to open any new accounts during the month of April for this reason. There are at present fifteen representatives of the Sonora in Philadelphia, and all of them are highly gratified with the complimentary words of satisfaction coming from the customers to whom they have sold the machines. They have at present two salesmen who are covering their territory, but are doing little more than giving the trade the glad hand. But the factory reports that in a very short time they expect to have a much greater output, and the local jobbers are assured of getting in considerable stock during the month.

The retail store of the Sonora Phonograph Co. is now in charge of P. C. Cummin, who replaced Mr. Connelly, who, with a partner, has gone into the retail talking machine business at Twenty-seventh and Columbia avenue.

H. E. Blake Conducting Two Concerns

Herbert E. Blake, the large talking machine merchant at Eleventh and Walnut streets and South Eleventh street—now conducting two establishments—reports that his business is moving along in fine shape. His business increased 130 per cent. the past April in comparison with the April of 1918. He also states that both Edison phonographs and records are coming in in good shape, and they have already received several of the four new models that have been gotten out recently and which are very handsome instruments. They are expecting many more along during the month.

Mr. Blake is about to put on a new salesman, R. Rich, who has been in the Edison line for the past three years. The new store on South Eleventh street is coming along nicely. They are about to appoint a man to take charge of this store. The Columbia and the Steger are sold there exclusively, and the Edison only at the Eleventh and Market street stores.

Many New Cheney Agents

J. D. Shewell, the local jobber for the Cheney phonograph, reports that they have been getting the machines with much greater regularity,

and have been able to place all they have received. He has established a number of new representatives in April, and is very optimistic as to the future.

B. L. Winders Takes Charge

Bayard L. Winders, formerly in the piano business in this city, has assumed charge of the West Philadelphia store of E. V. Martin, located at 224 South Fifty-second street. They handle extensively the Edison, the Cheney and the Vitanola.

H. E. BLAKE TO ACT AS CHAIRMAN

H. E. Blake has been chosen as chairman of the convention of Edison dealers, which is to be held on June 26 and 27, with headquarters



H. E. Blake

at the Hotel Commodore, New York. Mr. Blake is president of the Philadelphia Edison Dealers' Association, and one of the most up-to-date Edison dealers in the business. He has always been a man of ideas, which he has been

(Continued on page 66)



"Oh! Lawdy" and "Bring Back Those Wonderful Days." Bert Williams sings them both. Everybody buys them. A-2710.

**Columbia Graphophone Co.
NEW YORK**

TRADE NEWS FROM PHILADELPHIA
(Continued from page 65)

unusually successful in putting over. He has been in the Edison business long enough to have developed a remarkable understanding of the art of Edison salesmanship, and the results which he has gained command the respect of every salesman in the country.

Every Edison dealer is interested in knowing what his brother dealers are doing. Here is a report from N. Snellenburg department store of Philadelphia. The manager of their Amberol department says that he is selling from \$30 to \$50 worth of Blue Amberol records every day. And that is in the heart of a great city, too, when supposedly the Amberol records are more popular in the country.

LAMB'S MUSIC HOUSE OPENS AGAIN

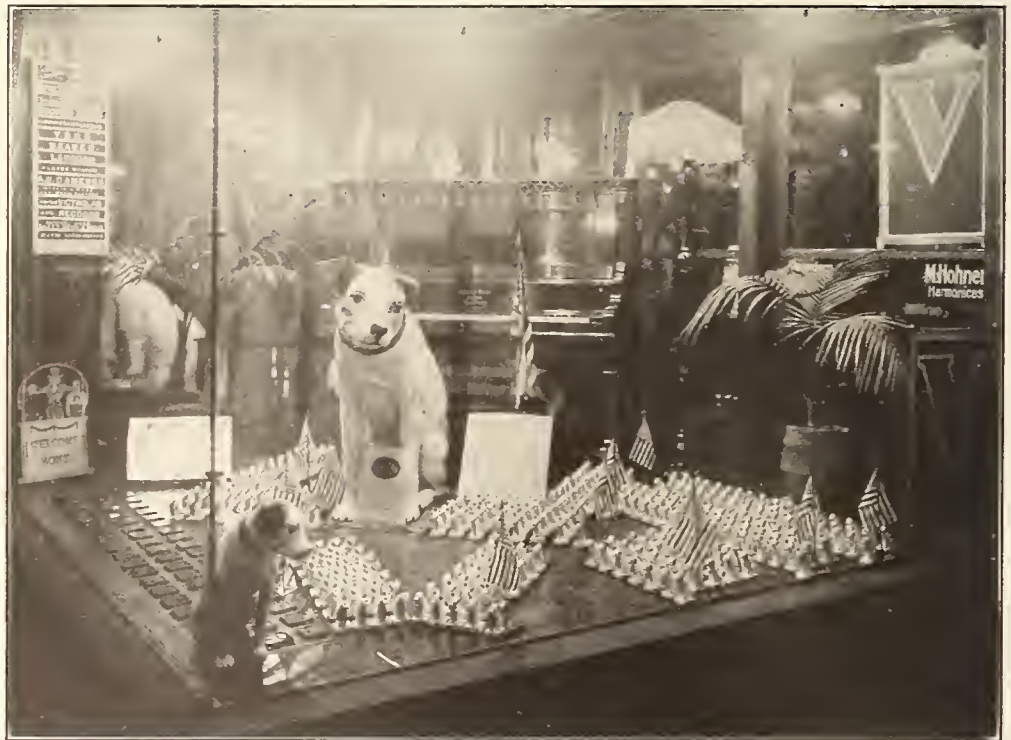
Elaborate Program Marks Occupancy of Remodeled Quarters in Pottstown, Pa.—Window Display of Miniature Dogs Forming Victor Trade-Mark Attracts Attention

POTTSTOWN, PA., May 3.—Lamb's Music House, which has been extensively remodeled, presents one of the most attractive Victrola and piano warerooms in this section of Pennsylvania. After undergoing interior renovations and redecorations the remodeled warerooms were thrown open to the public for inspection at an "open house" held on Friday, April 11. No goods were sold and the affair was heavily attended. From 7.30 to 10 p. m. Lamb's Concert Orchestra provided music, and the evening proved a great success. New Victrola demonstration rooms have been installed as well as player demonstration rooms. The renovations have not only increased the attractiveness of the warerooms, but have added vastly increased services for handling their greatly increasing business.

The windows were handsomely decorated for

the occasion, and a notable feature of the window display was the well-known dogs of the Victor trade-mark, which have been reproduced

Victory Loan. It had been announced that these dogs would be presented one to each purchaser on the opening day. The demand for this nov-

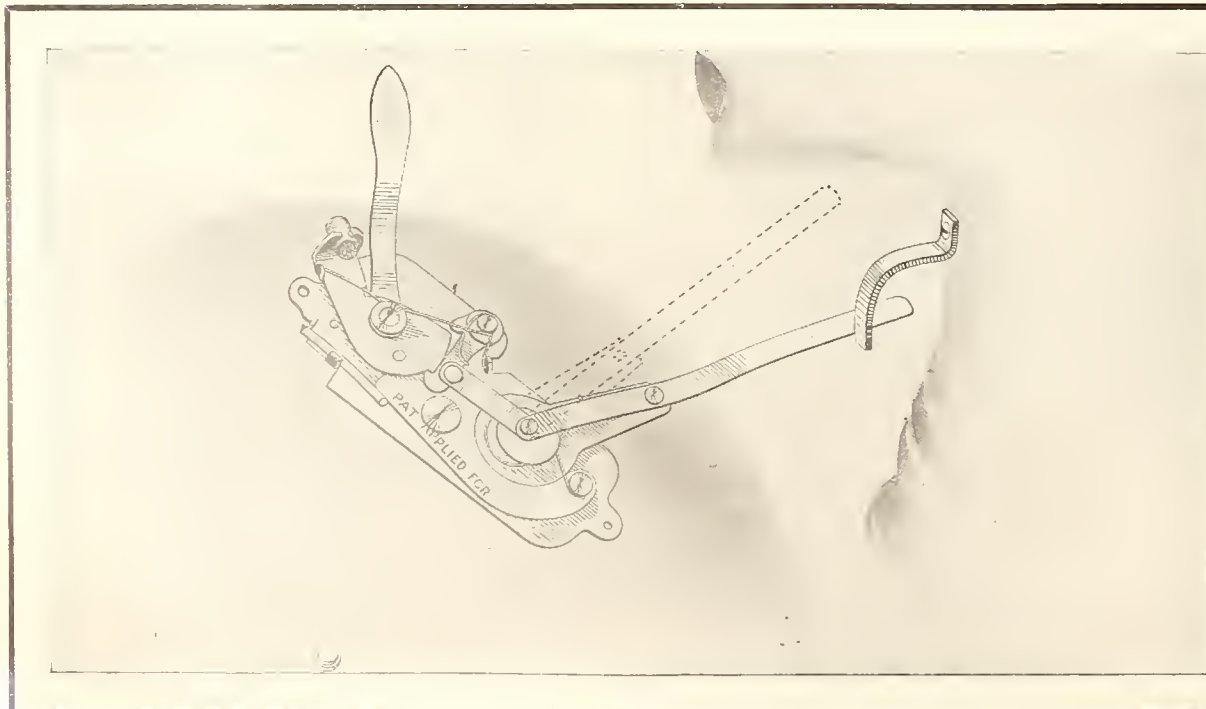


Cleverly Conceived Window Display of Lamb's Music House—Note the Victor Dogs in perfect plaster of paris miniature by the Penn Phonograph Co., of Philadelphia. These dogs were placed in the window in various formations and formed a large "V," calling attention to the

RECOVERING AFTER OPERATION

The many friends in the trade of Al. Edelstein, traveling representative for the G. T. Williams Co., Brooklyn, N. Y., Victor wholesaler, will be glad to know that this popular Victor man is recovering rapidly from the effects of his recent illness. While calling on the trade the

latter part of April, Mr. Edelstein was taken seriously ill with an acute attack of appendicitis. He was rushed to the Misericordia Hospital, where he was operated on immediately. He is fast recovering his usual good health and spirits and expects to be "back on the job" in a very short while booking his usually large orders for Victor talking machines and records.



**Here It Is
At Last**

An Automatic Stop that will really stop the record at the end of the music

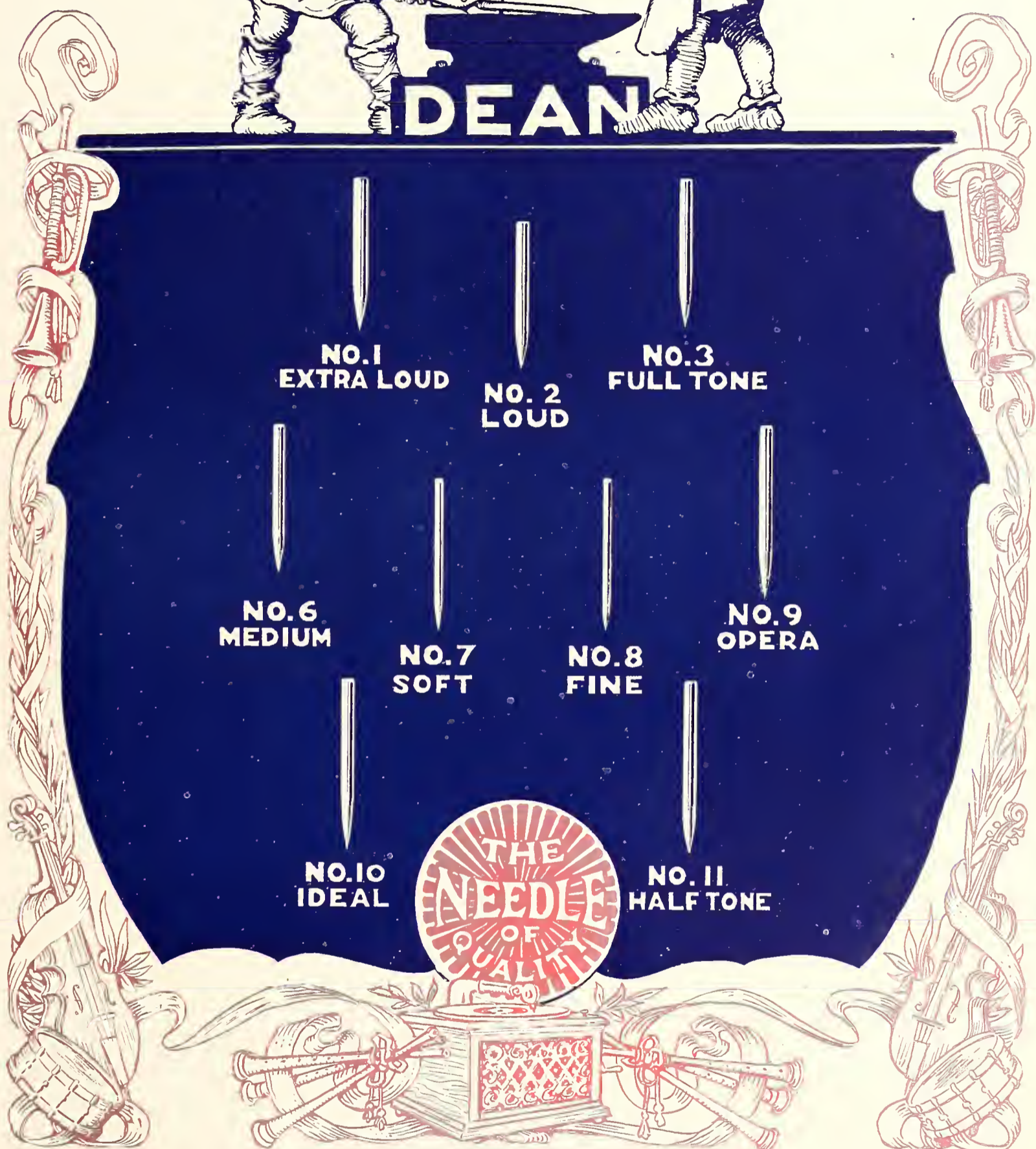
EASY TO APPLY
And It Always Works

May we send sample of this or our Automatic Cover Support, Needle Cups, Continuous Hinges, Tone Rods, etc.

WEBER-KNAPP CO.
JAMESTOWN - NEW YORK



IDEAL



NO. 1
EXTRA LOUD

NO. 2
LOUD

NO. 3
FULL TONE

NO. 6
MEDIUM

NO. 7
SOFT

NO. 8
FINE

NO. 9
OPERA

NO. 10
IDEAL



NO. 11
HALFTONE

Otto Heineman Phonograph Supply Company, Inc.

25 West 45th Street, New York

Factories: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
Branches: Chicago, Ill. San Francisco, Cal. Toronto, Canada

NEW QUARTERS FOR COLUMBIA BRANCH IN MINNEAPOLIS

Extensive and Up-to-Date Distributing Plant Will Result From Plans Now Under Way—Fine New Headquarters for Aeolian-Vocalion—Other Developments in the Twin Cities

ST. PAUL and MINNEAPOLIS, MINN., May 6.—Work has been started on what is planned to be the largest talking machine emporium in the Northwest. It will be the future home of the Columbia Graphophone Co. in this section of the country and the plans have been prepared by Robert E. Rae, the company's engineer, who had in view to produce the most complete distributing plant that modern wisdom could devise. The company has obtained a long-time lease on what is known as the Harrison Building, 18-20-22 Third street North, Minneapolis, which is to be remodeled for the use of W. L. Sprague, the company's Northwestern manager. The latter states that there will be nothing to compare with his new quarters in this territory. Adequate space for future expansion is available at any time.

The Columbia Co. has had phenomenal success in the past year and its sales are mounting by leaps and bounds. Where the limit would be is unknown, for there never has been a time that the cry for Columbia instruments and records could be satisfied.

If the talking machine situation is similar all over the United States to that obtaining in the Northwestern territory the manufacturing headquarters must be a madhouse. Every jobber and dealer in the twin cities and the thousand and one smaller towns are at their wit's end every day to keep pace with the calls of the trade, and they have not yet struck the stride. At this time, when they should be assembling a stock against the inevitable and sturdy demand for the fall, they are not even able to supply the retail demand. Unless the manufacturers are able to greatly increase the output the situation next fall will be worse than deplorable.

Sewell D. Andrews, who dispenses the Sonora phonographs for the Minneapolis Drug Co., is in a typical plight. He is at sea. "We had hoped by this time," he said, "that the various industries would have reached normal conditions and that we would be in position to make plans for the fall and holiday rush. We are informed that every effort is being made to comply with our orders and doubtless that is true, but we are getting the machines that are so urgently needed. Some fine shipments have been received but the entire lot disappears, vanishes completely in a day or two. The Sonora has made a distinct hit in our territory."

Possibly the advent of the Aeolian-Vocalion in a big wholesale and retail warehouse at Nicollet avenue and Ninth street, Minneapolis, on May 15 will relieve the general situation so far as the public is concerned. The Stone Piano Co. of Fargo, N. D., one of the oldest and strongest music houses in the Northwest, will be the sponsor for the Vocalion and are understood to be prepared to launch an aggressive campaign for business.

Smiles wreath the face of E. L. Kern, one of the directors of the Brunswick-Balke-Collender Co., but there are some grim lines among them. According to official report the Brunswick sales have increased over 500 per cent. in the past year, but the factory is not producing enough and hence the grimness.

George W. Nye, who is making the grand rounds of Montana and the Dakotas, is chafing because he is unable to open any new accounts for the Brunswick phonographs with dealers.

After a long visit to the general headquarters, Jay H. Wheeler, who supervises the Pathé business for G. Sommers & Co., believes that he will have a sufficient supply for the constantly growing call for Pathé machines and records.

Some improvement is reported in the Victrola situation, but neither the dealers nor the distributors are at ease—not by a long way. W. J. Dyer & Bro. and Beckwith-O'Neill Co. can assure the Victor Co. of some wonderful results in the next twelve months if the goods come through. There are some very fine Victor

establishments in St. Paul and Minneapolis, the field has been intelligently and thoroughly cultivated and all that is wanted are machines and still more machines. John J. Roden, formerly with the Powers Mercantile Co., is now at the head of the Victrola department of the Dayron Co. He succeeds Arthur Magoon, who has taken the road for another line of business. A. H. Porter, who succeeded James Sandey as manager of the Victrola department with the L. S. Donaldson Co., is having the same troubles as his predecessor, that is, he is selling everything that he can get. J. L. Pofahl, head of

THE "PHONO-MOVIE" TO ENTERTAIN

Dancing Figure for Use With Talking Machines Just Placed on Market

A new and amusing attachment to the talking machine has recently appeared on the market. It is styled the "Phono-Movie" and is a simple dancing figure placed in front of the turntable and which, through a mechanical means, executes an almost human dancing motion when records are played. The maker makes the claim that the improvement of this device over previous novelties of a similar nature is that it may

the Golden Rule's Victrola business, is home from an extended Eastern trip. He is now supervising the enlargement and rearrangement of his quarters and promises just the finest retail plant in the Northwest.

The real hard-luck story comes from Laurence H. Lucker, president of the Minnesota Phonograph Co. "Our business is more than three times as extensive as it was a year ago, but we could make even a better showing if the Edison factory was able to get more goods to us. We are looking forward to the arrival of the new models with much interest as we hope that the production will be so large that we can do business the way we desire. As it is we are now down to two types, of which we have any quantity and our cup of tribulation surely runneth over."

be attached to the talking machine without the use of screws. A soft rubber pad placed on the bottom of the device prohibits the marring of the talking machine.

The novelty can be placed on the machine or removed from it instantly.

BUSINESS CHANGE IN JAMESTOWN

C. Fred Danielson, of Jamestown, N. Y., has bought Russel's Victrola Shop of that city. In addition to his new business he will continue to conduct his Jamestown piano store known as Danielson's Music House.



NICKEL
PLATED
35 CENTS

THE
IMPROVED
No. 10

Cleanrite
TRADE MARK
RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending

RECORD
BRUSH



GOLD
PLATED
75 CENTS

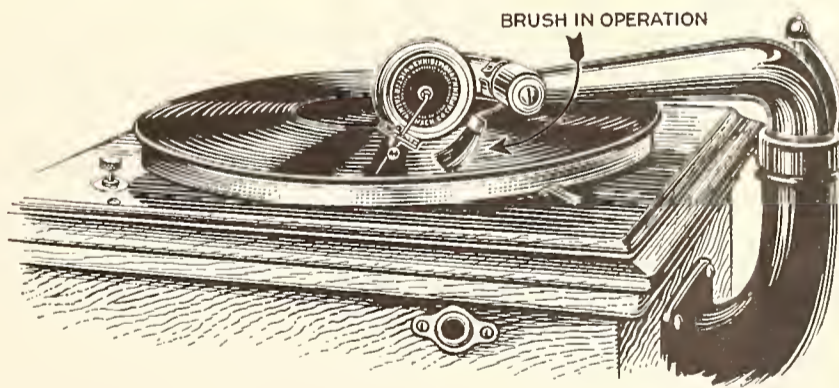
For Victor Victrolas

Automatically

CLEANS RECORDS

and insures

A CLEAR REPRODUCTION



An article needed by
every Victrola owner

Order a Supply from Your Distributer

Manufactured by

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

Victor Distributers





No. 175

SEE



No. 225

THE PRODUCT OF THIS FACTORY

WHERE
QUALITY
REIGNS
SUPREME



WHERE
PHONOGRAPHS
ARE MADE
COMPLETE

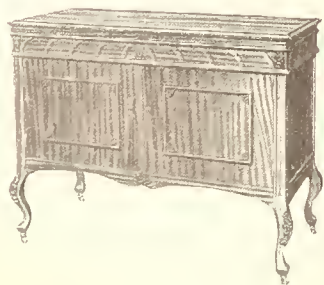
IN THIS FACTORY

THE WORLD is made from lumber to a finished phonograph

Our own **MOTORS** and **TONE ARMS**

Hear the **WORLD RECORDS**

MAKE YOUR OWN COMPARISONS



No. 375

WORLD PHONOGRAPH CO.

736 TILDEN AVE.

CHICAGO, ILL.



No. 150

BUFFALO TRADE AGAIN DEMONSTRATES ITS PATRIOTISM

Exceeds Its Quota in Victory Liberty Loan Campaign—Death of John M. Schuler—Wurlitzer's New Store—Appreciation of Window Display Made by Wm. Hengerer Co.—Other News

BUFFALO, N. Y., May 5.—"Buffalo will see it through" is the slogan of the local talking machine trade in the Victory Liberty Loan campaign. The members are allied with the piano men in the drive, their combined quota being \$175,000. At this writing it looks as if their total sale of subscriptions will go considerably over that amount.

The committee in charge of the sale of bonds follows: William H. Daniels, chairman; C. N. Andrews, vice-chairman; Fred A. Denison, Columbia Co.; Edward P. Erion, Erion Piano Co., George A. Gould, Gould Bros.; Jacob Hackenheimer, C. Kurtzmann & Co.; Robert L. Loud, Newton R. Luther, Wood & Brooks; Benjamin E. Neal, Neal, Clark & Neal; Albert Stettenbetz, Utley Piano Co.; Charles H. Wood, Wood & Brooks, and F. R. Wurlitzer, Rudolph Wurlitzer Co.

Bricka & Enos, Edison dealers, are celebrating their thirty-fifth anniversary. Walbridge & Co., Victor dealers, are also having a celebration. They have just passed the fiftieth milestone.

"Our sales nearly all run to big machines," said L. K. Scott, manager of the William Hengerer Co.'s Victrola department. Mr. Scott celebrated Victrola week April 26 to May 3. He planned for the occasion and had a complete line of various models in the different woods at \$25 to \$282.50. Miss Irene Hitzel is in charge of the record stock at this store. Miss Hitzel says "Greet Your Customers With a Smile" is her motto.

"Smoke With Us" was a sign which recently appeared in the display window of the Hoffman Piano Co. The sign was for the benefit of returning soldiers, many of whom took advantage of the offer.

A trade excursion in which local talking machine jobbers will be represented will leave

Buffalo May 20. The excursionists will cover Western New York and Northeastern Pennsylvania, to get acquainted with the big men of the villages, towns and cities located in these districts. This will be the Buffalo merchants' first trade and acquaintance trip since the United States entered the war.

C. W. Strawn will manage the Rudolph Wurlitzer Co.'s new store at 633 Main street, this city. Plans have been filed for the remodeling of this six-story building, which will represent an outlay of \$250,000.

Four men were recently arrested in connection with the robbery of George H. Moessinger, treasurer of C. Kurtzmann & Co. One of the men is said to have confessed that he struck Mr. Moessinger with a billy, while a second grabbed the piano man's satchel, containing a payroll of \$4,000. It is claimed that the other two prisoners helped to plan the hold-up.

A traveling man who covers the local trade is being hailed as a true prophet. According to his dope there will be an extra boom in the talking machine business when the country goes dry after July 1. He says he bases his prophecy on "past performances" in many dry territories which he has visited.

John M. Schuler, father of John and Albert Schuler, Buffalo piano merchants and talking machine dealers, died here recently. Mr. Schuler, Sr., had been a resident of Buffalo since 1854. For several years he manufactured pianos in this city. He was a prominent Mason.

In a window display contest held at the Advertising Affiliation Convention in Buffalo recently special commendation was made of the windows of the William Hengerer Co., Victrola dealers, arranged by Charles A. Cook. The display was mentioned as an almost perfect specimen of the window dressing art.

Talking machine dealers who attended the

TALKING MACHINE DEALERS

—READ THIS—

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

NYOIL
IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dep't, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless. Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

NYOIL is put up in 1oz., 3 1/4 oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

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

convention received some good tips from the window display experts who addressed the meetings. "Get away from the cheap displays and educate the public to buy a better grade of goods" was the keynote of their talks. The talking machine men were informed that should they advertise their goods their windows should be an absolute continuation of their advertisement and should be in complete harmony, as through part of the same layout.

C. G. Emenecker, former office manager of Denton, Cottier & Daniels, recently visited that firm after an absence of ten years. He is now in business for himself in Aberdeen, Wash.

W. D. & C. N. Andrews expressed themselves pleased with the general trade outlook. Victor machines are in great demand.

**THE LAST WORD
IN TONE REPRODUCTION**

Achieved by men who have made
a Life Study of Musical Sound.

The
BUSH & LANE
PHONOGRAPH
is a Perfect Musical Instrument



BUSH & LANE PIANO CO.
HOLLAND, MICH.

Get in touch with the jobber who operates in your territory

1—Sonora Phonograph Co.

616 MISSION ST.
SAN FRANCISCO, CAL.
Washington, California, Oregon,
Arizona, Nevada, Hawaiian Islands,
northern Idaho.

2—Strevell-Paterson Hardware Co.

SALT LAKE CITY, UTAH
Entire States of Utah, Colorado,
Wyoming, New Mexico and southern
Idaho

3—Minneapolis Drug Co.

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

4—C. D. Smith Drug Co.

ST. JOSEPH, MO.
Nebraska, Missouri, northern and
eastern part of Kansas and 5
counties of northeastern Oklahoma.

5—Walthall Music Co.

DALLAS, TEXAS.
Western part of Texas.

6—Southwestern Drug Co.

WICHITA, KANS.
Southern part of Kansas, Oklahoma
(except 5 northeastern counties), and
Texas Panhandle.

7—Southern Drug Co.

HOUSTON, TEXAS
Southeastern part of Texas

8—Yahr & Lange Drug Co.

MILWAUKEE, WIS.
Wisconsin, Upper Michigan.

9—C. J. Van Houten & Zoon

MARQUETTE BLDG.
CHICAGO, ILL.
Illinois, Kentucky and Iowa.

10—Kiefer-Stewart Co.

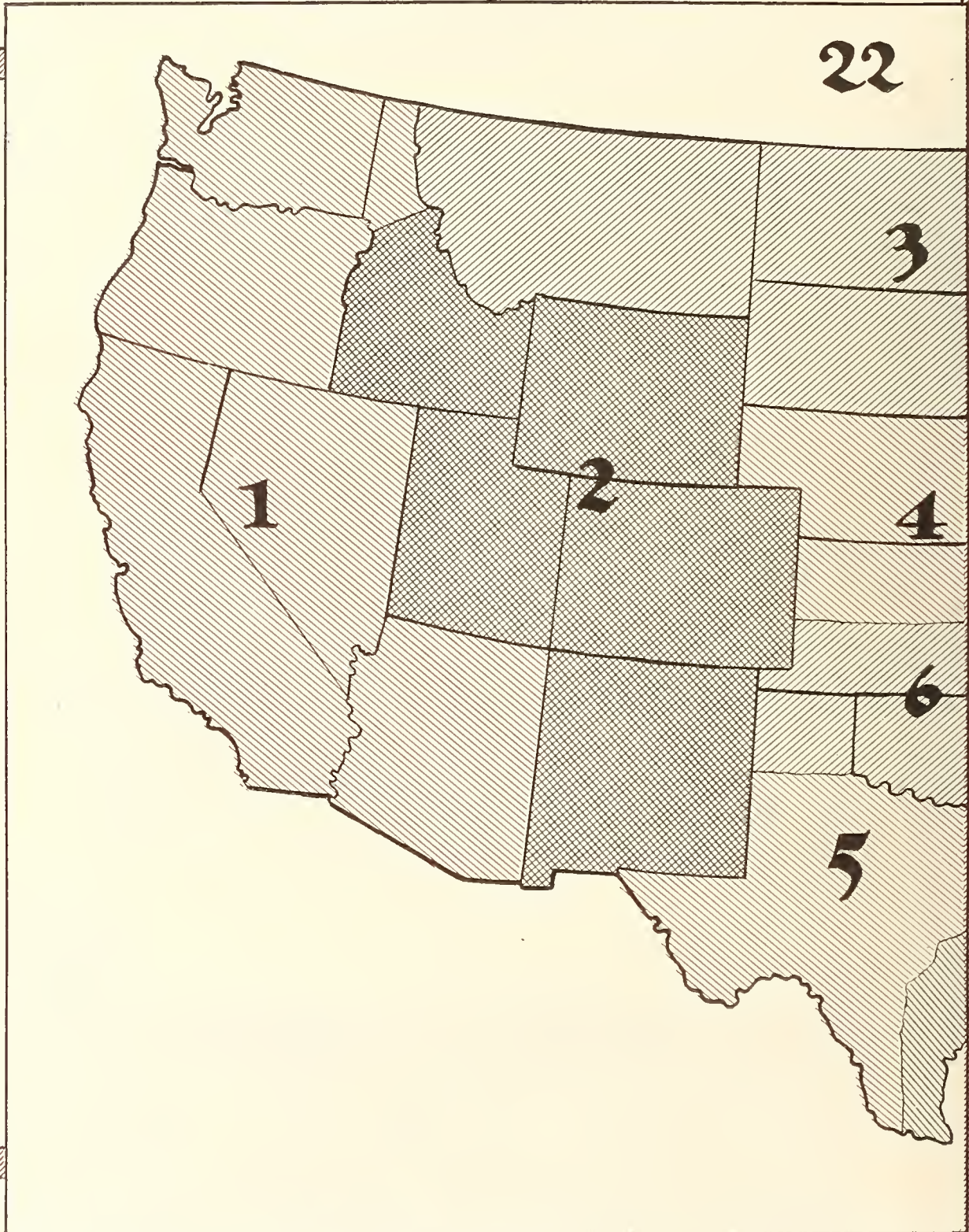
INDIANAPOLIS, IND.
Entire State of Indiana.

11—Ohio Sales Co.

811 EMPIRE BLDG.
DETROIT, MICH.
State of Ohio.

12—Hessig-Ellis Drug Co.

MEMPHIS, TENN.
Arkansas, Louisiana, Tennessee, Mis-
sissippi.



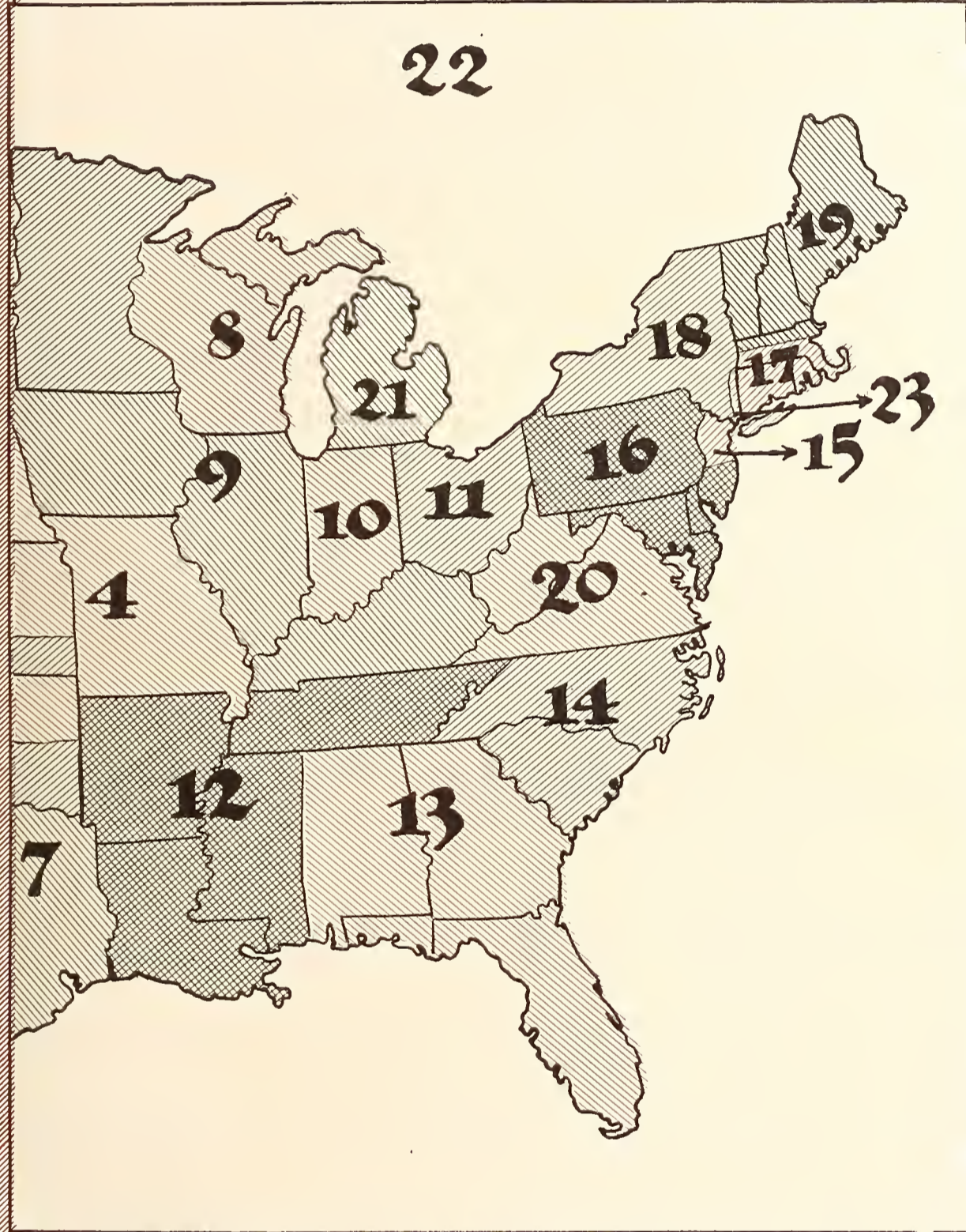
THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

The Highest Class Talking Machine in the World

A complete line of upright and period models
is available at prices from \$50 to \$1000


The Sonora is the instrument which won the highest score for tone quality at the Panama-Pacific Exposition
and sells easily for cash.

These firms will see to it that you get the best of service



- 13—Southern Sonora Phonograph Co.
SELMA, ALA.
Alabama, Georgia and Florida.
- 14—Rountree Corporation
RICHMOND, VA.
North Carolina and South Carolina.
- 15—Griffith Piano Co.
605 BROAD ST., NEWARK, N. J.
Northern New Jersey.
- 16—Smith, Kline & French Co.
PHILADELPHIA, PA.
State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.
- 17—Musical Supply & Equipment Co.
221 COLUMBUS AVE.
BOSTON, MASS.
Connecticut, Rhode Island and eastern Massachusetts.
- 18—Gibson Snow Co.
SYRACUSE, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.
- 19—W. B. Glynn Distributing Co.
SAXTONS RIVER, VERMONT.
States of Maine, New Hampshire, Vermont and part of Massachusetts.
- 20—Hillman & Son Phonograph Co.
WHEELING, WEST VA.
Virginia and West Virginia.
- 21—C. L. Marshall & Co.
810 EMPIRE BUILDING.
DETROIT, MICH.
State of Michigan.
- 22—I. Montagnes & Co.
RYRIE BLDG.
TORONTO, CANADA
CANADA
- 23—Sonora Phonograph Sales Co., Inc.
279 BROADWAY, NEW YORK
Distributors for Greater New York

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Semi-Permanent Silvered Phonograph Needles

replace steel needles and preserve your phonograph records.

They play 50 to 100 times, are used on ALL MAKES of steel needle records, are more economical, convenient and give the maximum of satisfaction.

30c per card of 5—40c in Canada

LARGE MEASURE OF ACTIVITY PREVAILS IN PORTLAND

Leading Talking Machine Companies Optimistic Over Present and Prospective Conditions—Stores Being Renovated and Enlarged and Everyone Making Ready for Great Business

PORTLAND, ORE., May 6.—The Bush & Lane Piano Co. have two new assistants in the talking machine department. They are Miss Helen I. Baker and Lester Schroeder. Mr. Schroeder has been in the talking machine business for ten years and is a thorough talking machine man. He came to Portland to study the Sonora and after a careful study decided to identify himself with the Bush & Lane Co.

Miss Baker is a special Sonora representative and calls upon Sonora owners introducing the Sonora silvered needle.

At Oregon Eilers the large new salesroom in the talking machine department has been redecorated and refurnished and four record demonstration rooms have been added. They have just received a new stock of talking machines—the Vitanola—and Miss Acevia Bennett, manager of the department, predicts a big future for it in Portland. She gave a dance in honor of the returned soldiers and sailors of Eilers Music House on the evening of April 10.

The Easter decorations of the windows of the Wiley B. Allen Co. won universal praise for their artistic arrangement. A large shipment of Columbia records has just been received by this company. They never before carried Columbia records, as they have only recently added the Columbia Grafonola to their stock.

The Record Shop on Broadway is growing in popularity. This attractive little shop, presided over by C. H. Williams, sells only Columbia records.

Pathé machines and records are in demand at Calef's Furniture Store. This store has a rapidly growing patronage in its well-managed talking machine department.

A fair supply of Victrolas is on hand in the talking machine department of Lipman, Wolfe & Co. and excellent business is being done.

The Meier & Frank Co.'s talking machine

department sends no records out on approval, and J. H. Matney, manager of the department, says he finds it is a great benefit.

Miss Leita Hayes, of the Johnson Piano Co., sold a Cheney phonograph to a resident of Wrangel, Alaska, who decided upon a Cheney for his home in the Far North. Sixty-six Brunswicks were sold by M. W. Davis, manager of the talking machine department of the Edwards Furniture Store, during March.

The new record rooms at the Foley & Van-Dyke piano house are just being completed and a good supply of Pathé and Victor records is on hand.

The talking machine department of the Reed-French Co. has a wide-awake and efficient man at its head—M. C. Collins. A large variety of styles is carried by this house and Mr. Collins is unusually well acquainted with all of them. The morning of the World correspondent's visit he had sold a \$175 Victor before 9 o'clock and said that was only a small beginning.

L. H. Covey, visiting representative of the Sonora Phonograph Co., is with the Bush & Lane Co. and will remain here about six months. The Sonora Co. gives a special service to all owners, this service providing a thoroughly skilled man to call on the owners and see if they are perfectly satisfied with the machine. Mr. Covey finds that the Portland owners of the Sonora who have bought their instruments from the Bush & Lane Co. are better served than in any other town he has visited.

The Hyatt Talking Machine Co. is having four more demonstration rooms added and is moving the business office to the front of the store. Miss Louise Marshall, who was in the talking machine department of the Meier & Frank Co., is now with Hyatt's.

The talking machine dealers are advertising extensively in the local papers. The Columbia

Grafonola is particularly well advertised and on one page of a daily paper are three big ads of the Columbia machines. There is no doubt that the Columbia Grafonola Co. believes in advertising. The Sonora dealer, Bush & Lane Co., has very high class advertisements in the papers calling attention to what they term the "Delightfully Different and Musically the Most Perfect Talking Machine in the World."

Wiley B. Allen has special advertisements calling attention to the proficiency of the Victor dance music and the superior record service that customers always find at the Wiley B. Allen demonstration rooms.

The G. F. Johnson Piano Co. has striking advertisements of the Cheney phonograph and the record advertisements which this house issues are always attractive and invariably well written.

OCCUPY MORE CENTRAL QUARTERS

Cabinet & Accessories Co., Inc., Now Located on Thirty-fourth Street—Business Shows Expansion in All Lines Carried

The Cabinet & Accessories Co., Inc., are now established in their new quarters at 145 East Thirty-fourth street, the central location of which is a distinct advantage not only in the shipping of goods but for the visiting trade as well. They occupy the entire ground floor, which has been entirely redecorated attractively. The new quarters not only provide vastly increased display space but also provide for the keeping of large stocks of the accessories sold. Oscar Zepernick, well known to the trade through his connection of many years with the American Talking Machine Co., of Brooklyn, is now connected with this company and will take charge of the detail work in the offices and warerooms. Otto Goldsmith, president of the company, reports that business is brisk and that an increasing number of dealers are taking advantage of the services that this company is offering.

Increase Your Sales

BY

Phono Movie



Complete attachment, with two actors, retails for . . . \$1.50

Attractive wholesale proposition to dealers. Send \$1.00 for Sample outfit

IT IS ORIGINAL

A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the records are played. Most entertaining to watch because of its ever changing action. Adds greatly to the "pep" of the present "jazz" records.

IT HELPS SALES

by attracting people to your show window when placed in it. People who enter to buy it are easy customers for dance records because of the close relationship between the two. As a novelty it sells itself, by placing it on the machine when playing dance records to customers.

IT IS TRULY A GOOD PROPOSITION

PHONO MOVIE & SUPPLY CO.

36 E. 23rd St., New York City

Sensational, Money-Making Jazz Recoras



Lieutenant Jim

EUROPE'S

HELL FIGHTERS

369th U. S.
Infantry

JAZZ BAND

is now making records EXCLUSIVELY for



No Needles to Change

This is the music that put pep into our boys "over there" who put pep into the war and settled it. When you hear the wonderful syncopation, played as only Jim Europe can, you'll understand why the whole country is "jazz-mad."

Everybody is rushing to the theatres when

the "Hell Fighters" play; keep in stock the wonderful records this overseas band has made for Pathe, and you will find that they will rush to your store to get them. Write, or better still wire, in your order for these records today. You will miss big profits unless you do.

No.		Size	Price	No.		Size	Price
22080	How Ya Gonna Keep 'Em Down on the Farm? Chorus sung by Lt. Noble Sissle (One-step).....	10-in.	85c	22087	Russian Rag (Fox-trot).....	10-in.	85c
	Arabian Nights (One-step).....				St. Louis Blues (Fox-trot).....		
22081	Darktown Strutters' Ball—Medley (Fox-trot).....	10-in.	85c		Mirandy, Lieut. Noble Sissle, tenor, acc. by Lieut. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
	Indianola (Fox-trot).....			22089	On Patrol in No Man's Land, Lieut. Noble Sissle, tenor, acc. by Lt. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band".....	10-in.	85c
22082	Broadway "Hit" Medley, intro. (1) I've Got the Blue Hidge Blues, (2) Madelon, (3) Till We Meet Again, (4) Smiles.....	10-in.	85c		Jazz Baby, Creighton Thompson, baritone, acc. by Lt. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
	Ja-Da (Fox-trot).....			22103	When the Bees Make Honey, Lieut. Noble Sissle, acc. by Lt. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
22085	Moaning Trombones (One-step).....	10-in.	85c		All of No Man's Land Is Ours, Lieut. Noble Sissle, tenor, acc. by Lieut. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band".....	10-in.	85c
	Memphis Blues (Fox-trot).....			22104	Jazzola, Lieut. Noble Sissle, acc. by Lieut. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band".....	10-in.	85c
22084	Little David Play on Your Harp (Negro Spiritual). Lt. Noble Sissle and Lt. Jim Europe's Singing Seren- aders.....	10-in.	85c		Roll, Jordan, Roll, Lieut. Jim Europe's Singing Serenaders	10-in.	85c
	Exhortation (Jubilee Song) Creighton Thompson and Lt. Jim Europe's Singing Serenaders.....			22105	Everybody Dat Talks About Heaven Ain't Goin' There. Lieut. Jim Europe's Singing Serenaders.....	10-in.	85c
22086	Plantation Echoes, Chorus by Singing Serenaders.....	10-in.	85c				
	Hesitating Blues (Fox-trot).....						

Double the largest order you've ever placed, and you will still run short.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

The Pathe Freres Phonograph Co. of Canada, Ltd.
Toronto



The Columbia Turkish Orchestra plays the Novelties for June—the “Veil Dance” and “Turkish March.” They’ll make your customers talk Turkey. E-4221.

**Columbia Graphophone Co.
NEW YORK**

CONDITIONS IMPROVING IN MILWAUKEE TRADE

Stock Situation Getting Back to Normal Slowly But Surely—Steadily Growing Demand Contradicts Predictions of Business Slump—How Various Leading Houses Are Operating

MILWAUKEE, Wis., May 10.—Just six months have passed since the armistice was signed and in that time the talking machine business in Milwaukee and throughout Wisconsin has flourished as it never did before. Undoubtedly it would have assumed even more remarkable proportions but for the fact that dealers and jobbers were able to get only a percentage of their requirements from the manufacturers, and the factories were able to accept only a part of the orders because it takes time to get industry back to a peace basis.

At this time it is apparent that manufacturers have made excellent progress in the direction of getting back to a normal production of regular lines. Yet the production, growing as it is, does not yet seem to reach more than part way in satisfying the increasing demands of the public.

The immediate situation in the local retail field is as surprising as it is gratifying. In the main, predictions that there would be an after-war reaction have proven incorrect. Business has grown better instead of easing up. While it is manifestly unfair to compare the state of business at the middle of May to that at the middle of December, it must still be said that mid-spring demand is relatively as active as at that time.

If business men are to take a “cue” from the Victory Liberty Loan campaign now closing they can hardly help but feel that more of the dire things predicted about business slumps during the “reconstruction” period are coming true. In Milwaukee and Wisconsin the Victory Loan brought forth the largest over-subscription of any of the five campaigns, and solicitors are unanimous in declaring that the spirit of subscribers was far more exuberant. All of which must be taken as an indication that the public purse is well-filled still, and open. It is open to the dealers in reproducing instruments, records, etc., judging from the activity.

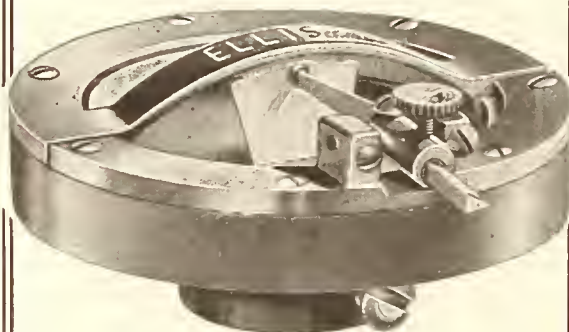
It is confidently believed that the remainder of the spring season and the coming summer will be active periods for the trade. Besides the many who have been disappointed in getting the machines of their selection, due to shortage of stocks in the last six months, there are in prospect hundreds of buyers who have been holding off because of the knowledge that goods are scarce, or who have been hoping that prices may decline. They can now get the goods and know that prices will not drop for a long, long time.

“When we catch up with orders we shall be able to say that business is good; in the meantime there is too much worry about satisfying our dealer trade to keep the mind in repose,” is the manner in which Harry A. Goldsmith,

J. H. Ellis

**Patentee and Manufacturer of
The Ellis “Music Master”
and “Melodious” reproducers**

*Mail Address P. O. Box 882
Milwaukee, Wisconsin*



**The ELLIS REPRODUCER
is beautifully mellow in tone but
“It’s loud enough for a large hall,
yet splendid for a small room.”**

“I have used your Ellis reproducer for about two years and find it a decided improvement over any other type.”

“Same is giving perfectly grand results.”

“Mine has proved good in every way advertised and more besides. . . . Send two more gold plated, for my friends who heard mine. . . . Postal Money Order for \$24.00 enclosed.”

“I want to say that I am more than pleased with it.”

Above four testimonials are quotations from customers’ letters received in two days last week.

A recent order from Flanner-Hafsoos Music House reads, “Send us twenty-five gold plated Ellis reproducers—quick—rush.” (One order from this concern was for 160 nickel plated.)

Testimonial letters are received from all parts of the United States, Canada, South America, etc.

The “ELLIS REPRODUCER” MAKES GOOD. “It improves with age.” “The more you use it the better it is.”

IT IS FOR MUSIC LOVERS but it does good work on rag time and jazz, although music lovers are your real prospects. Weight less than 4 ounces.

**Nickel Plated . . . \$10.00
Heavy Gold Plated . \$12.00**

DISCOUNTS TO DEALERS

secretary of the Badger Talking Machine Co., Victor distributor, characterizes the situation. Although stocks are coming through in increasing quantities, demands of dealers continue to grow relatively faster, and Badger warehouse floors are as bare as ever. Mr. Goldsmith looks for improvement from now on, not only in the supply but in the demand.

Charles J. Orth, distributor of the Puritan, is experiencing gratifying success in the promotion of this line. To handle the rapidly increasing trade Mr. Orth now has two men who do nothing but travel the Wisconsin territory to look after Puritan business. They are Adam C. Schroeter and W. H. Heise, who have been dividing their time between road work and duties at the Milwaukee wholesale and retail establishment. An indication of the interest which has been aroused by Mr. Orth’s progressive merchandising policy is the fact that a few weeks ago M. E. Smith & Co., Omaha, Neb., Puritan jobber in Nebraska, sent two delegations of staff representatives to Milwaukee to study Mr. Orth’s system.

The Yahr & Lange Drug Co., which distributes the Sonora in the Wisconsin and Northern Michigan territory, has been compelled to extend its dealer organization still further the last few weeks because of the insistent demand for the franchise in various parts of the territory. The company’s dealers in the Milwaukee or home territory report an exceptionally good demand for the Sonora.

The progress which the Brunswick is making in the Wisconsin territory is the subject of much comment in the trade. This is due not only to the acknowledged excellence of the instrument as it is to the aggressive work of Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., at 275-279 West Water street. The phonograph department at this branch house is growing so rapidly that it has had to be given additional floor space and a larger staff.

Some of the most effective merchandising that is being done by local jobbers is that of William A. Schmidt, manager of the Phonograph Co. of Wisconsin, representing the New Edison. It is now possible to buy an Edison instrument or record in virtually every community in Wisconsin, the territory being so thoroughly covered by Mr. Schmidt’s dealer organization that prospective buyers have not far to go to find an Edison shop carrying a comprehensive stock of machines as well as records. From all points of the territory come reports of the most encouraging character concerning immediate business and the outlook for the future.

It required less than a week for the music trade division of the Milwaukee County Liberty Loan organization to complete its quota on the Victory Loan, due to the generous response of dealers and the well-organized work of Chairman Henry M. Steussy and his committee. The apportionment this time was \$75,000, against \$60,000 for the Fourth Loan, but this was reached in much less time and the over-sub-

(Continued on page 75)



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESAL

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

CONDITIONS IMPROVE IN MILWAUKEE (Continued from page 74)

scription was materially larger than in any previous loan.

L. C. Parker, the new president and general manager of the Badger Talking Machine Shop, Victor retailer, tendered the first of a series of welfare parties in the auditorium of the store on April 23, the guests being the employes and department heads. Mr. Badger believes in treating his employes like business partners and the success of his idea already is apparent in the remarkable strides the Badger Shop is making under his management.

Emil O. Schmidt, formerly a prominent music dealer of this city, recently was arrested at Coffeyville, Kan., where he was promoting an oil and gas syndicate, on a charge of forgery and one of larceny as bailee, preferred by Milwaukee people. In Municipal court he was found guilty on the forgery charge and sentenced to serve a year in the house of correction. His attorneys obtained a certificate of reasonable doubt from the Supreme Court, which acted as a stay of execution until a hearing on the plea for a new trial, which is scheduled for May 16.

The J. B. Bradford Piano Co., with main store at 411 Broadway, and South Side branch at 596 Mitchell street, has recently greatly enlarged its Victor record department, which is now regard-

ed as one of the largest and most complete in the Northwest. The Bradford Co. also deals in the Sonora and this section of the business also is being given much attention.

Thomas A. Edison, the famous inventor, has made a personal gift to the Wisconsin State Historical Museum that is of more than passing note. It is a New Edison of the latest style, with a silver autograph plate, and has been placed in the museum as a companion piece to the replica of the first Edison phonograph.

By supplementing the national advertising campaign of the Aeolian Vocalion with choice local publicity, the Edmund Gram Music House is reaping a veritable harvest of sales. The intimate connection between the famous Pianola and the Vocalion has been a telling point in the sales work of the Gram House, which for years has represented the Steinway and Aeolian lines of pianos and players.

Richard H. Zinke, president of the Record Needle & Mfg. Co., manufacturing the Record-Lite and other accessories and supplies for the trade, has been appointed official bandmaster of the Milwaukee Lodge of Elks, which is organizing a complete military band.

The Turner Music Co., Wichita, Kas., will soon occupy both floors of the building at 153 North Main street and will install many demonstration booths for the display of talking machines and records.

NEW VIEW OF VICTOR CO. PLANT

Special Supplement Just Issued Shows at a Glance the Extensive Scope of the Victor Co.'s Manufacturing Facilities in Camden, N. J.

Included in the budget of advertising matter for May sent out to its dealers by the Victor Talking Machine Co. is a new and elaborate view in colors of the great plant of the Victor Co. in Camden. The picture is reproduced in large size on eggshell paper, and is particularly appropriate for framing. Hung in the dealer's window, or store, it should impress the public most forcibly with the notable extent of the Victor Co.'s manufacturing facilities.

Accompanying the picture is a sheet of tissue paper upon which is printed in appropriate places descriptive matter regarding the various buildings of the plant. This unique method does away with the necessity of printing the information on the face of the picture itself.

AEOLIAN-VOCALION PUBLICITY

In the April 26 issue of the Saturday Evening Post the Aeolian Co. used a striking and artistic full page in colors featuring the Aeolian-Vocalion phonograph. This advertisement had a unique and powerful personal appeal that lifted it out of the stereotyped class of publicity, and which served to emphasize its appeal and attractiveness. "Home Again" was the basis of the illustration that was used.

EARL L. WOOSTER IN CHARGE

Earl L. Wooster is now in charge of the Victor department of the Anthony Furniture Co., Providence, R. I. Mr. Wooster has had considerable experience in the talking machine trade, and has handled Columbia and Edison machines as well as the Victor line. He has only just returned from the air force of the United States navy, having seen service at naval bases in England, Ireland and France.

WE HAVE OUR



ON THE FUTURE

AND ON

YOU

NOW

BECAUSE

THE NEW



OKEH

ARE RIGHT

RECORDS

THEY ARE THE ANSWER TO YOUR RECORD PROBLEM AND ARE SPELLING SUCCESS TO DEALERS EVERYWHERE

— WRITE US —

HOFFMAN PIANO CO.

696 Main Street

Distributors

BUFFALO, N. Y.

PLYWOOD Packing Cases

The 3-ply veneer case is accepted as the standard for talking machines. Over 95% of all talking machines manufactured are packed in this type case.

There are differences in plywood cases as in every other manufactured article.

The fact that we have been making this type case for a number of years, and that we are exceedingly careful in selection of materials and in workmanship guarantees the high standard of Plywood Packing Cases.

Our mills make more 3-ply cases than any mill or combination of mills in the country.

*We would be pleased to figure with you
on your requirements*



*Reproduction of case made and printed in
one of our mills*

PLYWOOD CORPORATION
GOLDSBORO NORTH CAROLINA

8 mills in Virginia, North Carolina and South Carolina

NEW YORK OFFICE
103 Park Avenue

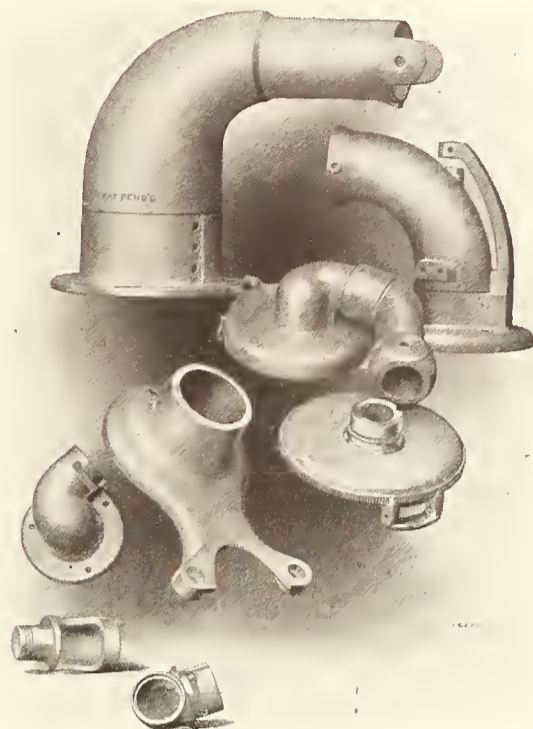
CHICAGO OFFICE
111 Monroe Street

DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying and as a result of formulas especially developed for their use, all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unflinching Service at an attractive Price.



DOEHLER DIE-CASTING CO. BROOKLYN. N.Y. NEWARK. N.J. TOLEDO. OHIO.

SALES OFFICES

BOSTON
723 Oliver Building

DETROIT
914 Ford Building

CLEVELAND
10902 Lima Avenue

CHICAGO
4414 N. Campbell Avenue

DEALERS IN ST. LOUIS ADOPT MINIMUM SALES TERMS

Important Matters Discussed at Recent Meeting of Tri-State Victor Dealers' Association—Schedule of Terms on Which Machines Are to Be Sold—Details of Service Charges

St. Louis, Mo., May 5.—All members of the Tri-State Victor Dealers' Association received during the past week copies of the terms and regulations adopted at the last meeting of the association. The following are the minimum terms on which talking machines will hereafter be sold by the members:

Schedule of Terms

- Machines up to \$35, \$5 down, \$4 monthly.
- Machines up to \$60, \$10 down, \$5 monthly.
- Machines up to \$100, \$12 down, \$7 monthly.
- Machines up to \$125, \$15 down, \$8 monthly.
- Machines up to \$175, \$20 down, \$10 monthly.
- Machines up to \$225, \$30 down, \$12 monthly.
- Machines up to \$275, \$35 down, \$15 monthly.
- Machines up to \$350, \$50 down, \$25 monthly.

All contracts to bear interest at the rate of 6 per cent. per annum from date of purchase unless paid in full within ninety days from date of purchase.

The Following Allowances to Be Made

No allowances whatever to be made on old style horn machines and obsolete types of talking machines, or square pianos, organs, piano players and music boxes.

On ebony upright pianos, old style fret work panel pianos, an allowance not to exceed 10 per cent. of the sale price of the talking machine to be allowed.

On modern type pianos and 65-note player-

pianos, an allowance not to exceed 20 per cent. of the sale price of the talking machine to be allowed.

On 88-note player-pianos, an allowance not to exceed 30 per cent. of the sale price of the talking machine to be allowed.

All of the above allowances to be taken out in records and not to apply against the purchase price of the talking machine.

On talking machines of makes not handled by the dealer making the trade, and said machine is of modern type listed in the current catalog, an allowance is to be made not to exceed 50 per cent. of its original value.

Whenever a smaller talking machine originally sold by dealer is to be taken in exchange by same dealer on a larger talking machine, full value will be allowed if exchange is made within sixty days from original purchase date. After sixty days they will be accepted with the reduction of a rental charge of 2 per cent. per month from date of purchase, and cartage to and from customer's home.

The following uniform charge schedule has been adopted:

Service Charges

The following are labor charges covering any place that can be reached with a six-cent street carfare. Additional charges for out-of-town services.

GUARANTEE AND SERVICE

Covers replacing of all factory defective and broken parts and adjustments for six months free of charge.

Complaints on case or finish of same must be made within three days from date of delivery or it will be assumed that everything is perfect.

Accessories covered under maker's guarantee only.

REPAIR CHARGES (AT CUSTOMER'S HOUSE)

Minimum charges for trip of repair man for any kind of work, \$1.50, covering up to one hour, in customer's house. Time over one hour, \$1.25 per hour (thirty-five cents per quarter-hour).

WHERE MOTOR IS BROUGHT INTO SHOP AND RETURNED TO US

Clean motor, graphite springs, oil and regulate, one and two-spring motors, \$3.50; three and four-spring motors, \$4.00 (any type of hand-wound motor).

SHOP CHARGES (WHERE MOTOR IS BROUGHT IN AND TAKEN AWAY BY CUSTOMER)

Clean motor, graphite springs, oil and regulate, one and two-spring motors, \$1.50; three and four-spring motors, \$2.00. All other work done in the shop at the rate of \$1.25 per hour.

MATERIAL

Broken parts supplied at catalog prices.

The members have been supplied with tags and one is to be attached to every machine sold.

President Val Reis has received numerous letters from dealers expressing their satisfaction with the terms and regulations and service charges and promising to adhere to them in all cases because they believe it is good business to do so. The Brunswick-Balke-Collender Co. is so well pleased with them that it is going to reprint the terms and regulations and supply them to all its dealers, with instructions to adhere to them.

TO OCCUPY LARGER QUARTERS

New quarters will be occupied about July 1 by the Glen Bros.-Roberts Piano Co., of Salt Lake City, Utah. A lease has been taken on the street floor and basement of the Bamberger Building, at 161 South Main street, and commodious demonstration rooms for the Edison, Victor and Columbia will be provided for the convenience of customers.

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE, ST. LOUIS, MO.

Largest Manufacturers of 3-ply Waterproof Veneer Phonograph Shipping Cases

Ask for Prices and Samples

**DIAMOND POINTS
and SAPPHIRES**

In Any Quantity

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York



"In the Gloaming" and "My Laddie" are solos by Corinne Rider-Kelsey, but there'll be a whole chorus asking for them. A-6102.

**Columbia Graphophone Co.
NEW YORK**

GET-TOGETHER MEETINGS OF DEALERS IN CINCINNATI

Both Columbia and Edison Retailers Hold Meetings for Development of New Business Plans—Self-Service Idea Put in Operation—Columbia Branch Expands—General News

CINCINNATI, O., May 6.—So far as can be learned there is no decided change in the status of the talking machine market from a material standpoint. All jobbers and dealers are shy on machines. The record situation has improved during the past month. The situation, as a whole, is very gratifying.

The Willis Music Co. talking machine department has installed a self-serving device for the sale of records, being the first one of the kind in Cincinnati. D. F. Summey, manager, believes it will be a great help to houses running on a limited help scale. He finds that many buyers enter a store wholly without any idea as to whether they actually want to purchase. The rack permits them to make random selections.

The Rudolph Wurlitzer Co. pulled off quite a novel stunt during the Victory Loan campaign which helped all Victor dealers. A small truck, containing a piano and three singers, patrolled the business section, the trio giving an exhibition of their vocal ability. Banners announcing the sale of Victor records covered the two sides of the truck.

Theodore Heck & Co., West Fifth street, jobbers for the Sonora phonograph, hopes the factory soon will be able to fill orders complete. What stock is coming through is immediately gobbled up. The department is in charge of

Edward Crawford, who has recently taken on the Brunswick machine.

Every Edison dealer in the Cincinnati district is expected to be in the Queen City on May 12, when the annual get-together meeting will take place. Manager Oelman of the Phonograph Co. already has fifty acceptances. Edison machines are still slow in coming, but the record situation improved during the latter part of April.

Among the many out-of-town visitors to the local Columbia branch during the past week were W. T. Breeze, Brooksville, Ky.; Mrs. Jeff Thompson, Lebanon, O.; J. W. Stir, manager of the Distel Furniture Co., Portsmouth, O.; N. J. Bowermeister, Bowersville, O.; Messrs. Nagel and Kenny of the Shaw & Kenny Co., Huntington, W. Va.; F. R. Follis, of the Rike-Kumler Co., Dayton, O.; E. Riker, Reiley, O., and many others.

One of the most successful and enthusiastic meetings of Columbia dealers was recently held in the Deshler Hotel, Columbus, O. About thirty dealers attended the meeting, which was in charge of Assistant Manager Smith and Salesman Kraner. The new records were played and comments invited, after which a general discussion was entered into covering many phases of the talking machine game. The dealers attend-

ing were unanimous in asking for these monthly meetings to be held regularly.

Columbia dealers in Cincinnati were greatly disappointed to hear of the cancellation of Mme. Lashanska's appearance with the Cincinnati Symphony Orchestra April 25 and 26. This was an enforced cancellation due to a nervous break-down and up to almost the last minute Mme. Lashanska hoped to be in a position to fulfill her engagement.

Another addition to the Columbia local staff is H. E. Book, master mechanic. Mr. Book has received several months' training at the Bridgeport, Conn., factory and has come to take complete charge of the mechanical department and will arrange his work so that he will be able to spend considerable time with the dealers in this territory.

Miss Carrie Althausser, for several years manager of the old Columbia retail store, but later a member of the traveling department, had an attack of influenza developing into pneumonia, from which she died while in Huntington, W. Va. Miss Althausser had been with the Columbia Co. for over seventeen years in various capacities. Funeral services and interment took place in her home town, Louisville, Ky.

Extensive alterations are taking place in the local Columbia branch to take care of increased business. The record business has grown to such an extent that one floor of the six-story building is not sufficient to contain it and an extra floor has been taken over.

Manager Sigman, of the Victor department, the Rudolph Wurlitzer Co., says: "The Victrola and record situation continues to prove somewhat embarrassing and every mail brings in new orders and inquiries. All available Victrolas were sold as fast as they came from the factory, and some purchasers who bought in December are still patiently waiting for their machines.

"The most gratifying feature of the month of April was the large sale of the better class of records. The public are rapidly becoming educated to the fact that these records have real merit, and are not the kind that they tire of quickly. April was a very satisfactory month considering the shortage."

NO TWO MASTER RECORDS ALIKE

No two master records of the same selection are ever exactly alike, according to a well-known record expert. Each musician of the band or orchestra, each time the selection is made, plays with a different degree of softness or loudness. The singer does the same thing, and this is a most important factor in the placing of the different instruments of the orchestra or of the voice. In making two records the instruments are never placed in the same position in the laboratory, and only exhaustive tests for each selection demonstrate how and where each should be played. Some records are made with one horn, some with four or five recording horns, depending on the selection and the artist and what results are desired.

The DeLuxe Stylus

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

PLAYS 100 TO 300 RECORDS

No Scratch

No Hiss

Perfect Points—Perfect Tones

The DeLuxe is experiencing a Wonderful Sale
You can't afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list

The Duo-Tone Co.

ANSONIA, CONN.

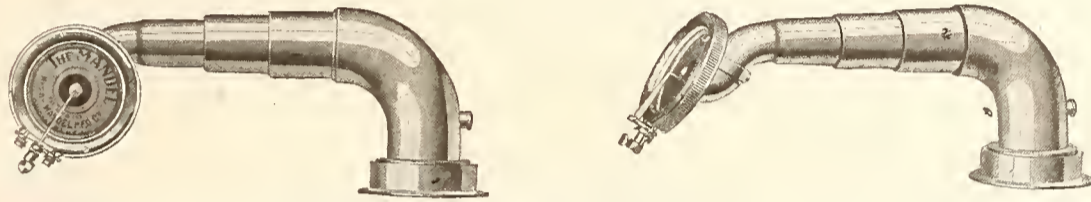
Wonderful Tone-Beautiful Cabinets-Low Price Make the Mandel "The Phonograph"

That is why more than three thousand dealers are now selling this line.

Surely there must be a reason. Who can question the verdict of approval of this large army? And it's growing larger daily.

A high-grade line of phonographs—selling at exceptionally low retail prices—giving liberal profits to the dealers—insuring complete satisfaction to every ultimate purchaser—these are but a few reasons for the great success of the MANDEL Phonograph.

Plays All Records—Beautifully



The most simple convertible reproducer made. It can be adjusted in a second for playing lateral cut or hill-and-dale records—no extra parts to change.

This is Model Number Three

It comes in Mahogany, Golden Oak and Fumed Oak finishes. The retail price is only \$125, but its massive proportions suggest a regular \$175 or \$200 instrument. Note these special features:

Felt-lined record compartment for filing fifty records, in addition to the two shelves for albums, automatic cover support, three built-in needle cups, tone modifier, cabinet beautifully finished on all four sides.

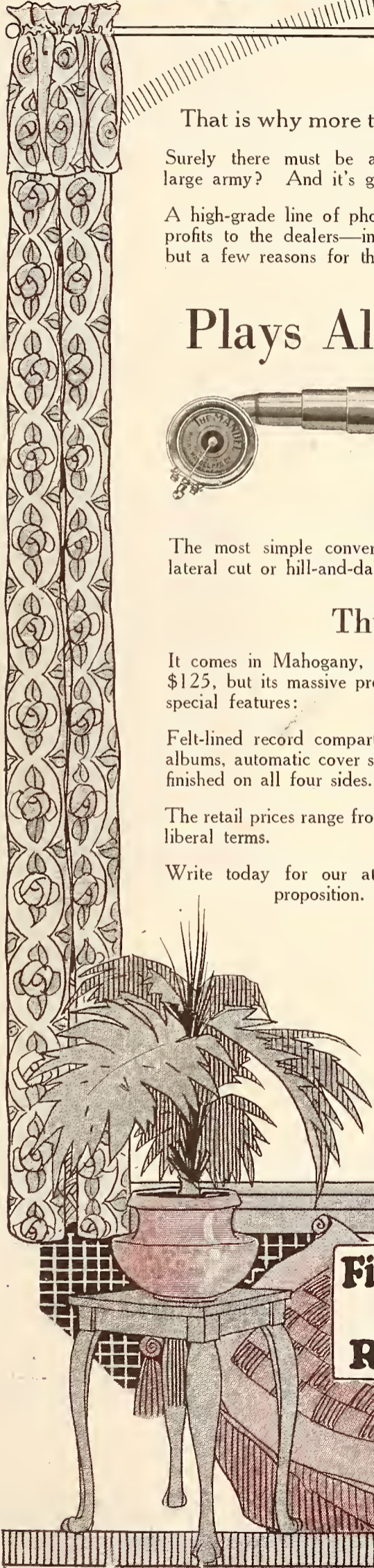
The retail prices range from \$75 to \$175; liberal discounts; liberal terms.

Write today for our attractive and co-operative selling proposition.

**MANDEL
MFG. CO.**

501-511
So. Laflin St.
CHICAGO

**Filing Space
for 50
Records**



HIGH-GRADE MACHINES HAVE THE CALL IN ST. LOUIS

Val Reis Discusses Psychology of Record Demand—Mozart Talking Machine Co. Affairs—Fitzgerald Files Bankruptcy Petition—How Caruso Has Helped Record Sales—Review of Conditions

St. Louis, Mo., May 1.—With the demand for machines and records increasing St. Louis talking machine dealers have nothing to complain about except that the still inadequate stocks deprive them of part of the benefit of the increasing demand. In machines the principal lack is still the higher-class models, and in records the lack is in the standard lines, which the factories are letting wait while they come as near as they can to supplying the call for current popular numbers. The dealers who have the best supply of high-class instruments are those who did not hesitate months ago or a year ago to order liberally even though there was at the time no telling when their orders would be filled. The bread cast upon the waters by foresighted dealers is returning now and the sales floors of such dealers are gradually filling, while the less provident dealers are still badly put to it to get enough stock to supply their trade.

Caruso has been helping record sales this week. He did not get here until to-day, but for a week his projected influence has been felt wherever records are sold in St. Louis. Caruso has been the dominant note in all the record advertising and dealers say his advent has not only greatly stimulated the sales of his own records but of other high-class records as well. For the week "class" has the right of way in the St. Louis record world. It is noticed that in frequent instances persons who are not able to get the Caruso record that they want take as a second choice something in the Caruso class rather than some popular thing. For these reasons it has been a big week for Victor records.

Val Reis, president of the Smith-Reis Co., studying the psychology of the record trade, has discovered that what might be called the incidental results of publicity and advertising are as calculable as the direct results. The incidental effects of Caruso's coming, mentioned above, have been observed by him in a less outstanding but not less positive way in his advertising. He has noted how the monthly bulletins not only result in sales of the new records, but stimulate the demand for standard stock. And when he puts an advertisement in a St. Louis newspaper featuring some particular popular record he relies upon the incidental results to pay for the advertisement and bring a profit to the store. Last week he was advertising "Smiles," and the advertising brought in a lot of buyers of "Smiles," but he did not expect the sales of "Smiles" to pay for the advertisement. What he did expect and what happened was that the "Smiles" ads stimulated interest in other records and the aggregate of sales traceable directly and indirectly to the advertising made the week's business good. This week he was boosting Caruso on the theory that activity in Caruso records would help the sale of all records. "When we boost Caruso we boost Caruso records," he said, "and when we boost Caruso records we boost all records."

A voluntary petition in bankruptcy was filed this week in the United States District Court by Joseph P. Fitzgerald, former president of the Mozart Talking Machine Co. The petition places his liabilities at \$29,795.39 and his assets at \$115. The Franklin Bank of St. Louis is the largest creditor. The liability to the bank amounts to \$21,000 on notes indorsed and cashed. The assets include 209 shares of stock in the talking machine company, which are of doubtful value, since an involuntary petition in bankruptcy was filed against the company some time ago. The assets of \$115 are made up of \$100 worth of clothes, a \$5 watch, eyeglasses worth \$5 and a \$5 pair of cuff buttons.

It is never too late to expect returns from talking machine advertising, in the opinion of J. F. Ditzel, manager of the Famous & Barr Co. music department. He thinks so because he got results last week from an advertisement more than ten years old. The Famous & Barr

Co. absorbed some time ago the business of a mail order dealer who used to advertise in the national magazines, but quit it more than ten years ago. But Manager Ditzel received an order from North Adams, Mass., for a machine that the mail order man used to advertise.

The Silverstone Music Co. has donated to the Army Hospital, recently opened in St. Louis, an Army and Navy model phonograph and a supply of records. The Silverstone Co. is awaiting shipments of the new Edison period disc models, which are to sell at \$95, \$155, \$195 and \$250. Records are being received in satisfactory volume, according to Mark Silverstone. "Till We Meet Again" came in late, but 1,500 were sold the first week. Harold Ruby, of the Silverstone Co., gave a recital recently at the Lafayette Park M. E. Church.

A. W. Roos, manager of the Columbia Graphophone Co., is spending ten days in New York.

C. R. Salmon, city salesman of the Columbia Phonograph Co., was host at the Columbia dealers' meeting at the Statler Thursday night. He played and talked the new records and explained the merits of the new No. 7 record rack. Mr. Fischer, of the Post-Dispatch, talked on advertising, and the dealers decided to do more tie-up advertising in connection with the big Columbia ads. Feist singers sang several of the popular songs which are coming out in the records, and Mr. Salmon impressed upon the dealers the great amount of publicity given to these numbers by the singers and advised them to stock well. A buffet luncheon was served. The meetings are held monthly and are proving a most interesting and valuable medium for the exchange of ideas.

Glenn Ellison and Miss Pauline Lawrence have been tone testing in the Silverstone zone to packed houses the past month. They were in St. Louis a few days ago on their way to Kansas City.

J. Fikuart, of Frankfort, Mo., an Edison dealer, and his bride were in St. Louis last week on their wedding trip.

CABINETS and TALKING MACHINES for WHOLESALERS, DEALERS, JOBBERS



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK

You Phonograph Dealers—

Is it possible that in your attention to other details you have overlooked a secret that is fairly *coining* money for others?

Test this for yourself.

Ask yourself two questions: “Have I the *right* instrument on my floor? And have I the happy knack of seeing its beauty and hearing its melody through the eyes and ears of my *best* customers?”

The secret of this happy knack—and it's a secret you'll find invaluable this season—will be released to readers of The Talking Machine World next month by the one Phonograph whose name really spells “M-u-s-i-c” to your customers—

—*The Nightingale*

EDITOR'S NOTE:

Readers who wish this inside information before our next issue is released, may write at once to The Nightingale Mfg. Co., at 422-426 N. Armour Street, Chicago.

\$5,000 for this big advertisement in the May 17th issue of
2,000,000 copies reach more than 7,000,000 readers

**THE SATURDAY
EVENING POST**

Get these Stasny song hits!



Every Piano Should Have Stasny Music On It

Have Stasny Music on your piano and there will always be a crowd around it. Stasny songs go right to every heart—because they're simple, beautiful, and easy to sing. Each one has a melody you will remember—a sentiment you will cherish. They are popular with everyone, so whenever you see music with the Stasny Imprint you are safe to buy it, even if the song is so new you haven't heard of it yet. Find out who is your nearest Stasny Dealer and visit his store often.

- Other Stasny Favorites**
- | | |
|-----------------------------------|--|
| "Evening" | "Jazzin' The Blues Away" |
| "I'm Not Jealous" | "When the 'Yanks' Come Marching Home" |
| "Just Like The Will O' The Wisp" | "Ooh La La, I'm Having a Wonderful Time" |
| "On The Bay of Biscay" | "Just You" |
| "Some Day" | "Rose Dreams" (Voc. and Inst.) |
| "It's Never Too Late To Be Sorry" | "Somebody Misses Somebody's Kisses" |
| "I Want My Old Girl Back" | "In China" |
| "Welcome Home" | |
| "Kentucky Was Lucky" | |



Can You Imagine?
Chorus
Can you im - ag - ine — Just a co - zy lit - tle cot - tage
Can you im - ag - ine — one just built for you and me
Copyright by A. J. Stasny Music Co.

CAN YOU IMAGINE?
All the romance that is in you will respond to the sentiment in "Can You Imagine?" Just try the melody over on your piano and see how it will haunt you. You won't be able to resist it.

TEARS TELL
(the Story to Me)
The tune of this tender ballad will run through your head and steal its way into your heart. It's a song anyone can sing and everybody likes to. There should be a copy of it on every piano. Is there one on yours?



BANGALORE
Chorus
In Ban - ga lore — I want — to be once more
Where moon beams grand form a path on the gold - en
Copyright by A. J. Stasny Music Co.

BANGALORE
All the languorous longing of the mysterious East is reflected in this wonderful Oriental number, which wafts you into the realms of fancy. You will see it on pianos wherever you go. Get it today for yours.



Get them from your dealer for your **TALKING MACHINE**



56 West 45th Street, New York



Get them from your dealer for your **PLAYER-PIANO**

Order at once all the copies of these song hits that you think you can possibly sell—AND THEN A LOT MORE. The sales will go ahead of anything you expect. Order now—SPECIAL 7c per copy.

Gleanings From the World of Music

THE PRESENT-DAY POPULARITY OF INSTRUMENTAL MUSIC

The Part Played by the Orchestras in Winning Public Favor for Certain Compositions—Dance Craze Proves a Big Factor—Some Recent Instrumental Successes

The band and orchestra departments of the popular music publishing houses are showing greater activity than ever this season. It would appear from the results accomplished that the bands and orchestras, especially the orchestras, are becoming greater factors in the popularization of music. Not that they have not always been a force in developing the success of numbers but with the greater interest that has been shown in music they seem to have greatly enlarged the scope of their efforts and have become more powerful in advancing the interests of the popular publishers.

The publishers in the past have always first concentrated their efforts on making the song itself a success, for after all they are primarily song publishers, after which the orchestrations of the number were printed and the campaigns in those fields were inaugurated. This always appeared to be the logical step, but the greater interest that has been shown in music has brought many new developments, and from all indications the orchestra has become more active in the eyes of the publisher and this situation is being rapidly recognized.

During the past two or three years there have actually been several numbers the primary success of which must be credited to the work of the orchestras, and in at least two of the cases in question this decision is beyond dispute, inasmuch as the publishers of the numbers in question neither had the support of the concert or vaudeville singers nor did they have the cooperation of the trade. They did, however, have the fullest measure of assistance from the orchestras. This was no doubt due to the popularity of the composer of the numbers, and of course to the musical value of the selections themselves.

It is now freely admitted that the mechanical reproduction of a number does not injure in the least the sale of the song itself in sheet music form, but it was not at first so freely admitted that the record and the player-roll helped in popularizing a song. However, many of the leaders in the music publishing field have in recent years come to recognize that without doubt the mechanical reproduction of an instrumental selection does help to popularize the song and an analysis of the monthly releases of the various mechanical reproduction companies shows that there are always several numbers featured for dance. Without doubt dance enthusiasts are the most prolific of record buyers, and the majority must have the latest hits for their purposes each month. Here then is a method of popularizing music in instrumental form that would not ordinarily be open to the publisher.

Dance enthusiasts are quite critical and the selections for them are probably made with great care. If it passes their tests they, the dancers, become advertisers of the selections by humming them, by word of mouth, and by requesting them to be played when they go to places of amusement.

Probably not in recent years have there been as many instrumental successes as there are at the present time, that is to say, wonderfully big sellers and numbers whose popularity has not quickly waned. Among these are "Hindustan", "Beautiful Ohio", "Till We Meet Again", "Yearning", "Sweet Siamese", "How You Gonna Keep 'Em Down on the Farm", "Kentucky Dreams", "Indianola", "A Good Man Is Hard to Find", "Always Chasing Rainbows", "Me-ow", "Mary", "Ja Da", "Chong", "Out of the East" and the various "shimmie" selections. These

latter, however, probably have passed the zenith of their popularity and appear to have given way to selections which, to say the least, are both more musical and are more worthy in lyric form.

Men Who Make Popular Songs

No. 2—Ernest R. Ball

There is a question that has never been settled but is heard quite frequently, "Just How Long Can a Popular or Semi-Popular Composer Turn Out Successful Songs?" If there has ever been a time limit placed or if, as some hold, song writers are successful only in cycles, then Ernest R. Ball, whom we have always with us, is a living proof that all the theories in that regard are totally wrong.

One does not know how long Ernest R. Ball has been writing successfully, but despite the



Ernest R. Ball

fact that he is still a young man we have from authoritative sources that it has been a long, long time. Probably his earliest and one of his most successful works was "Love Me and the World Is Mine." This number and his "Till the-Sands of the Desert Grow Cold" have become standard, and to-day despite their age can



MY CAIRO LOVE

Another "Operastyle" Song Success by

Kerr and Zamecnik

THE GREAT ORIENTAL SONG HIT

Contracts already signed with several Talking Machine and Player Roll Companies. Ask your Jobber.

Here's a bit of the catchy refrain:

REFRAIN

My lo, pret-ty maid of
Cai-ro, Can't you hear me
sigh, oh, just for you,
Moon-beams, mem-o-ries of
June dreams To Jer a

SAM FOX PUBLISHING CO.
Cleveland, O., U. S. A.

be found in any music store, and dealers tell us that they still have a good sale.

In speaking of his works that have become standard one must not forget "Mother Machree," nor for that matter "A Little Bit of Heaven," the former of which is always a welcome addition to any program, and always receives a rousing reception.

It can be said without contradiction that Ernest R. Ball is one of the best-known composers of the time. Many of his works seem destined to live forever, and in addition he appears to have the faculty of writing numbers that are appropriate to the moment.

The following is a list of Mr. Ball's old, best and latest hits: "Will You Love Me in December?" "In the Garden of My Heart," "My Dear," "Turn Back the Universe," "Roll on, Oh Beau"

(Continued on page 86)

STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" Some Roaring Song	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" Some Waltz Song
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" Some Lodge Song	HIT No. 7	"INDIANOLA" Some Novelty Song
HIT No. 3	"WAIT AND SEE" Some Waltz Song	HIT No. 8	"PAHJAMAH" Some Oriental Song
HIT No. 4	"TEARS OF LOVE" Some successor to Smiles	HIT No. 9	"KENTUCKY DREAM" Some High-Class Waltz Song
HIT No. 5	"OH HELEN" Some Comedy Song	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" Some Wonderful Song

THESE NUMBERS CAN BE OBTAINED IN

RECORD, PLAYER ROLL AND SHEET MUSIC FORM

PUBLISHED BY

JOS. W. STERN & CO.

105 WEST 38th STREET
NEW YORK CITY

THIS BIG AD. WILL

FROM the Viewpoint of an advertiser, this ad. is a knockout! It has the power, the undeniable merchandising power, to sell Sheet Music and records big!

From the Viewpoint of an accountant, this ad., in the May and June issues of the country's big magazines, means thousands and thousands in real cash—the most costly campaign in the history of Feist advertising.

THOMAS EDISON in his message to American Business Men says, "Go Ahead!" We go a bit further than Thomas Edison—We say, "Go ahead—GO OUT—and GO AFTER!"

We're going ahead with big plans to prove that when we say, "You can't go wrong with any Feist Song"—we mean Records and Player Rolls—just as we mean Sheet Music.

We're going out with thousands and thousands of dollars in country-wide powerful advertising to put across two of the most wonderful songs that ever came down the pike.

We're going after 100% results for this advertising by backing it up with all the power of our song-boosting organization. This means that singers in theatres, singers in restaurants, talking machines and player-pianos—all will hook up to this advertising!

HOW ABOUT YOU!

The point is—will you hook up to it? We believe the Record and Roll field is like an unexploited gold mine, a gold mine in your own community, your own shop, that has never been properly touched. We are ready with tens of thousands of dollars to go after it. Are you ready with your co-operation to go after it with us—and share the returns?

We have selected, to head this big campaign, two of the most beautiful, most powerful songs that ever bore the Feist imprint. "Campfire"—if our many years' experience as music publishers has taught us anything—is a sure hit. "When You Look in the Heart of a Rose" is already a sweeping success, the song hit of the biggest show hit in America, "The Better 'Ole," now being played by five companies all through America.

Look at the ad. that will run in all big American magazines, consider the real cash behind this campaign—then decide you are going to be in on the returns. Co-operate! Stock up with the Records! Boost them! Display them! Talk them! —and they'll bring home the bacon!

LEO. FEIST, Inc. FEIST BUILDING 231-5 West 40th St. NEW YORK

You'll love



"BY THE CAMPFIRE"

Beautiful Song and Dance Number

THE warmth of a sunbeam—the cheeryness of a smile—the delightfulness of recreation—steal into your heart through this beautiful new songhit.

Eyes brighten and hearts lighten at the wistful melody of "By the Campfire"—a melody whose lure is equally fascinating alike for dancing and singing. "By the Campfire" is spreading through all America, a hit of the hour in theatre, home and restaurant, on piano, playerpiano, or talking machine.

Whenever you go where the
play these wonderful songs.
playerpiano or

OTHER FAMOUSLY BEAU

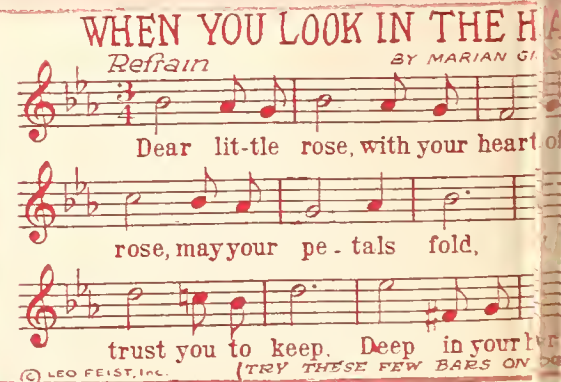
(Melody Ballads)

"Sing Me Love's Lullaby"	"Give Me All
"How Can You Tell"	"Little Whit
"Your Heart is Calling Mine"	"Persian Mo
"The Radiance in Your Eyes"	"Love Here I
"Waiting for You"	"Keep all you
"The Land of Lullaby"	"Margery Gr

On sale now wherever good music
35c a copy, any 3 for \$1.00

"You Can't Go Wron

LEO FEIST, Inc., Feist Build



You can get YOUR share of this Big Campaign by Displaying Music, Records and Rolls

Reach Eighty Millions!

What is YOUR Viewpoint? Isn't this ad. worthy of your solid co-operation? Isn't it worth backing up? It has the enthusiastic support of our entire organization, from Sales Manager to Sales Checker—we know it will go over big!

Go over with it! Go over your Record stock to-day. See that you have plenty of Records in stock, then make a "Big Noise" about it—so that the people will know YOU have them.

These Songs

THE CAMPFIRE

BY MABEL E. GIRLING AND PERCY WENRICH

camp-fire is gleam-ing, Come where the
Down where the riv-er is stream-ing by—
ing for you, wait-ing where the flames are glowing.
(A FEW BARS ON YOUR PIANO)

WHEN YOU LOOK IN THE HEART OF A ROSE

Wonderful Melody Ballad

As you drink in the exquisite melody of "When You Look in the Heart of a Rose"—as the charming chords etch themselves deep in your heart—you "feel good all over" with a happy spirit that inevitably brings a smile, a warm heart and a good nature. "When You Look in the Heart of a Rose" is an inimitable blend of wonderful melody and beautiful words. It is the songhit of that big showhit, "The Better 'Ole," famous all over America.

is music, ask the leader to let them for your home piano, talking machine.

OTHER SONGS YOU'LL ENJOY:

(Instrumental Numbers)

- "Syria" Oriental Fox Trot
- "Djer-Kiss" Waltz
- "By the Campfire" Fox Trot
- "Aloma" Oriental Fox Trot
- "Bluin' the Blues" Fox Trot
- "Belles of Bagdad" Oriental

old or we will supply you direct at band or orchestra, 25c each

th Any Feist Song"

New York City

HEART OF A ROSE

BY FLORENCE METHVEN

gold, Dear lit-tle
se-cret sweet I will
will re - pose.—
(PIANO)



Watch the May and June Issues of These Big Magazines

- American Ladies' Home Journal
- Everybody's Motion Picture Magazine
- Photoplay
- Woman's Home Companion
- Theatre
- Motion Picture Classic
- Metropolitan
- Pictorial Review
- Collier's
- Woman's Magazine
- Delineator
- People's Home Journal
- Literary Digest
- Good Housekeeping
- Saturday Evening Post
- Cosmopolitan
- McClure's
- Red Book
- Life
- McCall's
- Judge
- Leslie's
- Designer

They're All Advertising

"BY THE CAMPFIRE" "HEART OF A ROSE"

AND OTHER

"Feist" Song Successes

of "By the Campfire" and "When You Look in the Heart of a Rose." Will you do it?

GLEANINGS FROM THE WORLD OF MUSIC—(Continued from page 83)

MEN WHO MAKE POPULAR SONGS

(Continued from page 83)

tiful World," "Who Knows?" "All the World Will Be Jealous of Me," "Baby Rose," "Lady Angeline," "When Irish Eyes Are Smiling," "To Have, to Hold, to Love," "She's the Daughter of Mother Machree," "You'll Be There," "Good-bye, Good Luck, God Bless You," "My Rosary for You," "My Sunshine Jane," "Dear Little Boy of Mine," "You're Making a Miser of Me."

ADVERTISING HELPS MUSIC SALES

Printers' Ink Points Out Effective Results of National Advertising Campaigns Carried on by Prominent Music Publishers

Some interesting comments upon the manner in which the music publishers, through national advertising, have been able to create a demand for their hits almost simultaneously throughout the entire country appeared recently in Printers' Ink and are as follows:

"The Schoolmaster has enjoyed reading many erudite articles in his (as the newspaper funny columnists would say) favorite periodical, on the sectional demand for merchandise. And lunching with several executives at the Victor Club at Camden recently, he projected the subject into the sprightly conversation.

"Where does jazz reach the pinnacle of its syncopated popularity? In what sections do the 'blues' most make their haunting indigo appeal? Do farmers like grand opera and are ukulele melodies played by record on the beach at Waikiki?

"This is what the Schoolmaster was informed: There is a deep religious strain throughout the Central West and parts of the South, which manifests itself in an unquenchable demand for sacred records, such as 'Abide With Me.' But in curious contrast, the South also furnishes the most voracious market for jazz. In Texas they like both jazz and 'blues'—but there is little liking for such giddy melody in Virginia. The appreciation for grand opera and alleged highbrow offerings is most evident in the East and California. The big city stores are kept working overtime wrapping up dance records—and where do you think the Uncle Josh rube monologues go best?

"Right! The rural neighborhood and country hamlet get the most fun from satires on the hick of days gone by.

"Your preceptor was also interested in a commentary on the efficacy of advertising indicated by the simultaneous introduction of new popular song records. Before sheet music was nationally advertised, it took a period of several months for the latest Broadway melody to percolate to the remote corners of this mammoth continent. A song that made a hit in New York would result in a run on the local Victor shops—but the zenith would not be achieved in Chicago until three months afterwards, and perhaps six months would elapse before it was asked for in the stores of San Francisco.

"But now the demand springs up with mushroom growth—simultaneously wherever the particular selection is likely ever to be popular. Part of this is due to increased public travel. But most of it can be attributed to the national advertising of sheet music."

Everyone SINGS	FIFER SONGS	Everyone SELLS
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WONDERLOVE
Waltz—Serenade

a high-class waltz song by Harry D. Kerr and H. Joseph Tandler, of Los Angeles Symphony Orchestra.

"I'VE GOT A LITTLE HOME IN THE COUNTRY" the natural hit, a lyric and a melody that young and old cannot resist.

"WHEN YOU'RE LONELY"—(Won't you come back to me) a syncopated ballad. It prompts a tear and tickles the toe at the same time. Featuring Ruth Clifford—Movie Star.

"CLOVERTIME"—A Tingling tantalizing tempo.

"HAPPY DAYS"—(a water wagon wail) accepted by Theatre Owners' Ass'n of Los Angeles as official song.

"THE BUSTED BLUES"—A razzzy-jazzy funny no money blues.

"JUST FOR A PLACE IN YOUR HEART"—A popular-priced waltz song of the better sort.

C. ARTHUR FIFER MUSIC CO., Inc.
Quincy, Ill., U. S. A.

Why We Can't Get Along Without Popular Songs

By Walter E. Colby, Editor of the "Tatler"

Did you ever stop to think what a somber world this would be without popular songs? Have you ever realized the really important part that these songs play in the life of the people and the nation; how they both reflect and influence public opinion and mood?

Take the popular war songs, for instance. After the late war started there was strong opposition to our getting mixed up in it. War seemed an abhorrent thing and the song, "I Didn't Raise My Boy to be a Soldier," not only reflected the public opinion of that time, but helped to sustain the people's determination not to become embroiled in the terrible conflict. Later, when Germany's deeds made it necessary for us to take up arms, the inspiring martial strains of "Over There" stirred the people to great outbursts of patriotism; helped to raise Liberty Loans and send our soldiers to victory.

As things grew more serious and threatening, the more the demand grew for livelier songs. They helped keep spirits up. Look what "Tipperary" did for the English Tommy! And when our boys sailed away you didn't hear them singing, "How Can I Bear to Leave Thee?" Not much! It was "Where Do We Go From Here, Boys?" And for some time after the American soldiers got to France the people over there thought our national anthem was, "Hail, Hail, the Gang's All Here!" Those popular song

slogans did their little bit in helping people help win the war.

"Marching Through Georgia" was a popular song at the time of the Civil War and for that matter our national anthem was so considered at that time, although now it has acquired a more dignified standing.

In peace times the popular song is an equally important factor in human affairs. Millions of dollars are invested in their production, billions of copies are sold yearly, and wherever you go, whichever way you turn you hear them played, sung or whistled.

In fact, they provide so much wholesome and welcome entertainment, diversion and amusement for the majority of people that we wouldn't be at all surprised to see the persons who are pushing the prohibition of wines, tobacco, tea, coffee and everything else that tends to furnish a little joy and comfort in this vale of tears—we say we wouldn't be at all surprised to see these persons start a campaign against popular songs.

Why not? They're a source of innocent enjoyment, so why let 'em live? They provide amusement and therefore they are wicked! Why should a man whistle when his day's work is done? He should go on working and thinking of serious things. No woman should sing a popular air around the house, it impairs her efficiency as a housewife. We'd hate terribly to hear our wife singing, "When You See Another Sweetie Hanging Around." We'd be afraid it might make her fickle. Why should anyone play a lilting melody on the piano when there are hymns to be had? And jazz! Ye gods! Perdition simply yawns for the jazz fan!

So we may expect the following amendment proposed by those who are trying to make a sewing circle out of our well-known globe:

"No song, selection, tune or musical composition whatever of a popular nature shall be written, bought, sold, sung, whistled, played, exported or imported within the confines of the United States.

"On certain occasions that shall be specified by statute, such as New Year's, signing of an armistice, or the permanent retirement of W. J. Bryan, musical selections containing no more than 2½ per cent. of syncopation may be rendered by properly licensed persons.

"Congress shall have power to enforce by appropriate legislation the provision of this article." This will be the nineteenth amendment. YES, IT WILL!

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices: 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the **DORAN CO.**
48 MICHIGAN AVE
DETROIT

SOLD BY
HURTEAU WILLIAMS & CO. LTD.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

Pamphlets with fac-simile illustrations and prices mailed on request.

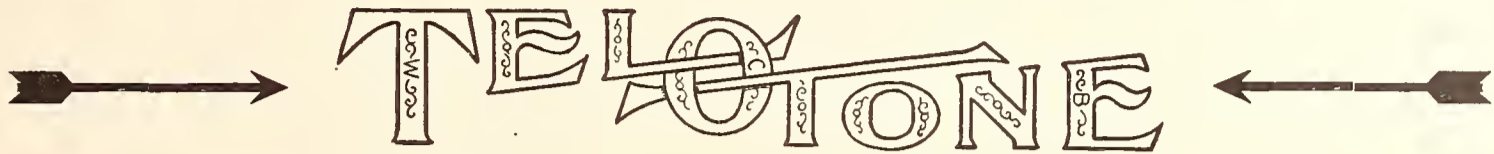
SMITH-SCHIFFLIN CO.
126 Liberty Street
New York City

FROM THE **PHONOGRAPH CO.**
1240 HURON ROAD (Formerly Radio Bldg.)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

When You See the Name



Be instantly reminded of the most beautiful music that memory calls to mind. The ability to accomplish this "LIVES IN THE TEL-O-TONE" and explains the instantaneous and enthusiastic reception accorded this remarkable, *REAL MUSICAL INSTRUMENT* wherever demonstrated.

"THE SOUL OF THE MUSIC DWELLS WITHIN"

Have You Heard It?
It
"Tells-of-Tone"

Finish
Mahogany
Golden Oak
Fumed Oak

ONE OF OUR
5 BIG
CONVINCING
REASONS



ENCORE
\$170

Genuine Music
Devoid of
"Rasp" "Scrape"
and "Bellow"

Cabinet Dimensions

Height: 51 Inches
Width: 24 Inches
Depth: 26 Inches

4 OTHERS

At \$90.00
\$120.00
\$140.00
\$200.00

ENCORE—This popular model is splendidly finished in Mahogany, Golden Oak and Fumed Oak and equipped with the *Tel-o-Tone Super-Strength Motor*. This motor (Style "CE-P") is high class, quiet and dependable. The Brakes are a perfect Automatic Stopping Brake and a standard Motor-Board Table Brake. "The Soul of Music" Tone Chamber is invariably a part of the Encore equipment. The *Tel-o-Tone Tone Arm and Diaphragm* of improved Selective Type reproduces perfectly, without extra attachments, *all makes of Lateral and Vertical Cut Records*, using ordinary steel needles. The interior of this model contains *Special Record Album Filing System* with abundant space. The cover is supported by an Automatic Spring Balance Dome or Lid Support. All metal parts of the Encore Models are heavily nickel plated.

THINK WHAT THIS MEANS TO SALES-RESULTS

In Critical Comparison

In Any Competition

In Any Competitive Company

*We desire to tell Live-Wire dealers MORE in our New Illustrated Catalogue.
May we send you full particulars at once?*

WRITE TODAY!

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.

TRADE FLOURISHING IN CONNECTICUT

Dealers Throughout the State Report Enormous Demand for Leading Machines and Records—A Newsy Budget That Tells the Tale

NEW HAVEN, CONN., May 6.—Talking machine business in this section of Connecticut is flourishing just now and there is not a dealer handling the better known lines of machines and records who would not be able to dispose of considerably more stock if he could obtain it from the factories. However, both machines and records are beginning to arrive in larger quantities and the general outlook is exceedingly bright.

The Pardee-Ellenberger Co., Edison jobbers, with the co-operation of their dealers have recently completed a series of tone tests, participated in by the Edison artists, Miss Ida Gardner, contralto concert soloist, and Harold Lyman, one of America's foremost flute soloists.

The tone tests were rendered in South Norwalk, Bridgeport, Ansonia, Cheshire, Waterbury, Bristol, Stafford Springs and Danielson, Conn., also in Turner's Falls and Webster, Mass. The dealers reported that the demonstrations were most novel and were enjoyed by large and appreciative audiences.

The Edison Shop, under the supervision of H. L. Ellenberger, is in the midst of a specialization sale of two weeks' duration, featuring the Sheraton model, of which type they had secured a carload shipment. A unique window display was observed, showing a large-sized painting of an American Railroad Express car well packed with Sheraton models, and several packing cases containing instruments, placed in the show window to give the effect of being unloaded from car. Mr. Ellenberger reports a good demand for all Edison models and for the Sheraton model in particular.

Edward Gallo, vice-president of the Horton-Gallo-Creamer Co., Victor jobbers, reports that the demand for Victor product exceeds, to a large degree, the present supply.

Howard Graff, Horton-Gallo-Creamer Co.'s popular salesman, says that he finds business very good throughout his territory, most dealers informing him that they could double the amount of their business if it were possible to secure more goods.

H. L. Moorey, recently appointed manager of the Columbia Co.'s wholesale branch, is exceedingly busy at his desk and with occasional trips to the factory. Judging from conversations with several of the exclusive Columbia dealers

throughout the territory, Mr. Moorey's ideas and plans for service to these dealers are interesting, and it is the consensus of opinion that the Columbia interests will be well cared for.

The Grafonola department of the Edward Malley department store, one of the most attractive talking machine parlors in the city, is flourishing under the capable management of Miss M. O'Brien, who has been connected with this department since its inception in 1915.

W. E. Fulton, manager of the Calder Shop, the exclusive Victrola shop of New Haven, and whose motto is "Victor Victrolas and Victor Records Exclusively," says that the demand for Victor product greatly exceeds their present supply and their one wish is for more machines and records.

T. A. Clarke, manager of the Vocalion department of Chamberlin Furniture Co., reports an ever-increasing sale of Aeolian-Vocalions and Vocalion records.

John Duncan, manager of the department in the Gamble-Desmond store where are shown a goodly number of Brunswick and Pathé instruments in the elaborate surroundings, reports these instruments with the Pathé records experiencing a flourishing sale.

L. P. Cornet, who was actively engaged in the talking machine business in this city for several years, was a recent caller upon the trade, who are looking forward with considerable interest to the appearance of a new semi-permanent stylus which Mr. Cornet intends to place upon the market in the near future.

A PROGRESSIVE BUFFALO MAN

Charles F. Hoffman Has Built Up a Large and Successful Trade in Northern New York—Has Built Up a Very Strong Organization

BUFFALO, N. Y., May 5.—One of the most popular, wide-awake and progressive music dealers in this city is Charles F. Hoffman, head of the Hoffman Piano Co., 696 Main street. He has been associated with the piano business all his life, and started business for himself with a stock of five pianos at 943 Main street in November, 1908.

At the present time his establishment occupies a floor space of approximately 5,000 square feet, and in addition to handling a high-class line of pianos the Hoffman Piano Co. has been appointed jobbers for the OkeH record line; also handling Sonora and Brunswick phonographs and Emerson records at retail.

Lionel M. Cole, formerly traveling representa-

Specialized Manufacturing Production for the Phonograph Trade

HK Lorentzen

"They buy at a place where prices compete, where Quality must always excel."
 One of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need ?

Correspondence invited—
 Orders promptly attended to

60 Grand Street New York City

tive for the Gibson-Snow Co., New York State distributors for Sonora phonographs, is in charge of the phonograph and record depart-



Chas. F. Hoffman

ments, wholesale and retail. Mr. Cole also handles the advertising for the Hoffman Piano Co., and is achieving splendid results as floor manager. Harry G. Conger, sales manager of the



Front View of Hoffman Piano Co. Store company, has been associated with Mr. Hoffman for many years. Frank H. Walpole is in charge of the credit department, and the members of the sales staff are Ernest F. Kries, F. Asmus, Jr., and Gerald Hickey.

The Sona-Tone Phonograph Co. has leased offices at 110 West Fortieth street, New York.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

Paragon Mfg. Co., Inc., Hickory, N. C.

ANNOUNCING
a change in name

WE have found it advisable, owing to the fact that there is another phonograph with a name somewhat similar in character to Belcantola, to change the name of our machine. In the future our Phonograph will be known, advertised, and sold under the name of

THE MASTERKEY
Belcantola
 TO ALL PHONOGRAPH DISC RECORDS

The machine remains the same. The former quality, workmanship, tone and finish—all are identical to the phonograph which has sold so successfully in the past under the name of Belcantola.

And as before, this machine is still an attractive proposition to jobbers and dealers who are looking for a high-grade phonograph to sell on an exclusive-territory basis. Write for details.

THE BELCANTO CO., Inc.
 2007 B Bush Terminal Sales Building
 130-132 West 42nd Street, New York



Here is our new Omaha Building

It's large enough, we trust, to accommodate our rapid growth for several years at least. It's built to stock the immense supply of Victrolas, Victor Records and Victor accessories our trade demands.

There are four floors and basement to the building, and every idea of equipment that would facilitate office work, stock keeping and shipping has been incorporated.

A Reception Room which visiting Victor dealers may make their very own is one of the features of our newer building—A decided innovation, however, is our "Service Room"—a sort of an advertising office—an exchange wherein are brought together all of the new publicity plans and selling stunts of the Victor business.

All this is yours, Mr. Victor Dealer, and we want to "show you through" from "A to Z" the very next time you are in Omaha.

Here's the Modern, Roomy Building We Already Have in Des Moines

"Service" in Mickel's case, at least, spells success. Victor Dealers admire the way we jump at a chance to please them.



Situated, as we are, in the two gateways of the Corn Belt, we can fill your wants from either our Omaha or Des Moines house.

MICKEL BROS. CO.

"Everything for the Victor Dealer"

Omaha, Neb. Des Moines, Ia.

New Omaha Building at 1414-1416 Harney Street
Des Moines, Ia., House at 411 Court Avenue



SAN FRANCISCO TRADE MAKING GREAT STRIDES

Leading Dealers Report Careful Buying But
Volume Is Large—Period Styles Win Favor—
Stern Corp. Anniversary—Latest News

SAN FRANCISCO, CAL., April 28.—While business has not been rushing the last month the general average of activity points to a normal condition in the trade, despite the competition with the Victory Liberty Loan. There is very little reckless spending now in comparison with two years ago; well-paying jobs in the industrial plants are not so easy to get and hold and hence the workers are inclined to be more conservative in manipulating their wealth. The record business is encouraging all along the line and the success of new makes of records is little short of marvelous, considering the established reputation of the old standard makes.

Showing OkeH Lines

L. R. Gruen, Pacific Coast manager for the Otto

Heineman Phonograph Supply Co., is back in the San Francisco office after a trip to the southern end of the State. He says the Heineman lines were well received in Los Angeles and San Diego and that business has been most favorable at all the principal Coast cities. Mr. Gruen will make a trip to the Northwest early in May. The San Francisco office now carries a sample line of the OkeH Talking Machine made exclusively for the foreign export trade. Four sizes are shown. There has arrived also a large stock of OkeH records to supply rush orders on the Coast.

Use Windows During Parade

The four large windows of the San Francisco office of the Heineman Co. face Market street

NO STAINS IN OUR
MICA DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

and during the monster parade on April 22, the special holiday for welcoming home the California fighters who distinguished themselves at Argonne, Mr. Gruen entertained a number of guests at the office, from which an exceptionally fine view of the parade was possible. The windows were lavishly decorated with flags and "Welcome Home" banners.

E. C. Johnstone Entertains Staff

In appreciation of the earnest co-operation of his staff in making the first quarter of the year such a signal success E. C. Johnstone, manager of the Sonora Phonograph Shop on Stockton street, entertained the entire force at a dinner and theatre party a few weeks ago. The dinner was preceded by a business meeting at which the means and methods best suited for merchandising were discussed. The dinner was held at Tait's Cafe and after the dinner the party adjourned to the Columbia Theatre.

Display of Edison Period Designs

The Edison Shop this month is featuring in the show window phonographs in the beautiful and dignified William and Mary style. One of the most marked advances in the talking machine business the last year has been in the improvement in cabinet designs.

Men Back From Service

Robert Cannon, of the talking machine department of Sherman, Clay & Co., returned with the famous 363rd Regiment of the 91st Division, A. E. F., on April 22. He was one of the fighters who served in the big doings at Argonne. Martin Klein, of the talking machine department of the Wiley B. Allen Co., is another war hero to return on April 22. He served in France with the 347th Artillery, saw activity at Argonne and was away a year and a half. J. J. Black, of the Wiley B. Allen Co., who is serving as a yeoman in the Navy Department at the Union Iron Works, expresses himself as being so fascinated with the service that he is considering seriously the matter of re-enlisting.

Byron Mauzy Makes Improvements

Byron Mauzy has worked out a plan whereby the merchandising of talking machine goods is expected to be facilitated somewhat. The main floor is now largely devoted to talking machines and demonstrating rooms, several new sound-proof rooms having just been built in, and the arrangement is such that each make of talking machine is segregated. By displaying and demonstrating each make under conditions best suited to bring out its strong points Mr. Mauzy believes the general volume of business will be increased and customers given the greatest satisfaction.

The record sales alone of the San Francisco branch of the Columbia Co. during March were as great in value as the total business of the office for the same month a year ago. This month was the second largest in the history of the office.

Celebrates Third Anniversary

Frederick Stern, president of the Stern Talking Machine Corp., gave a dinner to his employes on April 15 at the Palace Hotel. The affair was to celebrate the third anniversary of the company's business career and in appreciation of the guests for the part they have played in making the enterprise a success.

Attend Rotary Club Convention

Byron Mauzy and family and Charles Mauzy and wife made a party on a trip to southern California during the latter part of April. The

A WINNER

The "BEST" semi-permanent

Stylus

Loud or Soft

Plays 100 to 300 Records

NO SCRATCH

NO HISS

PERFECT POINTS — PERFECT TONES

It has achieved instantaneous success.

Cranks on Tone, who have used every needle, are now Perfectly Satisfied with

The "BEST" semi-permanent
Stylus

Not a camouflaged needle. You will not need a magnifying glass to determine its superiority.

A trial will convince the most skeptical.

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list.

*Exclusive jobbing territory granted and
protection given*

The Ansonia Needle Co.

ANSONIA

CONN.

Die Cast Tone Arms, Reproducers
and Attachments in any Quantity

PARKER WHITE-METAL & MACHINE CO.
ERIE, PENNSYLVANIA

objective of the excursion was the convention of the Rotary Club at San Diego. They were entertained several times by members of the music trade at various cities on the route.

Incorporated for \$40,000

The Oakland business of the Stern Talking Machine Corp. has been capitalized independently for \$40,000 and is to be operated under the title of the Rex Phonograph Co. L. Bloom, who helped launch the Stern establishment at San Jose, is in charge of the Oakland store. Mrs. L. E. Cook, the former Oakland manager, has been transferred to the San Francisco store where she will be assistant sales manager.

Annual Picnic on May 4

The Employees' Association of the Eastern Outfitting Co. has planned to hold its annual picnic at Pinehurst on May 4. A Columbia Grafonola will be one of the prizes for the contests arranged.

Live News Boiled Down

F. K. Pennington, assistant general sales manager of the Columbia Graphophone Co., was a visitor to the San Francisco office about the middle of April. He was met at Los Angeles by Nathan Milner, the San Francisco manager, who went south for that purpose.

The Leonard Piano & Music Co. of Miami, Ariz., has been made the Arizona distributing point for the phonograph accessory lines handled by Walter S. Gray of San Francisco. Mr. Leonard concluded the deal on a recent visit to Mr. Gray in San Francisco.

Omer N. Kruschke, manager of the Western Phonograph Co., San Francisco, has returned from an extended trip through his territory in the South and he is much gratified by the favor accorded to Pathé merchandise.

F. B. Travers, Pacific Coast manager of the Sonora Phonograph Co., stopped at the Sonora factory at Saginaw, Mich., on his return trip from the convention of the company's sales managers in New York. He says the outlook for Sonora business on the Coast is brighter than ever in view of the splendid productions being turned out at the factories.

NOW EXCLUSIVELY WHOLESAL

Knickerbocker Talking Machine Co., Inc., Makes Debut on May 1—Trade News Service Makes a Decided Hit With the Retailers

On May 1 I. Davega, Jr., Inc., became the Knickerbocker Talking Machine Co., exclusively wholesaling Victor merchandise. Finishing touches are now being put on their new building at 138-140 West 124th street, which is expected to be one of the best-equipped and most attractive wholesale warerooms in the country. The May issue of Trade News Service has been issued. This monthly publication is sent out each month by the Knickerbocker Talking Machine Co. and is in itself a valuable help to the Victor dealer. Many congratulatory letters have been received relative to the April number, which was the initial issue. The leading editorial in the May issue is headed "Bigger Victor Business" and succeeding articles deal in detail with window dressing, advertising, repairing and the mailing list—all of these subjects being part of Knickerbocker service. Another article of particular interest is one on "Quality, Value and Price." The hearty manner in which the first two issues of this paper has been received assures a bright future for it. It is planned to publish it each month.

STEINOLA CO. WAS NOT RESTRAINED

The Steinola Co., Inc., Kansas City, Mo., advises The World that the recent action brought by Steinway & Sons and reported in this paper was to prevent the registration by the Steinola Co. of the name "Steinola" as a trade-mark on talking machines. The Examiner of Interferences of the U. S. Patent Office decided in favor of Steinway & Sons, and refused the application to register the name "Steinola," but inasmuch as no court action was taken the Steinola Co. states that the report that it had been restrained from using the name was erroneous. A restraining order can only be issued after a court action.

GREAT RECORD OF UDELL WORKS

First Manufacturing Concern in Indianapolis to Go Over Top for Victory Loan—Reduce Working Hours in Factory Voluntarily

INDIANAPOLIS, IND., May 5.—These are busy times at the Udell Works in this city, not alone in keeping up production to meet an unprecedented demand for Udell talking machine record and music roll cabinets, but in taking care of the company's Victory Loan quota. In the latter connection it is to be reported with pride that the Udell Works was the first manufacturing concern in this city to go over the top for the Victory Loan, the subscriptions being already ahead of the total of the Fourth Loan and still growing.

Incidentally it is interesting to note that beginning May 1 the working time in the Udell factory will be cut from fifty-five to fifty hours per week, without any cut in wages. This is a voluntary act on the part of the company, who believe that their workmen will be able to keep up and even increase production on the shorter hour basis. The employes are distinctly enthusiastic over this voluntary act of the company, and increased efficiency is sure to result.

The demand for the Udell Blue Book, showing the various new styles of cabinets with descriptive matter, has been so great that a second edition has become necessary and is now on the press.

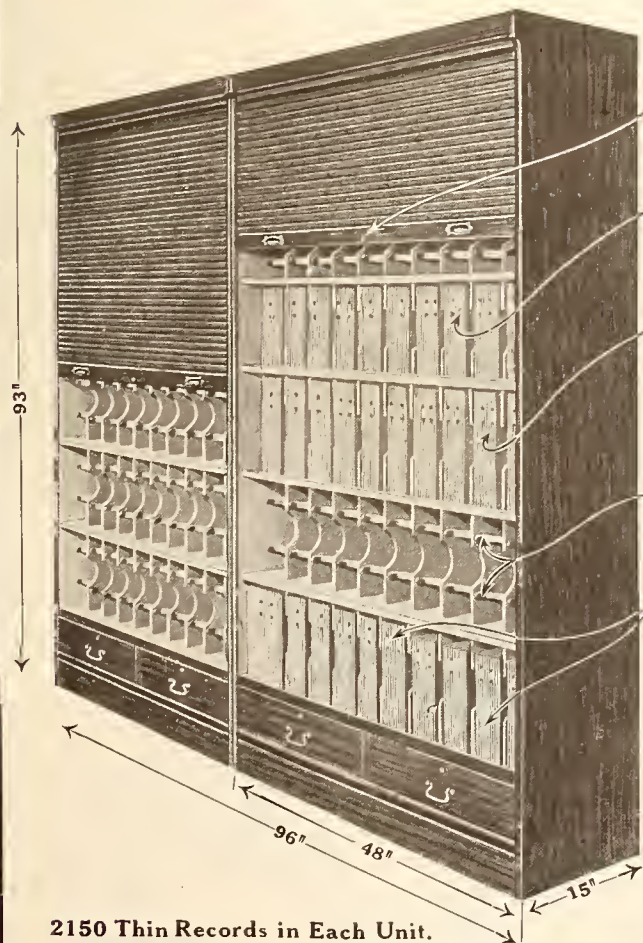
SELF-SERVICE PHONOGRAPH CO.

The Self-Service Phonograph Co., Manhattan, has been incorporated at a capital of \$10,000 by F. Henerick, R. Thornbury and W. H. Hillger, 115 Broadway, New York.

WATCH FOR SUMMER TRADE

They'll be canoeing on the lakes and rivers shortly. They're good prospects for talking machines and records.

GUARANTEED



2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

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

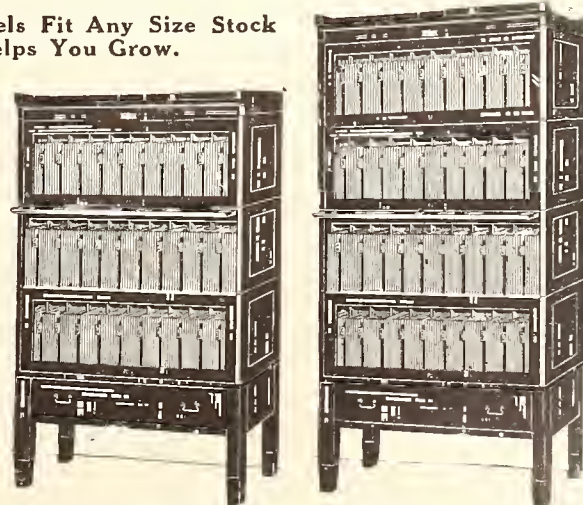
**File Your Records
So You Can Sell Them**

This System pays for itself in six months.
Automatically Re-orders All "Sold Out" Records.
Every Record Located Instantly as Simple as 1-2-3.

PRICES, Models No. 2150 D. D. and L. C.
(PATHE MODELS SPECIAL)

- OAK { Locking Wood Roll Curtain \$70.00
- { Spanish Leather Roll Curtain 60.00
- BIRCH MAHOG. { Locking Wood Roll Curtain 75.00
- { Spanish Leather Roll Curtain 65.00

Sectional Models Fit Any Size Stock and Helps You Grow.



Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections . . .	Oak \$6.00, Mah. \$6.25
Base	Oak 5.00, Mah. 5.25
Top	Oak 2.50, Mah. 2.75
Roll Curtain for complete Unit,	3.00

The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

The Feather or the Point?

Some people were inclined to be incredulous until they had the opportunity to actually inspect **Uniform** Needles.

And you would do as have all who examined them — marvel at the marked superiority of the ball point **Uniform** over the ordinary steel needle.

Every **Uniform** Needle is finished mechanically in point *before* it is given a lustre. In the case of all other steel needles the quality of the point depends wholly on the length of time given to the polishing operation.

Is it any wonder you many times have a feather instead of a point?

And—unfortunately—you can tell *only* when you put the needle on the record, and then the inevitable apology to your customer. "The needle is bad." Have you ever heard this expression in your own store?

You will find you never have to apologize for **Uniform** Needles, for you *always* get the point and not the feather.

Can we prove it to you, too?

Uniform in point
Uniform in length
Uniform in finish
Uniform in Quality



CONDON & CO., INC., *Sole Agents*
Fifth Avenue Building, New York City

What one Dealer told me

He was demonstrating with his most expensive instrument. All his enthusiasm had gone into his praise and admiration of the beautiful voices about to be reproduced. Confidence, determination, and anticipation—all were his; and then,—that indescribable sound that comes with a bad needle. The point—notwithstanding the needle had been changed—had gone bad. His prompt explanation—he was too good a salesman to apologize—seemed to suffice; but, as the result proved, it only *seemed* to suffice. The hurdle was too high—he could not get the customer's mind diverted from the fact that the record cost five dollars, and, as she had been told, the needle point had become blunt with two or three revolutions of the record, and blunt needles mean something to women, for they *do* know much about needles.

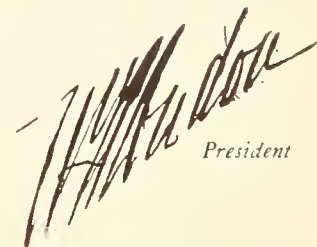
But he started to switch the subject with the statement that it was all in the game, or something equally as good tempered, and I did not interpose a remark until he said he found the same thing to be true of every make of needle he had ever tried.

But perhaps you would like us to show you, too. You, too, would like to know how all other needles frequently have a feather, and how the Torrington Company overcame the difficulty in producing **Uniform** the needle with the ball point.

Imagine a large quantity of needles rolled for some time in order to produce a polish and at the same time go through the operation of having the points cleaned off.

You remember having seen the cigarmaker roll the weed back and forth and carefully adjust the tapered end so that no fine and small straggling pieces remained; well, that's what the machine we're talking about, the one the other fellow uses, tries to do—only the machine isn't as human as the cigarmaker—It can't change the feather into a point!

If you knew, as I am telling you it is so, that the Torrington ball point is made with a separate and distinct operation—made with mechanical precision—not rolled by guesswork—wouldn't you be interested to know the rest of the story—particularly when it concerns your increased profits?


President

WEYMANN FAMILY TO BE REUNITED

Herbert, of the Navy, and H. Power, of the Army, Will Soon Be in Business Harness—Business With the Weymann House Is Brisk

PHILADELPHIA, PA., May 5.—The family of H. W. Weymann, of H. A. Weymann & Sons, Victor wholesalers of this city, will shortly be reunited once more. Herbert Weymann, who



Herbert W. Weymann served in the navy during the war, has returned some time and has already resumed all details as assistant to the general manager of the retail department. **H. Power Weymann**, who is with the American Expeditionary Force in France, is leaving for home and will immediately resume his duties as assistant to the general manager of



the wholesale department. Mr. Weymann writes that he wants no furlough when he returns, for while he has been away he has evolved a number of new ideas which he is anxious to put into practice. **H. W. Weymann** expresses himself as very optimistic over the outlook for the Victor wholesale business for the balance of the year. The Keystone State line of musical instruments is continuing to be much in demand and their monthly sales are only limited to the output of that month. Preparations are being made to job on an extensive scale a well-known line of player rolls.

LABOR IMPROVEMENT HELPS OUTPUT

PHILADELPHIA, PA., May 6.—The National Decalcomania Co. of this city who have catered to the talking machine dealer and manufacturer for some time reports greatly increased business in proportion to the good business prevalent throughout the trade. The labor situation has improved and more space seems necessary to handle the increasing amount of orders.

MISS PETERS GUEST OF HONOR

Head of Retail Department of Kay Talking Machine Co. Honored by Dinner Given by Former Associates in Blackman Co.—Presented With Gold Wrist Watch as Token of Esteem

As noted in last month's Talking Machine World, Miss Libbie D. Peters, formerly head of the retail department of the Blackman Talking Machine Co., has joined the sales organization of the Kay Talking Machine Co., which has purchased the retail business previously conducted by the Blackman Talking Machine Co.

Miss Peters was associated with the Blackman organization for ten years, and as a mark of the esteem and affection in which she is held by her former co-workers Miss Peters was the guest of honor at a dinner given at the Arkwright Club on Thursday evening, May 1. There were present at this dinner the older employees of the Blackman Talking Machine Co. and Louis Kay, president of the Kay Talking Machine Co.

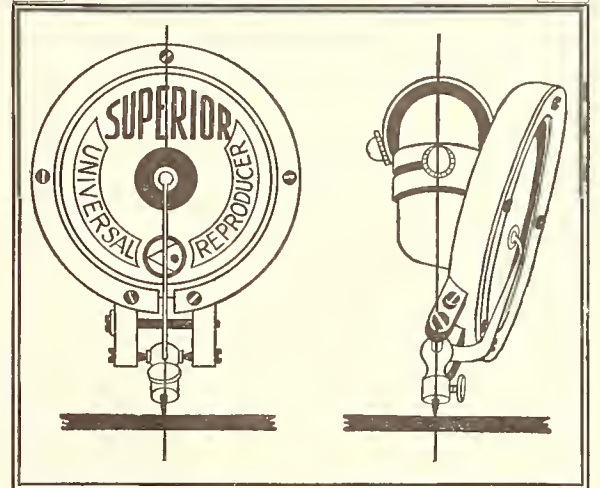
During the course of the evening J. Newcomb Blackman, president of the company bearing his name, paid a well-deserved tribute to the loyalty and invaluable services given by Miss Peters during her ten years' connection with this company. Fred P. Oliver, vice-president of the Blackman Talking Machine Co., then presented Miss Peters with a very handsome gold wrist watch suitably inscribed, stating that this was offered as a token of esteem from the employees of the Blackman Talking Machine Co.

Frank Tillinghast, who was also previously connected with the retail department of the Blackman Talking Machine Co., has joined the staff of the Kay Talking Machine Co. At the dinner on May 1 Mr. Tillinghast was presented with a platinum and diamond scarfpin from his former associates of the Blackman Talking Machine Co.

VISITING SOUTH AMERICAN CENTERS

R. C. Ackerman, export manager of the Otto Heineman Phonograph Supply Co., is now in Havana, Cuba, and the orders he has sent in to date indicate a healthy business outlook in that country, together with an active demand for Heineman products. From Havana Mr. Ackerman will leave for Merida and from there will go to Mexico. After making an extensive tour of Mexico he will again return to Cuba, and before returning to the United States will spend quite some time in Porto Rico.

The
Scotford Tonearm
and
Superior Universal Reproducer
The Ideal
Combination
Plays All Makes of Records
as they should be played
Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75
Adjusted for Cabinet
measuring 8 1/2 inches from center of Tonearm
base to center of Turntable shaft



Distinctive Features

- ☐ The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.
- ☐ Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- ☐ The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- ☐ The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers. Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- ☐ The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- ☐ The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- ☐ The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



Barnhart Brothers & Spindler
Monroe and Throop Streets—Chicago

AT HOME IN OUR NEW QUARTERS

With increased facilities for supplying the trade with the following high grade accessories. Large stocks are now kept on hand insuring prompt and efficient service



Talking Machine CABINET



The Two Best Selling Propositions in the Talking Machine Trade To-day

We are also factory distributors of

- | | | |
|---------------------------|----------------------------|------------------------------|
| Brilliantone Needles | Record Cleaners | K. E. Automatic Stop |
| Record Delivery Envelopes | Shelton Electric Winder | Cabinets for all table model |
| Noiseless Talking Machine | Khaki Moving Covers | talking machines |
| Lubricant | Dust Covers | Kent Adapters |
| Jones-Motrola | Globe Transfer Name Plates | Audion Reproducers |
| Wall Kane Needles | 3-in-1 Oil | Universal Display Fixtures |
| Record Albums | Lyknu Polish | |

The Cabinet & Accessories Company, Inc.

145 East 34th Street Otto Goldsmith, President NEW YORK CITY
Tel. Murray Hill 6470

Note the New Address

Two Largest Cities

NEW YORK

TALKING MACHINE COMPANIES

CHICAGO

Two Largest Victor Wholesalers

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
 William Braid White Arthur E. Nealy
 A. Snyder

World Office
 Republic Bldg., 209 South State St., Chicago
 Telephone: Wabash 5774

CHICAGO, ILL., May 10.—There seems to be no end to the stream of orders coming in to the manufacturers of talking machines in this section. Factory capacity has been reached by all manufacturers long ago and many of them have been spending a good deal of their time hustling along looking for woodworking plants to help them out. In several instances manufacturers have been successful in securing additional help in this way, but there still remain great numbers of talking machine men who would welcome a cabinet plant with open arms. One reason why there are so few cabinet factories willing to manufacture for talking machine men is that the cabinet man himself is out for the same business. He has been getting ready to put his own instrument on the market and so has all he can do to take care of his own demand.

The building trades in Chicago and vicinity are being taxed to the utmost by all kinds of manufacturing concerns who want to put up additions to their plants. The talking machine man who has a plant has been finding it necessary to consider putting an addition to his factory, but it seems he has been a little bit slow in getting in his order. He must therefore wait until some time in the future before he has the necessary room to take on more business. The manufacturers who were foresighted enough to see the amount of business that was to come their way began building operations some months ago. They, of course, will soon be in a position to increase their capacity in order better to take care of their trade. Still other companies have had their new additions completed and have found it necessary to add to those.

One noticeable thing is that in all the rush the goods being turned out this year are far superior to those of last year. The people who are buying talking machines to-day want value for their money. While it is true that it is still possible to sell a \$25 machine for \$50, these possibilities are few and far between. The general tendency to-day of the buying public is to ask for nothing cheaper than a \$75 machine, something new for them. This is not only the case with the "talker" dealers, but it is the case with dealers in all lines of business. Quality, not quantity, is what the buyers are asking for; and they are seeing that they get it.

Another thing rather noticeable is that some dealers and some manufacturers, too, are falling down in their advertising. A great many of these men think that because of the fact that they can sell as many instruments as they can get there is no need for advertising. They seem to think that just because they are for the time oversold they may safely neglect their publicity. They forget that the biggest advertisers in the country to-day are those who have the greatest number of unfilled orders on their desks. In this they are wrong. Now is the time for them to build up good-will, and firmly establish the name of their goods in the trade. When business begins to decline and they are thrown on the market in competition with the fellows who have built up a good-will through their advertising they will be left behind. The only argument they offer is that if they continue to advertise they will have still greater volume of orders which they cannot fill. The fact may be true, but it makes poor argument. Right now is the time to advertise for prestige, so as indelibly to impress "the name" on the public mind. He who will figure out a campaign along these lines will turn the trick.

C. E. Goodwin Says "Prepare!"

"Edison dealers of the Middle West, shake hands! We are about to enter upon an era of big business unexampled in Edison history. The dark days are about ended." So says C. E. Goodwin, president of the Phonograph Co., and the big, broad smile now stamped upon his face would seem to indicate the strength of his convictions.

"A country or a people don't get over war in a few days. That takes time; and it also takes time to put war-time manufacturing operations back on a peace footing. But American manufacturers, especially in our own line, have come through the first period of readjustment with colors flying and guns booming. There will be more Edison machines and more Edison records this year than ever before. This will be the biggest summer in Edison history, and at that the supply will not begin to meet the demand. But why be pessimistic over the fact that you're doing excellent business but can't do more?"

"The period models are now coming through

in fine shape—meeting all expectations; and the outlook for this particular type is very good indeed. It is indicative of the higher education of the talking machine purchasing public.

"Farmers are buying their heads off. They, it is true, are the principal cause of the present demand, but the people in the small towns and cities are having their share in the great prosperity that has struck the trade."

Ridgeway Leaves for Newark

P. S. Ridgeway, who since October has been manager of both the retail and wholesale talking machine departments of Thos. E. Wilson & Co., resigned his position last week. Mr. Ridgeway left on Saturday for Newark, N. J., where he will reside in the future. Mr. Ridgeway will take care of the business left by his father, who died several months ago.

The company, founded by his father, is the Newark Emblem Co., of Newark, N. J., and Mr. Ridgeway will look after the interests of that institution from now on. Thos. E. Wilson & Co. have not as yet announced his successor.

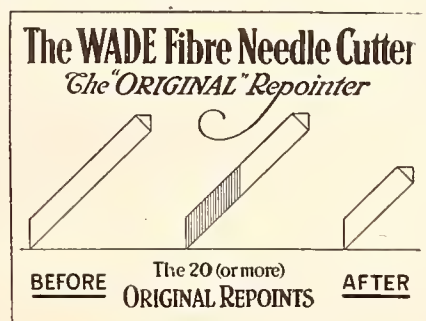
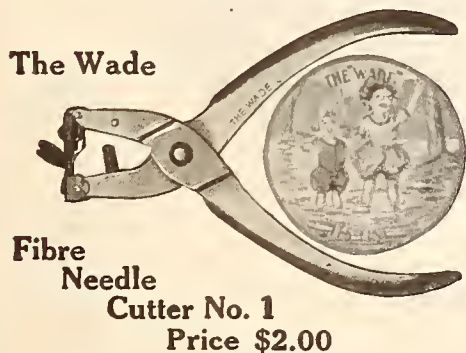
While in charge of the talking machine business of Thos. E. Wilson & Co. Mr. Ridgeway was very successful. At the time he took over the management of this department he succeeded the late A. L. Spring. Mr. Ridgeway's many friends in the trade were sorry to see him leave and wished him all the success in the world in bidding him good-bye. They are all betting 1,000 to 1 that "Ridge" is going to be as successful in his new venture as he was in the old.

"Old Dealers First"

So says H. B. Bibbs, sales manager of the Brunswick-Balke-Collender Co. "In spite of the fact that our factories have been steadily increasing their output, and in spite of our best efforts to keep ahead of demand, orders seem to run just ahead of us. We are endeavoring to give previously established dealers the best possible in service, and for that reason we are still unable to take on any of the numerous applicants who write us. Our present dealers must be taken care of in good shape before new ones will be considered."

Wallace Brown, district manager for the Brunswick Co. in Detroit, came to Chicago for
 (Continued on page 97)

NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



Write for samples and Trade Discounts
 or Order from your regular Distributor

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

STEEL NEEDLES

For

TALKING MACHINES

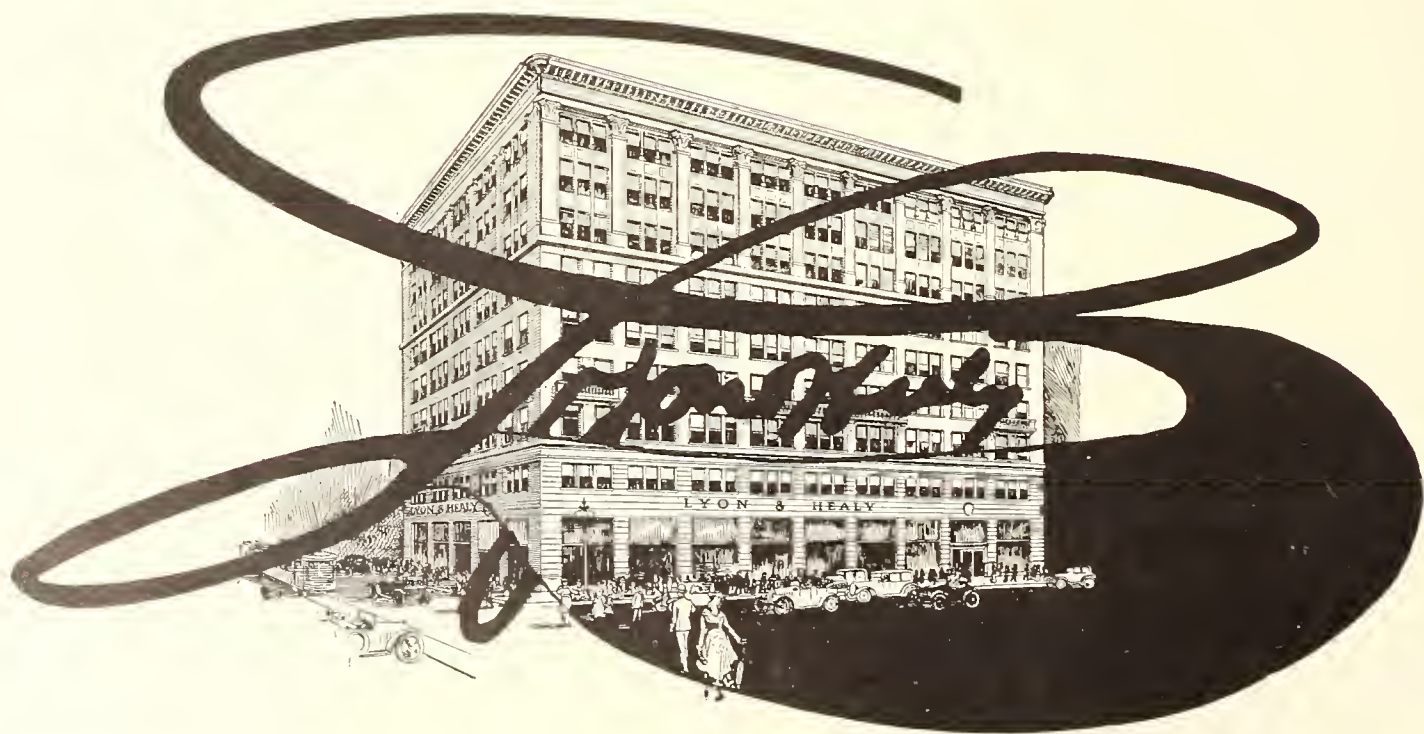
High Quality Needles — Our Own Brand
Prices of Especial Interest

Damascus Needles
Loud Tone, 55c Per Thousand

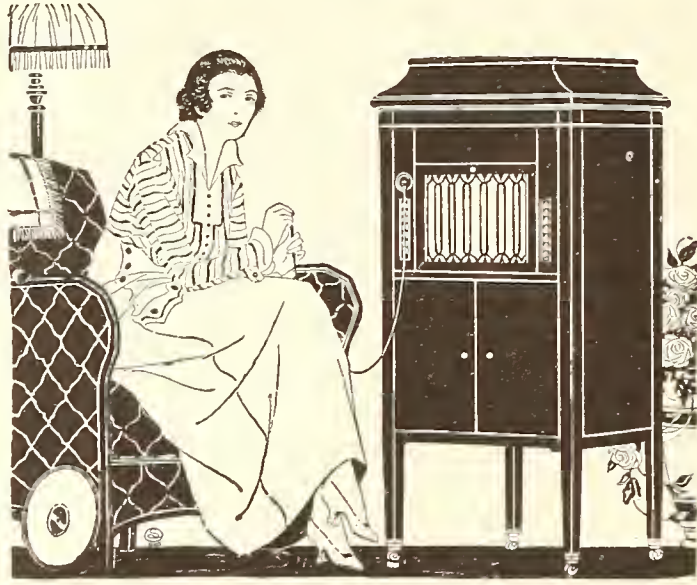
Damascus Needles
Medium Tone, 55c Per Thousand

*Order Your Season's Supply at These
Exceptional Prices*

EVERYTHING KNOWN IN MUSIC



Victor Distributors — Chicago



Distribution and Service for the
AEOLIAN-VOCALION
and
VOCALION RECORD

The Aeolian Company of Chicago
529 South Wabash Avenue

(wholesale only) is equipped to supply the trade with instruments and records and to furnish complete advertising and other branches of service.

THE establishment in Chicago is a branch of The Aeolian Company in New York. Dealers will appreciate the advantage of direct contact with the manufacturers whose vital interest in the sales promotion of their goods is obvious.

Aeolian Service is famous in the music trade. Coupled with the recognized supremacy of the Aeolian-Vocalion and Vocalion Record it makes rep-

resentation of these goods the most valuable franchise in the phonograph industry.

The advertising service furnished dealers includes newspaper advertisements, window cards, store hangers, booklets, etc. The newspaper advertisements are prepared to enable the dealer to tie up his local advertising with the powerful campaign of Vocalion publicity in the Saturday Evening Post and other mediums.

Address all communications to

THE AEOLIAN COMPANY

529 South Wabash Avenue, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 97)

cleared up, the charge withdrawn and the difficulty, so far as the bank was concerned, settled, but in the meantime, after reading the newspaper story, Wade C. Sandburne, who held a mortgage on Mossner for some \$11,000, foreclosed with \$4,500 still unpaid. The musical instruments in the Republic Building salesrooms were taken possession of by the mortgagee and everything removed. Later other creditors of Mr. Mossner entered a petition against him in involuntary bankruptcy, which is still in Referee Eastman's court. Mossner was present at but one of these hearings; he took sick Sunday the 20th, and passed away on the 24th. Although too ill to attend the hearings, he had not been considered in a serious condition, and the end came unexpectedly. He is survived by a widow, son and two daughters. The funeral took place Monday, April 28, and the remains were taken to Montrose Cemetery.

Krasberg Mfg. Corp. Making Motors

The Krasberg Engineering & Mfg. Corp., a Chicago concern, well known as manufacturers of tools, jigs and special machinery, and more recently of talking machine motors, announce that this latter branch of their business has so expanded as to have absorbed the greater



R. Krasberg

part of their manufacturing facilities. Although they started manufacturing talking machine motors in a small way as far back as two and a half years ago, this fact has never before been published to the trade. Now that they find this has become the most important and interesting of all their activities they have decided to let the trade know a little something of themselves and their work.

The Krasberg Engineering & Mfg. Corp. is incorporated under the laws of the State of Illinois for a million and a half dollars. R. Krasberg is

president of the concern. This gentleman, a natural-born mechanic, has spent his entire life in machine shops of all parts of the country. He has had twenty-two years' actual shop experience and is thoroughly conversant with every phase of special machinery manufacturing. It was but four years ago that he entered in business for himself and since that time has succeeded in building up an organization of considerable size. It has been said of him that he "started on his nerve and continued on his knowledge." Being himself a past master at things mechanical he has made a hobby of gathering around him men who are primarily of a mechanical turn of mind, even though their work is of a sort demanding executive ability apart from mechanical knowledge. He has always been an exponent of methods for economical and interchangeable manufacturing and has succeeded in impressing his men with the importance of the development of such processes.

The concern is particularly fortunate in having the services of the well-known technical expert, C. A. Valiquet. Mr. Valiquet serves the company in an advisory capacity. This gentleman has been connected with the talking machine business for some twenty-five years and was one of the first men in the country to build talking machine motors. Since then he has designed a number of these for different manufacturers. He is a strong talking machine enthusiast and a keen student of every new development.

WARNING TO THE TRADE

On May 13, 1919, the United States Patent Office issued to The Empire Phono Parts Co. a patent covering the DESIGN of Tone Arm invented by The Empire Phono Parts Co., and a second Design Patent has been allowed by the U. S. Patent Office, thus covering the Empire Tone Arm design in every possible variation. The Empire Tone Arm is ORIGINAL in design, and is entirely different from any other Tone Arm in appearance, and it is the appearance of the Empire Tone Arm that gives it its greatest value, irrespective of its superiority in mechanical construction, etc.

As is usually the case when an article of real merit is put on the market, unscrupulous competitors have attempted to copy our Tone Arm, not only in design, but also in mechanical features, and it is our intention to protect our rights by court action against all infringers of our patents. The United States Courts have held that Design Patents are infringed if the copy bears even a colorable likeness to the original, and they have also held that not only the manufacturers, but also all purchasers or users of infringing devices are equally liable for damages.

We therefore desire to warn the Trade against the purchase or use of any Tone Arm which resembles the Empire Tone Arm, and to notify all parties that we shall hold them to a strict accountability for any unauthorized use of our patents.

THE EMPIRE PHONO PARTS CO.

JOHN H. STEINMETZ,
Secretary and Treasurer.

The Krasberg Corp. plan immediate enlargement of their manufacturing facilities. They have found the talking machine business the most fertile of all their fields of manufacture and have within the last six months more than quadrupled their business.

"Talking Books" Will Interest Trade

A. H. Carlyle, Western representative of the Talking Book Corp., located at 358 Fifth avenue, New York, has been traveling through the Middle West and reports great interest in the products manufactured by his concern. The Talking Book Corp. manufacture small books, paper dolls, animals, etc., upon which small records are attached reproducing the story told in print. The products manufactured by the Talking Book Corp. are merely toys for the little tots, but are said to interest the grown-ups from an educational viewpoint. The idea of placing the books with records attached on a talking machine is entirely new and its development will be watched with interest by the trade.

Change Name to Oro-Tone Co.

The Combination Attachment Co., manufacturing talking machine parts, announce that their name has been changed to Oro-Tone Co. As told in the last issue of The World, this company reorganized a short time ago for the purpose of increasing and enlarging their business. The old Combination Attachment Co. was first organized in July, 1915, by Messrs.

(Continued on page 100)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

THE ORO-TONE

THE PERFECT ATTACHMENT FOR PLAYING ALL MAKES OF RECORDS ON THE EDISON PHONOGRAPH

Features that no other Edison attachment offers

Operates with the lever same as the regular Edison machine.

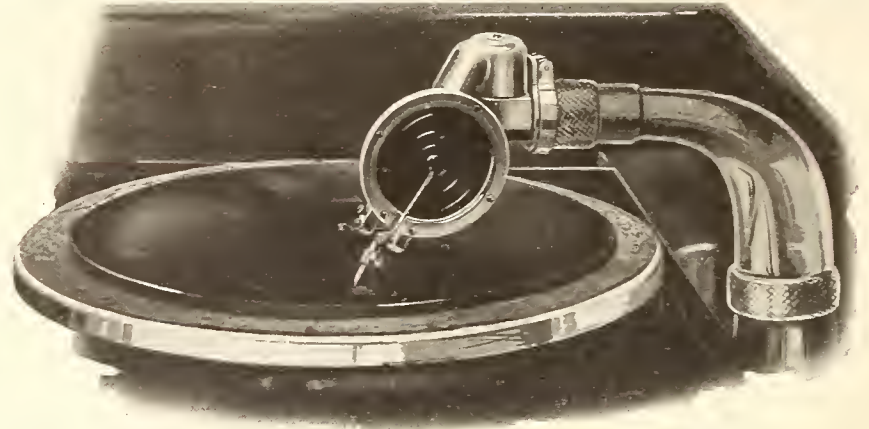
Tone quality unexcelled, rich and glowing. This attachment permits the needle to retain perfect center in playing all makes of records.

Correct weight of reproducer on record for playing all makes with perfect safety.

Descriptive folder mailed to reliable dealers on request

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.00

Manufacturers of Highest Grade Tone Arms, Reproducers, Attachments for Phonographs for playing all makes of Records. Diamond and Jewel Point Needles, etc.



The ORO-TONE Co.

Successors to COMBINATION ATTACHMENT CO.

20 EAST JACKSON BLVD., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

Tures, Brace and Ness. The present officers of the concern are, president, I. K. Scotford; vice-president, Peter Ness; secretary, Wm. Tures; treasurer, Leigh Hunt.

L. & H.'s Small Instrument Displays

Much interest is being directed this month to an unusual display in one of Lyon & Healy's Wabash avenue windows. A window card bearing this announcement explains the reason:

Window No. 16 is a series displaying the musical merchandise in this store. A different instrument will be shown every day.

Mandolin, ukulele, banjo, violin, flute, tambourine, ocarina, in fact, as many styles of small musical instruments as possible from the Lyon & Healy stock—which embraces practically "Everything known in music"—will be exhibited. Another window card changed daily gives a concise history of each instrument.

It is notable that among those who gather about this window, especially at noontime, are many who return from day to day.

Remodel Empire Offices

The Empire Talking Machine Co. have found time during the past month to remodel their offices at 425 South Wabash avenue and to re-decorate throughout: a regular spring cleaning, as it were. John H. Steinmetz, president of the concern, has had a separate private office constructed for himself at the front of the fourth

floor facing upon Wabash avenue. A great deal of new office appliances has been installed.

Preliminary announcement of the new Empire Universal Cut records brought forth a deluge of inquiries, and considering the short period during which the new records have been on the market they have found great favor.

Revive Kimball Soldiers and Sailors Club

The employes of the W. W. Kimball Co., the prominent dealers and manufacturers of this city, met last month and decided to bring back to life their Soldiers and Sailors Club, which was dropped at the time of the armistice so as to be able to render service to the boys who are remaining "over there" for an indefinite period.

Will Play Lateral or Vertical Cut Records

Attention is called to the fact that in last month's Talking Machine World in an announcement of the manufacture by the Empire Phonographs Co. of a new Empire Universal attachment No. 2 for use on Edison machines, it was said that the attachment is for use with lateral cut records only. This was a mistake. The attachment is made to play either lateral or vertical cut records.

Speeding Up With Music

"Certain old heads in Washington are discovering that music speeds up work." So says an article in a prominent woman's publication.

Grandmother knew that secret when "Lorena" and "Maggie" were young. Sailors knew it in

Columbus' time. When water travel was done by sail no skipper would take out a craft unless he had a good "chantey man." This chantey man led the singing when there was hard work to do. Hardened sailors unfurled frozen sails in icy blasts that tore their fingers, working with a will to the rhythm of a song. They were rough ballads, most of these chanteys, unsavory histories of famous port towns, songs of Davy Jones and his Locker and the Port of Missing Ships; of dead men and lost souls, but all had a challenge and a rhythmic swing.

In some restaurants, during the busy, crowded lunch hour, fast music is played because, unconsciously, people speed up to the tempo. This may be a questionable use of music. But there are valuable uses. In some business schools stenographers learn to run typewriters to fast

(Continued on page 102)

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' SERVICE**; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line **IS NOT A THING OF THE PAST.** It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order
State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

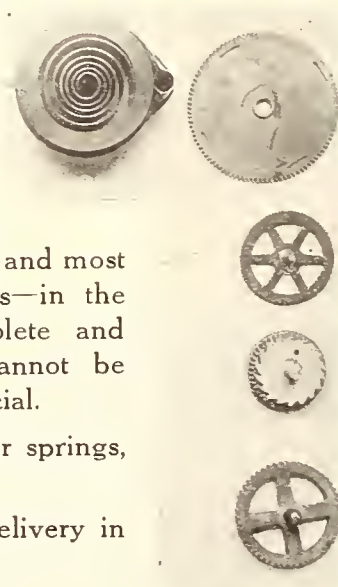
Repair Parts

For All and Every Motor That Was Ever Manufactured

WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.



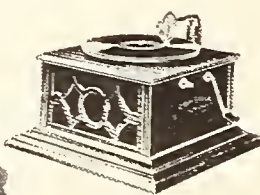
INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

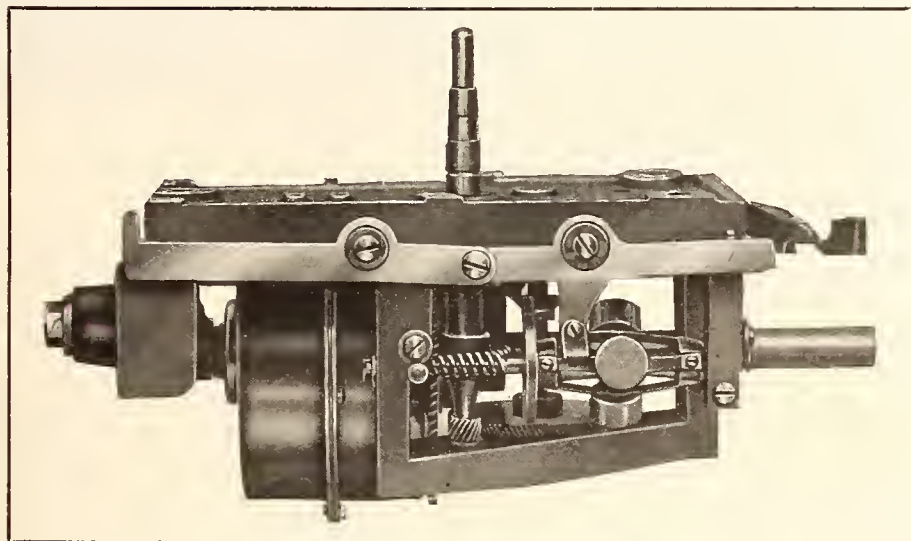
227 W. Lake Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

— THE —
PHONOGRAPH MOTOR SUPREME
UNIVERSAL



UNIVERSAL MOTOR No. A5

QUIET
 IN
 RUNNING

NOISELESS
 IN
 WINDING

PERFECT
 IN
 MECHANISM

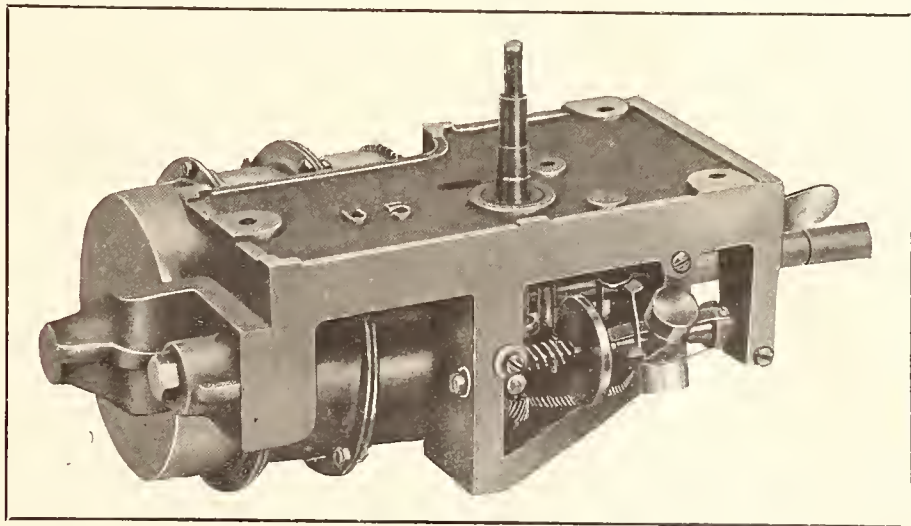


UNIVERSAL AUTOMATIC STOP

Manufacturers
of
MOTORS
TONE ARMS
SOUND BOXES
NEEDLE CUPS
NEEDLE CUP COVERS

And All

PHONOGRAPH
ACCESSORIES



UNIVERSAL MOTOR No. A6

SAMPLES and PRICES on REQUEST

Universal Stamping and Manufacturing Co.

CHICAGO, ILL.

1917 - 1925 SO. WESTERN AVENUE

FROM OUR CHICAGO HEADQUARTERS (Continued from page 100)

THAT

Which You Do Today Counts for Tomorrow. Satisfy Your Customers NOW by Selling Them a

LINERPHONE



Model 400

The Talking Machine That STAYS SOLD

They'll Pass the Good Word Along — That Means More Business Think It Over. Then Write for Specifications.

LINERPHONE TALKING MACHINE CO.

1801 Nebraska Ave.
CHICAGO, ILL.

talking machine tunes, which gives them speed, smoothness and rhythm. The talking machine is supplanting home singing, but it would be a pity to lose the old-fashioned habit of singing at work. Nevertheless if you have a hard task to do at home, start the machine going and see how much better the work will go.

Heineman Expansion in the West

The big business built up throughout the Far West and Middle West by the local branch of the Otto Heineman Phonograph Supply Co., Inc., under the able management of S. A. Ribolla, has finally led to the founding of the Otto Heineman Phonograph Supply Co. of Illinois, Inc.

The new concern has been given the sole representation for all the Heineman-Meisselbach and Dean products in the following States: Illinois, Missouri, Michigan, Ohio, Indiana, Iowa, Wisconsin, Kentucky, Tennessee and Minnesota. The president and treasurer of the new company is Otto Heineman; secretary, Jacob Schechter; general manager, S. A. Ribolla, and assistant manager, C. W. Neumeister.

The newly-organized concern will concentrate all its efforts on proper distribution of Otto Heineman products and on hearty co-operation with its trade in the above-mentioned States. This will assure for all Heineman-Meisselbach and Dean products a greater popularity in the Middle West than ever before.

OkeH Records have played an important part in building up the great volume of business which the Chicago branch of the Heineman House has developed in so short a time. All throughout the West the OkeH records are well known, not only through their tone quality and prompt deliveries, but also as a profitable business proposition. Scores of jobbers who secured the agency for this popular record some months ago cheerfully testify to its success with ever-increasing orders.

Old-Time "Talker" Dealer Retires

Will F. Cheshire, said to be the first music dealer in Illinois to handle the Edison phonograph, recently sold out his business in Rockford to Fred G. Hawkinson. Mr. Cheshire has been engaged in the music business for over three decades at a store located on Seventh street. He came to Rockford from Nashville, Tenn., where he had been connected with the Jesse French & Sons Piano Co. His life in Rockford has been of a public character. He organized the Rockford Progressive Club Orchestra some years ago. It was in 1889 that he first handled the Edison phonographs. When

INCREASED OUTPUT

Enables us to seek additional Dealers on our established



PHONOGRAPHS

Quality - Price - Service

Have built up an

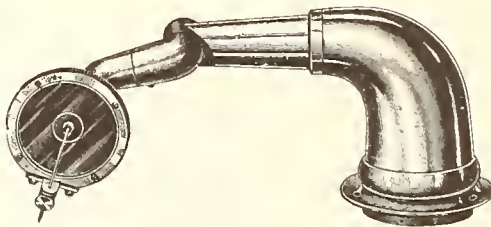
enviable reputation for us. If you are not on our Dealers' List write us today.

SACHS & COMPANY
425 So. Wabash Ave., Chicago, Ill.

the old Gramophone Corporation put out the improved gramophone Mr. Cheshire took up its sale. Later he handled the Victor line.

Steger Phonograph Delivery Service by Auto

To facilitate the prompt delivery of Steger phonographs and supplies to dealers of Chicago and outlying districts, the phonograph division of Steger & Sons Piano Mfg. Co. has put into service a new auto truck especially designed to take care of quick deliveries. During the few weeks it has been in commission it has proven a big success.

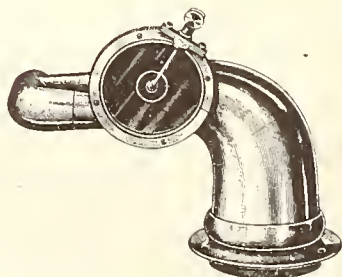


IT PLAYS LATERAL CUT RECORDS

Samples - - - \$3.75
Dozens - - - 3.50

Quantity Orders

Special Quotations

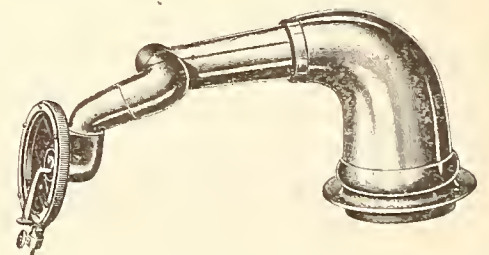


EASY TO INSERT NEEDLES

TONE ARMS

A "New Baby" of Unusual Merit

Simple — Beautiful — Handy



IT PLAYS "HILL & DALE" RECORDS

Write for Proposition

CHERINGTON MFG. CO.

108 West Lake St., Chicago

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 102)

Dealers frequently are called on to supply quickly some popular Steger phonograph model which may be temporarily out of stock. A telephone call to Steger & Sons' warerooms means that within a few hours the desired instrument will be loaded on the new truck and on its way to the waiting dealer. By prompt delivery the latter is often enabled to clinch a profitable sale, which might otherwise be lost through delay.

This service is advantageous to the dealer who carries a representative line, from the standpoint of helping him to keep the right amount of stock on hand. He is not in danger of overstocking, as he knows that he has the well-filled warerooms of Steger & Sons to draw from on a few hours' notice. He is enabled to concentrate his energies on selling and is free from the bugbear of slow deliveries.

Incidentally, this truck has been found very useful by the retail as well as the wholesale departments. Urgent calls can be answered in short order. Whenever necessary a quick run can be made to the company's immense phonograph factories at Steger, Ill., twenty-nine miles south of Chicago.

Steger representatives in the Chicago district have found this service a material and very important help. Their expressions of sincere appreciation reflect credit on the progressive spirit of the Steger & Sons institution.

Demand for Personal Records

A large opportunity awaits some enterprising duck with a little capital and some ambition in Chicago. There is a big field in Chicago which seems to have been entirely neglected by the trade.

Hardly a day goes by that the Chicago office of The Talking Machine World does not receive an inquiry from an individual or firm asking where they can have a special record made for them. At present there is no one in Chicago who can make a master record. It seems as though all of this business were being carried on in the East. The records called for in the past were mostly recordings of the voice of

some ambitious mother's child. In the last few months, however, there have been quite a number of inquiries received here vastly different from the above mentioned and which promise to open a large field for work of this kind. One large company recently called up and asked where they could get in touch with some recorder who would get them out a record telling a salesman's story directly to a prospective customer. The idea was that this company intended getting out a new record each month upon which would be recorded a salesman's story concerning the company's wares, which would be mailed directly to the prospect, who in turn



The Steger Phonograph Delivery Auto

would put it on his machine and listen to what the salesman had to say.

This company intends sending out its first record along with the catalog, the record to be merely explanatory of the catalog. After that the intention is to send out a regular monthly letter by record.

This is an idea which those who are in the recording business should heed. Chicago, without a doubt, is the biggest mail-order center in the United States. Here, indeed, the mail-order business started. Chicago has remained the greatest mail-order center, and there are hundreds of firms here who could be approached on matters such as this, and who, without a doubt, would be quick to take up the subject of circularizing their trade by records instead of letters.

Then again there are hundreds of other concerns, such as automobile manufacturers, farm machinery makers, etc., who would be likely customers for a record such as this. This field should apply not only to Chicago but to all other large cities as well; but just now it is Chicago which is ready and howling for it, with nobody paying the slightest attention. Now,

won't some member of the trade be a good, kind daddy to Chicago and start the ball rolling by coming here and opening a little recording studio for commercial purposes?

Chicago Talking Machine Co. Sounds Optimism

The Chicago Talking Machine Co. is, by nature, one of the most optimistic concerns in the business and their vision includes nothing if not optimism, but listen.

"The demand for talking machines will keep up if wages keep up—and wages are going to keep up. Here are reasons. The crops of the year 1918 netted the farmers of the country \$2,000,000,000 more than any year previous. The farmers are spending this money, and, perhaps, it is they who are the cause of the present great demand, but their money is being put in circulation in many ways and when money circulates prosperity circulates. When the farmers spend eventually the city man spends. It gets around to him sooner or later.

"New factory buildings are being built again. Industry is starting up. Soon individuals will start building homes. This will come just at

(Continued on page 104)

EMPIRE
UNIVERSAL
ATTACHMENTS
for
EDISON PHONOGRAPHS



Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record.

Write for
Descriptive Folder
and
Attractive
Quantity Prices



This shows the attachment in the proper position for playing the Pathe and any hill and dale cut record.

The Empire Phono Parts Co.

Sales Office
429 So. Wabash Avenue
CHICAGO, ILL.

Factory
CLEVELAND, OHIO

CULLEN, MARSH & CO.

IMPORTERS AND MANUFACTURERS

21 EAST VAN BUREN STREET

CHICAGO, ILL.

The
"ALL-
IN-
ONE"

Middle West
Representatives
of the
New York
Album &
Card Co.

Genuine Edison Diamonds
Genuine Edison Sapphires
Genuine Pathe Sapphires
Carefully selected, accurately ground, genuine sapphires obtained in the best London markets.

We represent the largest jewel manufacturers in the world.

THE ATTACHMENT YOU DON'T REMOVE

Canadian Branch: 3 Woolworth Bldg., Montreal, Quebec

Here it is! Perfection at Last!

Three Years ago we introduced the trade to the Chicago Cover Balance No. 1, which we originated. Today we introduce

THE CHICAGO COVER BALANCE No. 4

Balance No. 4 is the Acme of Cover Balance Perfection—
A guarantee of Superiority.

It's Controlled by a Touch!

Chicago Cover Balance No. 4 works with clocklike precision. The new method of anchorage for the supporting arm makes it instantly adaptable for either angular or curved Talking Machine Covers.

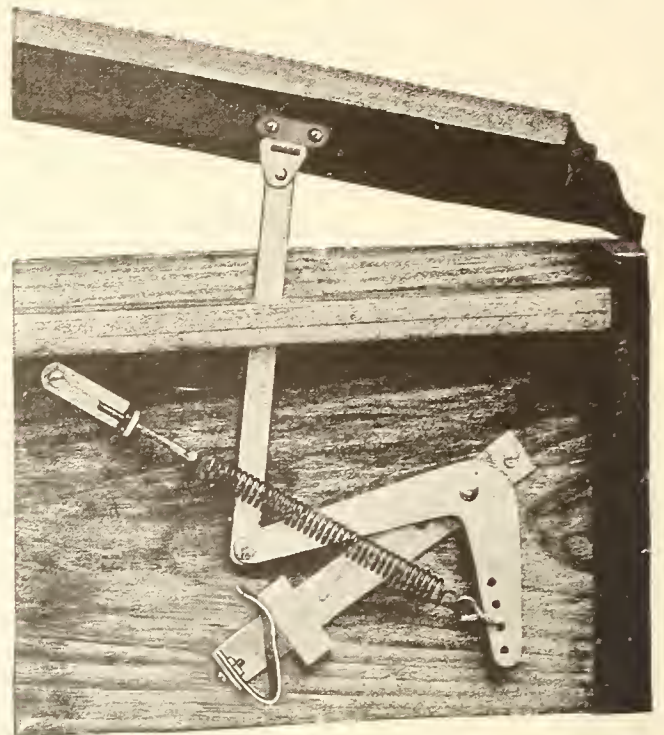
Samples sent FREE to Manufacturers

WE ALSO MANUFACTURE EMPIRE TOP HINGES

Send for our new catalogue just off the press

Chicago Hinged Cover Support and Balance Company

2242-44 W. 69th Street Telephone Prospect 250 CHICAGO, ILLINOIS



Perfect Cover Balance No. 4
(Patent Applied for)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

a time to lend a mighty impetus to prosperity. But getting closer to home Victor dealers are going to get machines faster than ever before this fall. July 1 will witness the commencement of the Victor factory expansion, and before the year is up dealers will find that there has been an output in excess of any year previous, even of 1917, which represented the apex of Victor production. The indications are now that, contrary to precedent established in former years, dealers will continue doing a large volume of business right through the summer months. No dull times this year."

A Good Trade Barometer

Simultaneously with the announcement by

many record retailers throughout the country that higher-priced operatic records are finding increased popularity comes the announcement by F. D. Hall, president of the B. & H. Fibre Mfg. Co., that new accounts have formed 15 to 20 per cent. of last month's business, swelling a total number of orders in excess of any past month in the concern's history. Mr. Hall is a strong enthusiast for the higher-priced records; in fact, he is known to many members of the trade as the possessor of one of the finest record collections in the country to-day, but he is just as enthusiastic in his support of the fibre needle for use with such records. That statistics of record sales and records of fibre needle sales will vary in direct proportion Mr. Hall is confident.

To speed up production Mr. Hall has now reorganized his factory forces so that each department, splitting, preparing, pointing, assorting, packing, etc., is under a separate chief responsible for the work under him. Mr. Hall has also completed the enlargement of the factory space and has installed new machinery.

Kimball Increase Space

A. J. Cullen, manager of the wholesale talking machine department of the W. W. Kimball Co., has just moved into his new offices in the Kimball Building. A large rehearsal hall has been given over entirely to the wholesale talking machine department and new equipment installed. A number of foreign-record racks have been placed in the new space.

Wartell Phonograph Co. a New Concern

The above has been organized in Chicago for the manufacture of a new talking machine to be known by the name "Watrola." The concern will wholesale exclusively, and models of the cabinet and console type will be produced.

Advertising Campaign for Steger Machines

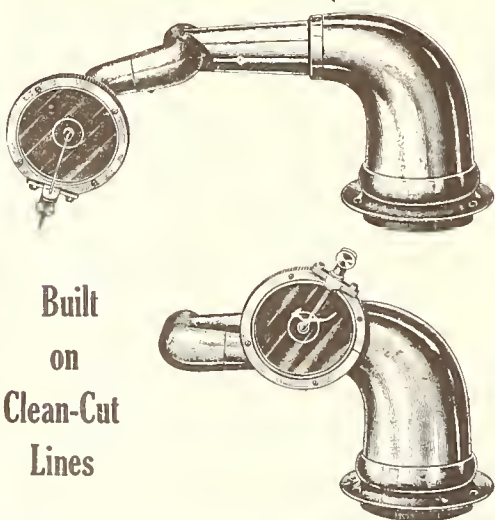
C. E. Byrne, advertising manager of Steger & Sons Mfg. Co., manufacturers of the Steger phonographs, announces that he has inaugurated an extensive national advertising campaign in a number of the country's large magazines. This advertising, commencing in May, will be continued right through the rest of the year. Steger & Sons have produced a complete new line of talking machines and pride themselves upon the fact that now the Steger factories make every part that goes into the construction of their

machines. The factories of this concern have been working at full capacity of late in an effort to keep abreast of orders. They are now increasing their facilities for manufacture and believe that fall business will find them ready.

Branch Business Increasing

The Western News Co., manufacturers of the Tel-O-Tone instruments, have found an excellent trade in a number of Western and Middle Western cities of late. Kansas City, Denver, Portland, Cincinnati, Indianapolis, Omaha and Vancouver, B. C., all of which have Western News Co. branches, seem to have proven exceedingly fertile fields for talking machine salesmen. In particular it has been noted that the higher-priced models go exceptionally well. Of course, the demand for the medium-priced instruments has continued steady, but it is the higher-priced ones which have had the most marked increase. This opinion is based on reports made by dealers located in widely separated sections of the country.

The NEW ELGIN Tone-Arm and Reproducer



Built
on
Clean-Cut
Lines

Now ready for delivery after years of experimenting in acoustics and tone-arm design. It is the tone-arm and reproducer suitable for every high-grade cabinet. The needle centers perfectly in any position. Plays all makes of records—BEST!

Prices (complete with sound-box):

Single Samples, Nickel Plated, 3.75 each
In Dozen Lots, " " 3.50 "

SPECIAL QUOTATIONS ON QUANTITIES

COLE & DUMAS MUSIC CO.

54 W. Lake St., Chicago, Ill.

Write for our catalogs on phonograph hardware, motors, records, and accessories

WE MAKE

all kinds of phonograph parts, tools and dies.

WE DO

punch press work, experimental work and light manufacturing for the phonograph trade.

ACME ENGINEERING & MFG. CO.
1622 Fulton Street Chicago, Ill.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

Cherington Mfg. Co.

The Cherington Mfg. Co., of Waukegan, Ill., with Chicago offices at 108 West Lake street, is getting back on a pre-war basis of production. This concern, as formerly, will turn out everything in the phono-part line from casters to tone arms. Harry T. Carroll, of this company, states that at the present time they are laying especial emphasis on the production of a tone arm, deliveries on which are being made now.

Sterling Devices Co.

The Sterling Devices Co., with present factory and offices at 467 East Ontario street, this city, have laid broad and comprehensive plans for entering the phono-parts business on a large scale. The gentlemen directly interested in this new project are well known and prominent in the trade. Rudolph Krasberg, president of the Krasberg Engineering & Manufacturing Corp., is directly interested, and will give to this new firm the benefit of his long and successful experience in the production of various phonograph parts. The president of the concern is Julius Keller, Sr.

The vice-president is W. O. Meissner, who might well be termed a mechanical genius—an inventor with many successful phono-part patents to his credit. The secretary and treasurer is M. J. Egleston. The Sterling Devices Co. are now prepared to handle any proposition that has to do with the manufacture of phono parts. At the same time they are going to turn out a product under their own name—the “Sterling Reproducer and Tone Arm.” This product is an exclusive invention of Mr. Meissner’s, and is being put out under letters patent. Mr. Egleston states that the factory is all equipped and ready for business, and that the production on the new tone arm and reproducer will be in full swing by the first of June.

To Represent Jewel Concern

Cullen, Marsh & Co. have recently acquired representation in this country of a foreign jewel manufacturing concern. They have secured this in expectation of the great demand which, it is believed, will prevail here during the fall season. Cullen, Marsh & Co. recently opened branch offices in Montreal, P. Q., and Buenos Aires, Argentina. This concern is also representing the New York Album & Card Co. in Middle Western States. T. J. Cullen is in charge of the latter representation.

Add to Shipping and Assembling Space

As a means to increased production the World Phonograph Co. have added 15,000 more square feet of floor space at 727 West Van Buren street. The new space is directly adjoining the company’s plant on Tilden street, and will be used exclusively for assembling and shipping. This will provide more room in the factory proper for the actual manufacture of cabinets and parts.

The expansion of activities of the World Phonograph Co. of late has been remarkable. Under the progressive direction of Ernest C. Cook the corporation has made distinct strides in quality and quantity of output and in increasing goodwill in the talking machine trade. Mr. Cook is making stupendous efforts to keep abreast of his orders. Every department of the factory has been organized to develop the best methods of manufacture. As was announced in this paper some time ago the World Phonograph Co. now produces its product practically in its entirety. While this involves complexity of organization in the factory, still it is believed to be worth while and a great asset to the company and its representatives.

New Concern Moves Into Republic Building

The Tonograph Corp., manufacturers of talking machines and formerly located at 112 East South Water street, have removed to the Republic Building, State and Adams streets. Ivan P. Florsheim, president of the concern, states that only a display stock and offices will be maintained in Chicago. The factories are located at Rockford, Ill.

Cheney to Exhibit During Convention

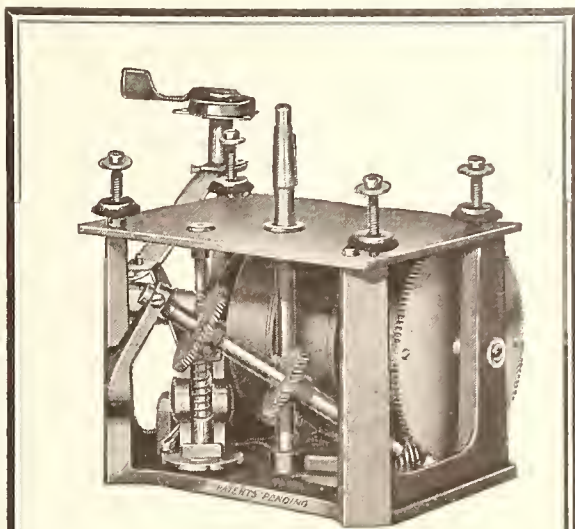
The Cheney Phonograph Co. will make a display of their full line of phonographs at the Congress Hotel, Chicago, during the convention of the piano manufacturers, dealers and other allied interests from June 2 to 7.

Making Good Progress

The Universal Stamping & Mfg. Co. have now secured enough men to make up a full force. They are now in position to produce an unlimited number of motors, tone arms and sound boxes. They report that their factory has been remodeled to some extent, and that they now have available eighty thousand square feet of floor space. They have recently installed new machinery and their equipment to date is up to the minute. One thing in particular for which this company is becoming known is that everything going into their Universal motor is made in their own factory.

New Motrola Jobbers

Three new jobbers have been added by the Chicago branch of Jones-Motrola, Inc.; the Beckwith-O’Neil Co., Minneapolis; the Fuller-Morrison Co., Chicago, and the Hoeffler Piano & Mfg. Co., Milwaukee, Wis.



Manufacturers

Be advised that you cannot rightfully assert that your phonograph is “as good as can be made”

UNLESS

It is equipped with the new **Fulton Motor**

(Designed by Wm. R. Everett, M.E.)

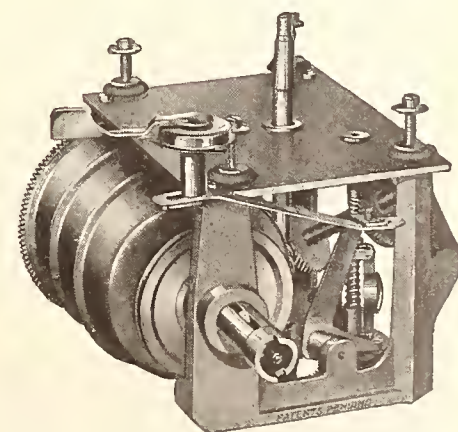
This is the Noise-less, Trouble-less, All Worm and Spiral-gearred Motor. Cannot Be Overwound.

“No adjustments are provided—none are necessary”

Send \$15.00 for sample—refunded if motor is returned. Price \$12.50 in lots of 1000. Partial shipments if desired.

Fulton Bros. Mfg. Co.
WAUKEGAN, ILL.

CHICAGO OFFICE:
20 E. Jackson Blvd.



Lakeside Supply Co.

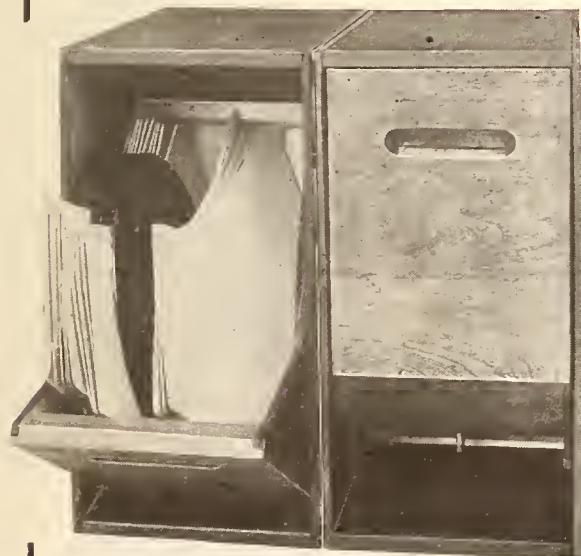
New Address

**416 So. Dearborn St.
CHICAGO, ILL.**

Same Telephone Harrison 3840

Ask us About the Handy Visible

ROTARY RECORD RETAINER



HAVE YOU TRIED OUR PHONO-OIL

Sold in 1oz. and 3oz Bottles

WILL NOT GUM, PREVENTS RUST, CONTAINS NO ACID, CLEANS AND POLISHES WOOD WORK

Come See Us in Our New Home

**416 So. Dearborn St.
CHICAGO, ILL.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

CONCERNING DEALERS AND TRADE CONDITIONS

Impressions of Interest and Value Presented by I. A. Lund, Traveling Representative and Production Expert of Mandel Mfg. Co.

I. A. Lund, the Mandel Mfg. Co.'s well-known production man and traveler, has just returned to Chicago from a trip through Ohio and the western region of Pennsylvania, where he has met with the same conditions of unexampled prosperity as are obtaining in other parts of the country. He has made a number of trips this spring and talks very interestingly about a number of things. Upon his return from the last trip The World representative got hold of him, sat him down in a corner and elicited the following:

"Shakespeare was right when he said 'you don't need salesmen to sell good talking machines.' Little boys can do it. Business at present is extraordinary. Business being what it is now, what will it be in the future? This is the greatest game that ever was, and this is the greatest year that ever has been. More than this, the business is destined to keep pace with the big business traditions of this country. Still, in the face of all of this there are dealers who are 'dead.' They merely close their eyes, and yet somehow they get the business anyway.

"Yes, some of it is due to publicity. Publicity is creating the incentive to purchase and a large number of dealers have had their laudable part in instigating this publicity. But there are many dealers who have not shouldered their part of the publicity burden. Do these realize that the talking machine industry spent \$14,000,000 in publicity alone last year? As long as this sort of thing is kept up and the purchasing power of the public rests unimpaired I can see nothing ahead but prosperity for the entire talking machine business. And here's another thing. It takes money to buy booze, and booze can't be



501 SPRINGER BUILDING

bought after July 1. That's going to make things all the brighter for us. Despite the fact that during the war the majority of people were spending more money than before, the fact has been shown that they were not spending all that they were earning, for they had been educated up to a higher standard of living. It is these people with whom we are doing business to-day.

"I find great difficulty sometimes in impressing dealers, particularly furniture dealers, with the fact that a talking machine is not purely a piece of furniture but a musical and a mechanical proposition. It is not a question of how the consumer uses a machine but how he or she abuses it. Some dealers come in for the blame on this question. They fail to impress upon the mind of the customer that a machine should be properly wound and properly oiled. On this last trip I ran into one dealer who was crating a machine for shipment to a customer and who had merely rubbed an oiled rag over it, giving it no examination at all, after receiving it from his jobber. That machine had traveled over three hundred miles. No wonder some dealers have to employ two or more maintenance men.

"Now about dealers getting behind. Of course, just now there are perfectly good reasons why all dealers should be unable to obtain as many machines as they need. The demand is much greater than the supply. But right here is where I wish to register my little protest against the fact that dealers fail to order when they do have the chance. Every spring, after the holiday season, during the past five years, I have heard numberless dealers say, 'This year will not be as good as last,' and every year, of course, they go short of machines. This year the supply of machines will be shorter than ever, but there are any number of dealers who don't know it, and don't want to know it! They seem to think the salesmen are kidding them along.

"If they would analyze facts and take advantage of conditions and opportunities as these actually exist, the laws of supply and demand would work much more smoothly. No one is asked to deal in futures, excepting to order early and make certain, so far as possible, that they have this year's stock all ordered by September. More than this, if they have plenty of machines on hand during the summer months they will try harder to sell them at this time. I have heard

Five Remarkable Money Makers

Remarkable money makers because they sell fast and stay sold and become a standing advertisement for the dealer who handles them. These instruments are equipped with the best quality motors and universal tone arms obtainable. Reproduce all makes of records. They compare with the best.



No. 5



No. 1

IMMEDIATE DELIVERIES

No waiting. Orders shipped the same day received. Our production is sufficient to take care of your business promptly.



No. 3

LOW PRICES

The volume of our business enables us to give you the lowest possible prices. We prepay all freight charges. This means all the more profit for you.



No. 4



No. 2

BEAUTIFUL IN DESIGN—WONDERFUL IN TONAL QUALITIES

You can make a real sensation with your trade by offering these machines at remarkably low prices made possible by our extremely liberal offer to you.

Write Us for Particulars Without Delay

MODERN PHONOGRAPH SUPPLY CO. 106 Springer Bldg. 313 S. Clinton St. **CHICAGO, ILL.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

large furniture dealers say, 'I can't sell talking machines in June, July or August.' I cited an instance, only a block away, to one of these furniture men where a talking machine dealer was selling, on an average, twelve machines a week during the summer months. The former replied, 'Yes, but he goes after it.' Certainly he went after it. Was the other waiting for it to come to him?

"The talking machine to-day has become a home commodity and essential. Most people, when furnishing their homes, do not figure them as complete without one. If they do not figure that way it's up to Mr. Dealer to convince them. And let me pause to remark right here that this is not a very difficult thing to do. The talking machine appeals to absolutely everyone—in every walk of life."

CHICAGO'S BEST SELLING RECORDS

CHICAGO, ILL., May 8.—The six best sellers on records in the Chicago trade this month follow: The six best Victor records are: "Madelon" and Marche "Francaise"; "Sometime" and "Chong"; "Arabian Nights" and "Sand Dunes"; "After All" and "Lonesome"; "A Good Man Is Hard to Find" and "For Johnny and Me"; "Calling Me Home to You."

In Columbia records: "I'm Forever Blowing Bubbles" and "Beautiful Ohio"; "Sand Dunes" and "Spaniola"; "Johnny's in Town" and "Buddy Boy"; "Tears" and "You Don't Know"; "Kentucky Dreams" and "The Girl Behind the Gun"; "En Bateau" and "Finlandia."

In Edison: "Let Us Not Forget," by Thomas A. Edison, and "National Air of Our Allies"; "Dormiro Sel Nel Manto Mio Regal" and "Serenade Mephistopheles"; Simon the Cellarer and "Three Fishers"; "Garden of Flowers" and "Whenever I Think of You"; "Dry Town Blues" and "Night Time in Little Italy"; "Out of the East."

In Empire: "I've Got a Pair of Swinging

Doors" and "Johnny's in Town"; "Mickey"; "Valse Bleue"; "Till We Meet Again"; "Singapore"; "The Cruiser Harvard March."

In Emerson: "Don't Cry, Frenchy"; "Mickey"; "Ja-Da"; "By the Babbling Brook"; "How Are You Going to Wet Your Whistle?" "Beautiful Ohio."

In Pathé: "Kiss Me Again"; "When You Look in the Heart of a Rose"; "How 'Ya Gonna Keep 'Em Down on the Farm?" "Memphis Blues"; "Hindustan"; "Rockaby Your Baby."

ESTABLISH FOREIGN AGENCIES

CHICAGO, ILL., May 7.—Dorchester Mapes announces that the R. C. Wade Co. have arranged for direct representation of Tonofone needles in a number of foreign countries. Their Mr. Wettin sailed on the "Mauretania" on the 12th of April for a trip around the world. He will direct his efforts towards establishing new representatives in foreign cities not already handling the Tonofone needle. Representation has already been established in the following cities: Sydney, Australia; Melbourne, Australia; Wellington, New Zealand; Havana, Cuba; London, Paris, Milan, Oporto, Portugal; Tampico, Mex.; Barcelona, Spain; Johannesburg, South Africa; Buenos Aires, Argentina; Valparaiso, Chile; Georgetown, British Guiana; Bogota, Colombia; Hong Kong, China; Tokio, Japan; Manila, P. I.

EMERSON PUBLICITY IN CHICAGO

CHICAGO, ILL., May 8.—The Emerson Phonograph Co. of Chicago is to be complimented on the clean, effective advertising campaign it is carrying on in Middle Western newspapers. Single column, double column and triple column, Mr. Clement has succeeded in providing the Emerson clientele with business-pulling ads. This month he has prepared a new list of matrices which he is using himself and which he offers to his dealers. They are very similar

to the list prepared by Mr. Clement last month and feature snappy, readable copy illustrated by small, catchy illustrations. "Get Your Name Before These 1,873,660 People" is the title of the outside page of the advance proofs.

VITANOLA AIDS FOR RETAILERS

New Show Cards and Road Signs Now Provided—Valuable Booklet in Preparation—National Advertising Campaign to Start Soon

CHICAGO, ILL., May 5.—Among other factors that have served to promote the popularity of the Vitanola is the dealers' service inaugurated by this company some time ago, and which is now being carried on in a broad way. The sales helps offered to the retailers are carefully developed and have a real value which is duly appreciated.

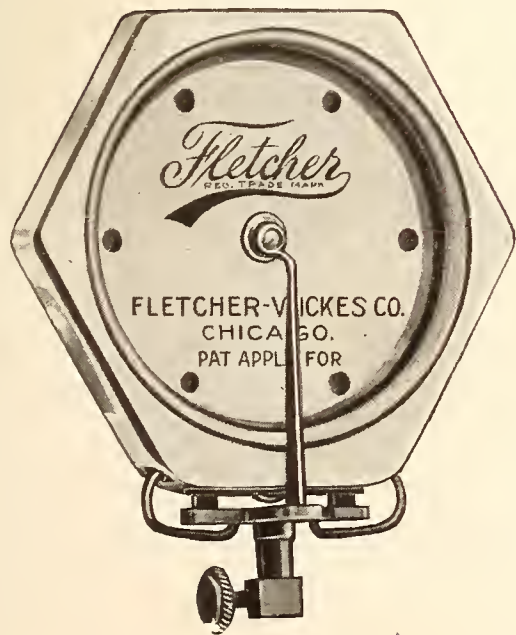
One of the latest dealer's helps issued by the Vitanola Talking Machine Co. is a handsome window display card sixteen and one-half inches wide by ten and three-quarter inches deep, and embossed on heavy board by a new process. One of the latest models of a Vitanola machine in mahogany is shown in natural colors. The Vitanola name is embossed in a rich velvet-like fabric with the letters edged with gold. The border and the other type matter, including the phrase "Plays All Records—Perfectly," are in raised gold. The entire effect is bound to attract immediate attention.

In addition to the showcard mentioned, the Vitanola Co. are also offering to their dealers lithographed metal road signs. They are also publishing a new booklet entitled "Making a Phonograph Department Pay," which contains many valuable suggestions, and likewise announce a national advertising campaign which will start with a full page in the Saturday Evening Post of May 31.

Chicago is a real busy spot these days.

AGAIN SOMETHING NEW

EXACT SIZE



The success of our Fletcher Reproducer has compelled us to place on the market the best of tone-mediums to be used with it, and we now present to the Phonograph Trade the

FLETCHER UNIVERSAL TONE-ARM

Gives correct playing weights for Victor, Columbia, Edison, and Pathe records, also perfect needle centering. Entirely new construction; Hexagonal in shape, with different thicknesses of metal, doing away with all extraneous vibrations. Nothing to loosen or rattle. Interior of arm free from all obstructions.

SOLID—SUBSTANTIAL—ARTISTIC

Two lengths—eight and one-half, and nine and one-half inches. Samples of Fletcher Tone-arm and Reproducer, eight dollars (\$8.00). Satisfaction or money refunded.

Fletcher-Wickes Company

No. 6 East Lake Street

Chicago, Ill.

“What a Lucky Choice”

That's How You'll Congratulate Yourself
After the Arrival of Your First Order of



OKEH RECORDS

The Phenomenal Success of These Popular Records is Built on



Quality

and

Prompt Shipments



The Time You Will Spend in Convincing Yourself
Will Prove to Be Your Most Profitable Investment

Every Hit
Song or Dance
on
OkeH RECORDS

*Orders Small and Orders
Large Shipped with Equal
Promptness*

Power and Beauty
of
TONE
and a
LONG—LONG LIFE

THE FRED GRETSCH MANUFACTURING CO.

60 Broadway
BROOKLYN, NEW YORK

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

**Standard Music Rolls
Perfection, Sing-A-Word.
and Arto Rolls
Emerson 7 inch Disc Records
Wall Kane Needles**

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

"TALKER" MUSIC BY WIRELESS

Talking Machine Concert Links Ships at Sea 100 Miles Apart—Marvelous Achievement

"There's a Long, Long Trail" flowed melodiously from the wireless telephone on the transport "President Grant" as it plowed its way toward this port one day last week. Soldiers and sailors picked up the tune, some of them swung into a one-step and others crowded near the big megaphone.

There was no trail. The strains that poured out of the horn on the "President Grant" were being played by a talking machine aboard the transport "George Washington," 100 miles ahead. Through the air they tumbled over one another until the instrument on the "President Grant" picked them up. Then out came the song, distinct and harmonious. Every ship equipped with a wireless telephone within 100 miles of the "George Washington" could have heard the music. One of them did—the "Cap Finisterre," which wirelessly back its thanks with a request for more.

Details of this latest marvel of the wireless telephone were told by officers of the "George Washington," which arrived last week. The deep blue sea concert was part of the program for a dinner given by the officers of the Thirty-second Division on board the "George Washington" for Major-General W. M. Haan, commander. At the same time dinners were being given by units of the Thirty-second on the "Cap Finisterre," the "President Grant" and in Coblentz. All arrangements for the simultaneous dinners were made by wireless, and the assistance of the General Electric Co. was enlisted to provide new devices and amplifiers for the music.

Secretary Baker was on the "George Washington" and made an address that was heard on the ships and in Washington. The liner was too far from Coblentz.

The "President Grant" men clamored for more music and got it—"Keep the Home Fires Burning," "Over There"—half a dozen of the most popular war songs. When the program was completed there was a general round of felicitations over the 100-mile music stunt.

HOWARD PIANO CO. IN NEW STORE

The F. C. Howard Piano Co., Liverpool, N. Y., has moved to larger quarters at 119 West Onondaga street, and in the new store will be carried the Pathé, Columbia and Meteor talking machines as well as a full line of records.

An English inventor has patented a process for so treating the edges of paper money that, when placed in a phonograph of his invention, they produce words attesting their genuineness.

NEW DISTRICT MANAGER FOR VICTOR

Thomas McCreedy, of the Traveling Department, Appointed to Important New Post in Metropolitan District—Is Well Qualified

The appointment of Thomas McCreedy as New York district manager of the traveling department of the Victor Talking Machine Co. is not so much the result of the Victor policy as it is of Mr. McCreedy's own policy, which is summed up in a statement he recently made regarding selling in general. "The secret of sales success in the talking machine—or any other business—is to represent the product which is recognized as the best in your line."

A long experience in sales promotion and advertising work, than which there is no better schooling in the broad questions of general merchandising, has equipped Mr. McCreedy with unusual talents. In following his sales promotion work previous to his connection with the Victor Co. Mr. McCreedy has put his broad shoulders to the wheel and his active mind to the task of solving many a difficult merchandising problem.

His interest in the talking machine business began with the Victor Co. and regardless of the fact that he is a man of broad vision he can see no goal ahead where the Victor Talking Machine Co. is not concerned. Dealers in Ohio, Kentucky and western Pennsylvania have reason to remember him because of his wise counsel and efficient business building as a Victor traveling representative in those territories, and Victor dealers and distributors in the Manhattan territory can congratulate themselves because of his present connections in that section.

No dealer's problem is too small to get the best that Mr. McCreedy has to offer in merchandising advice and the services they get from him in this respect are unusual, to say the least. Give a man all the opportunities offered by the Victor Co. to learn everything there is to be known about the talking machine business, and add to that a wide previous knowledge of merchandising gained through sales promotion and advertising, and you have summed up only part of Mr. McCreedy's business assets. A joviality held well enough in check to meet any serious situation with the gravity it demands, a hearty manner, and, more than anything else, human sympathy, are all attributes that go to make up Thomas McCreedy.

For fear that anyone might mistake this for an epitaph, let it be remembered that Mr. Mc-

Creedy is so much alive that many big men in the talking machine business refer to him casually as "Mac" with the belief that everyone



Thomas McCreedy

understands whom they are talking about, and to prove that he is human it might be added that as many more big men call him "Tom," which is an honor that many colder-blooded citizens carrying the same first name never achieve.

THOMAS A. EDISON'S SON RETURNS

William L. Edison Back From Service With the Tank Corps—Declares Tanks a Failure

First Sergeant William L. Edison, son of the famous inventor, was among the returning soldiers on the transport "General Goethals," which recently docked at the Bush Terminal. He was a member of the 318th Replacement Corps, but went over with the 306th Tank Squadron and served with the British in the Arras sector. In France he was foreman of a salvage and repair plant and had good opportunity to study the army tanks, and declares that the British tanks were a failure because their slow movements made them a fine target for the enemy guns. The Americans soon abandoned this style of tank, he says, and adopted the lighter model known as the whippet tank, which won out.



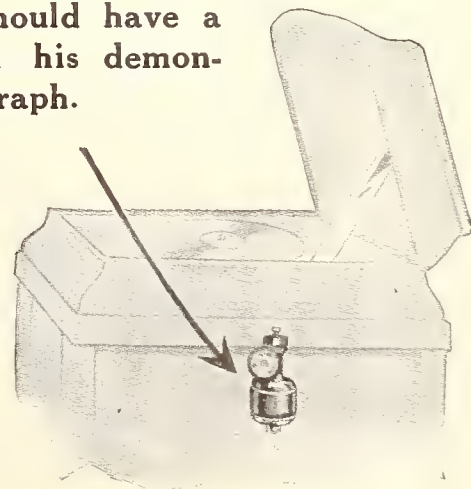
The Motrola

Is absolutely the only satisfactory device for electrically operating the phonograph.

Does not eliminate the spring motor, thus insuring even time and tone for all selections.

Every dealer should have a MOTROLA on his demonstrating phonograph.

EASILY ATTACHED AND READILY SOLD



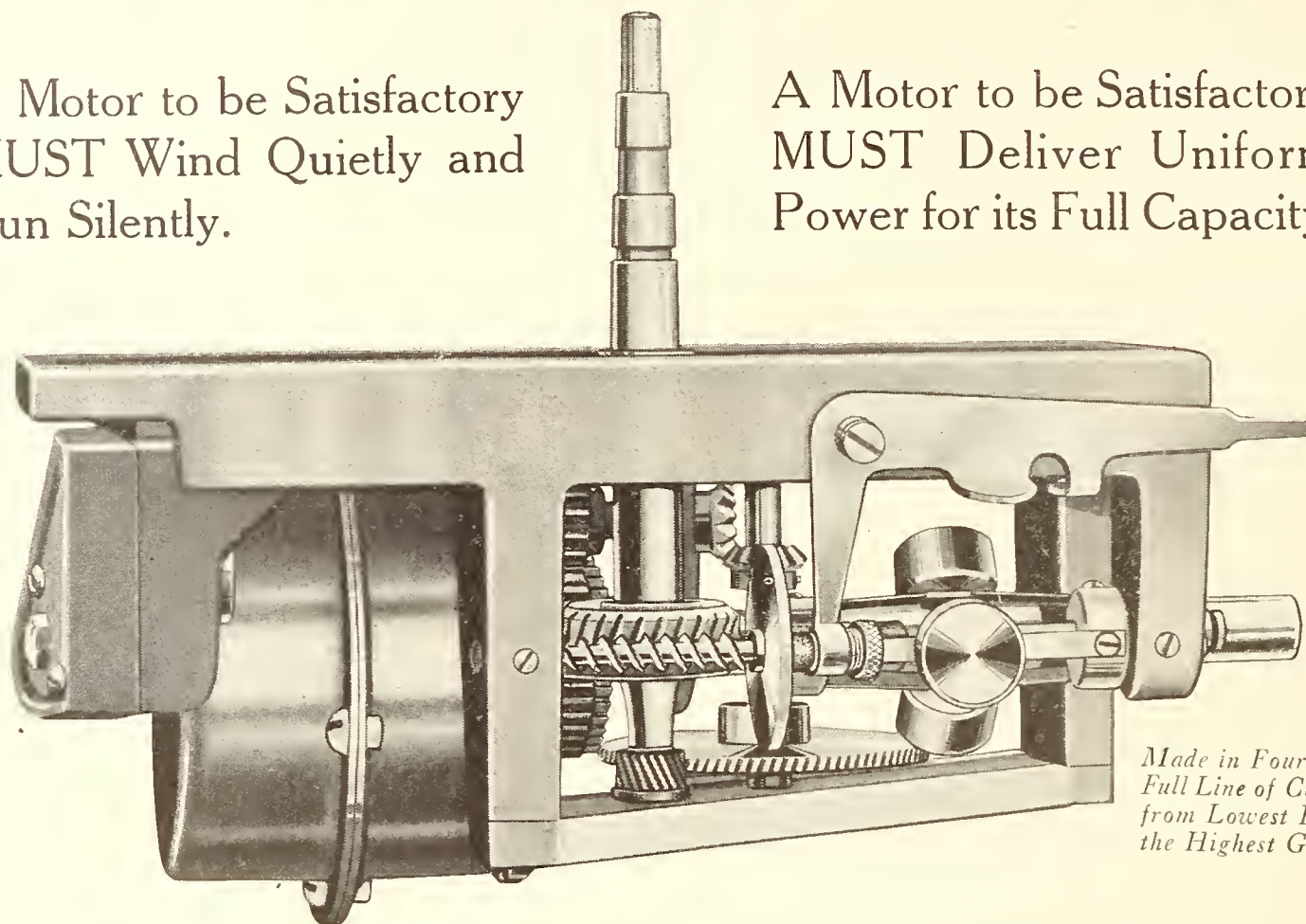
Write today for further particulars or ask your jobber.

JONES-MOTROLA, Inc. NEW YORK, :: 29 West 35th Street
CHICAGO, :: 57 E. Jackson Blvd.

Install Motor Satisfaction

A Motor to be Satisfactory
MUST Wind Quietly and
Run Silently.

A Motor to be Satisfactory
MUST Deliver Uniform
Power for its Full Capacity.



*Made in Four Sizes for
Full Line of Cabinets—
from Lowest Priced to
the Highest Grade.*

THE DAYTON MOTOR

Why Does the Dayton Motor Deliver on These Points?

Because:

The Dayton Motor is built in a factory where ACCURACY is developed to the very highest degree. Every part entering into the construction of a Dayton Motor, the Frame, the Gears, the Shafts and even the smallest screws are made to micrometer gauge, down to limits of a fraction of 1-1000 part of an inch.

We know, before it leaves the factory, that every Dayton Motor is going to give perfect satisfaction. Every part is tested for accuracy on specially designed gauges, while in process of manufacture, and then, finally, the assembled Motor is given a thorough playing test before we send it out.

A Phonograph Motor, like a watch movement, must be absolutely accurate to the minutest degree to be perfect. That is why we employ the most accurate, automatic, labor-saving machinery throughout our plant, and put this saving into additional Inspection and Testing, producing an ideal product far above the average in point of Service and Satisfaction to the user.

Over 30 per cent. of the cost of Dayton Motors is now represented in Inspection and Testing. The Springs are made specially for Dayton Motors to our own specifications and tested in our own laboratory, every piece of metal used in our motors is subject to our own laboratory test—and you get the benefit, in a Quiet-Winding, Silent Running, Unwavering motor—The Dayton—The Scientifically Refined Motor.

Achievement in this, as in other great accomplishments, has not come to us all at once; the Dayton Motor is the product of gradual development, the result of painstaking effort, years of preparation and a heavy investment in equipment and highly specialized tools.

We give you QUALITY and SATISFACTION in every meaning of the word.

The Thomas Manufacturing Company
Dayton, Ohio, U. S. A.

CLEVELAND TRADE TAKES ACTIVE PART IN VICTORY LOAN

Talking Machine Dealers Give Space, Time and Efforts to Cause of Government—Continue Campaign Against Misleading Advertising—Business Reports Are Excellent—News of Interest

CLEVELAND, O., May 5.—The Victory Loan campaign is now taking the time of most of the talking machine dealers, distributors as well as retailers. The house-to-house methods adopted at the beginning of the drive to secure pledges for more than \$81,000,000 from Clevelanders have been abandoned. This method required the services of hundreds of solicitors. Instead of making house-to-house solicitations from now on the drive will be conducted along lines adopted by campaigners during the four other bond sale drives—that is, business houses will take subscriptions direct from their employes and appeal to their patriotism by urging them to make their concern a 100 per cent. establishment.

Among the dealers who have been stimulating the loan by unique window displays of German war trophies are the Collister & Sayle Co., Victor dealers; the Harmony Music Shoppe Co., Beuscher's, the B. Dreher's Sons Co., the Wolfe Music Co., the Goodman Piano Co. and the Starr Piano Co. The Collister & Sayle display of war relics is one of the most interesting in the city and has attracted widespread attention.

One of the Victory Loan musical attractions in street parades is the girls' drum corps of the May Co. These girls, nearly fifty of them, are employes of the company, and under the direction of the piano and talking machine department have become a sort of "permanent fixture" of this big department store. The girls are well-drilled and wear natty uniforms and make a big hit wherever they go. They also provide entertainment for the store's employes. The organization reflects the up-to-date methods of the music department, which is under the direction of Harlan H. Hart.

The "clean up" campaign being waged by musical instrument dealers to eliminate false advertising is having a splendid effect. An uptown dealer who was caught at this game, after being given a severe panning before a committee of the Better Business Men's Association, promised to cease misrepresenting the facts in his daily announcements and has toned down his flaring offers of alleged bargains. A. L. Maresh, recently appointed ad censor of the Cleveland Music Trades Association, says indications are cleaner business methods will prevail among this type of dealers in the future.

"Me-Ow," a comedy melody published recently by the Sam Fox Publishing Co., this city, is having a big run in record sales. The song is

one of the biggest hits this enterprising music publishing house has ever offered the public. "I'm surprised at the volume of sales," Sam Fox said. "The song promises to have more than a usual run, so far as time goes."

D. O. Mills, who operates a chain of self-serve restaurants in Cincinnati and Columbus, has just opened the biggest place of the kind in Cleveland, having room for 600 guests at one time. The opening on May 1 was marked by a great display of flowers and music. Talking machines and player-pianos will be used to entertain guests in the afternoon and evening.

Charles K. Bennett, general manager of the Eclipse Music Co., Victor distributor, reports an increase in the supply of machines and stock, but says he is still unable to meet demands. Big department concerns, like the Halle Brothers and the Higbee Co., catering to the highest class of people in the city, are still hopeful of adding Victor machines and records to their line of merchandise.

The Cheney Sales Co., on Euclid avenue, reports increasing sales of Cheney talking machines. As distributors for this popular make the concern has made a big hit with the trade in Northern Ohio. Many talking machine lovers in Cleveland prefer the Cheney machines.

The Brunswick-Balke-Collender Co. has extensively altered and enlarged the talking machine department and a formal opening will be held in the near future. Another firm considering plans for enlarging is the May Co., which plans to add at least ten new booths.

"Trade-Ins" are finding a big sale among machines in Cleveland. Dealers say they can dispose of talking machines which are in good condition without any special effort because of the shortage in the supply of new machines.

Local dealers are not making any drives in daily newspaper advertising at present. The advertising features records reproducing patriotic songs and bargains in talking machines, old and new, as well as player-pianos, records and player rolls.

The Phonograph Co., 1225 Huron road, is preparing for a big Edison demonstration and concert on the third floor of the establishment the afternoon of May 14. An advertising expert of national reputation will discuss this end of the game, and guests of the management will be entertained with some high-class musical selections reflected in Edison records. There will be a luncheon at the Cleveland Athletic Club and a banquet at the Hollenden Hotel in the

evening. The affair will be conducted by L. N. Bloom, secretary, and Benj. W. Smith, president of the Phonograph Co., whose electrical display at night is one of the prettiest advertising attractions in the city.

Charles K. Bennett, general manager of the Eclipse Musical Co., announces that the matter of organizing Ohio's Victor talking machine dealers has been turned over to C. H. Grinnell, of Detroit, and he is very anxious to see all of Ohio's dealers in an organization.

The appearance of Galli-Curci in Cleveland on May 7 called for an increased sale of Victrola records reproducing her songs. Dealers in Victor records had a heavy run.

The Fischer Co.'s offerings of Pathé stock is the largest in this section of Ohio. New Pathé hits offered the first of the month had a big run.

An important change is the acquisition of the Victor agency by the Wolfe Music Co., which in the past has featured the Columbia and Cheney machines. A strong advertising campaign is planned when the new department is opened for business.

Another Pathé dealer is announced in the Bing Co., which is expected to open a talking machine department soon.

A campaign has been started on the sale of the higher-priced machines, especially period designs, according to C. H. Kennedy, sales manager of the Cleveland district of the Columbia Graphophone Co. Already many sales of costly machines are reported.

The Muehlhauser Bros. Co. is also among the firms making improvements in their talking machine departments. Manager Otto C. Muehlhauser is giving particular attention to this work, and the entire first floor will be given over to machines and records. The Sonora, Miraphone and Stradivara machines will be featured and a drive on these machines will soon be undertaken.

EILERS LITIGATION BEFORE COURT

PORTLAND, ORE., May 6.—Suit brought by Ernest W. Hardy, as trustee in bankruptcy for the Eilers Music House, against the Oregon Eilers Music House, opened before Circuit Judge Gantenbein yesterday with all indications of lasting a month. The action seeks the clearing up of various phases of proceedings involving the Graves Music House, the Oregon Eilers Music House and subsidiary corporations, including Eilers Talking Machine Corp., and the appointing of a trustee for the defendant corporation on the ground that funds have been mismanaged and dissipated by the president, Hy J. Eilers, to the detriment of the stockholders of the plaintiff concern.

THE SERVICE THAT HAS PROVEN ITSELF

ECLIPSE



VICTOR

CLEVELAND

EXCLUSIVELY

THE ECLIPSE MUSICAL CO. - CLEVELAND, OHIO

To every dealer in Phonograph Records:

We have no quarrel with the release dates of operatic records. As third largest producers of records in this country, we are interested in popular records where 80% of the sales are made. In selling hits, you know as well as we do, that time is money—"The early bird gets the worm." The hit that is on the market first cashes in for you.

When the big buying waves start in you have a right to expect prompt action from the record makers you represent. To you dealers who have suffered through their inability to stock you promptly, we invite a careful study of the table opposite.

Emerson Phonograph

NEW YORK—3 West 35th Street

Title	Emerson's Release	Emerson's Largest Competitor's Release	Emerson's Next Largest Competitor's Release
A Good Man Is Hard to Find	February	May	Not yet
How'Ya Gonna Keep 'Em Down on the Farm	April	May	April
Don't Cry, Frenchy, Don't Cry	May	May	May
Arabian Nights (Dance)	December	May	May
Sand Dunes (Dance)	December	May	May
Kentucky Dream (Dance)	December	May	Not yet
Madelon (Instrumental)	December	May	April
After All	April	May	May
I'm Forever Blowing Bubbles	May	Not yet	May
Beautiful Ohio (Vocal)	March	Not yet	May
I'm Goin' to Settle Down Outside of London Town	May	Not yet	May
Johnny's In Town	April	April	May
Salvation Lassie of Mine	April	April	May
You Don't Know	March	Not yet	May
He's Had No Loving for a Long Long Time	April	Not yet	May
Mickey	May	April	January
When You See Another Sweetie Hanging Around	April	Not yet	May
Peter Gink	April	Not yet	May

Emerson

Large Size Gold Seal

Records

TRADE MARK

75c

Our Vice-President, Mr. H. T. Leeming, at our New York office, will gladly talk with you—or will answer a 'phone call—or will have a representative see you, should you desire

Company, Incorporated

CHICAGO—7 East Jackson Boulevard

LOS ANGELES TRADE PLEASSED WITH STOCK CONDITIONS

Larger Shipments Now Reaching Dealers—Moving Picture Shown of Victor Factory—Columbia Dealers Meet—Death of H. E. Hollands—New Stores Opened and Other Changes of Interest

LOS ANGELES, CAL., May 5.—Business was exceptionally good in Los Angeles during April, and all of the local dealers are looking forward to a year of prosperity in the talking machine line. More machines and records were received by the jobbing houses than during any previous month this year, and stocks are beginning to gradually fill up, although all are far from being normal yet.

The Victory Loan drive is on in full force, and there is no doubt but that Southern California will go over the top this time, as it has done heretofore. The music dealers are very proud of the fact that they have all oversubscribed their quota at each bond issue.

A most unique and interesting entertainment was given at the Walker Theatre, Seventh and Grand avenues, Thursday evening, April 24. The performance consisted of moving pictures of the Victor factory, and it goes without saying that they were enthusiastically received by the large number of local Victor dealers and their employes who were present. This show was given through the courtesy of Sherman Clay & Co., local Victor jobbers. C. S. Ruggles, manager for the above company in Los Angeles, was master of ceremonies, and J. A. Frye, California representative of the Victor Co., made a very interesting opening and closing talk, and also fully explained the pictures as they were thrown on the screen. Many salesmen and saleswomen connected with the talking machine departments saw these pictures and now have a better idea of how the Victor is made and marketed. The main office of Sherman, Clay & Co., of San Francisco, was represented by Fred Royal Sherman, vice-president; Andrew G. McCarthy, treasurer, and George Washington Bates, comptroller of the company.

F. K. Pennington, assistant general sales manager of the Columbia Co., New York, visited Los

Angeles April 10 and stayed over for four days. All who had the opportunity of meeting Mr. Pennington expressed themselves as particularly gratified at making his acquaintance, as he is an inspiration in many ways. Local Manager William F. Stidham called a special meeting for his sales organization to meet Mr. Pennington, which was attended by Mr. Felger, of Arizona; Messrs. Ackley and Hancock, of Southern California, and Mr. Farquharson, of Los Angeles.

The dealers' meeting to hear the advanced list of Columbia records took place at the Alexandria Hotel on April 9. There was a good attendance. The sale of Columbia records from Los Angeles branch exceeded all previous sales during the month of March. Grafonola sales were also big.

The Andrews Talking Machine Co. have taken on the Columbia agency and now have a complete stock of records and machines of that make.

James G. Stitt, son of J. A. Stitt, who for many years was connected with the Southern California Music Co., of this city, has joined the talking machine staff of the above company. Mr. Stitt has but recently been discharged from the army, where he held the commission of lieutenant in the tank service.

Great regret is expressed at the recent sudden death of Mr. H. E. Hollands, of the Vernon Music Co. The deceased was beloved and admired by all who came in contact with him, owing to his geniality and optimism. Many beautiful wreaths and tokens were sent as a last mark of respect to the funeral. The greatest sympathy is felt by all for Mrs. Hollands.

R. J. Campbell, who has been with Sherman, Clay & Co. in the Victor wholesale department for many years, has severed his connections with that company and will be hereafter associated with the Columbia Graphophone Co., wholesale, in this city.

Barker Bros. have opened a branch store to represent their music department at Pomona, Cal., under the management of G. P. Meek. The new branch will be devoted mainly to talking machines, and will also carry a stock of pianos.

E. A. Geissler, of the George J. Birkel Co.; Herman Beck, manager of the Victor department of the same company; George Marygold, of the Southern California Music Co.; E. P. Tucker, of the Wiley B. Allen Co.; J. F. Salyer, of the Bartlett Music Co., and B. Platt, of the Platt Music Co., constitute the Victory Liberty Loan Committee charged with getting subscriptions from the local music trade, and they are meeting with much success.

The Starr Piano Co. is having the interior of its store on Hill street remodeled to make room for four new phonograph demonstrating rooms and increased record space to take care of the company's growing business.

The piano and talking machine sales forces of the Wiley B. Allen Co. were tendered an informal banquet in one of the large offices at the company's store last week by Manager E. P. Tucker in order to talk over business matters.

Victor dealers took advantage of the recent visit of John McCormack to this city to boost the sale of McCormack records.

WIRELESS MUSIC DELIGHTS CROWD

Many People in Liberty Way Entertained by Music of Talking Machine Transmitted by Wireless—First Tryout of New Invention

One of the most interesting of the many features of the Liberty Loan campaign in New York City was the entertainment of the crowds in Liberty Way by the music of a talking machine transmitted through the air by wireless and made audible to the hearers by means of aerial trumpets suspended high over their heads. This was the first public tryout of the new invention, and was conducted by the American Telephone & Telegraph Co. and the Western Electric Co.'s laboratories.

STRADIVARA

Art Phonograph

PATENTED

"KNOWN FOR TONE"

BUILDING a permanently profitable phonograph business is based on giving SATISFACTION. Satisfaction depends upon three things:—Superior Tone Quality, Exquisite Cabinet Designs and Workmanship, and absolutely Dependable Motors.

In no other line for 1919 will you find these essentials so completely combined for your advantage as in THE STRADIVARA—KNOWN FOR TONE.

You want more cash sales in your phonograph department.

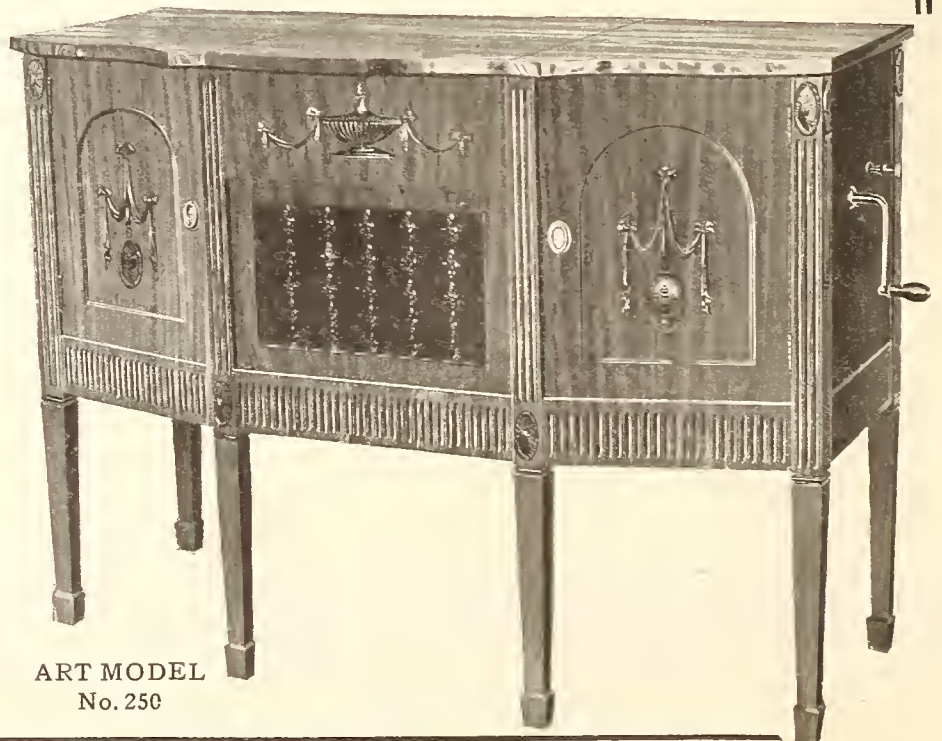
Stradivara dealers secure a larger percentage of cash than any other. It is easier to sell the Stradivara "Quality Line" than to compete with it. Write us—it will pay you.

The name "STRADIVARA" has always been synonymous with "Quality"

Full advertising service—of course.

Seven Splendid Models Retailing from \$60 up

THE COMPTON-PRICE COMPANY
COSHOCKTON, OHIO



ART MODEL
No. 250

Happenings in Dominion of Canada

DELIVERING TALKING MACHINES BY TAXI IN MONTREAL

Strike of Carters Proves Embarrassing and Expensive to Talking Machine Dealers—Free Recitals Increasing in Number—Silver Jubilee of N. G. Valiquette, Ltd.—General News

MONTREAL, CAN., May 5.—The carters' strike here has hurt business generally in all lines, including the phonograph dealers, who have been unable to deliver the machines sold except by hackmen or taxicabs. Business during the past month has been excellent, both in disposals of machines and records. As one dealer expressed himself, the more high-class artists that appear locally in recitals the more educated the people will become in purchasing high-class grand opera, classic and instrumental records of the better and more expensive class.

A woman who recently had occasion to visit several of the main centers in Canada remarked upon her return that it had been a revelation for her to see how good music was being brought within reach of the ordinary, every-day man and woman by means of talking machine recitals. It fell to this woman's lot to meet many persons who had been introduced to and favorably impressed with grand opera selections this way. They had also made the acquaintance of many of the standard classics which appealed to them when they learned that classical music is simply the music that lives.

One finds in many towns talking machine recitals are given periodically and without charge. At one recital between 300 and 400 persons listened to some of the greatest selections known in the musical world by singers, pianists, violinists, cellists, choruses and orchestras of international fame. A prominent tenor touched on this very point in the course of a recent interview when he said: "Your people are now 'up' in classical music; they really prefer it, I believe, to the cheap, or rather the vulgar, kind." "To what do you attribute that change?" he was asked. "To the spread of the talking machine mostly," he answered.

Marceau & Son, 288 St. Joseph street, Quebec, have taken on the Columbia representation.

Gauvin & Courchesne, who are large distributors of His Master's Voice products in Quebec City, have opened a branch store in lower town. This now gives them Victor representation up and down town.

Paul Dupuis will hereafter be in charge of the record stock of C. W. Lindsay, Ltd.

N. G. Valiquette, founder and president of N. G. Valiquette, Ltd., and one of the directors of Pathé Frères Phonograph Co. of Canada, Ltd., was recently the recipient of a sterling silver humidor suitably engraved to commemorate the silver jubilee of the firm. The gift was presented by the officers and members of the staff, some of whom have been with Mr. Valiquette since the beginning of his business career. Mrs. Valiquette was presented with a bouquet of twenty-five American Beauty roses as a mark of the staff's appreciation of her kindness on many occasions.

Paul Guertin, of the Three Rivers, Quebec, branch of Eug. Julien & Cie, Ltd., is authority for the statement that his firm sells more Columbia and Pathé records at \$1.50 than it does of the 10-inch records of lesser price.

Pathé and Aeolian-Vocalion models are being distributed in large numbers by the Phonograph Shop of Montreal, Regd., and Manager George S. Pequegnat is always alive to the best interests of these makes in putting over publicity stunts or advertising of an unusual nature that gets attention both for his store and these makes of phonographs.

An active demand is apparent for Sonora and Aeolian-Vocalion goods at the phonograph parlors of Charles Culross.

J. J. Flynn will shortly remove to 556 St. Catherine street west, where he will have up-to-date quarters.

Bradshaw Clarke, head accountant of Layton Bros., on the occasion of his recent marriage was presented by the firm personally with a Style A 100 Moderna Edison phonograph.

Mr. Depocas, of the Canadian Graphophone Co., Ltd., Columbia distributors in the Province of Quebec, finds grounds for very optimistic views of the talking machine situation in Quebec Province, and states that the demand has never been so good, and with the present bright outlook there seems to be no let-up in orders.

At the factory of the Berliner Gramophone Co., Ltd., this firm is finding it hard work to keep pace with the demands of dealers all over Canada. Incidentally this demand is breaking all previous records in the history of the firm, with no present indication of letting up for some time to come, so great is the popularity of His Master's Voice lines throughout the Dominion.

"The demand for Victor products keeps up wonderfully; in fact, so much so that we cannot get sufficient models to fill our orders," report Foisy Frères.

R. Valiquet, St. Lawrence boulevard, is enjoying a rattling good business, and in his territory is pushing the Pathé line of machines and records with particularly gratifying success.

Continued evidence of the popularity of Columbia goods is evident at the local agency of

J. W. Shaw & Co., where sales in these makes show steady growth.

Owing to their constantly increasing business, Pathé Frères Phonograph Co. of Canada, Ltd., have found it necessary to open a wholesale branch in Montreal. They have secured exceptionally fine quarters in the Jaeger Building on St. Catherine street West, an exceptionally favorable location. Large stocks of both machines and records will be carried and a competent staff will be ready to give perfect Pathé service to the trade in the Province of Quebec. Robert Rice, brother of Gitz-Rice, has been secured as manager. Robert W. Burgess, who has had charge of the sales office in Montreal during the past year, has been promoted to an important position in connection with sales at the head office in Toronto. The new branch will be open for business the early part of May and a complete Pathé line will be constantly on exhibit in their very attractive showrooms.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., are again making further extensions to their business by purchasing the three-story building adjoining their present quarters. This will give them a very largely increased floor space and one of the largest music stores in Canada. The first floor in the newly acquired property is now being fitted up for a special Victrola department with soundproof rooms for record hearings.

Duchesne & Grimard, Ltd., 1360-62 Des Erables street, who started manufacturing talking machines here two years ago in a modest way, are to-day turning out fifty machines a day in eight different models of up-to-date styles.

INTERESTING DEVELOPMENTS IN THE TORONTO TRADE

Music Supply Co. Ends Ninth Successful Year With Columbia Line—Big Plans for Coming Year—Starr Co. to Send Out Travelers—Campaign for Advancement of Music

TORONTO, ONT., May 1.—This month the Music Supply Co., distributors of Columbia Grafonolas and records in this city, began their ninth business year. Their record to date is one of which the proprietors, John A. Sabine and Chas. R. Leake, may well be proud. From a humble beginning they have seen their business grow to large proportions and the limit is still far beyond the horizon. With increased factory support and still further service improvements the Music Supply Co. are preparing to meet their dealers' requirements better than ever before. John A. Sabine, following a visit to New York, left early this month for England on a well-earned holiday, expecting to be away for two or three months.

In a personal note from New York to the firm's dealers Mr. Sabine said: "Our new fiscal year starts next month. Plans are being made for increasing your record sales threefold and for an increase of 150 per cent. in your sales of Grafonolas."

Commencing May 1 the Starr Co., of Canada and London, are to have three travelers work Ontario, also two Winnipeg West and one in the Maritime Provinces. This in addition to ten travelers now selling Gennett records exclusively.

D. S. Cluff, who has been connected with the music trades for many years, has joined the wholesale department of Gerhard Heintzman, Ltd., in the capacity of sales manager for the Dominion of Canada.

The work of the Canadian Bureau for the Advancement of Music to stimulate greater public interest in music was heartily endorsed by the members of the Niagara Peninsula Music Dealers' Association at their annual meeting. Different members expressed the opinion that the work of "The Bureau" during the past two years is largely responsible for the spontaneous demand for music instruments that characterizes this year's business. It was decided by the members to continue their financial support, and the belief was expressed that it is one of the best investments they could make.

A question was asked by one of the members as to the experience of the other dealers on the matter of talking machine records on approbation. One member stated that his house had recently discontinued approbation practices, with the result that there was an immediate increase in the succeeding two months' business, with an elimination of complaints of records having been used. In fact, he found the innovation so

(Continued on page 117)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Get In On This

**Big Edison Diamond Amberola
Campaign**

NEW Edison Diamond Amberola dealers are offered a co-operative plan of advertising by which arrangement they are required to furnish but one-third of the cost.

If you are not an Amberola dealer—and wish to know more about the merits of the attractive Amberola line, the profits possible from its sale, and the proposed Advertising Campaign, write to this office.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, N. J.

There are four hundred million people in China. You'll think they're all here when the rush starts on "Chong," the Chinese rag. A-2714.

Columbia Graphophone Co.
NEW YORK



THE TRADE SITUATION IN TORONTO (Continued from page 115)

successful from every point of view that it was necessary to enlarge his record department. Still another member stated that it had always been the practice of his house to refuse records on approbation. Another member found that his idea of a half-way course was satisfactory. He soon found out the undesirables or the people who were securing records on approbation merely for the purpose of entertaining themselves and returning the records.

E. H. Van Gelder, of the firm of I. Montagnes & Co., Toronto, the Canadian distributors of the Sonora, has returned from a visit to his old home in Amsterdam, Holland. Mr. Montagnes was on a business trip to New York when the steamship "Amsterdam" reached that port and met his business partner there.

The most significant evidence of the increased interest in music in the public schools was the unanimous endorsement of a resolution passed by the public school section urging the minister of education to list the Columbia Grafonola as a school supply and make it obligatory for every school district to purchase a machine and records for every school in the Province.

IMPRESSIVE MUSIC SUPPLEMENT

Winnipeg Piano Co. Uses Eight-Page Music Section of Daily Paper in Advertising Their Many Lines of Instruments

One of the features of the Progress Number of the Manitoba Free Press, of Winnipeg, Man., was an eight-page section, full newspaper size, devoted entirely to music and musical instruments. The front page of the section was occupied by a beautifully designed full-page advertisement of the Winnipeg Piano Co., which, in addition to selling pianos, also feature Columbia Grafonolas and Edison phonographs.

The other seven pages of the supplement were well filled with half-page, quarter-page and smaller advertisements placed by the manufacturers whose products are handled by the Winnipeg Piano Co., the name of that company appearing prominently in each advertisement and being the only local house mentioned in the supplement. The supplement made a unique and impressive showing. One of the features of the text was made of portraits of A. E. Grassby, president, and W. A. Smith, vice-president of the Winnipeg Piano Co., together with portraits of half a dozen members of the sales staff.

CANADIAN EDISON DEALER WINNER

REGINA, CAN., May 1.—W. G. F. Scythes & Co., Ltd., are progressive Edison dealers, having been established in this city for twelve years, during which time they have built up an extensive piano and talking machine business. P. Sydney Tutté, who is in charge of the talking machine department, has been giving some interesting window displays during the past year, and the Edison Co. awarded him first prize in the 1918 Canadian

window dressing competition conducted for Edison dealers.

NEW RECORDS POPULAR IN CANADA

OkeH Records Win Favor Immediately Upon Being Introduced Into That Country

TORONTO, CAN., May 2.—Long before the new Heineman product, the OkeH record, became known in Canada the Canadian buyers of motors and phonograph supplies were well acquainted with the Otto Heineman products, and the Heineman OkeH records added to the great popularity of these products.

Since the OkeH record made its way into Canada the Toronto offices of the Heineman Phonograph Supply Co., Inc., are busier than ever before. To use Manager Pott's characteristic remark in reference to Canadian trade conditions: "Before the OkeH records came to herald aloud the merits of the Heineman phonograph products I had 'silent' merchandise to sell—Heineman motors, tone arms, needles, etc., and they had to be bought and used before people became convinced that everything that bears the Otto Heineman label signifies quality. Now we sing a different tune. All we have to do is to start off an OkeH record and leave the rest to it—the Heineman motor and phonograph supplies couldn't talk for themselves, but the OkeH record does. And, by the way, when that record begins to reel off its own 'talking points' there is but one thing left for us to do—take a pencil and order pad and write out an order."

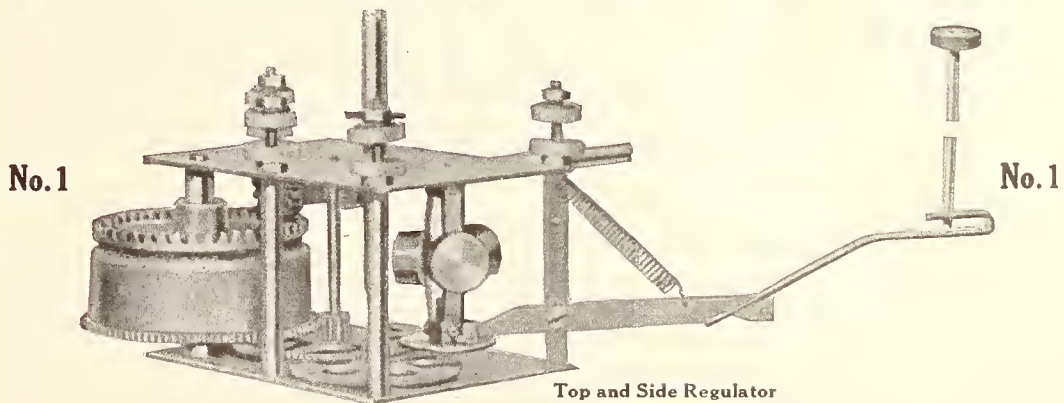
60 MILES AN HOUR SELLS RECORDS

H. E. Wimperly, Manufacturer of Peerless Phonograph, Makes Sale to Traffic Cop After Exciting Race for Eight Miles

TORONTO, ONT., April 30.—H. E. Wimperly was hurrying back to the city the other day and his mind was intent on everything but speed laws and traffic cops. Just outside of Oakville he caught sight of the wary constable hiding behind a post, and in order to rid himself of the unpleasant sight stepped on the accelerator with considerable determination. After a mad dash of eight miles he was forced to stop at a railroad crossing on account of a lagging freight train.

As he slowed down for the crossing a darkening of his side curtains, which were all on and tightly fastened, caused him to look up suddenly only to meet the accusing eye of the cop who demanded the curtain be opened up. It was promptly unfastened. "You gave me quite a chase. I thought I would have caught you in a mile and a half at the most. The next time you are coming out bring me out No. 216053. I've heard Ruthven McDonald sing "The Admiral's Broom," and I don't know of anything I like better. I want others, too, but I marked them all down and the money is here, too," as he handed in an envelope. He started his motorcycle and with a wave to the astonished music dealer disappeared in a cloud of dust before the latter realized that nothing was said about a summons.

MELOPHONE MOTOR



COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries

Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

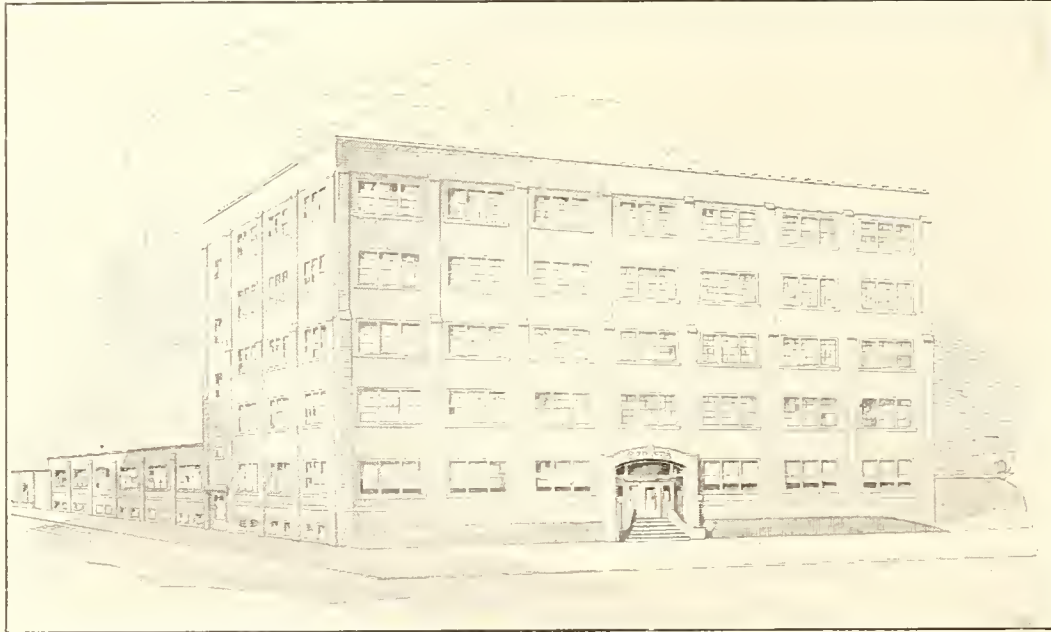
380 Lafayette Street, New York

NEW SONORA ASSEMBLING FACTORY AT SAGINAW, MICH.

Admirably Equipped Plant Will Soon Be Ready for Occupancy—Is Badly Needed to Supply Company's Needs—Sonora Executives Were Among the Recent Visitors

The accompanying illustration presents the new addition to the Sonora assembling factory now in construction at Saginaw, Mich. This new plant will soon be ready for occupancy, and

tives and others who are prominent factors in Sonora activities visited the company's factories at Saginaw. After going through the newly-acquired cabinet factory the accompanying pho-



New Sonora Assembling Factory

will undoubtedly prove of immense value and assistance to the Sonora factory officials, who have been handicapped by a lack of additional factory facilities for some time past.

The demand for Sonora phonographs is break-

ing all records, and Sonora jobbers throughout the country report the greatest business in their history. The plant at Saginaw is working day and night to give the jobbers and dealers adequate service, and this new building will be another link in the fast-growing chain of Sonora factories.



Photograph of Sonora Executives Taken on Steps of Factory

A few weeks ago a number of Sonora execu-

tograph was taken. Reading from left to right those in the picture are: John Herzog, N. A. Carpell, P. Farb, Major Albert Paillard, George E. Brightson, T. Greensbauer, Joseph Wolff and John L. Jackson.

MUSIC MAN BUYS VICTOR SHOP

C. Fred Danielson, Jamestown, N. Y., for many years active in the music business of that city, has purchased the Victrola Shop at 314 Cherry street and will continue the business, featuring the Victor line of machines and records.

AN ADVENTURE WITH A CELEBRITY

Miss MacPherson, of the Edison Shop, Kansas City, Tells of an Interesting Meeting With Mischa Elman—Hears a Number of Records

KANSAS CITY, Mo., May 5.—Miss Ophelia MacPherson has been in charge of the concert room at the Edison Shop, retail, for a number of months, where she has given hundreds of concerts, always explaining fully every record, its meaning, composition and place in the opera, if it is an operatic selection, but she never before had an experience quite like the one she related to me. She called it "An Adventure With a Celebrity Who Had a Sense of Humor."

Two men, obviously foreigners, came into the concert room one day recently and asked to hear one of Albert Spalding's records. They listened attentively and then asked to hear Carl Flesch's "Le Menetrier." Before the playing of each record explanations were made by Miss MacPherson as to the meaning of each selection. Sensing some sort of a frame-up on the part of the men, she inquired if they were already familiar with the record and artists, to which they assured her they were somewhat.

Their strange actions continuing she proceeded to tell them what she thought of them. One of the men began to explain that they were merely discussing her ability as a saleswoman, whereupon she informed him that she was not even trying to sell a record, her work was only to make people want them.

After quite a lengthy program interspersed with a great deal of interesting conversation, Miss MacPherson put on her wraps and expressed her intention of going to lunch. Then one of the men said: "The reason why I asked you to play all of these selections and asked you for your opinion of records and machines was because I make Victor records myself."

"Would you mind telling me your name," said Miss MacPherson.

"MISCHA ELMAN," he said.

Then they immediately became better friends and had another little chat, forgetting the lunch-engagement for the time being.

Mischa Elman was passing through Kansas City on his way to the East from Lindsborg, Kan., where he took part in a musical affair and visited practically all members of the musical trade.

TAKES ON THE PATHE LINE

The W. A. Hoover Co., Fourteenth and Lawrence streets, Denver, Colo., is now the wholesale distributing agent for the Pathé phonograph in Colorado, taking over the agency from the Swanson & Nolan Supply Co.

REX GRAMOPHONE COMPANY

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."

WALTER S. GRAY
 CHRONICLE BLDG. SAN FRANCISCO, CAL.
NEEDLES

Pacific Coast Jobber for the **BEST**
 in Talking Machine Trade Accessories

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
 DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
 JERSEY CITY, N. J.

The Toledo Talking Machine Co.

EXCLUSIVE VICTOR WHOLESALERS

LOCATION

Our location the best in the United States for serving the trade in northern Ohio, Michigan and northeastern Indiana.

TOLEDO—3rd transportation center in the United States.

16 Railroad divisions operating 23 railroads.

10 Interurban Lines.

3 Steamship Lines.

393 Rail and 572 interurban trains every 24 hours, gives unexcelled mail, express and freight service to our dealers.

SERVICE

With our location, transportation facilities, increased factory output, our service will be second to none.

The Toledo Talking Machine Co.

425 Superior Street,

TOLEDO, OHIO

EXCLUSIVELY WHOLESALE

DETROIT EXPERIENCING GREAT PROSPERITY RIGHT NOW

Reasons Why Talking Machines and Records Will Be in Big Demand This Summer—Marshall Reports 300 Per Cent. Increase—Wallace Brown's Anniversary—Dealers All Optimistic

DETROIT, MICH., May 6.—If the talking machine business gets any better dealers are going to be wishing that it is just the opposite—at least until they can get more merchandise and at the time they need it most. Detroit is experiencing great prosperity right now; new homes by the hundreds are needed and will be built this summer; the present demand for machines is unprecedented and dealers are wondering what will happen next fall when the demand will be still greater. Each year dealers are finding out that the talking machine business is a twelvemonths business and not seasonal as in the early days. The dullest months of the pioneer days are now just as good as the most seasonable months. During the summer months people buy cheaper machines for their country resort places, and they buy more records; in winter and cold weather they want machines and records for their homes. This condition makes the talking machine business one of the very best for dealers, because in all other lines dealers have their good months and their off-months.

C. L. Marshall, the Detroit jobber for Sonora, reports business 300 per cent. better than a year ago at this time. One of the biggest Sonora accounts in Detroit is the J. L. Hudson Music Store, 68-70 Library avenue. Edward Andrew, manager of the talking machine department, added the Sonora line nearly two years ago, and he carries a complete and large assortment. The fact that the Hudson store advertise it extensively and push it vigorously is the best indication of what they think of the Sonora.

Henry S. Doran, Michigan avenue dealer in Victor goods, has made reservation for the Detroit Board of Commerce boat cruise June 26 to 30.

A. A. Grinnell, treasurer of Grinnell Bros., who looks after the wholesale Victrola departments, expects to leave for a trip East some time

this month, which means he will be a visitor at the Victor factory. He says there has been some improvement in the arrival of machines and records, but that the factory is still far behind and that he doubts if it can ever catch up from the way orders continue to pile up.

Wallace Brown this week celebrated his second anniversary as Brunswick dealer. "During those two years we have done a remarkable business," said Mr. Brown. "But two reasons are responsible—quality merchandise and constant advertising." Mr. Brown is probably one of the best talking machine advertisers in the country. He uses every medium from newspapers, theatre programs and circulars to billboards and street cars. "Keep constantly at it is the only way to get results from advertising," he said. Recently he adopted the caption of "It Speaks For Itself" in connection with the Brunswick.

Sam Lind, Detroit manager for the Columbia Graphophone Co., says: "We are so far ahead of anything our branch has ever done for the first months of the year that it is almost unbelievable to compare figures, and the surprising thing of it all is how dealers keep on ordering—and just where all the machines go to. Yes, and record business is even better. Columbia records are getting better all the time, and our company is to be congratulated for the progress they have made in this branch of the business. We are not making any effort to take on new dealers for the present, as we have all we can handle to satisfy those we already have with merchandise. We don't know of a single dealer who is not at least 100 per cent. ahead of his business in 1918."

R. B. Alling, of the Phonograph Co. of Detroit, says there has been a big improvement in factory shipments, as a result of which he has been able to take better care of his dealers. Mr. Alling is exceedingly well pleased with wholesale

as well as retail business, and was never more optimistic about trade conditions.

Manager Chambers, of the wholesale Pathé department of Williams, Davis, Brooks & Hinchman Sons Co., says that business just seems to be pouring in by every mail, and that both city and State dealers must be enjoying wonderful trade, from the size of their orders.

The Cheney line of talking machines, which is represented by half a dozen dealers in Detroit, is growing and growing in popularity, and dealers say that it is bringing the very best class of people to their stores.

Manager W. H. Huttie, of the Starr Piano Co., which is also the State distributor for Starr phonographs, says that goods are delivered to dealers without being unpacked. "As soon as a machine comes in we have some customer or some retailer who is waiting for it," he said.

SELLING AGENTS FOR NEW NEEDLES

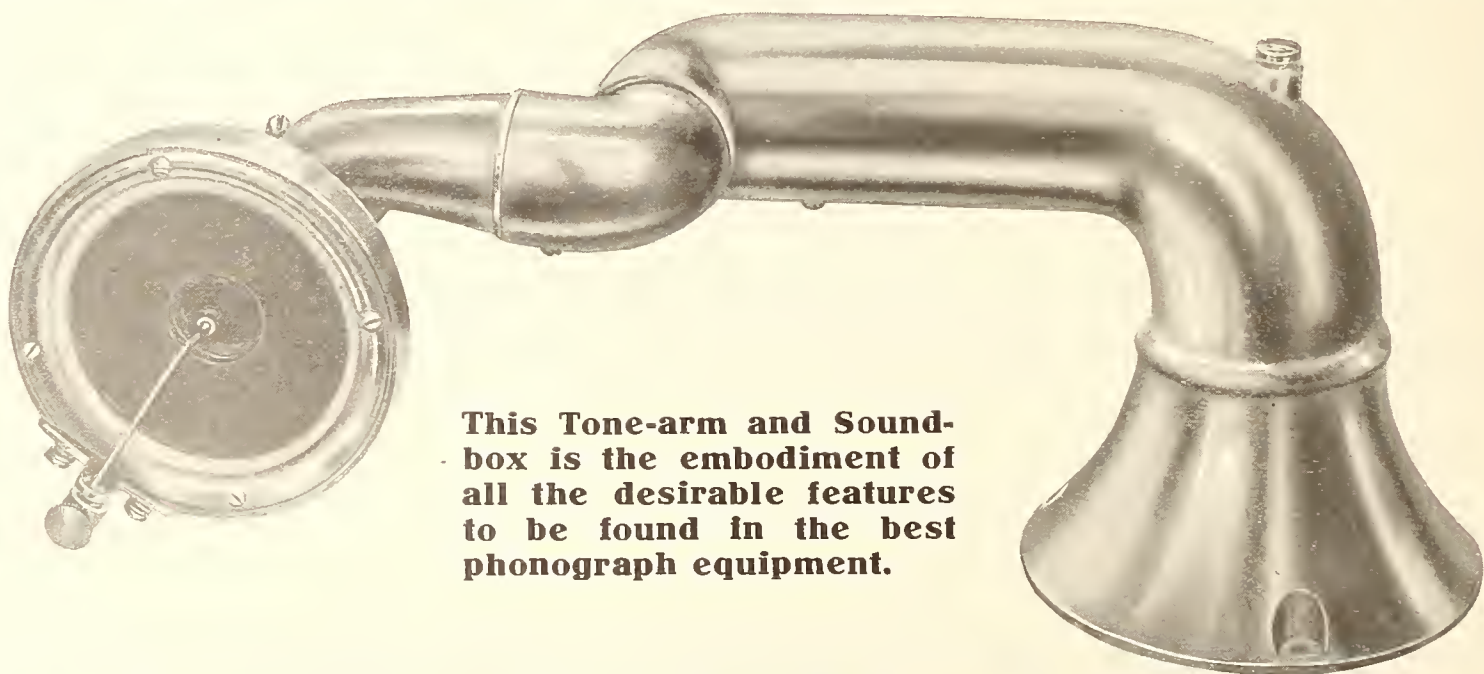
New England Musical Instrument Trading Co.
Sole Selling Agents For Bell Hood Needles

The New England Musical Instrument Trading Co., 127 East Twenty-third street, New York, have been appointed sole selling agents of the Bell Hood semi-permanent point needles. The needles are the invention of Rudolph Steinart, of the well-known Steinart family, and as now produced embody a number of improvements. Among the features claimed for the Bell Hood needle are that they play from fifty to a hundred records, eliminate scratching, purify and humanize the tone.

The New England Musical Instrument Trading Co. is now able to deliver these needles in quantity lots, and the present plans for the exploitation of the product call for an intensive campaign bringing the merits of the needles both before the trade and the public.

The Brunswick line has been taken on by the Tilden-Thurber Corp., Providence, R. I., and is proving popular in that territory.

A SCIENTIFICALLY PERFECT SOUND REPRODUCING COMBINATION



This Tone-arm and Sound-box is the embodiment of all the desirable features to be found in the best phonograph equipment.

Universal Reproduction—Plays all makes of records perfectly without attachments

Tone Arm has throw-back-feature. All joints are threaded to prevent rattling. Made of best materials, beautifully finished. Handsome in design, adding in beauty to the cabinet.

Notwithstanding the high quality of our product, we have very interesting prices to offer.

ASK FOR OUR QUOTATIONS

TRIANGLE PHONOPARTS CO., 311 Sixth Avenue, New York City

PHILADELPHIA: Real Estate Trust Bldg.

More people will dance to Columbia Records this summer than ever before. Have you all the new June dance records?

**Columbia Graphophone Co.
NEW YORK**



OPPOSED TO COMMISSIONS BEING PAID FOR PROSPECTS

Jesse F. Houck, of Memphis, Tells Why It's Unwise to Encourage Sales by Giving Commissions in Cash or Merchandise to Those Who Are Instrumental in Bringing New Trade to Store

It is quite evident that the members of the talking machine trade are distinctly opposed to any suggestion that any commissions be paid either in cash or merchandise to those who are instrumental in bringing new trade to the store, the objecting members having had experience with the results of the system of paying commissions in the piano trade, which is gradually being eliminated.

In The World last month there was published a special article by Courtenay Harrison on the subject of "Capitalizing Customers' Friendship," in which was included the suggestion that records be presented to those who turned in the names of prospects. In protesting against this suggestion, as offered by Mr. Harrison, Jesse F. Houck, vice-president of the O. K. Houck Piano Co., prominent Victor wholesalers of Memphis, Tenn., writes:

"My experience would indicate that aside from price-cutting the payment of commissions to parties outside one's business organization is the most harmful of all business practices. It is therefore with considerable regret that I have noticed in the different trade papers lately suggestions which are equivalent to an endorsement of this practice. In the article 'Capitalizing Customers' Friendship as an Aid to Securing Future Business' appearing in your own publication of April 15, it is suggested that the dealer give his customers a couple of records in return for the names of machine prospects to whom sales have been made.

"The Rotarian motto, 'He Profits Most Who Serves Best,' is really a principle which applies to every phase of life—just as surely as effect follows cause and reaction follows action, reward follows service.

"You join the church not because you expect any financial benefits by doing so, but because it is the right thing for you as a Christian to do, and if you serve your church you are sure to receive financial and social as well as spiritual benefits because the law of service has so decreed.

"If the dealer serves his customers because it is the right thing for him to do and because he is really interested in them the law of service ordains that he shall thereby profit by securing their friendship and influence. This is his just reward, or, to put it another way, he has by the service rendered bought and paid for his customers' friendship and influence, then why pay for it a second time?

"Would the customer give his friend's name or use his influence to secure the business for the dealer if the service rendered him had not been satisfactory? No! and further, the offering of a commission would be considered an insult.

"The customer in giving a friend's name or using his influence in the dealer's behalf is prompted by a desire to have his friends profit by the service which has proven so satisfactory to him and not by any special interest in the

dealer. No reward is deserved and none is expected and when offered it belittles the customer's friendship and creates an impression which is sure to undermine the feeling of confidence without which there can be no satisfactory business relations or friendship.

"Much ado you say about the occasional giving of two or three records. The trouble is it will not stop there, as the average salesman follows the line of least resistance. Before long the dealer's entire sales force will be making this offer promiscuously, another dealer takes it up and offers six or eight records, another

twelve or probably cash with the result that sooner or later the entire trade will be demoralized.

"The practice of paying commissions to outsiders belongs to the dark days of the past when subterfuge and chicanery were a general practice in trading but, in these modern days of enlightenment, the public knows that no merchant can afford to pay a commission to outsiders without including it in the price of his goods; hence, any trade doing so is looked upon with suspicion and distrust.

"As you have always opposed methods which would tend to lower the trade from the high plane it has for so long enjoyed in the public's confidence, I hope you will use your influence against the adoption of this harmful practice."

We heartily agree with Mr. Houck's views.

SPEAKS BEFORE CONFERENCE

W. A. Willson, of the Columbia Co., Speaks on Educational Value of Talking Machine at Americanization Conference Session

The use of the talking machine as an aid in teaching English to the foreign born in this country was the subject of a discussion by W. A. Willson, manager of the educational department of the Columbia Graphophone Co., on May 12, at the conference in Washington under the auspices of the Americanization Division. This conference was called for the purpose of arousing this nation to action in regard to the education of its foreign population, and was attended

by men and women who have had practical experience in field work among foreign born.

In view of his experience in this special field Mr. Willson was able to give a very interesting and enlightening talk on the great possibilities of the talking machine in helping these foreign-born peoples to become real Americans. The educational value of the talking machine is being rapidly recognized all over the world and is especially well fitted to aid in the work of Americanization.

The Pathéphone is being featured in an advertising campaign being carried on by the Daniels & Fisher Stores Co., Denver, Colo., and some very striking ads are appearing in the papers.

Room No. 321

130 Fulton Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2812 Cortlandt

GOOD FEELING AMONG DEALERS

Doing Away With the Jobber-Retailer Great Benefit to Trade, Says Sol Lazarus, Vice-President of Talking Machine Men, Inc.—Plans Under Way For Annual Picnic

"The talking machine trade is to be congratulated on the doing away with the jobber-retailer, and the results have done much to promote a greater feeling of good will among the dealers," says Sol Lazarus, the well-known vice-president of the Talking Machine Men, Inc., New York. "Now that everyone is out in the open and is an out-and-out dealer, jobber or retailer, the benefits are apparent everywhere and ill-will in the trade is less common."

The Talking Machine Men, Inc., are already making plans for the annual picnic in the fall, and it is expected that this year it will be held either at Rye Beach or Bear Mountain some time in August or September. The outing last year was a decided success, but this year's party is scheduled to be some celebration if the tentative plans outlined by Mr. Lazarus are worked out. It will be an all-day affair this year, with an early start, so that no unnecessary time may be lost. The ladies will be present, and the trip will be made from the city to the destination by auto. The dealers who have machines are being gotten in touch with, so that there may be no lack of transportation when the curtain rises. A real swimming contest will be held this year, and there is a chance for any budding champion to show his (and possibly her) skill.

The value of the talking machine men's association is not to be underestimated, and its members should take advantage of the many opportunities it offers, declared Sol Lazarus. He went on to say that too many dealers lacked initiative and were content to let others do things for them. The association has grown wonderfully since the old days, when there were but seven members, but there is danger of stagnation unless every man is alive to the possibilities offered by such an organization.

The election of new officers is near at hand, and according to report there may be some radical changes in the personnel of the association.

MOVES TO NEW QUARTERS

The Parr Mfg. Corp., who have for a number of years been located at 1 Union Square, New York, have moved their executive offices to 100-108 West Twenty-third street, New York. The Parr Mfg. Corp. are the patentees and manufacturers of the Parr magnetic reproducer, the Parr universal tone arm and the Parr vibratone diaphragm. The factory is located in Latrobe, Pa.

AN IMPORTANT DEAL IN TOLEDO

New Interests Take Over the Wholesale Victor Department of the Whitney & Currier Co. and Plan to Incorporate New Company Under Name of the Toledo Talking Machine Co.

TOLEDO, O., May 6.—A very important deal of great interest to the talking machine trade was consummated in this city last week when Eastern and local interests purchased the wholesale Victor department of the Whitney & Currier Co., and arranged immediately to incorporate the business under the name of the Toledo Talking Machine Co.

The incorporators will be: C. A. Ericsson, J. J. Ryan, L. D. Perry, H. C. Truesdale, W. L. Kellogg, C. H. Womeldorff and Ludwig & Co. The officers will be: C. A. Ericsson, president; J. J. Ryan, vice-president; L. D. Perry, treasurer, and C. H. Womeldorff, secretary and manager.

The Toledo Talking Machine Co. will wholesale Victor product exclusively, and will have no retail affiliations. Chas. H. Womeldorff will assume the management of the new company, and the trade can expect the same fair dealing in the future as they have had in the past.

Warren L. Kellogg will represent the new company on the road, and it will be gratifying to his large circle of friends to know that he will be not only one of the incorporators of the company but will also be on the board of directors.

The new company plans to continue the policy of definite and equitable service to the dealers, and to improve that service whenever the opportunity permits. It is believed that the absence of any retail interests will facilitate the carrying out of this plan materially.

TO OPEN NEW STORE IN NEWARK N. J.

H. Litvak has arranged to open a new talking machine store at 485 Springfield avenue, Newark, N. J., on or about June 1, where he will handle Columbia graphophones and records, together with a line of music rolls and sheet music. He has also arranged to get The Talking Machine World regularly each month, which indicates that he has the proper idea of good business practice.

MAKING LAWSON PHONOGRAPH

The Lawson Piano Co., one of the oldest piano manufacturing concerns in New York, whose headquarters are at 372 East 149th street, are now manufacturing the Lawson phonograph, which will be available for the talking machine industry.

APPRECIATE VALUE OF EQUIPMENT

Ninety Unico Demonstrating Rooms Installed at Lit Bros.—Twenty-eight Installations by Unico Co. Reported for April—Great Showing

PHILADELPHIA, PA., May 7.—Finishing touches have been given to the Victrola department of Lit brothers' department store of this city, which make it the largest talking machine department in the world. Ninety Unico demonstrating rooms and a full equipment of record counters and filing equipment for 100,000 records have been installed by the Unit Construction Co. An idea of the growth of this department may be gained when it is remembered that this department was inaugurated in 1915 with only five Unico demonstrating rooms.

Twenty-eight complete installations are reported by the Unit Construction Co. for the month of April and a tribute to the popularity of the Unico equipment is found in the fact that seventeen out of the twenty-eight are for additional equipment from dealers already supplied with Unico system equipments.

Rayburn Clark Smith, president of the Unit Construction Co., reports that the outlook for the future is beyond all precedence, not only work under contract but projected improvements as well, and the area of this expansion extends from Texas to Seattle and from Seattle to Maine.

Recent equipment has been installed in such well-known talking machine houses as C. C. Harvey Co., Boston, Mass.; M. Steinert & Sons, Waterbury, Conn.; Bloch & Kuhl Co., Peoria, Ill.; Cable Company, Chicago, Ill.; Rorabaugh, Wiley Co., Hutchinson, Kan.; F. J. Weigand, Barberton, O.; Weser Bros., Newark, N. J.; Jordan Piano Co., Washington, D. C.; Marcellus Roper, Worcester, Mass.; Robelin Piano Co., Wilmington, Del.; Gewehr Piano Co., Wilmington, Del.; Pearson Piano Co., Indianapolis, Ind.; Beerman's Music House, Muskegon, Mich.; Mandel & Schwartzman, Bloomington, Ill.

The Unit Construction Co. has opened Boston headquarters at 85 Essex street, that city.

HAVE YOU A JOB FOR A SOLDIER

The Re-employment Bureau of New York City for Soldiers, Sailors and Marines has been opened in the Hallenbeck Building, 505 Pearl street, and this organization is backed by all welfare and employers' associations in New York. At the present time there is a decided shortage of clerical and general office jobs, and this shortage will be more acute when the Seventy-seventh Division is demobilized. Members of the trade are urged to utilize the bureau in aiding the returning men to find employment.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

*Sona-Tone Steel Needles and Jewels
are the Best on the Market*

SONA-TONE PHONOGRAPH, Inc.

110 West 40th Street

New York City

DISTRIBUTORS AND EXPORTERS

W. REED WILLIAMS, INC.,
160 Broadway, New York City.

HANOELMAATSCHAPPY "TRANSMARINA," INC.
62 William Street, New York City.

WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

GEORGE A. CALOWELL, Distributor,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.

SONA-TONE DISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.

DE VAUSNEY & TAYLOR,
Newark, N. J.

N. T. MANUFACTURING CO., INC.
Cohoes, N. Y.

SONA-TONE MUSIC COMPANY,
Glens Falls, N. Y., Hudson Falls, N. Y.

“Do they Sell? We’ll say they do!”



Another carload of Pathe Phonographs, the second in thirty days, that Wright & Wilhelmy Co., Pathe distributors, Omaha, Neb., received and shipped direct from the sidewalk to their dealers.

Showing how eager live dealers are to always have Pathé Phonographs and Records on hand for the steadily growing demand.

YOU are losing money every day you are not selling Pathé Phonographs and Records.

Write us today, or quicker still, write the distributor nearest you for details of how you can increase your sales and profits without adding to your expense with

PHONOGRAPHS



RECORDS

No Needles to Change

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

These Pathe distributors are ready to give you real Pathe service

- | | | | |
|--|--|--|---|
| <p>BALTIMORE, MD.
National Piano Co.</p> <p>BOSTON, MASS.
Hallet & Davis Piano Co.</p> <p>BUFFALO, N. Y.
Buffalo Wholesale Hardware Co.
A. Victor & Co.</p> <p>BURLINGTON, IA.
Churchill Drug Co.</p> <p>CEDAR RAPIDS, IA.
Churchill Drug Co.</p> <p>CHICAGO, ILL.
Fuller Morrison Co.
W. W. Kimball Co.</p> <p>CINCINNATI, OHIO
Lowry & Goebel</p> <p>CLEVELAND, OHIO
Fischer & Co.</p> | <p>DALLAS, TEX.
Harbour-Longmire Co.</p> <p>DENVER, COLO.
W. A. Hover Co.</p> <p>DETROIT, MICH.
Williams, Davis,
Brooks & Hinchman Sons</p> <p>HOUSTON, TEX.
William Volker & Co.</p> <p>INDIANAPOLIS, IND.
Mooney-Mueller-Ward Co.</p> <p>JACKSONVILLE, FLA.
John A. Futch Co.</p> <p>KANSAS CITY, MO.
William Volker & Co.</p> <p>LOS ANGELES, CAL.
Western Phonograph Co.</p> <p>MEMPHIS, TENN.
Armstrong Furniture Co.</p> | <p>NASHVILLE, TENN.
Gray & Dudley Co.</p> <p>NEW YORK CITY
Bristol & Barber Co., Inc.
111 East 14th Street
Jacob Doll & Sons, Inc.
116 West 42nd Street
Pathe Freres Phonograph Co.
(City Sales Dept.)
18 East 42nd Street</p> <p>OKLAHOMA CITY, OKLA.
Harbour-Longmire Co.</p> <p>OMAHA, NEB.
Wright & Wilhelmy Co.</p> <p>PEORIA, ILL.
Churchill Drug Co.</p> <p>PHILADELPHIA, PA.
Interstate Phonograph Co.</p> <p>PITTSBURGH, PA.
Pittsburgh Talking Machine Co.</p> | <p>PORTLAND, ORE.
M. Sellar & Co.</p> <p>ROCHESTER, N. Y.
Rochester Phonograph Co.</p> <p>ST. LOUIS, MO.
Hellrung & Grimm</p> <p>ST. PAUL, MINN.
G. Sommers & Co.</p> <p>SALT LAKE CITY
Salt Lake Hardware Co.</p> <p>SAN FRANCISCO, CAL.
Western Phonograph Co.</p> <p>YORK, PA.
Weaver Piano Co.</p> <p>TORONTO, CANADA
Pathe Freres Phonograph Company
of Canada, Ltd.</p> |
|--|--|--|---|

EDUCATIONAL VALUE OF GRAFONOLA

Impressive Proofs of the Importance of the Talking Machine in the Sphere of Education the Basis of Interesting Volume Issued by Columbia Co.—Admirably Conceived

"The Grafonola in the Class Room" is the title of a new publication issued recently by the educational department of the Columbia Graphophone Co. It contains graded catalogs of educational records and is noteworthy for its artistic appearance and the valuable assistance it affords Columbia dealers.

This publication was compiled under the personal direction of W. A. Willson, head of the Columbia Co.'s educational department, who is to be congratulated upon the production of a book that is one of the most informative and interesting contributions to trade literature. Typographically it is in complete accord with the character and importance of the educational



The Joyous Folk Dance to the Music of a Grafonola



Music Appreciation in the High School

"Rural Schools"; "Seashore's Measures of Musical Talent"; "Music Foods—A Basis for Music Appreciation"; "Lure of Music"; "High Schools"; "Normal Schools and Colleges"; "Community Music"; "Physical Education," and "Outline For Twenty Lessons in Appreciation." Many of these sections are subdivided into various headings, as for example: "Grammar Grades" has ten distinct sections, "High School" has over twenty, "Physical Education" has a half dozen headings, and an alphabetical list of Columbia educational records in the back of the book provides for maximum convenience somewhere in the use of this publication.

The illustrations are worthy of more than passing attention, for they emphasize the remarkable success achieved by the Grafonola and Columbia educational records in recent years. In fact, they have an educational value in themselves, and contribute materially to the importance of this new book.

The progress that the Columbia Co.'s educational department has made during the past few years is little short of phenomenal. It was not

work to which it is devoted in its entirety. This book is divided into a number of sections, among the most important of which are the following: "Columbia Plan of Teaching Music Appreciation"; "Music in the Home"; "Kindergarten and Primary Grades"; "Grammar Grades";

The latest, most intelligently constructed lateral record in the world

The only true lateral record on the market without a machine tied to it

The New Lateral Record

made by

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry does not come in bulk

AS in masterpieces of art, the superiority of this record is the result of infinite pains and faith in the inherent desire of men and women to have the best that human minds and hands can make.

It is not a record for people who like the cheap, the tawdry, the commonplace—but for those who appreciate and cherish the fine and beautiful things in life.

The output of this record, like the output of the Rolls-Royce car, is limited because master work can not be done in quantity.

We recommend that distributors write us, planning six months in advance to handle The New Lateral Record.

LIBERTY PHONOGRAPH COMPANY

Executive Offices : 1836 EUCLID AVENUE, CLEVELAND, OHIO

Laboratory: 16-18 West 39th Street, New York, N. Y.

so long ago that the phonograph was rarely considered as a necessary part of school equipment, but to-day Columbia Grafonola and Columbia records can be found in schools from one end of

used in the classroom, in the gymnasium, playground, and in fact in every department of the school. It has proven its worth under trying conditions, and this new publication that is now



Physical Training Under Ideal Conditions

the country to the other, and hardly a community of appreciable size does not furnish its schools with this equipment. The Grafonola is

in the hands of Columbia dealers reflects the importance and value of this educational equipment.

FORM PACIFIC PHONOGRAPH CO.

Business Men of Portland, Ore., Organize Company to Make the Stradivara Phonograph for Pacific Coast States—Large Plant Secured

PORTLAND, ORE., May 5.—W. P. Wiggins will be president and E. W. Barlow vice-president and general manager of the Pacific Phonograph Co., which has been newly incorporated by a number of prominent business men of Portland for the manufacture of the Stradivara phonograph. The board of directors will be composed of W. P. Wiggins, E. W. Barlow, F. L. Eddy, George Broughton, F. N. Clark and two other business men.

The company has acquired the building at East Thirty-third street and Broadway, which was the O. K. Jeffrey airplane plant, and is at present operating with a force of forty workmen. Within the next thirty days the force will be increased to 100 workmen. The force includes expert cabinetmakers and woodworkers. By July there will be 150 employed at the plant. The corporation succeeds the Sahlstrom corporation, which operated a plant in South Portland for a year under the management of L. D. Gilman for the manufacture of the Stradivara. The new company is capitalized at \$75,000, and has secured the rights for the exclusive manufacture of the Stradivara phonograph for twenty years

in the Pacific Coast States—Oregon, California, Washington, Idaho, and also in Nevada, Arizona, Utah and parts of Montana and Colorado.

It was necessary to enlarge the plant, whose capacity was only forty machines a day, while the demand is for 100 or more a day. The enlargement of the plant called for larger capital, which would give greater facilities. The O. K. Jeffrey building was secured by taking over the entire capital stock of the Broadway investment company for \$70,000. The organization of the new company will be completed in a few days, and in the meantime the plant is turning out machines as fast as its present facilities will permit.

MICKEL BROS. CO.'S NEW HOME

Elaborate Quarters in Omaha Provide for Excellent Service—Numerous Innovations Introduced for Benefit of Retailers

OMAHA, NEB., May 7.—The Mickel Bros. Co., with the excellent facilities of its new building in this city now fully available, is showing even more than its wonted energy in taking care of the requirements of the Victor dealers in its territory, and in evolving new service and selling helps for those same retailers. In other words, the company is doing everything to maintain its reputation as being the largest and liveliest Victor wholesale house in the corn belt.

The new home of Mickel Bros. Co. in Omaha comprises a four-story and basement building, specially equipped throughout to meet the special demands of the company's business. A reception room where visiting dealers can make their headquarters is one of the features of the new building, but the most interesting innovation is the "Service Room," where the latest publicity and selling plans to stimulate Victor retail business are offered for the consideration of the dealers. Of course, the stock keeping and shipping facilities are of the latest.

The new facilities offered by the building in Omaha, coupled with the opportunity for service by the Mickel Bros. modern quarters in Des Moines, should prove distinctly interesting to Victor dealers in that section of the country.

The Stencil Phonograph Mfg Co., Manhattan, has been incorporated at Albany with a capital stock of \$25,000 by W. E. Hitchkiss, M. Neckritz and M. H. Rechell, 141 St. Anns avenue.

The Frank Preuss Co., 1216 Walnut street, Milwaukee, Wis., has recently entered the music trade in that city, and is now the only dealer in Milwaukee handling the Edison exclusively.

RECORD MAKERS GO ON TOUR

Group of Artists Will Give Concerts in Ohio and Pennsylvania This Month

"The Popular Record Makers," the group of record artists who have for several years past appeared in concert in various sections of the country under the management of H. H. McClaskey, have arranged to start on a tour of Ohio and Pennsylvania, leaving New York on May 18. The record makers will appear in Akron, O., on May 20; Youngstown, O., May 21; Alliance, May 22; Canton, May 23; Connellsville, Pa., May 24; Uniontown, Pa., May 25; Altoona, May 26; Ridgway, May 27; Punxsutawney, May 28, and Butler, May 29, and they are assured of a hearty reception.

The record makers on tour will include Henry Burr, Arthur Collins, Billy Murray, Byron G. Harlan, Albert Campbell, John H. Meyer, Fred Van Eps and Frank Bantat, as pianist. The various concerts will be held in co-operation with local dealers.

**Cabinet Buyers—
Why Not Let Us
Start Your Sales
Right!**



We Know How To—

Construct a Machine to Suit Your Needs

Tell us About What You Want.

Produce at a Cost to Fit Your Proposition

What sort of a selling deal do you want to put out?

Furnish Maximum Quality Within Specifications

Let us look over your specifications.

Apply High Grade Workmanship

in a Way that Makes Materials Count for the Most in Satisfaction. That goes a long way toward closing the sale. After all, the big point is—ability to make much of the materials provided.

Send Us Your Catalog or Specifications. That Will Help us to Show You Why We Ought to be Your Factory.

**Singer Talking Machine Co.
Milwaukee, Wis.**

SAMUEL ESHBORN
65
FIFTH AVENUE
Bet. 13th & 14th Sts., New York

**Announces Removal
to
ABOVE ADDRESS**

*Specialist in
Talking Machine Repair Parts
and Supplies*

**Main Springs, Gears, Shafts,
Screws, Diaphragms, Attach-
ments, Motors, Reproducers,
Tone Arms, Etc.**



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway

Manufacturers of Musical Instruments

BROOKLYN, N. Y.

Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

VISIT OF OPERA CO. HELPS EXPAND SALES IN ATLANTA

High-Class Records Have Call, Owing to Public Hearing of Great Metropolitan Artists—Dealers Handling All Lines of Machines and Records Report Wonderful Month—Prosperity in the South

ATLANTA, Ga., May 7.—The talking machine dealers generally in this city report nice business in the month of April. They each and every one benefited very much by the visit of the Metropolitan Opera Co. here the week of April 19-26, as all the leading companies were well represented in the various operas presented, and the publicity given by the talking machine companies themselves, the musical critics in the newspapers, the society editors, and last but not least, by the individual dealers themselves, was amazing and most gratifying to all in the industry. The sale of symphony records was greatly stimulated both before, during and since the opera engagement.

Taken as a whole, this season's work was the best, the attendance was the largest and the money receipts the most since the Metropolitan Company began coming to Atlanta, this being their ninth visit here. Caruso, Lazaro, Mardones, Martinelli, Bada, De Lucca, Rothier, Scotti and others were in their best voices and all shone with new lustre. Ponselle, Muzio, Alda, Barrientos, De Launios and others of the ladies sang as they have possibly never done before and too much cannot be said of their wonderful achievements and great triumphs in their various repertoire.

Dealers are getting more stock than in some time, and the outlook is quite encouraging. Individual reports follow below:

The Atlanta Talking Machine Co., Columbia dealers and who also have the Vocalion, say, through Mr. Lawshe, store manager, that their business in volume, as to terms of sale, cash

sales and cash record business is progressing without any signs of diminution, and they look forward with confidence to the future.

The Cable Piano Company report through Mr. Salter, manager of the Victrola department, that they had a wonderful month. With the weather clearing as to source and quantity of supply at least to some extent, and with the public as eager as ever for Victor product he expects to proceed with assurance and to reach new records in sales volume this year. Mr. Salter and Mr. L. J. Evans of the same organization have organized the Evans-Salter "All Star" concert series and will bring to Atlanta from time to time some of the world's greatest singers and instrumentalists.

The Haverty Furniture Co., Columbia dealers, who also sell the Pathé, put on in April one of the greatest lines of publicity ever placed before the Atlanta public. Their advertising manager was given carte blanche as to publicity and featured all Columbia artists here during the week. Especially did Miss Rosa Ponselle, Mme. Barrientos and Hipolito Lazaro come in for generous space in the daily papers, window display, etc., at the hands of this company.

The main store of the Haverty Co. in Atlanta, as well as their eight or nine stores in other Southern cities, report business as continuing in most satisfactory shape and volume.

Phonographs, Inc., the local Edison jobber, and who also have a most attractive and successful retail store in this city, had as their guests during the week of grand opera twenty or thirty

of the principal Edison dealers in their territory, and all expressed themselves as having had a most profitable and enjoyable visit. A convention was held while they were here.

The Philips & Crew Piano Co., the oldest Victor dealers in Georgia, are quoted as continually reaching and passing old records in their Victrola department. This concern is of such high reputation and is so well known to the public, that coupled with the merit and strong standing of the line it handles it is able at all times to be one of those at the head of the procession. Under the guiding hand of Harvey Phillips, president of the company, and resident director, the concern is making more than a passing impression in the talking machine field.

Travelers in Georgia, Alabama, Florida, North and South Carolina all report business in most excellent shape. The sales volume (wholesale) is running from two to three times that of 1918.

JONES-MOTROLA EXPANSION

New Jobbers Appointed in United States—
New Norwegian Representatives—Extensive
National Advertising Planned This Year

The Perry B. Whitsit Co., of Columbus, Ohio, and The Buehn Phonograph Co., of Pittsburgh, are among the firms that have lately taken on the Jones-Motrola in a jobbing way. The Norwegian Phonograph Co., of Christiania, Norway, has been appointed foreign representative of Jones-Motrola, Inc., with a territory which covers all of Norway. Additional national advertising is being planned by Jones-Motrola, Inc., in addition to that now appearing in Life and the Literary Digest. The new magazines to be used include Vogue, Collier's, Scientific American and the Ladies' Home Journal. The factory is very busy with orders on hand.

NEARLY ATE THEM

A fussy little man hurried into a Federal street restaurant and excitedly said to one of the waiters:

"Were you here half an hour ago?"

"Yes," the waiter replied.

"And did you wait on me?"

"I rather think I did."

"Well, I lost something when I was in here."

"What was it?"

"A half dozen small-sized disc records."

"I have them right here back of the counter for you, but they are a trifle mussy."

"Whatdye mean, mussy?"

"You left them there on a plate and the next gink who came in poured syrup on them, thinking they were a stack of wheats."

THE TESTIMONY OF USERS

BACKS OUR CLAIMS THAT

VEECO ELECTRIC MOTORS ARE RIGHT

THEIR DURABILITY MAKES THEM THE
BEST FOR HIGH GRADE MACHINES

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

ACME-DIE

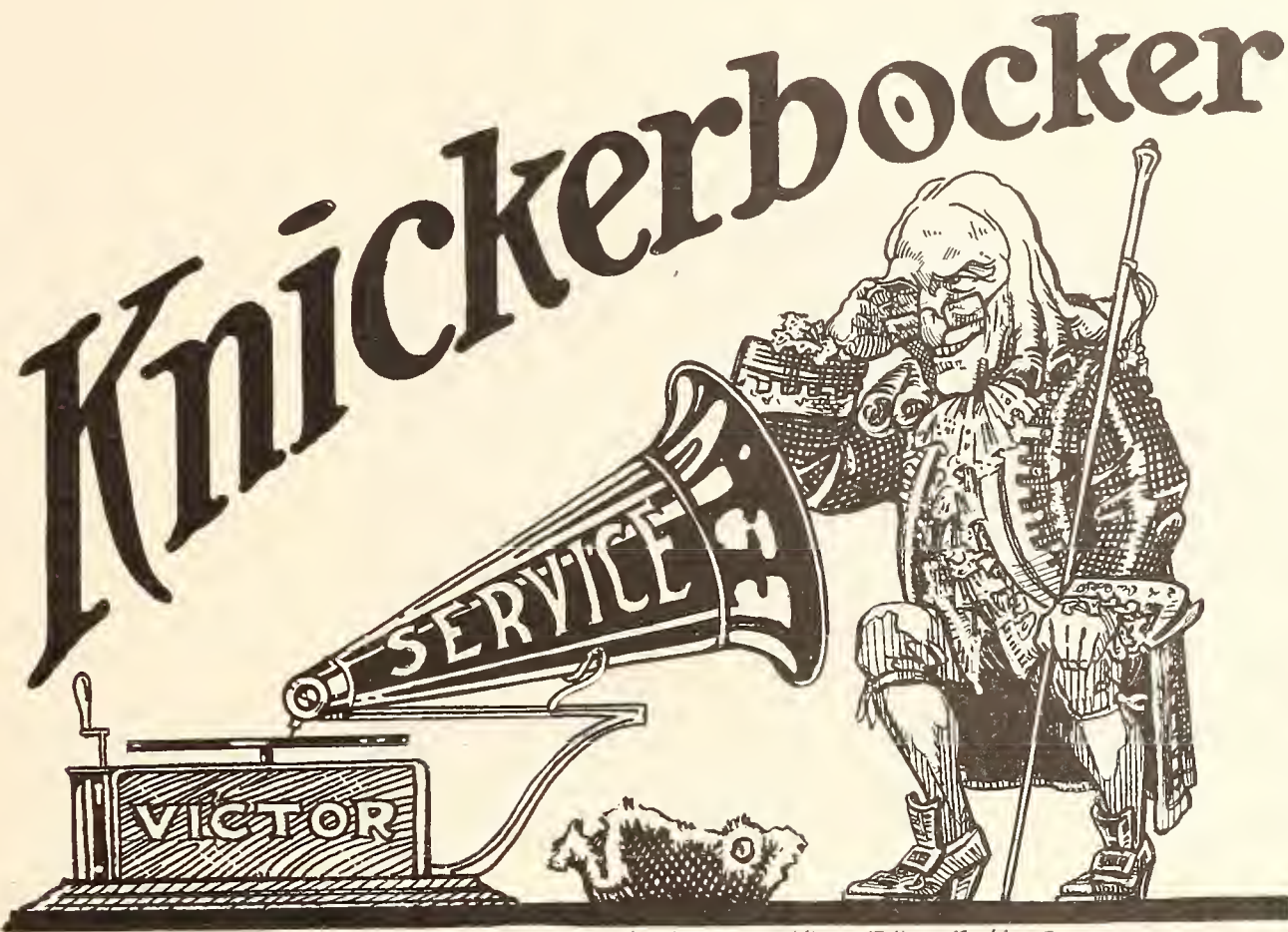
CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

Metropolitan Victor Retailers!



Apologies to Victor Talking Machine Company

What Our Co-operative Service Means To You

Expert Counsel on

WINDOW DRESSING
POLISHING
ADVERTISING

REPAIRING
DELIVERING
PRINTING

SELLING

This service is rendered along original and universal lines—you will surely want details. Communicate with Richard H. Veale, Head of our Service Council

*Are You a Subscriber to "Knickerbocker News Service" ?
If Not Send for Your Copy TO-DAY*

The Knickerbocker Talking Machine Co.

Metropolitan Victor Wholesalers

138-140 West 124th Street

New York City



DESCANTS ON THE WONDERFUL ADVANCE OF THE INDUSTRY

Otto Heineman Tells Why There Should Be "a Phonograph in Every Home" in Most Interesting Talk With The World—Tells of Its Remarkable Influence Educationally

"A phonograph in every home" has for many years been the motto and slogan of Otto Heineman, president of the Otto Heineman Phonograph Supply Co. In fact, this phrase or statement has become more than a slogan to Mr. Heineman, and it may be considered in the light of a hobby. By his associates and co-workers it is regarded as part of Mr. Heineman's life work, and the greater his success the broader his vision of the task, and the keener sense of

the turer soon made it possible for the average man with but moderate means to add this most complete of all musical instruments to his furnishings which make for a beautiful home.

"And to-day! To-day even the poorest man can make no excuse about a talking machine, for to-day there is a machine within the reach of every laboring man. Now it's simply a question of a systematized and thorough canvass of this vast country, and I'm sure that American



Otto Heineman Photographed at His Desk

obligation which he feels standing at the head of the great institution which is certainly "doing its bit" to place a talking machine in every home.

Mr. Heineman recently consented to give The World an interview in connection with his "hobby," in the course of which he said:

"You want me to tell you what I think a phonograph in every home will mean to the world—well, you see, it's difficult to appreciate what a phonograph in every home will mean unless you take a glimpse back to the early days of this wonderful industry.

"In the beginning the talking machine was a great luxury, just like the piano during the early days of musical history, when only people of great means owned one. Fortunately, in America the progressive phonograph manufac-

genius will soon surmount all obstacles, as it has done so frequently in the past, and my slogan of 'A Phonograph in Every Home' will be no mere slogan, but a wonderful fact.

"You see, when there will be a talking machine in every home it will not be possible for the children of the poor to grow up without hearing the best in musical art. They will grow up with a fair conception of what a wonderful and vital role music plays in the life of every individual, in the home life, in the community and in our national development. These children will grow into men and women who will be able to appreciate music intelligently, and through the proper development of their aesthetic side they will turn out to be better citizens and better homemakers.

"Have you ever thought of it that even to this day the so-called musically educated person is as a rule a very one-sided musical person? He either knows all about vocal art or is well versed on piano playing or is a fiddle crank or knows all band pieces from the days of King Dodo, but very few of them have a well-rounded knowledge of music in all its branches.

"That's not going to be the case in the future, when there will be a phonograph in every home. It will be possible for any one to get acquainted with the best renditions of popular songs, ballads, symphonies, art songs, violin and piano solos, etc., no matter how far they live from the music centers of the world.

"Have you ever considered what the American-made record has done for the American composer and the American artist? It is true that the progressive music publishers have accomplished much in spreading American music abroad, but it goes without saying that what they have achieved is merely a drop in the bucket compared to what the American-made talking machine and record is doing in boosting American music all over the world.

"It is most fortunate that America should be the leader in the phonograph and record industry, for it will strengthen the world's tribute which has been paid to American inventive genius and to American workmanship ever since we flooded the world markets with shoes, farming implements, typewriters, etc.

"Thanks to American talent, it is possible for a music lover in Zanzibar to entertain his guests with 'Yankee Doodle'; thanks to the progressive American record manufacturer it is possible for the Eskimo mother to put her babe to sleep with 'Mighty Lak a Rose'; the king of Zululand can learn the fox-trot to the tune of 'Hindustan' and the caravan can stop under the Pyramids for lunch and turn on the 'Beautiful Ohio.'

"Just this much more. I feel sorry for any man, whether record manufacturer, jobber or the smallest dealer, who keeps on selling his records and talking machines thinking all the while of the profits involved in the deal, and meanwhile fails to derive the real happiness which every man should consciously feel every time he does something to make a man happier and the world more cheerful and enlightened."

CELEBRATES 30TH ANNIVERSARY

Frank Tollin, Victor Dealer, of Chester, Pa., Also Occupies New Store in That City

CHESTER, PA., May 2.—Frank Tollin, Victor dealer of this city, has completed thirty consecutive years of successful merchandising and celebrated the anniversary with the formal opening of his newly equipped store at 617 Edgemont avenue. Six new sound-proof demonstrating rooms have been added and added facilities have been installed to take care of the large talking machine trade. This department is in charge of Nathan A. Tollin, a son of the proprietor, and as a result of his careful management is enjoying continuous growth. The opening was well attended and each customer was presented with a four-inch high miniature plaster-of-paris Victor dog, made by the Penn Phonograph Co.

LEASE FACTORY IN PERTH AMBOY

The Kimberly Phonograph Co., manufacturers of the Kimberly phonograph, has leased a factory at Perth Amboy, N. J., for the production of these instruments. The offices of the company will remain at 206 Broadway, and several business men of Perth Amboy are now interested in the company.

PROGRESSIVE EDISON DEALER

The Sandersville Music Co., of Sandersville, Ga., exclusive Edison dealers, did a business last year of which they are justly proud. In a town of not over 2,500 in population they sold over 200 Amberolas and disc instruments. This year they expect to sell at least 100 Amberolas and 200 discs.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

TALKING MACHINE TRADE OVERSUBSCRIBES LOAN QUOTA

Allied Music Division Raises Over Seven Millions in New York for Victory Loan, With Talking Machine Interests Playing an Important Part in the Subscriptions

Going away beyond their quotas with subscriptions to Liberty Bonds and Victory Notes appears to have become more or less a habit with the Allied music interests in and about New York, with the members of the talking machine trade doing their full share of the work, or maybe a little more, both in the matter of subscribing and in getting subscriptions from others.

The campaign carried on by the Allied Music Division, Industrial and Professional, in which the talking machine trade was incorporated, in connection with the floating of the Victory Liberty Loan, is to be accepted as a wonderful example of businesslike effort. In fact, this division is credited with being the first to go beyond its quota of \$2,750,000.

The chairman of the committee was C. C. Conway, of the Hallet & Davis Piano Co.; treasurer, Charles Jacob; secretary, Albert Behning, with J. Newcomb Blackman, of the Blackman Talking Machine Co., and C. G. Child, of the Victor Talking Machine Co., as members of the Advisory Committee. H. L. Willson, of the Columbia Co., was one of the vice-chairmen, and E. N. Burns, of the same company, and V. E. B. Fuller, of Thomas A. Edison, Inc., were members of the Concert Committee, under the chairmanship of Herman Irion, of Steinway & Sons. The committee in charge of the work of securing subscriptions from the talking machine trade was made up of W. H. Alfring, Lambert Friedl, Thomas F. Green, George W. Hopkins, E. H. Jennings, William Maxwell, A. P. Plumb and E. A. Widmann.

The first committee meeting of the Allied Music Division was held at the Pennsylvania Hotel on April 18th, at which time Chairman Conway declared that there was no reason for prolonging the job beyond the time necessary to record the subscriptions. He said the main idea was

to oversubscribe the quota and get back to regular business. In other words, there was no sense in spending three weeks over a one-week job. That other members of the music trade held the same idea was indicated by the fact that at a second meeting held one week later at the Hotel McAlpin subscriptions totaling \$4,300,000 were reported, and four days later, after an elaborate rally held at the Metropolitan Opera House on April 28, the actual subscriptions in hand were approximately \$7,000,000 in the aggregate.

Although accurate detail figures are not available at the present time, the Allied Music Division is officially credited with having subscribed over 250 per cent. of its quota, or a total of over \$7,400,000. It was the first division to go over the top, and at the finish was topped by only one subdivision of the eighty in the Rainbow Division. It is a record to be proud of.

The rally held at the Metropolitan Opera House, while not so elaborate as that held at Carnegie Hall during the Fourth Loan, nevertheless attracted a capacity audience by featuring two world-famous artists, Jascha Heifetz, the noted violinist and record artist, and Sergei Rachmaninoff, famous pianist and composer. The speakers included Admiral Mayo, Lieutenant-Colonel Theodore Roosevelt and Rev. Dr. C. Wallace Petty. The first sensation of the evening came when C. G. Child, of the Victor Talking Machine Co., offered to subscribe \$500,000 worth of notes if Mr. Heifetz would play Schubert's "Ave Maria" as an encore. The violinist complied with alacrity. This offer was later topped by one of \$1,200,000 for an encore by Rachmaninoff.

There was less excitement about securing subscriptions for the Victory Loan than in any of the previous campaigns, and yet the results were unusually satisfactory. It was looked upon

as a strictly business proposition, and within ten days after the opening of the campaign the local headquarters again went back to a normal pre-Loan basis.

Reports from the various sections of the country indicate that talking machine jobbers, manufacturers and retailers in all sections did their full share in making the Victory Loan a success, and it was interesting to note that while they were working for Uncle Sam business kept right on at a top-notch rate. Probably the announcement that it would be the last loan of its kind had something to do with the results, but the fact remains that the results were positive in their character.

NEW HOME FOR VICTOR DEALER

Many guests prominent in the talking machine industry were entertained at the recent opening of the new store of the Bahr Piano & Music Co., of Quincy, Mass. Among the guests were Herbert Schoemaker, of the Eastern Talking Machine Co., and Frank Horning, New England manager of the Victor Talking Machine Co., and his wife. The musical program of the evening was enjoyed by everyone, the features being selections by Farrar, Scotti and Caruso reproduced on the Victor.

NEW HOME FOR LYRIC MUSIC STORE

The Lyric Music Co., Ogden, Utah, has purchased the stock of the Consolidated Music Co., and after extensive alterations a formal opening of the new store was held a short time ago. C. L. Madsen, formerly local manager of the Consolidated Music Co., is president and general manager of the new concern, which carries Victor and Aeolian-Vocalions and a complete line of records.

Mrs. Mary L. Easton, mother of the late Edward Easton, former president of the Columbia Graphophone Co., of Hackensack, N. J., died at her home on May 3.



Emerson

INTERNATIONAL RECORDS

75c. for a Double Disc—SUPERIOR QUALITY

Play on all phonographs—no attachments—clearest recording—foremost artists—prompt delivery—merchandisable couplings.

NOW READY: Polish, Italian, Hebrew-Jewish, Czecho-Slovak

IN PREPARATION: Russian-Ruthenian, Hungarian, Scandinavian, Spanish and Portuguese

NEW RELEASES in all languages from time to time.

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Syracuse, N. Y.
New York State.

EMERSON PHILADELPHIA CO.,
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4018 Jenkins Arcade,
Pittsburgh, Pa.
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EMERSON NEW ENGLAND, INC.,
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Maine, New Hampshire, Vermont, Massachusetts, Connecticut
(East), Rhode Island.

DAVIS BROS. DRUG CO.,
Denver,
Colo.

Idaho, New Mexico, Utah, Wyoming, Arizona, Montana,
Colorado, and El Paso, Texas.

RAYMOND PHONOGRAPH CO.,
Atlanta, Ga.
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EMERSON PHONOGRAPH CO.,
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MARSHALL WELLS CO.,
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Write to the Distributer in your territory today for Catalogues and information and send him your order or communicate direct with us

EMERSON INTERNATIONAL, Inc., 366 Fifth Ave., New York, N. Y. LOUIS D. ROSENFELD, Mgr.
of Repertoire.

"THE FOREIGNER WILL FIND WHAT HE LIKES ON EMERSON RECORDS"



**We Herewith Make Our
Initial Bow**

**As One of the Best Equipped New
Distributors of**

 **OKEH**
RECORDS

We have become OkeH Distributors because we have **faith in OkeH Records.** And we have faith in this Popular Record **because we KNOW** from the Great Success of other **OkeH Distributors** and hundreds of **OkeH Dealers,** **that these records have made good.**

Our Enthusiasm Is Founded On These Proven OkeH Facts.



Popular Music
AND
Prompt Deliveries



WE EXTEND ALL THIS TO OUR DEALERS

A line or personal call from you will bring full information and *heartiest co-operation.*

SMITH, KLINE and FRENCH COMPANY
1311 WALNUT STREET, PHILADELPHIA, PA.
BRANCH OFFICE: JENKINS ARCADE BLDG., PITTSBURGH, PA.

TRADE CONTINUES UNUSUALLY ACTIVE IN KANSAS CITY

Goods Coming in With Greater Frequency—Plank's New Post—Edison Used in Bible Class—Linguist Manager of Jenkins Store—Caruso Helps Victor Record Sales—Dealers Optimistic

KANSAS CITY, Mo., May 1.—The talking machine trade this spring is unusually active, and all dealers report an increase over last year's business during these months. Although in some cases a shortage of goods is a handicap, as a general rule shipments are coming in with greater frequency and regularity, and it is possible to catch up with the demand somewhat.

B. L. Plank, who for five years has been factory representative in this territory for the Victor Co., is now direct assistant under A. A. Trostler, in the Victrola department at the Schmelzer Arms Co., and is very much pleased with the trade, records being especially in demand.

Hazel Emmerson, formerly with the Columbia, retail, is now on the sales force in the Victrola department at the George B. Peck Dry Goods Co. Business has been keeping up in fine shape in this department, according to Miss Moss, manager of the department. The record business has been especially good. The most popular numbers have been "I'll Say She Does" and "Mickey."

C. R. Lee, of the Edison Shop, opened his men's Bible class last Sunday morning with Bible reading and hymns on the Edison. The feature was advertised in the weekly bulletin of the Hyde Park Christian Church and an enormous crowd was present. Everyone expressed approval of this method of conducting the class. The occasion afforded one more unique way of bringing the Edison's qualities before a large body of listeners and prospective buyers.

It has been the custom of the Edison Shop to hold weekly meetings of the retail sales force for the discussion of various topics of interest. Each week a subject is discussed by some one of the sales force. The subject under discussion on April 30 was "Opera," by Miss MacPherson, who selected two operas and told the stories, illustrated by records. The idea is to educate the sales force in the knowledge of the principal operas, so that they can properly present them to their customers. Every subject of interest to the trade is treated in this manner and with the finest results. It is surprising the amount of interest that is shown and the amount of real practical knowledge which is gained.

O. D. Standke, manager of Columbia Shop, retail, reports a wonderful demand for Columbia, both machines and records.

Business at the Edison Shop instead of decreasing with the spring months, as is usual, has been increasing. The April business shows a 400 per cent. increase over the same month of last year, and passed last April's sales record

at the end of the sixth day of the month. While there is still an unusual number of cash sales the payment plan is more popular than a few months ago. Many customers are taking advantage of the ninety-day payment plan, on which there is no interest charge.

Fred C. Linguist, formerly with the Sherman, Clay Music Co., of Tacoma, Wash., has been made manager of the Victrola wholesale department of the J. W. Jenkins' Sons Music Co. Ira C. Hershner has recently been made manager of the city sales in the Victrola department at Jenkins'.

The J. W. Jenkins' Sons Music Co. is making a Caruso drive this week, previous to the Caruso concert to be held in Convention Hall May 5. They are displaying Caruso records and featuring them in advertisements. Tickets for the concert are on sale at the store. McCormack records were very popular after his concert recently in Convention Hall, according to all Victor dealers.

Burton J. Pierce and J. W. Jenkins, III, will represent the J. W. Jenkins' Sons Music Co. on the "Victory Special," twenty-eighth annual trade extension trip of the Chamber of Commerce of Kansas City. The trip starts from Kansas City on Monday, May 5, and will pass through many towns in Kansas, Missouri, Oklahoma and Texas, stopping in the larger centers for luncheons and speaking engagements. The party will return to Kansas City on May 10.

Harry Wunderlich, of the Wunderlich Music Co., stated that April was the best month, with the exception of last December, that he has enjoyed for two years in all departments. During the month of April he sold twenty-two grands of the highest standard makes. Business in the talking machine and regular piano departments was equally as remarkable.

Nelle Williams, who has charge of the Victrola department at the Jones Store Co., reports that the demand is keeping up far ahead of any previous year. Machines are being received in larger quantities, however, and it is expected that soon the demand can be supplied.

A little reminder of the Victrola and record department of the Jones Store Co. is run every day in a little advertisement in the local papers. The general plan of the advertisement is the same every day. The space used is only about four inches, single column. The upper half of the space is devoted to a cut of a Victor record, on which is "Jones for Victrolas and Records." Often there is nothing below the cut except the name of the store, but when there is anything special to feature it is mentioned here. For instance, at the first of the month, a complete list of the new records is published. After a concert records of the artist are featured, etc.

INCREASING LINE OF DISTRIBUTORS

The C. E. Ward Co., makers of khaki moving covers and other specialties for the talking machine trade in New London, O., have been increasing the line of distributors who handle their goods from month to month. The latest to fall in line is Cohen & Hughes, Inc., the prominent dealers of Washington, D. C. Business with the Ward Co. is very brisk.



WHY HARPONOLA is Best

Best as a complete proposition because it is best in finish, best in tone, best mechanically and best from a profit standpoint.

The Price

The proof of price advantage can't be put on paper. You have to see the machine, test it, hear it play and then sell it to really know that it is the best proposition from a dealer or distributor standpoint.

- We assert that it is.
- Of this be sure—prices on talking machines will be higher.
- Materials are not coming down—neither is labor dropping.
- Demand is growing more insistent all the time. Excess demand always raises prices.
- Not because this company will take advantage of a trade demand—but because excess demand will unfailingly increase the cost of our supplies from original sources.
- For your own protection our earnest suggestion is that you place your orders now and protect yourself against price increases.

Get the Harponola Proposition at Once

HARPONOLA COMPANY

EDMUND BRANDTS, Sales Manager

CELINA . . . OHIO

OkeH Records furnish the dealer a sure supply of high-grade selections that will sell and can be handled on the right profit basis. Ask us for the OkeH Record proposition.

Can you make and complete one or two thousand Phonograph Cabinets?

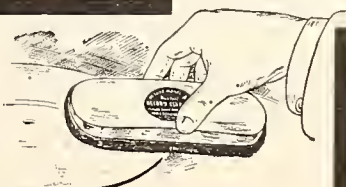
WE are in the market for 10,000 phonograph cabinets of our own design and specifications.

Cabinet to be made, varnished, trimmed, installed and boxed for shipment—we to furnish motor, tone arm, reproducer, and iron throat.

Deliveries to begin in July or August.

Address L. R., Room 2007
130 West 42nd Street
New York City

A necessity to all talking machine owners



Adds life and tone. Should be used on all records before playing

"Dustoff" Record Cleaner

Reproducing vocal records natural as the human voice. No scratching or harshness. A seller for 8 successful years. 3 models. 25c, 35c, 50c each. Packed for counter display. Name your jobber. Write for samples.

W. I. SCHWAB, Mfr., 128 No. Main St., Providence, R. I.

We Invite You to Compare

The Tone Power, Quality and Clear Diction
of
The Latest Song and Dance Hits
on



KEH RECORDS

With Any and All Leading Records

The Result Will Bring Us Your Order. Thousands of Dealers Have
Been Convinced Likewise.

POPULAR HIT ON EACH SIDE

We Extend Liberal
Terms Fit for
Small and Large
Accounts



Orders Small
Orders Large
Shipped Promptly

OkeH Record Profits Are Our Best Salesmen

You Start Right When You Open An Account With Us

RISHELL PHONOGRAPH COMPANY
WILLIAMSPORT, PA.

GREAT COLUMBIA GATHERING IS PLANNED FOR BALTIMORE

150 Columbia Dealers and Salesmen to Meet May 16—New Quarters for National Piano Co.—
New Vocalion Agents—Cohen & Hughes' Cheery Report—Progress All Along the Line

BALTIMORE, Md., May 6.—While distributors reported exceptionally good business for the month of April, with some of the retailers there was a falling off in business, due to several causes, the principal causes being Easter and the Victory Loan, together with several big charitable drives that have been in progress for some time. Taking the business as a whole, however, the trading has been up to the mark in the majority of cases, and so far this year the business done in the four months of 1919 exceeds that for the same period in 1918.

Among the important announcements of the month is that of the National Piano Co., Pathé distributors, which firm plans to have one of the finest quarters in the city about June 15. Last week the firm moved into temporary quarters at 315 North Howard street. The new quarters will be located at 322 and 324 North Howard street with additional space in the rear buildings, 323 to 329 State street. Mr. Rosenstein is well pleased with business conditions and the way trading has gone. Records and machines are coming in better.

A monster sales meeting at which between 100 and 150 Columbia dealers and sales folks are expected to be present will take place at the Southern Hotel on Friday, May 16. William S. Parks, manager of the local Columbia territory, announces that George W. Hopkins, sales manager for the Columbia Co., will come from New York, and that Amparito Farrar, one of the Columbia artists, will also be on hand. At the sales meeting last month at the Southern, and which was gotten up at very short notice, about two score dealers were on hand. O. S. Benz, of the sales manager's office in New York, and George O'Conner, the artist, were also there.

April proved a good month, said Mr. Parks, and May records have started in in good shape. There was also a liberal shipment of machines, but not near enough to meet the demand. While the latter part of April slowed up a little, the month of April has opened up strong, with a big batch of orders. This month, Mr. Parks predicts, will be a record one. Mr. Parks is well pleased with the fact that Frank Dittleson, a Columbia artist, has become a member of the Peabody faculty, one of the oldest and best-known conservatories in the country, and will be a member of the staff of the violin department. He will assume his duties when the fall season opens.

Harry Grove's Washington store is fast reaching a finished state, and with the decorators and artists out of the way the place will soon be ready for real business in all departments. O. J. DeMoll, of Washington, announced the appointment of Mr. Gray as manager of his Grafonola department. Mr. Gray was formerly with the Knabe Warerooms, Inc., Washington. Edward Robinson, 1306 G street northwest, Wash-

ington, is one of the recent Columbia dealers. Among the visitors to Columbia headquarters were H. E. Rominger, of the Rominger Furniture Co., Winston, N. C.; O. M. Ramsey, Martinsburg, W. Va., and John White, of the Southern Furniture Co., Richmond, Va.

The Vocalion line appeared for the first time in the talking machine of Hochschild, Kohn & Co., one of Baltimore's leading department stores. Exceptionally attractive ads in the newspapers announced the line was there. The contract for the line was signed last December, but it was only a few days ago that the company was able to get a supply of machines that permitted of the announcement. Sanders & Stayman, the distributors for the line, report a fine April business, with the trading for the four months of this year way ahead of the same period last year. A. J. Boden, of the firm, expects to see some real good business just as soon as the Victory Loan and other drives are closed.

For Cohen & Hughes, Miss E. M. Griffith, manager of the wholesale department distributing the Victor line, says that business is coming along better and there is an improvement in receipts of records and machines, but still the goods received are far from meeting the demand. Many dealers visited the company during the month, including Messrs. Paige and Levy, of Ferguson, Lillienfeld & Lightfoot, Norfolk, and Rewbridge, of S. M. Rewbridge Brothers, Beaver Falls, Va. Mr. Ware, of the Victor Co. headquarters, spent some time at the headquarters during the week, and W. T. Davis, of the Victor traveling department, also stopped off on his Southern tour.

Joseph M. Mann, for the Mann Piano Co., Victor and Sonora dealers, says that business has not been quite as good as it was over the same period of last year, but expects to see it take a brace. Mr. Mann says that he has been receiving many words of commendation for the Sonora.

For the music department of the Hub, M. J. Rogers, manager, reports a fine business in Victor, Columbia and Sonora lines, this firm being one of the few in the city handling the three lines. Mr. Rogers says that the Sonora machine has been receiving some fine notices from their customers. The record receipts during last month and so far this month appear to be improving, especially with the Victor.

Albert Eisenbrandt, of H. R. Eisenbrandt Sons, spent several days in New York last week, and while making the trip principally in the interest of musical instruments for his instrument department also looked over the talking machine field.

April showed ahead of the same month of last year, reports W. C. Roberts, of E. F. Droop & Sons Co., Victor distributors. Mr. Roberts is looking forward to the time when some of the regular numbers of records will come through,

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion.
It is Self-Advertising.

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms

BROOKS MFG. CO., Saginaw, Mich.

but is taking hope from the slightly improved shipments of machines and records. S. F. Harper and E. H. Droop, of the Droop Washington store, were in town recently.

Robert Ansell, who is just now conducting one of the leading music houses in South Baltimore, plans to come into the retail shopping district of the downtown section of the city about September 1. The firm will carry the Victor line and the downtown firm will be known as Ansell & Moses.

The G. Fred Kranz Music Co., Saratoga and Charles street, have opened up their Victor department, their new booths and other essentials to their Victor department being now installed. The location is one that should bring a very high-grade class of business to the firm.

Galli-Curci, soprano, and one of the Victor stars, is going to return to Baltimore for another engagement and will be seen at the Lyric on May 22. This concert should stimulate the sales of Galli-Curci records, just as it did before.

CRESSEY & ALLEN

New England Victor Distributors

PORTLAND—MAINE

Located in a most strategical position within a day's shipping distance of any point in New England, we are able to give the very best service possible.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

The most popular war songs of France and America—“Madelon” and “When Johnny Comes Marching Home.” A-2716.

Columbia Graphophone Co.
NEW YORK



COLUMBIA DEALERS IN KANSAS CITY TERRITORY MEET

Two Hundred Dealers Guests of Columbia Co. at Luncheon Given at Muehlebach Hotel—Addresses by E. A. McMurtry, R. L. Burke, Who Spoke on Window Display, and E. J. Black

KANSAS CITY, Mo., May 5.—Nearly two hundred dealers and salesmen for the Columbia Graphophone Co. in the Southwest district, which comprises Kansas, Missouri, Oklahoma and Arkansas, were guests of the company at a luncheon given in the ballroom of the Hotel Muehlebach recently. Miss Lucy Gates, of New York, concert soprano and a record soloist for the Columbia, was a guest of honor at the luncheon.

After the luncheon E. A. McMurtry, local manager of the Columbia Grafonola Shop, wholesale, as toastmaster, introduced Miss Gates, who favored the guests with several of her favorite Columbia numbers. She then led a discussion with the audience on the class of music demanded by the public at present, desirous of gaining the dealers' viewpoint on the best sellers in records before going back to New York to make a new series. Miss Gates, backed by a great majority of dealers, is of the opinion that arias from the classic operas would be more popular and better sellers if sung in English.

Mr. McMurtry explained briefly the causes for the great merchandise shortage, which is greatly handicapping nearly every Columbia dealer, but gave an optimistic report of the future outlook on the supply problem. "The Columbia is making every effort to satisfy the dealers," said Mr. McMurtry. They are now turning out 55 per cent. more records than ever before in their history and the Kansas City territory is receiving 100 per cent. more than ever before, so great is the demand."

Mr. McMurtry urged the dealers to order their records as soon as possible and order the largest possible quantity which they can use. "Too many dealers order just a few at first to see how the public will take them and then come back with a rush order about the middle of the month, which in most cases cannot be filled. Buy your records and then make the public want them. Don't let the public always tell you what they want. Make them want what you have in stock. In nine cases out of ten they make up their minds to a certain selection and then don't even know whether you have anything else or not which might please them more. If the customer doesn't know you have certain selections, of course, he will never want them. It is up to the salesforce to introduce the new records and make them sell."

In speaking of record prices Mr. McMurtry said: "There is a tendency on the part of the public to buy the moderately priced records, not to exceed \$1.25 or \$1.50, except on rare occasions. It is up to the dealer to make them demand the higher priced records by the most noted artists. Everyone is accustomed to paying many times as much for other commodities than he did before the war. Records have ad-

vanced very little, so it should be an easy matter to convince the customer that he can afford a better record and higher class of music. It is good policy to show the customer a better record than the one asked for."

R. L. Burke, of the R. L. Burke Music Co. of Joplin, Mo., gave a very instructive talk on "Window Displays, Their Purpose and Cost." He based his discussion on the statement that the customer's first impression of the store is what he sees in the window, so it is of utmost importance to make the display windows attractive.

In this same connection Ed J. Black, of the Black Music Co. of Springfield, Mo., said: "Your display windows are the eyes of your store. Keep both eyes open! It detracts from the appearance of any one to be blind in even one eye. The same is true of your store." Mr. Blake also urged that dealers should make their stores homelike by making everyone feel welcome, whether they make a purchase or not.

The entire meeting was a success and every member took an active and enthusiastic interest. It is planned by the Kansas City wholesale branch to hold these meetings at regular intervals, perhaps as often as once a month as a means of exchanging ideas.

CHANGE NAME TO "DUSONTO"

Belcanto Co., After Finding Name of Product Had Been Used, Makes Announcement of Change—Plans for Increased Production

Announcement has been made of the change in the name of the Belcantola to that of "Dusonto" by the Belcanto Co., Inc., 130 West Forty-second street, New York. The change was made, owing to the fact that it was discovered that a name somewhat resembling the Belcantola has been and is now being used by another concern. The same general construction and finish will be maintained, as well as the tone quality, which has been found in the instrument under the old name. The name of the company will remain the same.

The company is contemplating an increase in production so as to be able to take care of the increasing business which has come from a number of newly appointed distributors.

The policy of the company is to put on new distributors only as the production is increased, and in this way prompt deliveries can be assured during the months when the demand is the greatest. Not only does the company limit the number of distributors to the production, but they also inform each distributor just how many machines of each model he will be able to obtain each month, and the distributor in turn is thereby enabled to promise his dealers a certain steady delivery of machines.

ANNOUNCEMENT

We have opened a completely equipped department for the wholesaling of the products of The Standard Music Roll Co.

Perfection Rolls
ARTo Rolls

SingA Word Rolls
ARTo Word Rolls

A complete stock will be maintained at all times, permitting the maximum of service to dealers—the same satisfactory service that has characterized the name of CORLEY in the talking machine trade.

Satisfactory discounts—Prompt Shipments

The Corley Company

RICHMOND

VA.

REALIZING ON PUBLIC APPRECIATION OF NAME VALUE

How the Advertising of Talking Machine Manufacturers Has Been Calculated to Acquaint Public With Definite Names—What the Victor Co.'s "Look Inside the Lid" Advertising Accomplishes

Probably in no industry has name value proven a more potent factor than in the talking machine trade, due to the fact that the leading manufacturers in their advertising, and in conjunction with other definite selling arguments, always emphasize strongly the name of their product in a way to impress it upon the minds of the buying public. As a matter of fact, a great deal of the advertising of talking machine

of that particular make, and have passed on to him some of their enthusiasm. It is in this connection, with people in this frame of mind, that name value proves an asset of incalculable power.

In view of this fact it is pertinent to note therefore that the Victor Co. advertising in the national magazines just now has a new appeal that is proving interesting to, and causing comment among, the members of the trade throughout the country, especially those who have devoted their efforts for years to cherish the name "Victrola" and the marketing of that product. The copy is nothing more or less than an invitation to the buying public, to whom the name "Victrola" is so familiar, to "Look Inside the Lid" of the machine they are about to purchase for the Victor trade-mark. It is the most direct attempt yet made in the trade to profit by the upbuilding of name value, and the results should be immediate.

The trade-mark showing the Victor dog is well known in every part of the world, and the product upon which it appears has established for itself a definite quality value—a value that is not only recognized by retail purchasers, but also fully appreciated by the members of the talking machine trade who have not hesitated to profit a bit on Victor prestige by selecting cabinet designs and names for their instruments approaching as closely as possible the Victrola line and the Victrola name.

The slogan "Look Inside the Lid" is the direct answer to this challenge, and likewise it is first-hand assurance to the purchasing public that if they seek a genuine Victrola they can be sure of their purchase by looking for the trade-mark, either under the lid of the cabinet machines, or on the side of the cheap models. Those concerns in the trade who have endeavored systematically to build up the value of their trade-mark name have been quick to recognize the fact that their name value is an asset beyond compare. The Victor Co. has crystallized this idea by relying upon the name value created by years of effort and the expenditure of millions in advertising, making a direct appeal to those who have been taught by this publicity to have a high regard for Victor products, and the desire to own those products.

The Belltone Phonograph Mfg. Corp. has been incorporated under the laws of New York at a capital of \$10,000.



The "Look-Inside-the-Lid" Appeal manufacturers has been what advertising men call cumulative publicity. In other words, there are a certain number of sales to be made immediately as a result of the direct appeal in the advertising, but there are many more sales that can be made in the future as a result of that same advertising.

People do not buy talking machines as a rule offhand. They get the idea that they would like one, finally become convinced that they must have one, and then sometimes study the financial and other questions before making the final decision to purchase. These operations take time. In emphasizing the name value of their product, therefore, the talking machine manufacturers have been instilling in the minds of these delayed buyers the belief that when they do buy a machine or some records they are going to buy those of a certain particular make. The advertising is calculated to so impress the prospective purchaser that when he thinks talking machines he thinks instinctively of a particular make. He may have been trained in this line of thought simply by the advertising he has seen, and just as likely by the fact that one or more of his friends may own a machine

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1919.

STATE OF NEW YORK, COUNTY OF NEW YORK, ss. Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and address of the publisher, editor, managing editor, and business managers are: Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City. Editor—J. B. Spillane, 373 Fourth avenue, New York City. Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City. Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City. Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; Estate of August J. Timpe, 164 Fifteenth street, West New York, N. J.; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is:..... (This information is required from daily publications only.)

J. B. SPILLANE, Editor. Sworn to and subscribed before me this 31st day of March, 1919. (Seal) EUGENE R. FALCK, Notary Public, No. 6, New York City. (My commission expires March 30, 1920.)

MAKES EFFECTIVE WINDOW DISPLAY

What the Victor Co. Did to Win the War Utilized to Good Purpose by Ed. Usoskin, Inc.

The leading article in the current issue of "The Voice of the Victor" telling of the work of that company in producing instruments of war has been attractively reproduced by Ed. Usoskin, Inc., as a window poster. This is not a part of the monthly display service for Victor dealers issued by this firm, but is to be sent out gratis to the Victor dealers on their books. The various pages have been greatly enlarged to facilitate easy reading, and an attractive title card has been designed reading, "What the Victor Co. Did to Win the War." Colored strips and arrows are included to connect the various cards in the window and the cumulative effect is one warranted to attract and hold the attention of the passer-by. Ed. Usoskin, Inc., have also made a specialty within the last few months of reproducing some of the national advertising of the Victor Co. for display purposes. This matter was also supplied to the dealers without extra charge and served materially as a sales help.

The Edison Phonograph Shop, Springfield, Mass., has leased a store at 488 Main street and will take possession of the new quarters about June 1.

Sole Distributors of the Hoffay Airtight—a really wonderful machine—for the States of Utah, Idaho, Nevada, Montana, Wyoming, and Colorado. Geo. A. Lowe Co. Ogden, Utah

The new Hoffay "AIRTIGHT" Tone-arm, Exclusive Equipment of the "HOFFAY" The best toned machine on the market Hoffay Talking Machine Co., Inc. 3 West 29th Street Established 1915 New York

In Position to Play Victor Type of Records. Weight on Stylus, 5/8 Ounces as Required

In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as required

The wonderful Resurrectone Makes a Machine Stay Sold.

This is not an "ad"

It is a call for a referendum vote on a matter of very vital concern to talking machine dealers everywhere



STANDARDIZATION, CO-OPERATION and ELIMINATION OF DUPLICATION were preached and practiced after we entered the war. Now that we have learned to do all these things under pressure, why should we not continue to seek the same advantages under normal conditions?

Dealers in talking machines—customers of ours—*many of whom hold agency contracts for more than one of the standard makes of machines*—have asked us to take up with manufacturers of machines the matter of establishing a definite and exact standard of base dimensions and finishes for the several portable models, so that a cabinet purchased for a Victrola VI could also be used for a Columbia 25 (Model B), and so on down the line, and would exactly fit the cabinet and match the finish in each case. This condition does not now prevail.

We hesitated about broaching this subject, but after giving the matter considerable thought we realized that standardization along these lines would be an invaluable boon to the dealer, and decided to go ahead and take it up.

We know full well that no results will be attained unless it can be shown in very conclusive fashion that there is a popular demand for the thing on the part of the dealers.

We shall be able to reach all of our customers by using the mails, and this announcement will reach a great many other dealers, but there are many others who still will not know about this movement, **consequently it is very essential that those dealers who are interested should fill out the coupon on this page.** Be sure to answer all of the questions, and mail it to us. We shall then tabulate the data and perform our part of the service.

From a manufacturing standpoint the changing of the base dimensions of machines is rather serious; it involves many changes which the non-manufacturer cannot understand; but the adoption of standard and uniform finishes for portable models of the different manufacturers sold at approximately the same prices is a thing that can easily be brought about.

All dealers interested in these changes are requested to answer the several questions on the attached coupon and mail it to us. Don't delay!

The Geo. A. Long Cabinet Company, Hanover, Pa.

REGISTER YOUR
VOTE ON THIS



COUPON NOW



The Geo. A. Long Cabinet Company, Hanover, Pa.

We favor the proposition of all talking machines, of different makes, and selling at approximately same prices, being made of the same base dimensions and finished in standard, uniform finishes.

We are dealers in (Place "x" under kinds sold):

Victor	Columbia	Pathé	Sonora	Brunswick	Vocalion	
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Name of Dealer.....

Address

City

COMPLETING ARRANGEMENTS FOR JOBBERS' CONVENTION

Business Questions to Be Handled in Two Afternoon Sessions at Hotel Traymore, Atlantic City, on June 30 and July 1—Annual Golf Tournament on Saturday, June 28—July 2 to Be "Victor Day"—Important Matters Coming Up for Discussion at This Very Important Gathering

Plans for a general convention of the National Association of Talking Machine Jobbers to be held at the Hotel Traymore, Atlantic City, June 30 and July 1, are now practically completed, and Louis Buehn, chairman of the Arrangements Committee, has already notified the members of the association what they may expect in the way of a program.

The Business Program

On the opening day of the convention, Monday, June 30, there will be held a meeting of the Executive Committee with the first general session taking place in the afternoon. No fixed entertainment plans have been made for Monday evening in order that the delegates may feel free to wander, as their wills and tastes dictate, in and about the various resorts of Atlantic City.

On Tuesday morning, July 1, the various conventionists will make up a bathing party and spend an hour or two in the briny. Another general session of the convention will be held on Tuesday afternoon, and in the evening there will be held the annual banquet, which, it is promised, will be an affair of unusual brilliance, with some lively entertainment and talks by talking machine men and others.

Wednesday, July 2, will be "Victor Day," and the jobbers will enjoy entertainment provided by the Victor Talking Machine Co., details of which are not yet ready for announcement.

The Golf Tournament

On the Saturday preceding the convention, June 28, there will be held the annual golf tournament, for which a number of entries have already been recorded. One of the features of the program this year will be the contest for the Blackman cup. This is a new prize—a handsome silver cup offered by President J. Newcomb Blackman, the cup to become the property of the golfer who wins it three times. There are also several other handsome prizes to be offered as a spur to the Knights of the Niblick. The tournament will be held at the exclusive Sea View Golf Club, at Abescon Beach, the arrangements being made by Louis Buehn.

Important Matters For Discussion

The program of matters to be discussed at the business sessions promises to be a most interesting and important one, for there have arisen during and since the war a number of problems that require careful study and adjustment. One of the chief questions that will come up for discussion will be that of maintaining present list prices of machines and the distribution of any savings created through increased production and manufacturing economy by increasing the discounts at present allowed to wholesalers and retailers. The general feeling is that list prices could stand a further increase if necessary in view of the fact that talking machines have advanced less in price than any other product.

In absorbing increased production costs it has been necessary to shorten discounts to the trade,

which has proved rather a heavy burden in view of the fact that the cutting of discounts came at a time when turnover was also reduced and the cost of doing business had risen to a high level. It is held by many jobbers that some adjustment of list prices and discounts is absolutely necessary in order to enable many concerns in the trade to maintain their present organizations and pay the increased salaries now demanded. It is felt that the maintenance of trained distributing organizations is necessary as a matter of prime importance, and should receive first consideration. Various tax questions, new legal matters, the question of equalizing freight charges for the protection of jobbers in distant parts of the country and other matters of similar tenor will be brought up at the convention.

SOME CHANGES IN RICHMOND, VA.

James Cowan Secures Control of Colonial Piano Corporation—A. J. Crafts Piano Co. Renews Lease—New Branch Planned

RICHMOND, VA., May 8.—There have been a number of interesting changes in the local trade recently, among them being the purchase of the controlling interest in the Colonial Piano Corporation by James Cowan, the pioneer Columbia Grafonola dealer here. Mr. Cowan maintains stores on both Main and North Broad streets.

The A. J. Crafts Piano Co. have just signed a new lease on their present store, and also the adjoining store. Remodeling operations will begin at once, and the improvements will include a number of soundproof talking machine booths. The general offices of the company will be moved to the second and third floors of the building, and the cashier's office moved to the mezzanine floor in order to allow more display room.

The general offices of the Starr-Crafts Phonograph Co. have been moved to the fourth floor of the Commercial Building, on Second street. The Crafts Piano Co. incidentally have arranged to open a branch store on Fayetteville street, Raleigh, N. C., where, in addition to pianos, they will handle Starr phonographs and Gennett records. Theodore H. Bower will be manager of the branch store, which is expected to be ready for business in about a month. With the opening of the Raleigh store the Crafts Co. will discontinue their branch in Wilson, N. C.

WM. J. FITZGERALD RESIGNS

BOSTON, MASS., May 6.—William J. Fitzgerald, after an eighteen years' association in the local phonograph business, has severed his relations with the Eastern Talking Machine Co. In view of the fact that Mr. Fitzgerald was a sufferer from the influenza for several weeks early in March he feels that a rest is now in order. He says he is considering several good offers.

WE WILL MAKE YOUR RECORDS FOR YOU



IF you wish to make vocal or instrumental records of solos, quartets, choruses, orchestras, bands, etc., either for your own use or to sell, we are at your service.

Ask Us About It

American Recording Laboratories
56 W. 45th St. New York, N. Y.

INCREASING WESER OUTPUT

Weser Bros. in Shape to Produce Sixty Machines Weekly—Weser Motor Well Protected

Weser Bros., Inc., 524 West Forty-third street, New York, have just increased their factory capacity so that they will be in a position to manufacture henceforth at the average of sixty Weser phonographs per week. Great study and thought has been put into the perfecting of the Weser phonograph, which has been in the making for several years. It embodies many individual characteristics which were created by the late John A. Weser, who was considered one of the greatest inventors in the musical industry.

One of the most salient features of the Weser product is the motor, which has been perfected in the Weser factory and is manufactured there in its entirety. Many thousands of dollars were spent in perfecting this motor, and the machine was not put on the market for trade consumption until Weser Bros. were absolutely sure that the motor would perform to the absolute satisfaction of the purchasing public as well as the trade itself.

The machines are produced in several models, the cabinet work being of the highest quality, and embodying many individual features which give them character and true artistic excellence.

Lohr & Bristol, of Muscatine, Ia., have opened a new store in Wilton and will carry a good stock of talking machines and records.

The FULTON

We are now in a position to offer to dealers our new models of Floor Cabinet Machines, which will prove satisfactory in every way as to their quality, excellent construction, and most odd designs. (Send at once for illustrations and prices.)

Best American Steel Phonograph Needles
TRUETONE or CLEARSTONE

200 to a metal box, or
100 to a package, 60c
Per thousand, 55c in lots of 100,000

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.
Records—Standard make, Lateral Cut, at \$40.00 per 100.

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

We Aim to Please—Give us a Trial

HAVE YOUR **REPAIRS** MADE WHERE
THEY ARE MADE RIGHT

We are equipped to make prompt repairing of all makes of American and foreign Talking Machines—new models or old-timers.

FULL LINE OF REPAIR PARTS ON HAND
WE MAKE WHAT WE HAVEN'T IN STOCK

Special attention given to repairs received by mail or express

SMALL TYPE PHONOGRAPHS MADE TO ORDER

MANHATTAN PHONOGRAPH CO., 75 EAST 4th STREET
NEW YORK

Anything You Want to Sell—We Will Buy It

Anything You Need, and Can't Get—
Just Try Us

Anything That Needs Fixing—
Send It to Us

National Advertising for *Lundstrom* **CONVERTO** PATENTED DEC. 11, 1917 **Talking Machine CABINET**



This fall and winter Converto Cabinets will be Nationally Advertised. Manufacturing facilities have been trebled over last year, so that dealers who anticipate their wants now will this year most likely be able to get all the Convertos they want, and thus make a still larger profit on this popular, practical cabinet.

In buying your stock of small Victrolas for fall business we suggest that you keep the Converto and the new National Advertising in mind and order both machines and cabinets accordingly. There will be a much bigger business in both the coming season for the dealer *who gets his orders in early*. See List of Distributors below.

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

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

CONVERTO DISTRIBUTORS

- | | | |
|---|--|---|
| Atlanta, Ga..... Phillips & Crew Piano Co. | Dallas, Tex..... Sanger Bros. | Peoria, Ill..... Putnam-Page Co., Inc. |
| Austin, Tex..... The Talking Machine Co. of Texas | Denver, Colo..... The Knight-Campbell Music Co. | Philadelphia, Pa.... The George D. Ornstein Co. |
| Baltimore, Md.... Cohen & Hughes | Des Moines, Ia..... Mickel Bros. | Penn Phonograph Co., Inc. |
| E. F. Droop & Sons Co. | Elmira, N. Y..... Elmira Arms Co. | H. A. Weymann & Son, Inc. |
| Birmingham, Ala.. Talking Machine Co. | El Paso, Tex..... W. G. Walz Co. | Pittsburgh, Pa..... W. F. Frederick Piano Co. |
| Boston, Mass..... The Eastern Talking Machine Co. | Kansas City, Mo..... J. W. Jenkins' Sons Music Co. | C. C. Mellor Co., Ltd. |
| Buffalo, N. Y.... W. D. & C. N. Andrews | Schmelzer Arms Co. | Standard Talking Machine Co. |
| Burlington, Vt.... American Phonograph Co. | Memphis, Tenn..... O. K. Houck Piano Co. | Portland, Me..... Cressey & Allen, Inc. |
| Butte, Mont..... Orton Bros. | Milwaukee, Wis..... Badger Talking Machine Co. | Richmond, Va..... The Corley Co., Inc. |
| Chicago, Ill..... Lyon & Healy | Mobile, Ala..... Reynolds Music House | W. D. Moses & Co. |
| Cincinnati, O..... The Rudolph Wurlitzer Co. | Newark, N. J..... Price Talking Machine Co. | St. Paul, Minn..... W. J. Dyer & Bro. |
| Cleveland, O..... The Collister & Sayle Co. | New York City, N. Y.. Emanuel Blout | Syracuse, N. Y..... W. D. Andrews Co. |
| The Eclipse Musical Co. | The Cabinet & Accessories Co., Inc. | Toledo, O..... The Whitney & Currier Co. |
| Columbus, O..... The Perry B. Whitsit Co. | Knickerbocker Talking Machine Co. | Washington, D. C.. Cohen & Hughes |
| | Omaha, Neb..... Mickel Bros. Co. | E. F. Droop & Sons Co. |

COLUMBIA DEALERS ATTEND REGULAR MONTHLY MEETING

Lambert Friedl Acts as Chairman—R. F. Bolton Tells How to Expand Foreign-Language Record Business—Sascha Jacobson and Irving Kaufman, Columbia Stars, Entertain the Dealers

Columbia dealers in metropolitan territory were the guests of the local wholesale branch of the Columbia Graphophone Co. at a very interesting dealers' meeting held late last month in the Green Room of the Hotel Mc-Alpin. This series of meetings was instituted



Lambert Friedl

last year by Lambert Friedl, manager of the local Columbia branch, for the purpose of giving the dealers an opportunity to hear the new mid-month records, and in order to introduce personally various Columbia artists to the dealers. These meetings have won signal success, and Manager Friedl has well deserved the hearty congratulations he has received from his clientele in this territory upon the value and practical import of these gatherings.

At this meeting more than two hundred Columbia dealers and members of their sales staffs accepted the Columbia Co.'s invitation to hear the new June mid-month records, listen to a few pertinent business discussions and to meet in person Sascha Jacobson, well-known violinist and exclusive Columbia artist, and Irving Kaufman, another popular Columbia artist.

Mr. Friedl presided as chairman, and after playing several of the new mid-month records, which were enthusiastically received by the dealers, he introduced R. F. Bolton, sales manager

of the Columbia Co.'s international record department, and one of the veterans of the Columbia organization. Since taking charge of this important branch of the company's activities Mr. Bolton has achieved splendid results, and the sales totals of foreign language records are steadily increasing under his able guidance. He has made a careful study of the possibilities of this field, and his research work has proven invaluable to the dealers.

In his interesting talk Mr. Bolton, by means of charts, graphs and bulletins, visualized the plans and expectations of his department to excellent advantage. He pointed out that many new thoughts have been adopted by his department, which aims to make the sale of international or, as they are popularly termed, "green label" records a matter of satisfaction and profit. The advertising used in behalf of these records is effective and far-reaching in scope, and every dealer at this gathering received



Sascha Jacobson

one or more valuable hints relative to the development of foreign-language record business.

In introducing Irving Kaufman, one of the best-known local recording artists, Mr. Friedl

advised the dealers that another member of the Kaufman family would also entertain them, this latter artist being Irving's brother, Jack. These two favorites of the vaudeville stage and recording world favored the dealers with a number



R. F. Bolton

of selections, which made a decided "hit." Irving and Jack Kaufman are recording duets for the Columbia library, and, in addition, Irving Kaufman will continue making the popular and topical records which have made him a prime favorite with Grafonola owners.

As one of the musical "treats" of the afternoon Mr. Friedl presented Sascha Jacobson, one of the most successful American violinists of the younger generation, and who has won remarkable success on the concert stage. Mr. Jacobson plays for the Columbia library exclusively, and prominent critics have predicted that this young American will steadily enhance his prestige and standing year after year. At this gathering Mr. Jacobson played three numbers which served to emphasize his masterly art and musicianship.

During the course of the afternoon Harry Osgood made an interesting address, showing how the Columbia record library had gained tremendously in prestige and scope during the past few years, and in the course of his address paid a merited tribute to Theodore Bauer, concert and operatic director of the Columbia Co.

As a fitting close to an excellent meeting Mr. Friedl announced that the next speaker would be C. W. Woddrop, vice-president and treasurer of the Columbia Graphophone Co., and a keen student of the most important phases of this industry. Mr. Woddrop's message to the dealers was based on the "Value of Good Will in the Dealer's Business." He suggested that the dealers cultivate and develop the good will of their employes, and commented upon the importance of the creation of a feeling of good will between the dealer and his banker. Referring to the future business outlook Mr. Woddrop stated that it is the consensus of opinion among the leaders of the business world that the coming ten years will be the most prosperous in the history of the world, and that we are on the threshold of unprecedented prosperity. In closing Mr. Woddrop spoke a few words in behalf of the Victory Loan, his remarks being heartily applauded.

The People's Drug Co., Marion, Ind., has announced that the Victrola department will be enlarged and improved, and that a new window for the display of the Victor machine will be added to the present store.

RAMOSOLA PHONOGRAPHS

The Talking Machine With a Soul

Best on Earth. We Prove it by Perfectly Playing All Makes Of Disc Records.

Richmond Made Perfectly Adjusted Machine of Universal Proclivities.

We Have Profited by The Mistakes of Others. The Proof of Our Profit—Look What Happened

To The Blind Typewriter So Will it be with the One School Machine and The So-called Universal.

Thirteen Models. Write for Trade Discounts. We also Job the Quality Line of Motors, Tone Arms and Records

We mean OkeH Records, Heineman Motors, Meisselbach Tone Arms, Cleartone Needles.

Ramos-Eubank Phonograph Mfg. Co.

The South's First Phonograph Manufacturers

P.O. Box 1354

104 N. 7th Street

Richmond, Va.

ATTENTION DEALERS!

We manufacture 200 beautifully designed and splendidly constructed Talking Machines per month, of the large 50-inch type. Write for illustration and terms.

TYROLIA TALKING MACHINE CO.
WILMETTE, ILLINOIS



A Typical Van Veen Booth Installation

How We Serve the Dealer

¶ We give individual service to the dealer and prefer to lay out a plan that will meet his exact conditions rather than make his business fit our plans. We study the dealer's needs and requirements bearing in mind that local conditions and surroundings may not always conform to fixed plans and specifications. *Individual Service* has been the key-note of our success.

¶ Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

VAN VEEN
"Bed Set" Booths
Sectional Record Racks
Record Sales Counter

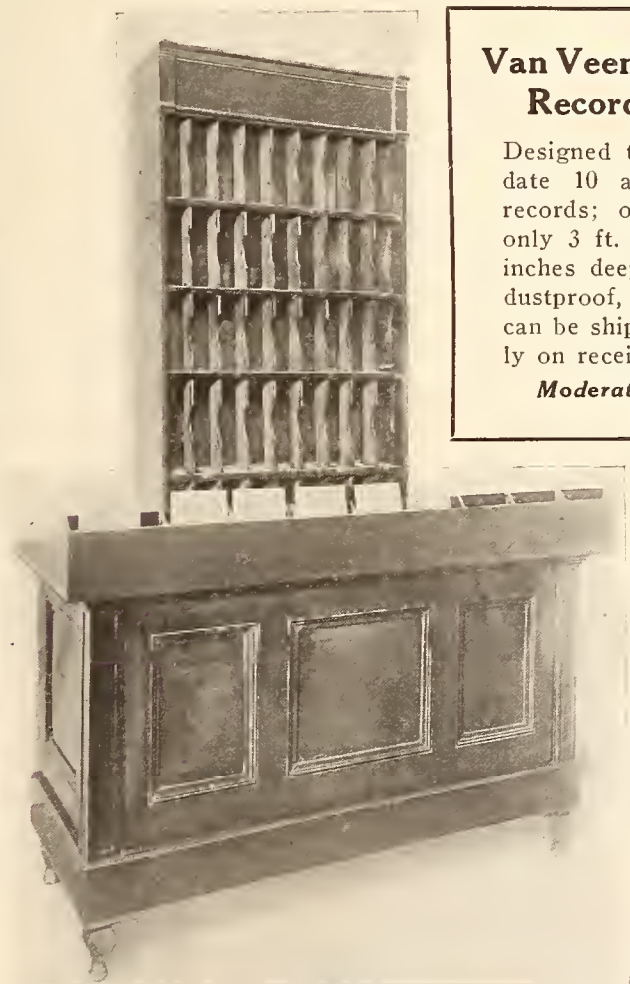
Install Van Veen Booths

and accessories NOW. Install as many booths as your store space will possibly permit. Each one will pay for itself through increased sales in a surprisingly short time. Be prepared to handle the greatest talking machine business in history.

Portable Sections Ready for Prompt Shipment Anywhere

Why Van Veen Booths Are Better

- No. 1. Built of best kiln-dried lumber.
- No. 2. Correctly constructed by skilled craftsmen.
- No. 3. Embody Economy, Simplicity and Efficiency.
- No. 4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
- No. 5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
- No. 6. Moderate in price and most economical in comparison with any other booths manufactured.
- No. 7. Easily erected, no complicated attachments requiring adjustment.
- No. 8. Handsome in design and high grade cabinet finish.



Van Veen Record Racks and Sales Counter

Van Veen Sectional Record Racks

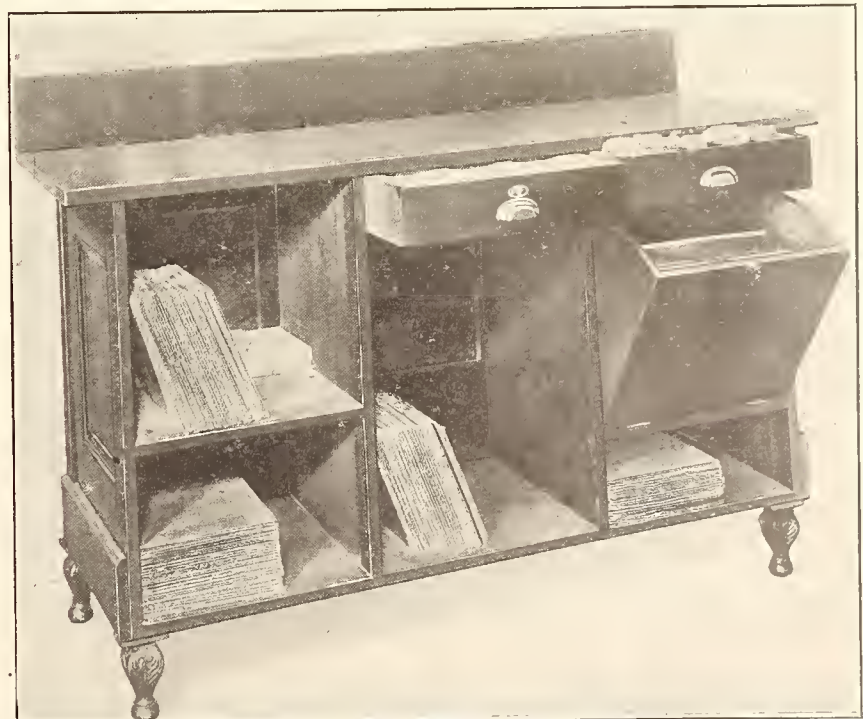
Designed to accommodate 10 and 12 inch records; occupy space only 3 ft. wide and 13 inches deep. Backs are dustproof, and racks can be shipped promptly on receipt of orders.

Moderately priced

Van Veen Record Sales Counter

This counter has many exclusive features that make it the leading counter on the market. Note the catalog and supplement rack along the front edge. The rear view will give an idea of its practical and sales value. Price is low because we have eliminated all superfluous parts.

Shipped promptly anywhere



Rear View of Record Sales Counter

Write, wire or phone for our representative

ARTHUR L. VAN VEEN & CO. Marbridge Bldg., 47 West 34th St.
NEW YORK

A Sales Force That Places Service Above the Solicitation of Orders

By Frederick C. Kendall
(In Printers' Ink)

Of unusual interest to the talking machine trade was the leading article in Printers' Ink of April 24, in the course of which Frederick C. Kendall, under the caption "A Sales Force That Doesn't Solicit Orders," set forth at length the facts concerning the sales organization of the Victor Talking Machine Co., making a special point of the obligation of the Victor salesman to give service to the jobbers and dealers rather than to solicit orders. The article read in full as follows:

Suspended above the roll-top desk of many a sbrewd sales manager is a celluloid sign calculated to cast fear and trembling into the mind of the laggard salesman, trigger-quick with his artful alihis. It is a time-tried and tested conscience-pricker to the man-who-almost-got-an-order, the chap-who-nearly-sold his customer and the fellow-with-a-promise-for-next-week.

It reads, "Results—Not Excuses." And the commonly accepted interpretation of results is orders.

In contrast, which can be best characterized as refreshing, the Victor Talking Machine Company has, through diligent training, developed a staff of salesmen *who don't take orders*.

Perhaps this statement is a trifle extravagant. Occasionally the men *do* take orders; but only when the merchandise selected represents a forward step in retailing or an advance in the character of equipment sold. As one retailer expressed it: "They are not high-priced sandwich men who come into my store generally when I am husy and want me to stop selling goods to give them an order."

The chief joh of Victor traveling representatives is to give service.

The sales distributive systems of the organization are, of course, partly responsible for this condition. Victor machines and records are sold through the Johher to the Retailer who bas agency for Victor sales. The Jobber has his own men visiting the trade at regular intervals and the function of the Victor traveling staff is to supplement the efforts of the Jobber's salesmen in teaching the Dealer how to sell his goods. Obviously, these men must possess the ability of salesmen, but their knowledge also includes a thorough understanding of merchandising, advertising, accounting, store systems and the selection and training of retail sales people.

Ordinarily, they do not solicit orders. That is left to the salesmen of the local Distributor from whom the Retailer obtains his supplies. Some of the men have never sold a single bill of goods. But where a member of the Victor traveling staff succeeds in educating the Dealer to carry a complete stock, rather than have the order wait until it is passed to the Jobber's salesman, he is privileged under these conditions not only to accept orders, but to solicit.

Usually the Jobber's salesmen call on the trade every month. They work on schedule and have comparatively little time to devote to a study of the merchant's business problems. Moreover, they do not always possess the specialized training that fits them for such work. The Victor men, on the other hand, have unlimited time at their disposal to offer constructive criticism and, to quote the hand-book of the traveling department, "To help the retail and wholesale merchants in this industry to become bigger and better merchants; to impart to the trade the Victor company's ambitions, and to keep the officials of the company constantly in touch with outside conditions." So, the mere matter of getting orders is a negligihle factor. The company even states that it considerably lessens a man's standing with the trade to accept orders which would ordinarily be placed with a Distributor. Consequently, the solicitation of business is not encouraged.

SEEKING THE RIGHT RETAIL OUTLETS

One of the most interesting things in the development of the Victor industry has been the gradual evolution in the character of merchants presenting their line to the local public. Originally the talking machine was looked upon as an interesting toy. In 1901 Eldridge R. Johnson organized the Victor Talking Machine Company, and immediately the infant organization started a policy which has been one of the mainstays of the industry to the present day. They invested every penny of their surplus in advertising their talking machine. The sales increased and gradually the public began to have a high respect for what was first regarded as a curious plaything. Eighteen years ago hicycle shops were as common as garages are to-day, and it was largely through the hicycle shop that the retailing of Victor talking machines was first introduced.

The products were not taken seriously as a commercial

proposition, being looked upon more as a novelty acceptable to the hicycle dealer because of his having a line profitable only during the summer months and in need of something which would fit into the winter season.

Next, the jeweler and furniture dealer were persuaded and eventually, when other merchants found that there was a demand for talking machines, they began to cast inquiring glances at this new product.

There was tough sledding for the first few years, but gradually there came an awakening on the part of the better-class merchants concerning the commercial opportunities of this novel music-maker. Department stores found that the demand was of steady growth. The piano stores, however, were extremely conservative regarding the sales possibilities of the Victrola. Now, however, Victrolas are sold in the highest type of retail stores, and the sale of talking machines has, in many cases, proved a life-saver for retail piano dealers.

"After all is said and done, the success of this industry can be traced almost wholly to the Victor Company's ability to build up a strong retail merchandising organization," said H. A. Beach, manager of the traveling department. "That this has been accomplished is well testified to by the character of the Victor clientele of to-day. It is a fact, well understood, that an article, even though it possesses wonderful merit and is extensively advertised, will not find its way to the consumer without the proper co-operation of the local merchant. Consequently, our first thought has been to associate our line with the merchant of high standing, and once we have secured representation, to concentrate our energies in building up the trade of this man.

"In order, of course, to give a dealer any worth-while help, or to be of any assistance to him in developing or improving his business methods, it is necessary that we have clearly in mind all the conditions with which we must deal. It is very much like the doctor, who, before he can prescribe for his patient, must first diagnose the case; the builder first has an architect draw the plans outlining the work to be done. So it is with every human activity requiring skill, we must first know the materials and conditions with which we are working, and then know how to use them. The rest is easy.

"It has been our experience that the qualifications of a successful dealer are divided briefly under the following headings: First, capital; second, location; third, merchandise; fourth, organization; fifth, selling plans; sixth, service. We have seen many examples of the dealer who is well equipped financially who has a store well located, is carrying a good line of merchandise, but is a miserable failure as a business man because he lacks proper organization. We also find dealers who have all the other qualifications, but lack the necessary capital to take care of their business. The abundance of strength in some of these may overcome weaknesses in others. But in the end the organization must be well balanced if it is going to do the best work."

POINTING TO SUCCESS OR FAILURE

"In developing the activities of our traveling representatives, we have grouped the characteristics of a successful merchant for the purpose of analysis. Not all phases of a dealer's business, naturally, are apparent to our men; therefore, they must be guided by the symptoms.

"Under the heading of Capital we have a number of symptoms to go by—first, How does the jobber look upon the merchant's credit? Second, Is he discounting his bills? Third, Is he carrying his own leases or is he discounting them through some bank or financier? Fourth, Is he experiencing any difficulty in getting goods, due to poor credit? Fifth, Do the stocks he is carrying indicate that he has ample funds?

Manufacturers

of

PHONOGRAPHS

and

PHONOGRAPH
CABINETS

are invited to write us for samples of Trimmings and Parts such as

*Catches, Sockets,
Pulls, Knobs,
Escutcheons,
Sliding Shoes,
Lid Supports,
Automatic Stops,
Tone Rods,
Needle Cups, Etc.*

Our line of such hardware is complete and with our increased facilities we are in a position to give reasonably prompt service to a few more desirable customers.

GRAND RAPIDS
BRASS CO.

GRAND RAPIDS, MICHIGAN



TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE
ON ALL UNIVERSAL TONE ARM MACHINES

Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



"Under the heading of Location our experience indicates that a successful dealer must be located in the main retail business section, preferably on the ground floor. Such successful chain retail enterprises as the Woolworth stores and the United Cigar stores go to great expense and effort to determine the value of a future location before opening a shop. In the case of the latter concern their custom is to place a man with a counting machine in his hand directly opposite the point where they contemplate leasing. He checks every man passing that store for a full week's time.

"All these things endorse our conclusions that a location on a main business thoroughfare is to be considered the best. Therefore the symptoms from which we judge a man's location are—Is he on a main business street or side streets? Ground floor, basement or upper floor? Near department stores, Woolworth stores or United Cigar stores? Near street car transfer points, railroad terminals, theatres, cafes, etc.? Is he in proper surroundings? It is obvious that a Victor store located between a butcher shop and a delicatessen store would not be in the proper environment.

"To us the third heading of Merchandise is particularly significant. If the Victor dealer does not sell our line exclusively, the energies of our traveling representative are naturally focused in bringing about as great a concentration as is consistent with general conditions. Other things closely related are the condition of the merchant's stock, the assortment of his records. Does he have a capable manager? Able assistants? Producing salesmen? Good repairmen? Are his accounting methods sound? Is his credit department flexible as well as careful? Are his clerks eager for suggestions that will help them?

"It is a natural condition that the subject of selling plans receives more attention than other departments from our representatives. The reason is that, to most of us, merchandising has been our life work and, consequently, we are quick to perceive any deficiencies along this line. On entering a store, some of the early questions asked are—Does the retailer use a mailing list? Is the mailing list kept up-to-date? Is his advertising productive and well planned? How is the retailer advertising? Is he making full use of his windows? Is his advertising appropriation spent judiciously?

"The question of service is naturally a most engrossing one. Here are grouped such things as the appearance of the store, deliveries, booths, type of sales clerks, arrangement, decoration and atmosphere of the store. We are curious to know whether a store is clean and cool, for these things naturally exert an influence upon the type of customers catered to."

It is, therefore, apparent that traveling representatives for the Victor organizations are specialists in the retail business. They must have retail and wholesale experience, a knowledge of accounting—for a good deal of the Victrola business is conducted on the installment plan. They must understand the financing of the business, the dangers of the extension of too long credits, etc. They must know how to choose stocks suited to the condition of a town, the selection of a store location and the training of sales people. Instead of knowing the Victrola business alone, they must be kept informed of general trade conditions.

The success of the traveling department of the Victor organization is due largely to the fact that the recommendations of its members are not stereotyped systems, but personalized recommendations based upon an intimate study of the merchant's particular business. They do not attempt to dictate to the retailer, but analyze conditions

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1 1/4" x 0.22 x 15', for Victor, each.....	0.65
1" x 0.20 x 13', for Victor, each.....	0.50
1" x 0.28 x 10', for Columbia, each.....	0.60
7/8" x 0.23 x 10', each.....	0.38
5/8" x 0.22 x 8', each.....	0.27

MICA DIAPHRAGMS

1 23/32", Regular Victor Exhibition Box, very best. Each	0.15
1 7/8", for new Victor No. 2, very best..... Each	0.18
1 31/32", for Sonora and all standard soundboxes, very best	0.20
2 1/16", very best	0.22 1/2
2 3/16", for Columbia No. 6, very best..... Each	0.25

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire..... Each	0.27
Pathé, soft tone	0.27
Edison, very best, loud tone..... Each	0.27

ATTACHMENTS

For Victor Arm	Each 0.25
For Victor Arm, permanent.....	Each 1.15
For Edison Arm.....	Each 1.75
For Columbia Arm.....	Each 0.25
Green turntable felt, 10" cut.....	Each 0.10
Green turntable felt, 12"	Each 0.15
Governor springs, for Columbia motor, per 100.....	1.00
Governor springs, for Victor motor, per 100.....	1.00
Needle cups, fit Columbia machine, per 100.....	2.25
Needle cups, with cover, fit Columbia machine, per 100 ..	3.50
Motor, double spring cpl., with 12" T. T., each.....	5.25
Motor, single spring cpl., with 10" T. T., each.....	2.25
Tone Arms, universal, with mica box, each.....	1.80
Tone Arms, Sonora style, with mica box, each.....	2.75
Soundbox, "S," fit Victor tone arm.....	1.35
Soundbox, "F," fit Victor tone arm.....	1.50

FAVORITE PHONOGRAPH ACCESSORIES CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE
BROOKLYN, N.Y.

and suggest improvements. They persuade the dealer to put in artistic demonstration booths, hardwood floors, rug, plants, artistic furniture, etc., in order to create the proper atmosphere and attract a better grade of customers.

"I can quickly recall from my personal experience," related Mr. Beach, "several instances which show just how our traveling staff operate. A few years ago one of our men visited a flourishing manufacturing town in Pennsylvania. We knew we were not getting proper distribution at that point. So the representative made a careful study of the conditions surrounding this dealership—the class of employes, the type of merchandise carried, charge systems, etc. Then after these observations he called upon the merchant, introduced himself and then diplomatically suggested a few obvious improvements that could be made. This merchant, however, did not take kindly to the criticism of the manner in which he was running his business. He maintained that as he was paying the bills, he could do what he darn well pleased.

"Our representative impressed upon him the fact, however, that to employ an efficiency man would cost him around \$1,000. Even then it would be impossible to secure the services of an individual who had made a study of the talking machine business. By showing this successful merchant that our interest was not entirely selfish, our traveling representative gradually broke down his reserve, with the result that at midnight they were still in the store making plans for complete reorganization of the business. And it was not until two o'clock that they finally separated.

"The final outcome of this particular case was that while the man was head over heels in debt, three years later he came to the headquarters, showed us his bank account and stated that he intended to open branch stores in the surrounding neighborhoods.

"As originally found, this dealer depended solely on his wife for clerical help—a most delightful woman for a home, but poorly suited for work of such character. A change was suggested and carried out with the employing of competent salespeople, new fixtures were built, etc. The wife was installed in new duties as a homemaker, and it was not long before that merchant was coupling real home pleasures with work under conditions which were decidedly more favorable. One of the things our traveler impressed upon this merchant was the importance of concentrating on merchandise he best understood and merchandise which permitted a quick turn-over.

"So, here is an example where our traveling staff is not only performing a service to our own organization, but helping to raise the standards of retailing throughout the country."

"In some cases," Mr. Beach states, "it is necessary to adopt rather unusual methods to bring a dealer out of his lethargy. Some have to be told the rudiments of the business, while others merely require a simple suggestion which will start them thinking in the right direction.

"In developing the retail clerks, no set manual of instruction is prepared. This phase is also handled personally by the representatives. They explain the importance of becoming familiar with the Victor catalog, and also memorizing the interesting facts printed regarding the artists and composers. They try to arouse the ambition of the clerks and frequently give them a list of books on salesmanship that can be obtained from the library."

THE VICTOR STANDARD OF CO-OPERATION

Mr. Beach explained that the Victor organization is thoroughly solid on the idea of true co-operation. "To our minds this is selling goods to the consumer, rather than selling to the retailer. Ninety per cent, of the help our representatives give is unsolicited. A subject is opened up

during the conversation, and frequently the merchant does not realize that he has been placed in possession of many valuable facts. But provided he puts them into operation, we are contented. We don't, of course, set down rules or regulations for running a store, but try to explain to our dealers the principles of merchandising. We prefer to tell them how to determine what to do, for this teaches them the resourcefulness which is so necessary in keeping up with competition."

When Victor traveling men appear on the scene, the dealers do not feel "Here comes someone to take away my hard-earned money." Rather, they are glad to welcome the visitor who talks, not with an order book in one hand and a poised pencil in the other.

The advance notices to the trade typify the attitude of the organization toward its agents. "Nothing is more inspiring than an occasional conference with someone interested in the same problems as ourselves," reads one of the notices. "Our Mr. Wolcott will visit you on April 19, and we hope that your talk will prove mutually profitable." Another announcement states that "The observations and experiences of one seeing our problems from a distance are often helpful."

The traveling department of the Victor Company has served as valuable training for many men now occupying positions as managers with jobbers or large Victrola departments. Many graduates have gone out from the parent organization. Some of these are occupying responsible positions—and it must be remembered that many of the operations are of considerable magnitude.

"We try to impress upon our men," Mr. Beach concluded, "that the Company has no desire to permit what might be construed as coercive handling of the trade. The duties of our traveling staff are promotional, pure and simple. We want our men to spend sufficient time with each account in order that they may analyze the existing situation and put into effect a remedy which will tend toward correcting any of the weaknesses they find. They must not leave any point until they are fully satisfied that they have done all possible to bring that merchant to a profitable state of development.

"Moreover, not only most of our men bend their energies toward improving the merchandising methods of our distributors, but spread abroad the Victor spirit and put into action the policies and ambitions of our Company. They also act as the eyes of the organization, scouting out along the firing line for new developments in trade. So, though we often boast that our men are trained not to sell merchandise, we feel that their work is indispensable to the development of the organization."

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

St. Louis, Mo., April 17, 1919.

Andrew Dodin, care Talking Machine World.

We have read with interest your several articles conducted through the repair department of The Talking Machine World.

We wish to ask your assistance with reference to one or two matters which trouble us very much from time to time. The first is noisy motors, which is very prevalent in certain makes. The motors when first put in use run very smoothly, but after a while begin to rattle very much, and we find that this is caused by the fly wheel and worm drive connection.

We have tried to eliminate this noise by making adjustments at either end of the fly wheel shaft. Sometimes this helps and then again it does not. We were told by one of the phonograph manufacturers to shave the felt which rubs against the fly wheel. This seems, at times, to eliminate the trouble. Will you please let us know what your experience has been?

We are sending to you, under separate cover, a type of reproducers which is used by several of the phonograph manufacturers. This reproducer is not a very substantial article. Very frequently these reproducers buzz and blast shortly after they are put into use, and we find it necessary to replace them on sample machines, standing on our floor, even before the machines have been sold.

It is a very difficult box to get into, as it must be opened from the face side and the mica is put in from the face side. We note that the mica is never shellacked to the rubber gasket as is the case with the Victor box.

We also note that the micas used in this box are the size of the opening through which they must pass, and therefore do not extend in many cases, far enough over the rubber gasket to pack them securely.

We will appreciate very much an article from you describing the best way in which this reproducer should be handled.—Larkatone Music Co., Inc.

ANSWER—The trouble you refer to in the motors is undoubtedly to be found in some part of the governor mechanism. I have had a great amount of this trouble in all styles of motors using the rawhide gear (or fibre gear) on the governor drive, and there seems to be no set rule for curing the trouble. As a rule, you will find the governor bearings worn so that there is side play on the bearing points of the governor spindle, then again you will find the little check pad of felt has become very hard at its point of contact with the governor disc. Shaving this hard surface away and soaking in oil helps. Again (and in my opinion the chief cause of trouble) the cuts of the fibre or rawhide gear on the turntable spindle are very rough. Upon the finish of the cuts in this gear and the spiral cut on the governor spindle depend the quiet or noisy running of the motor.

To see a governor spindle made, how it is cut on the lathe, tempered, ground, polished and lapped down to its exact size, one would say, upon looking at it with the naked eye, that it was absolutely smooth, especially in the spiral cut. However, if you place it under a microscope you will quickly change your mind, for you will find instead of a perfectly smooth surface one full of cuts and holes and the wonder is that it ever can be made to run smoothly. However, it can be done and I have often found that with a little experimenting and trying several different governor spindles, bearings and

turntable spindles it is possible to get a combination that will run satisfactorily.

As to the sound box, it is possible to get as good results from this sound box as from any other make.

The points to be very careful about in assembling it are to shellac the mica to the bottom gasket, place the needle bar in position, being sure to get the little pads of rubber in proper position under the tension springs, place needle bar mica screw into position and then put top gasket into place.

If you place top gasket into place before putting on needle box you will probably move the mica out of position and so cause trouble.

If it is assembled very carefully you should not have any trouble and the box is susceptible to adjustment above the average of the independent makes.—A. H. Dodin.

Lebanon, Pa., May 6, 1919.

Editor Talking Machine World.

A friend of mine has a large Columbia Grafonola De Luxe and when certain band or vocal records are played on it with a loud needle it has a buzzing sound on the high notes which is very annoying. When these same records were played on another machine they did not buzz. Some claim it is the fault of the sound box, others that the turntable does not run true. If there is any remedy for this trouble I would be pleased to hear about it.—Earl C. Yordy.

ANSWER—Your trouble is in the sound box—try tightening the clamp ring on the rubber gasket, and also tighten the needle bar by screwing in the pivot screws and readjusting the lock nuts on them. The turntable running untrue will give more pronounced needle scratch, but will not cause the buzz you write of.

N. J. WILCOX IS MANAGER

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced very recently the appointment of N. J. Wilcox as manager of the Columbia branch at Philadelphia, Pa. Mr. Wilcox, who is a newcomer in the phonograph industry, succeeds A. J. Heath, who resigned with the regrets of the Columbia Co. in order to open an exclusive Columbia retail establishment, the location of which will be announced later.

AN ATTRACTIVE WINDOW DISPLAY

The accompanying illustration is a reproduction of an attractive window display of Emerson records featuring the second issue of the Emerson co-operative window display service. Emerson dealers are finding this display service of

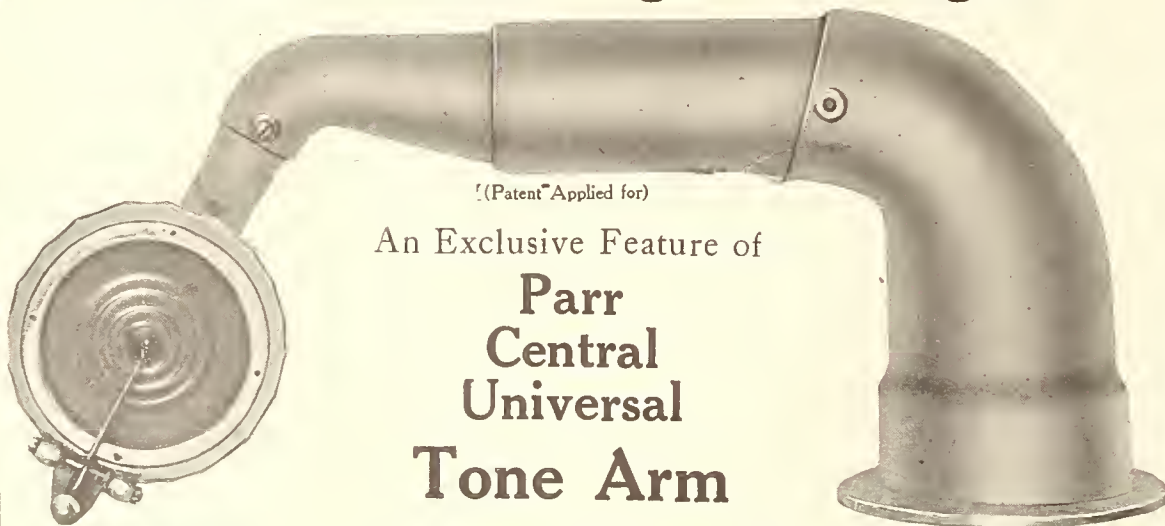


Emerson Display for Dealers

great value to them in making their Emerson department distinctive and attractive.

A new set of display cards is sent the dealer each month featuring the month's releases. The display is arranged so completely as to enable the dealer to change his window trim each month with very little trouble and keep the public constantly informed of the latest hits.

Automatic Change of Weight



An Exclusive Feature of Parr Central Universal Tone Arm

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm.

OTHER IMPORTANT FEATURES

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.

MAIN OFFICES:

100-108 West 23rd Street :: :: NEW YORK

Factories: New York City—Latrobe, Pa.



Play on
Any Phonograph

Unbreakable
Records

Always Standard
No Dead Stock

“Talking” Books “Talking” Toys “Talking” Animals

Bring the Children Flocking to Your Store

They'll Bring Their Parents

Here is something brand new which should add thousands of dollars to your sales.

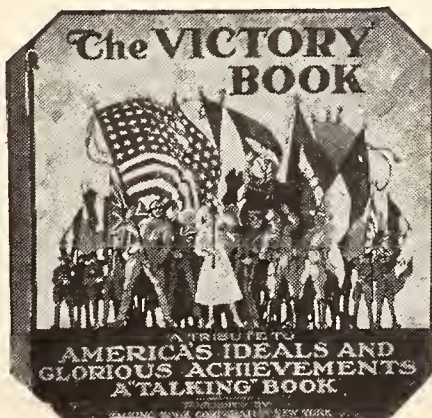
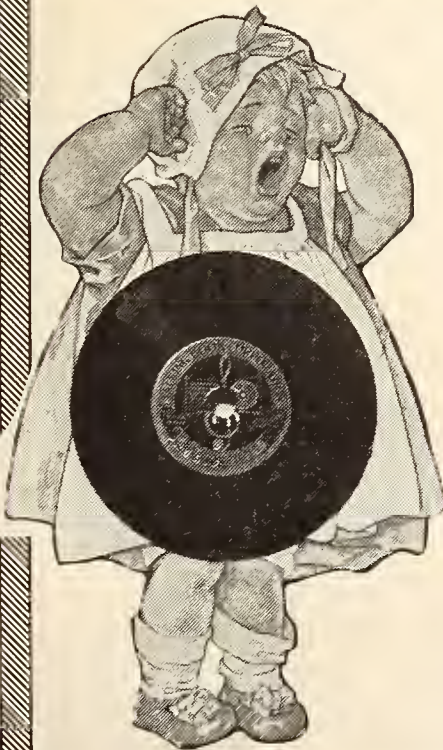
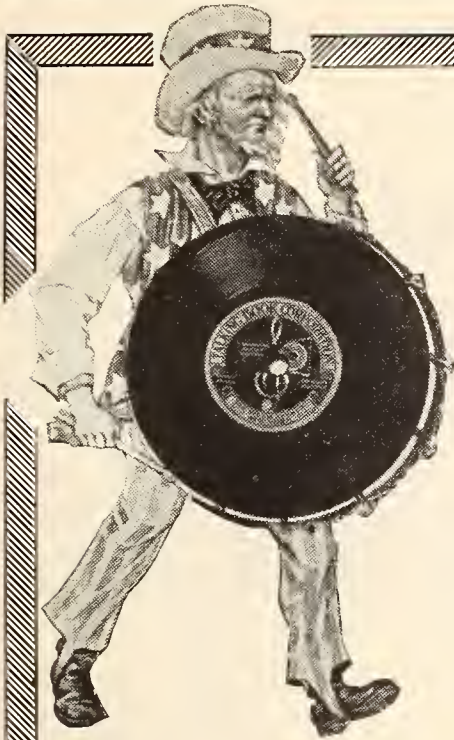
14 Points About The Talking Books

- 1.—The Talking Books are PHONOGRAPH RECORDS in book form.
- 2.—The Talking Books, Animals and Figures educate the children and amuse them; teach them to dance; to sing and recite.
- 3.—They are flexible and unbreakable—other children's records must be handled with utmost care.
- 4.—The Talking Books are real books, with pictures, stories, songs and poems.
- 5.—The whole book goes on the talking machine and tells the story, sings the song or imitates the wild animal.
- 6.—The Talking Books lighten for mothers and teachers the patient, arduous task of educating and entertaining the children.
- 7.—And THE CHILDREN WANT THEM!
- 8.—They produce a handsome profit for you.
- 9.—Moreover, the children will bring their parents to your store every month. Sell them the Talking Books, Talking Animals, and Figures. Then you can sell the parents your regular operatic and popular hit records.
- 10.—Put these handsome and profitable novelties in your show window. Every child in town will visit your store.
- 11.—You know what the children's department does for the big department store. The Talking Books, Talking Animals, etc., will do the same for you.
- 12.—There are new books and records every month.
- 13.—Don't forget—the records DON'T BREAK!
- 14.—And—they sell AT SIGHT.

Write for complete information about initial assortments, discounts, prices and descriptions of records.

TALKING BOOK CORPORATION

358 Fifth Avenue, New York



Eleven Money-Makers

JUST OUT

Every Record Brings Two Hits

These Eleven Advance Releases of

KEH **RECORDS**

Represent the Greatest Song and Dance Hits
of the Season

**SAMPLE ORDERS SHIPPED
IMMEDIATELY**

You can't go wrong on such popular
Songs and Dances as



- | | | | | | |
|--------|---|--------|--------------------|--------|-----------------------------|
| 1159 { | Ja Da (Ja Da, Ja Da, Jing, Jing, Jing!) | 1166 { | Rainy Day Blues | 1165 { | Mary |
| | Can You Tame Wild Wimmen? | | Till We Meet Again | | Beautiful Ohio |
| 1160 { | Girl of My Heart | 1192 { | And That Ain't All | 1184 { | The Kiss That Made Me Cry |
| | A Little Birch Canoe and You | | By the Camp Fire | | Some Day I'll Make You Glad |

AND THE OTHER FIVE EASY SELLERS

Complete List of Eleven Hits, Samples of Artistic Advertising Matter and Full Information About Our Liberal Terms Sent on Request

Franklin Phonograph Company

10th and Columbia Avenues,

PHILADELPHIA, PA.

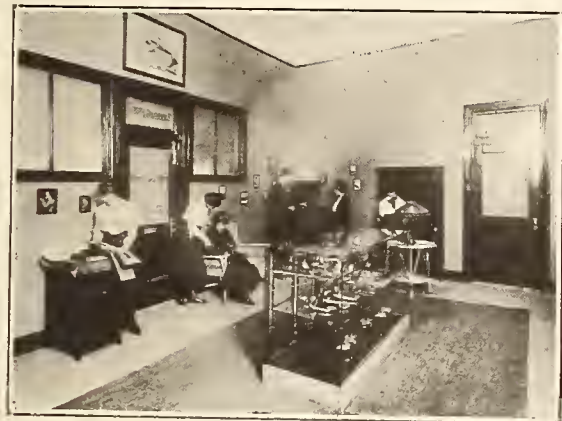
FINE NEW HEINEMAN OFFICES

Headquarters of Otto Heineman Phonograph Supply Co. in New York Provided With Most Modern Equipment to Handle Business Efficiently—Some of the Departments

The accompanying photographs tell a story of growth and progress. They represent views taken recently in the new offices opened by the



Advertising Department, Laszlo Schwartz, Mgr. Otto Heineman Phonograph Supply Co., at 25 West Forty-fifth street, to house the company's purchasing, clerical, advertising, manager of the Eastern sales and sales managers' departments,



Display Room

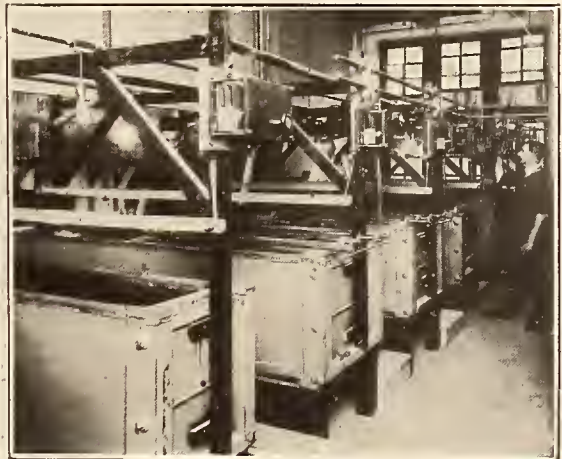
together with the auxiliary OkeH record matrix plant, the shipping department and display rooms.

These offices occupy the second floor of the Central Building at 25 West Forty-fifth street



Eastern Sales Department

and afford considerable additional floor space for the Otto Heineman Co. The general execu-



OkeH Record Matrix Plant

tive offices of the company, together with the financial, accounting, bookkeeping departments,

etc., and the private offices of the executives, remain on the sixteenth floor.

At the present time, the company occupies the entire second floor of this building with the greater portion of the sixteenth floor, and judging from the tremendous demand for Heineman products, additional floor space will be required in the very near future.

The heads of the departments located on the second floor are delighted with the facilities afforded them, for the lighting arrangement and the general layout of the offices are ideal. The large reception room affords visitors to the second floor maximum comfort and convenience, and the shipping department is equipped with the most approved and up-to-date methods of transporting records. This department is one of the most important on the floor, for the OkeH record business is proving phenomenal.

SOLOTONE MFG. CO. IN QUAKER CITY

Entire Building at 1727 Chestnut Street Leased for Showrooms and Offices—Concert Hall a Feature—Ready for Occupancy Soon

PHILADELPHIA, PA., May 8.—The entire building at 1727 Chestnut street, this city, has been leased by the Solotone Manufacturing Co., of Lititz, Pa., for showrooms and executive offices. The premises have been thoroughly renovated, improved and redeccorated, and will be occupied within a few days. The first floor is divided into various rooms, each one to accommodate a particular period design, and the upper floor will be used for executive offices. There will also be a concert hall, in which interesting programs are planned to be given. The entire line of fifteen models will be shown, and the central location of the new warerooms is convenient not only to the buying public, but to the visiting trade as well.

REMOVE PLANT TO BOONTON, N. J.

The factory of Vitalis Himmer, Jr., manufacturer of tone arms, sound boxes, etc., and the plant of the Audion Phonograph Co. have been moved from 77 Reade street, New York, to Boonton, N. J. At this address the company has a thoroughly up-to-date and modernly equipped factory, and plans are being made to handle a large volume of business this year.

Two Western dealers who have recently taken on the Brunswick line are Forbes Pharmacy, Cheyenne, Wyo., and the Blackmarr Furniture Co., Boulder, Colo.

C. A. GRINNELL'S GENEROUS WORK

Prominent Member of Detroit Trade Has Long Taken Active and Unselfish Interest in Association Work—His Support of Music

DETROIT, MICH., May 5.—Although the development of the great business of Grinnell Bros. has engaged his best efforts for nearly forty years C. A. Grinnell has still found time to give unselfishly of his efforts for the benefit of the industry at large, and has proven a big factor both locally and nationally, in every move for the betterment of the music trade and the development of interest in music as a whole. Ten years ago he was elected president of the National Association of Piano Merchants and rendered yeomanlike service in that office. During his administration the association registered its largest list of members, 1,100. It was Mr. Grinnell who established the system of State Commissioners to keep the association in touch with the trade in every section of the country.

Although a member of the Piano Merchants' Association for sixteen years Mr. Grinnell never missed an executive meeting and only one annual convention of that body. He has always declined honorary offices, and it was only under great pressure that he was induced to become president of the Music Industries Chamber of Commerce, which office he now holds. It was at Mr. Grinnell's suggestion that George W. Pound, general counsel of the Chamber of Commerce, has been making his coast-to-coast trip addressing music dealers in every section of the country.

In forwarding the cause of music itself Mr. Grinnell is best known for his work in promoting the singing of Christmas carols. Last Christmas 10,000 children and adults sang carols in the streets of Detroit, despite bad weather, and Mr. Grinnell sent to every army cantonment of the allied soldiers throughout the world copies of a special service carol to be sung on Christmas Eve. Interesting photographs show the British soldiers in the Holy Land under General Allenby singing the carols at Bethlehem.

During thirty of the forty years he has been associated with the music business in Detroit Mr. Grinnell took no vacation. For the past few years, however, he has endeavored to spend the months of February and March each year at his Florida home at Seabreeze, near Daytona Beach, where he rests up a bit and makes plans for greater expansion and progress in the music industry.

TO DEALERS

in Northern Indiana and Southern Michigan

WE wish to announce that from now on we will be in a position to make immediate deliveries of the Dusonto (formerly the Belcantola —see our special announcement on page 88) to dealers in this territory.

Address all inquiries and orders to our local distributors—Stoffer and Stackhouse, Bourbon, Indiana.

This same efficient service applies to our other territories.

THE BELCANTO CO., Inc.
2007 B Bush Terminal Sales Building
130-132 West 42nd Street, New York



SOME SPEEDY RECORD MAKING

Emerson Phonograph Co. Turns Out Special Record of Speech for Banquet Within Three Days After the Order Is Given

Under the heading "Emerson Speed" the following article appears in the "Emersonian," the new house organ published by the Emerson Phonograph Co.:

Monday afternoon, March 10, 3 o'clock. Telephone bell rings. Voice inquires: Is this Mr. Seiler? MR. SEILER: Yes, Mr. Seiler speaking. VOICE: This is Mr. Wurzburg, general manager of the Nast Publications (Vogue, Vanity Fair, etc.). MR. SEILER: What can I do for you, Mr. Wurzburg? MR. WURZBURG: Mr. Condé Nast, president of our company, has just returned from abroad. On Thursday night of this week the executive force of this organization is giving him a dinner. Mr. Crowninshield, editor of Vanity Fair, is to preside as toastmaster. He is to make a speech, welcoming Mr. Nast home after being abroad six months. He has requested Mr. Nast to reply, but Mr. Nast considers his speeches very poor entertainment, and refrains from making one whenever he can. Instead, we have an idea we want you to work out for us, if it is possible. MR. SEILER: Well, what is it? Shoot, and we will see what we can do. MR. WURZBURG: When it comes time for Mr. Nast to reply, we propose to prevent Mr. Nast from speaking. We have a phonograph concealed at one end of the table and reproduce a speech in reply to Mr. Crowninshield, without Mr. Nast doing any talking. MR. SEILER: You mean that you want us to record a speech on an Emerson Record, manufacture a record for reproduction Thursday night, and this is 3 o'clock Monday afternoon—three days—some proposition. MR. WURZBURG: Yes, that is what we are asking you to do. MR. SEILER: Well, wait a few minutes; I will talk it over with our recording and manufacturing departments and will call you back. Fifteen minutes later. Telephone in Mr. Wurzburg's office rings. MR. SEILER: Mr. Wurzburg? MR. WURZBURG: Yes, speaking. MR. SEILER: This is Seiler. Will you have your speaker at our recording department Tuesday afternoon at 2 o'clock sharp? MR. WURZBURG: Yes. MR. SEILER: All right, we will do the rest. Tuesday, 2 o'clock. Scene in Emerson recording room, Mr. Crowninshield on

hand, makes two ten-inch records, containing a speech of approximately seven minutes. Two days intervene. Thursday afternoon, 3 o'clock, Emerson delivers to Mr. Wurzburg personally two finished records each of the speech. Five hours later. When time came for Mr. Nast to make his reply to Mr. Crowninshield's speech, he arose, remained silent, but a phonograph produced a speech as clear as a bell—each word was distinct and audible to everybody in the room. Shouts of laughter and applause greeted this speech, far greater than is usually given to the most finished and wittiest of after-dinner speakers. This is an excellent example of Emerson's initiative, speed and manufacturing technique. The publishers were delighted and extremely well pleased, and we were rather well satisfied with ourselves—thank you. This letter was sent by Mr. Wurzburg, general manager of the Nast publications, to Mr. Seiler, of the Emerson Co.:

DEAR MR. SEILER: "Of course you know what a wonderful hit was made with the 'prepared speech' that you so kindly turned out for us, in record time, for use at the dinner we gave to our publisher, Condé Nast. "I have already told you what a surprise it was to Mr. Nast when he was called upon to make his speech and we started the record and delivered the speech for him. Everyone hugely enjoyed Mr. Crowninshield's witticisms, which were rendered the more effective by reason of the fact that he succeeded in simulating Mr. Nast's voice almost to perfection. "We owe this rare treat first of all to the kindness of Mr. Leeming and yourself, and secondly to the enterprise that enabled you to accomplish the impossible—to manufacture and deliver the record to us within 48 hours from the time that Mr. Crowninshield talked into the recording instrument. Your achievement gave me particular pleasure because the idea of making this record came to us as an eleventh hour inspiration, and the committee that was appointed to look into the feasibility of the idea reported back, after investigation, that the thing could not be done in less than three weeks' time. I took great satisfaction, therefore, in being able to show that your company could achieve the impossible. "Let me again thank you and the various members of the Emerson organization for the many courtesies shown and for the splendid co-operation in bringing about this unique and delightful result. Sincerely yours, (Signed) "FRANCIS L. WURZBURG."

This letter was sent by Mr. Crowninshield, editor of Vanity Fair, to Mr. Seiler: MY DEAR MR. SEILER: "Benjamin Franklin did his bit when he took the juice out of the old thunder-cloud that was hanging around over his cow barn. Later on, Thomas Edison chipped in a little blue chip when he took Franklin's thunder juice and made it run errands for him through the little grooves that one finds—in your profession—on those magical little hard rubber discs. "But Franklin and Edison were pikers, both pikers! "It needed you to come along and do something really wonderful for the world—something to take the ancestral curse off of after-dinner speaking. No man, from now on, will ever have to arise from his seat at a banquet, adjust his tie, move the tumblers and finger bowl away, cough, and tremble with nervousness, simply because he must,

perforce, address a banquet audience with a torrent of thoughts, feelings, anecdotes, split infinitives, contradictions, stammerings, mixed similes, and so-called funny stories. "Hereafter, all that a speaker will have to do is to call, two days before a banquet, at good Dr. Emerson's (three flights up, twenty years at the same corner, never lost a banquet audience, special attention given to the ladies), and just allow good Dr. Emerson to do the rest. "Really, sir, you and your company are pathfinders, pioneers, adventurers in a great cause. Our thanks, good wishes, congratulations and regards go to you all. Gratefully and truly yours, (Signed) "FRANK CROWNINSHIELD."

HOFFAY REPRESENTATIVES EXPAND

George A. Lowe Co., Ogden, Utah, Have Territory Greatly Increased

Announcement was made early this month by the Hoffay Talking Machine Co., Inc., that the George A. Lowe Co., Ogden, Utah, Hoffay distributors, have had their territory greatly enlarged. By the new arrangement their territory now comprises the entire States of Utah, Idaho, Nevada, Montana, Wyoming and Colorado.

The George A. Lowe Co. is one of the best-known, most influential and progressive houses in the territory named, and they have had great success in merchandising the Hoffay product. It is understood that their advance orders for Hoffay products covering the ensuing months of the present year total over \$100,000.

CORLEY CO. TO DISTRIBUTE ROLLS

RICHMOND, VA., May 2.—The Corley Co., of this city, Victor wholesalers, announced several months ago that they were planning to wholesale a popular line of player rolls. Negotiations have been concluded whereby they will become wholesale distributors of the products of the Standard Music Roll Co., which include the Perfection, Auto Word, Sing A Word and Arto rolls. This is another manner in which "The House That Made Richmond Musical" may live up to its slogan. Considerable space has been given over to this new department.

The Cambridge portable phonograph has been introduced to the trade in Boston by the Fredrickson Bros.

The SOLOTONE LINE

Table listing SOLOTONE models A through N with prices and descriptions. Model A: \$100.00; Model B: \$115.00; Model C: \$125.00 (Revolving record cabinet); Model D: \$135.00; Model E: \$150.00; Model F: \$225.00 (Louis XVI); Model G: \$250.00 (William and Mary Cabinet); Model H: \$300.00 (Queen Anne); Model I: \$600.00 (Louis XVI Table); Model J: \$600.00 (Louis XVI Table with cover); Model K: \$600.00 (Queen Anne); Model L: \$600.00 (Queen Anne); Model M: \$650.00 (Louis XIV); Model N: \$650.00 (Louis XIV Table with cover); Model E: \$1000.00 (Special Designs to order).

Write for Detailed Information

SOLOTONE MANUFACTURING CO.

EXECUTIVE OFFICES AND SHOWROOMS

1727 CHESTNUT ST.

PHILADELPHIA, PA.

THE BEST POPULAR-PRICED TALKING MACHINE

BUY

CHARMAPHONE PHONOGRAPHS

FOR PROFIT-MAKERS



DIMENSIONS:

42 in. high, 18 in. wide, 20 in. deep. Heavy double-spring motor. Universal Tone-arm. Sound-box of highest quality. All parts nickel-plated.

PLAYS ALL RECORDS

MODEL 65-A
Wholesale Price \$32.50
Plus War Tax

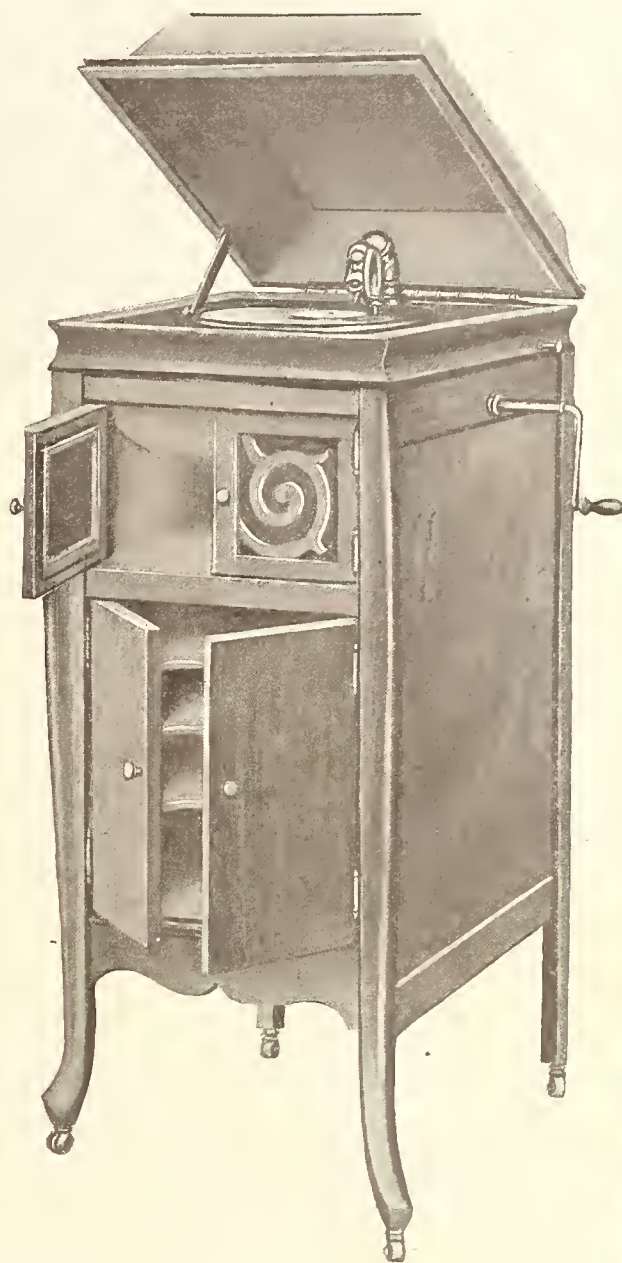
Buy the phonograph that you can sell on a **Quality and Value BASIS.**

This is a line of **BIG VALUES** for both dealers and their customers.

The tremendous popularity of the Charmaphone Phonograph is based upon its splendid tonal qualities, beautiful appearance, remarkable durability and favorable price.

Write today in order to secure the agency for the best popular-priced talking machine on the market.

Order samples of the Charmaphone, and compare them with the highest class machines on the market—you will surely become a Charmaphone dealer immediately.



DIMENSIONS:

44 in. high, 18 in. wide, 20 in. deep. Heine-man No. 3 Motor. Universal Tone-arm. Sound-box of highest quality. Improved Tone-modifier. Casters.

PLAYS ALL RECORDS

MODEL 80-A
Wholesale Price \$40.00
Plus War Tax

The Charmaphone Company

Executive Offices and Showrooms

39-41 West 32nd Street, New York, N. Y.

FACTORY, PULASKI, N. Y.



GENNETT RECORDS



AN up-to-the-minute, salable, first class library of the popular, standard and classical selections which will make instant appeal to all classes of music lovers. Gennett Records are ten inches in diameter, double sided and recorded by the best artists. They are recorded in the Starr Piano Company's Laboratories in the heart of New York's musical center where ready access may be had to all the latest popular numbers. Therefore your stock may be kept up-to-date at all times with no fear of an accumulation of dead material. To the dealer who is looking for the record which makes instant appeal, has unlimited sales possibilities, which offers the right service and which will enable you to build up a strong, steady, sound record business, we invite inquiry. Our proposition will interest you.

Gennett Records may be had in either Lateral or Hill and Dale types of recording.

THE STARR PIANO COMPANY

ESTABLISHED 1872

RICHMOND, INDIANA

MEETING OF PORTLAND ASSOCIATION

G. F. Johnson Makes Vigorous Plea for Co-operation Among Dealers—Makes Plea for High Note in Business—Other Interesting Addresses Made by President Hyatt and Others

PORTLAND, ORE., May 6.—At the last meeting of the Talking Machine Dealers' Association of Portland at the Hazelwood restaurant an excellent dinner was served and an unusually fine business session was held. Fifty-four were present at the meeting, every talking machine house in the city being represented.

G. F. Johnson, of the G. F. Johnson Piano Co., was the principal speaker of the evening, and was introduced by the president, E. B. Hyatt. Mr. Johnson made a plea for better harmony and co-operation among the dealers. He spoke of the opportunities out here—in this substantial, prosperous city of Portland. Capital, labor and brains are found here and there is a fine open field for all. "It is not necessary," said Mr. Johnson, "that cut-throat methods should prevail. Let us be creators rather than destroyers. We are at the threshold of great things. Opportunity is at hand, and we must be able to meet it. We are going to strike a higher note in our business, and in order to do our best we must have faith—faith in our business and confidence in and respect for one another. A man who will work with intelligence and persistency need use no methods but those of honesty and sincerity to become successful. Portland is free, rich and fine, and the talking machine dealers are having now and will continue to have a wonderful opportunity if all work in harmony. With heads up and unafraid we can face the world. Choose right methods, deal kindly with competitors and let us have a healthy, clean and fine competition."

After Mr. Johnson's address remarks were made by several of those in attendance. E. B. Hyatt, the president; C. A. Alphonse, secretary; Taylor C. White, vice-president; James L. Loder, of the Bush & Lane Co., and Mr. Barlow,

who has succeeded L. E. Gilham as manager of the Stradivara Co., were among the speakers. Mr. Hyatt endorsed what had been said by Mr. Johnson and urged all to do what they could for the good of the association. Mr. Loder referred to the trouble occasioned by the removal of the Columbia wholesale house to Seattle. Mr. Barlow spoke of the new manufacturing plant of the Stradivara Co., which he called "A pretty husky infant," and invited all members of the association to visit the new factory. Mr. Barlow said there is not a line of merchandise in Portland where the price is maintained as in the talking machine business.

After a few more remarks in which good feeling was very manifest the meeting, which was the best attended and most successful of any ever held in Portland, adjourned.

At the next meeting officers will be elected by ballot for the coming year. The organization is three years old.

REDWOOD FOR "TALKER" CABINETS

Louis Gruen Tells of the Results of Investigation of the Merits of California Redwood

SAN FRANCISCO, CAL., May 2.—Louis Gruen, the Pacific Coast representative of the Otto Heineman Phonograph Supply Co., who has just returned from an extensive tour of the far Western States, has set into motion the California Redwood Association, and evidently it will not be long before all along the Pacific Coast from Seattle to San Diego there will be scores of independent talking machine manufacturers building instruments from world-famed California redwood. It appears that after thorough research and extensive experimenting Mr. Gruen discovered that this wood can be used for cabinets to as good if not better advantage than the lumber used in cabinets from the East. He claims that it is better adapted to climatic conditions and possesses tone producing qualities which will give the California talking machines advantages in appearance and quality.

F. M. CONDON ELECTED SECRETARY

Frank M. Condon has been elected secretary and director of Condon & Co., Inc., Fifth Avenue Building, and will take an active part in the sales organization. Mr. Condon lately returned from overseas, having been with the American Air Service for sixteen months. He was attached to the 93rd Aero Pursuit Squadron, which was in the 3rd Pursuit Group,



Frank M. Condon

Air Service, First Army. This organization participated in the St. Mihiel and Argonne-Meuse drives.

Condon & Co. are greatly pleased with the active demand for the Torrington Co.'s ball point Uniform Needle product, for which it is the sole distributor. Wm. A. Condon, president of Condon & Co., Inc., states that all who have seen the product have expressed the greatest admiration for the quality of it, as the trade has long been educated to use a quality product in the all-important needle item.

Modernola

—It Sells Easier

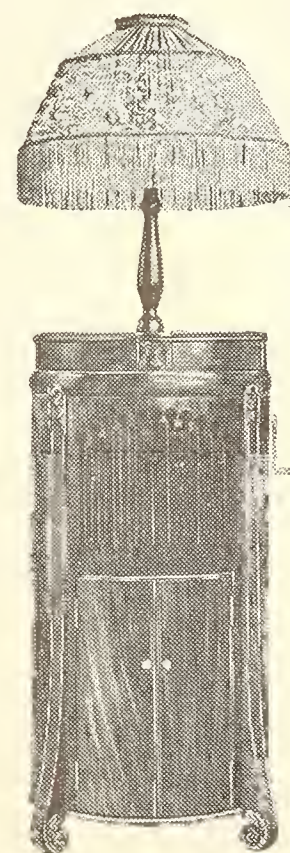
IN an exclusive class—a Circular Machine with beautiful Silk Lamp Shade. An innovation—yes, a wonderful one! The Modernola has irresistible appeal for lovers of the home beautiful. We sum up this appeal in our advertising slogan—"A Home Delight to Ear and Eye."

There is sweetness and evenness of tone in the Modernola. The designing of the machine is most unique and artistic—not freakish. The construction is *right*. The finish carries unmistakable suggestion of richness and luxury. Prospective buyers turn away from popularized machines to admire the Modernola. *And they buy it.*

United States Government Patents granted on the designs and exclusive features of the Modernola greatly enhance its value as a selling proposition—make sure and substantial the profit to manufacturer, jobber and dealer.

WRITE US *Good Territory Still Open for Jobbers as Well as Dealers. Write—Right NOW.*

The Modernola Company
JOHNSTOWN, PA.



The Lamp Is Detachable

INCREASE CAPITAL TO \$2,500,000

Pathé Frères Phonograph Co. Certify to This Increase Made to Meet Growth of Business

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has certified an increase in its capital from \$1,900,000 to \$2,500,000. This increase has been authorized by the company's stockholders in order to handle the growing Pathé business of this institution.

The Pathé Frères Phonograph Co. is closing a record-breaking business that is far and beyond the corresponding period of last year. The demand for Pathé phonographs and Pathé records is exceeding all expectations, and the executives of the company are doing everything in their power to give the jobbers and dealers efficient service and co-operation. Pathé records in particular are meeting with a popular reception from Pathé representatives and public.

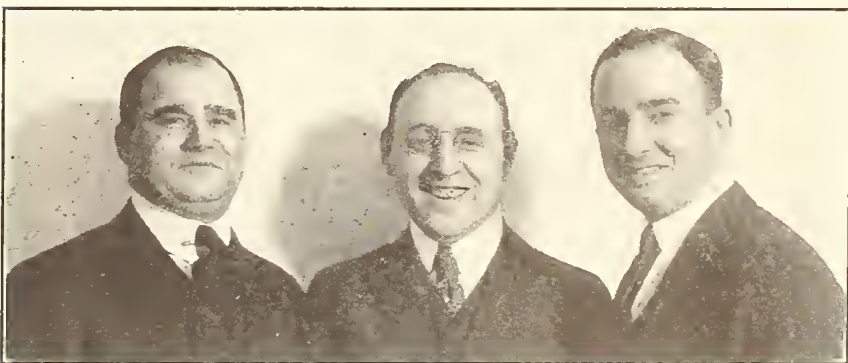
EMERSON KAUFELD TRIO RECORDS

The Emerson Phonograph Co. will shortly release a series of records made by a new vocal combination which will undoubtedly be accorded a hearty reception from the company's dealers. This combination is a new trio made up of favorites in the recording field. They call themselves the "Kaufelds," consisting of Arthur Fields and the Kaufman Brothers.

Their advent as a trio was somewhat of an accident. The three singers were in the recording room of the Emerson Co., while Harry Marker, chief recorder of the company, was waiting to make test records of some new singers. When he asked if the singers were ready, Mr. Field answered yes, and as a practical joke the three popular artists advanced to the horn without preparation, a song was decided upon on the spur of the moment and the test was recorded.

When Mr. Marker saw what was taking place he continued the recording, put the wax master through as a test, and the result was so surprising and startling that the Emerson Co. immediately engaged the trio to sing a series of songs.

Experts who have heard the test records state that the voices of this trio blend perfectly; the enunciation is clear and distinct, and the three voices sound almost like one singer. The Emerson Co. predicts unlimited success for the records made by the Emerson Kaufeld Trio during the coming season.



The Kaufeld Trio

SUCCESS WITH STRADIVARA

Smith & Johnson of Coffeyville, Kan., Entering Dealers, Use Auto Delivery and Win Out in Competition in That City

That the phonograph business is good in Kansas, and also that the Stradivara phonograph is bringing success to live dealers, is manifested in the activities of the firm of Smith & Johnson,



Two Stradivara Enthusiasts

Coffeyville, Kan., who have been handling the Stradivara but three months and have made some phenomenal sales in that time. So great has been the demand for these machines that the firm has been compelled to use the automobile delivery which may be seen in the accompanying illustration with Messrs. Smith and Johnson standing beside a delivery car.

Reports received by the Compton-Price Co. from this enterprising concern show that in many instances they have met with keen competition and have won out because of the superior quality of the Stradivara.

"MODERNOLA" IS AN INNOVATION

JOHNSTOWN, PA., May 10.—An innovation in the talking machine industry is announced in this city, where D. Hall Wendell, an executive of the Johnstown Grocery Co., and well-known business man of this city, has organized a \$100,000 corporation to market a machine that has pronounced individuality. Mr. Wendell's machine, the 'Modernola,' is of unique circular design with a rich silk lamp-shade attachment.

The Modernola Co., which is manufacturing this machine, has its factory at Somerset, Pa., at the present time, and a new and larger plant is now in construction at Johnstown. The company has been granted patents on designs on the lamp-shade attachment feature, and an advertising slogan has been adopted—"A home delight for ear and eye," which will be used extensively.

E. A. WIDMANN OFF TO EUROPE

President of Pathé Frères Co. Leaves May 15 for Five Weeks' Stay in Europe

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., will sail today, May 15, on the steamer "Espagne" for a six weeks' trip abroad. According to his present plans Mr. Widmann will make his headquarters at Paris, France, at the offices of the Pathé Frères Co. in that city. He will confer with Charles Pathé, head of this famous European organization, regarding a number of important plans and ideas, and contrary to his usual custom of working twenty hours a day Mr. Widmann hopes that on this trip he will have time to play a few rubbers of bridge.

On Tuesday evening Mr. Widmann was the guest of honor at a "bon voyage" dinner given him by his associates at the Old Colony Club at the Hotel Manhattan. At this dinner Mr. Widmann received the hearty good wishes of his co-workers for a pleasant trip abroad, and when it is considered that the Pathé Frères Phonograph Co. is closing the greatest business in its history Mr. Widmann well deserved the congratulations that he received at this dinner from all his associates.

GRANTED PERMANENT INJUNCTION

CHICAGO, ILL., May 12.—An important decision was handed down last week in the Superior Court of Cook County, granting a permanent injunction against Herbert Hufmeyer on a complaint of the Chicago Talking Machine Co., Victor wholesaler. The defendant in this case had used, it is alleged, the name of the Chicago Talking Machine Co. in the course of manufacturing and merchandising talking machines, and this company took steps immediately to protect its rights to the name and good-will which it had spent thousands of dollars to create and maintain.

TO HOLD ANNUAL DINNER AND DANCE

The annual dinner and dance of the employees of the Blackman Talking Machine Co., Victor wholesaler, will be held on June 7. As usual, the employees will be the guests of the company at this dinner, and the annual distribution of bonuses will take place on that day. This event is always keenly enjoyed by the members of this organization, and this year's affair promises to out-distance all others.

Seeber & Hofheins, Inc., Buffalo, N. Y., has been incorporated to deal in musical instruments and talking machines at a capital of \$15,000.



AUTOMATIC STOPS

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

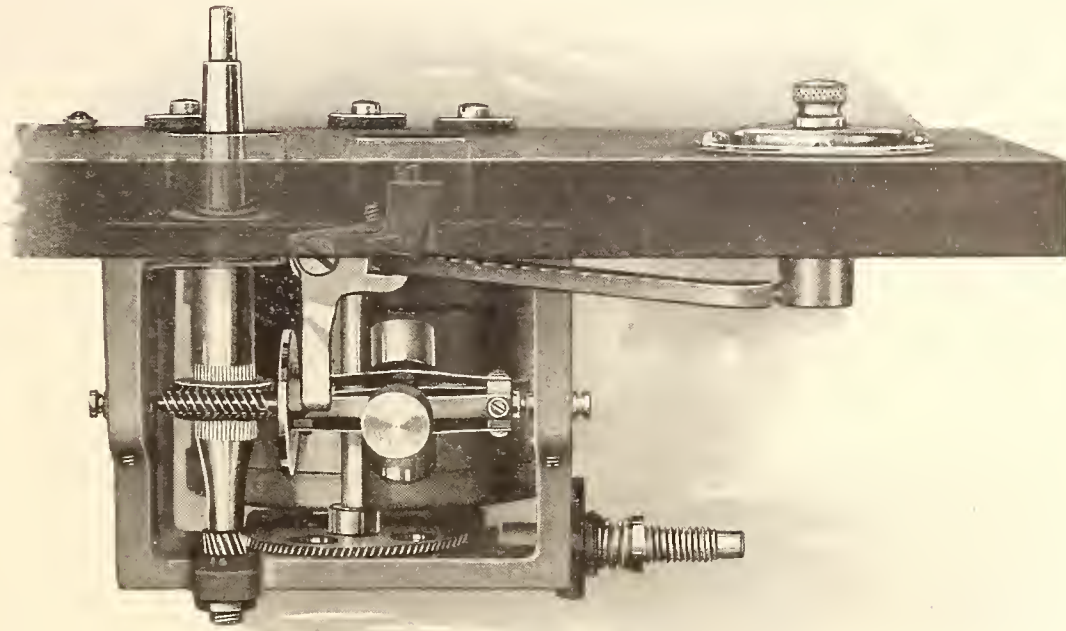
Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City



*As easy as
setting your watch*

Adjusting the speed of the Stephenson Precision-Made Motor so that it agrees with the speed regulator, is as easy as setting your watch.

It is done from the top of the table board after the table board has been secured in the cabinet . . . and this assures an easy, quick, and accurate adjustment—and one that will stay put.

This is an exclusive feature of the Stephenson Precision-Made Motor—one reason why it is a Precision-Made Motor

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

DEATH OF LIEUT. JAMES R. EUROPE

Leader of Famous 369th U. S. Infantry Band Meets Tragic Death in Boston—Organization Recently Made Number of Pathé Records

The tragic death in Boston on May 9 of Lieutenant James Reese Europe, better known as "Jim Europe," after an altercation with a member of this famous band, ends a career that was one of the sensations of the music world.

Jim Europe was born in Mobile, Ala., in 1881, but by reason of his long metropolitan career he is properly considered a New Yorker. After picking up musical education wherever he could, he became not only a conductor of individuality, but a composer of no mean skill, an accomplished pianist and a musician who could play any instrument in the band.

Before the war he was the most popular leader of New York's dance hall orchestras, and the one man who made jazz music the favorite music



Lieut. J. R. Europe

of the day. When the war started Europe enlisted, and soon became the leader of the most famous band of the American forces. He led his "Hell Fighters" (369th United States Infantry) band overseas and made American jazz the favorite music of France. This famous fighting band cheered the boys "over the top" and was a very determined factor in helping win the war. Europe's band played for Generals Pershing and Gouraud, and at their direction went through France, playing at the various rest camps and hospitals and in Paris.

Since his return from the battlefields of France, Europe's jazz band has made a sensational tour in this country, playing to packed houses in every city. Everyone that has heard this remarkable music has gone wild about it.

Although Europe has died, his wonderful mu-

GIMBEL BROS.' INITIAL WINDOW DISPLAY OF BRUNSWICKS



New York Department Store Featuring Brunswick Phonographs in Special Window Displays

sic will fortunately live forever. This famous leader and his "Hell Fighters' Band" have made records for Pathé of all of the favorite selections. These Pathé records give Europe's music at its best. By means of these records the jazz music, inaugurated and perfected by this wonderful leader, will stand as a lasting memorial to the skill of Lieutenant Europe and enable American dance lovers to always hear this splendid dance music.

LATEST CHARMAPHONE LITERATURE

The Charmaphone Co., manufacturer of the Charmaphone phonograph, has just issued an attractive folder featuring its complete list of instruments. This company has opened executive and sales offices at 39 West Thirty-second street, and during the past few weeks has established important agencies with dealers in different parts of the country.

The Charmaphone phonograph is manufactured in its entirety at the company's plant in Pulaski, N. Y., and this factory is splendidly equipped to give the dealers efficient and satisfactory service. One of the most popular models in the Charmaphone line is the model No. 80, which embodies all the desirable features to be found in a successful talking machine. All models of the Charmaphone are equipped to play all makes of records without the use of an attachment.

HANDLING THE COLUMBIA LINE

Conrad Schmidt, who recently moved to a very handsomely-equipped store at 44 West One Hundred and Twenty-fifth street, New York, has just installed the Columbia line and is making a very attractive window display. Mr. Schmidt conducts one of the old reliable musical instrument houses in Harlem.



BUILT FOR PEOPLE WHO CARE

Best Materials, Workmanship, Finish and Equipment and **Tone Surpassed by None**

TWO MODELS: \$48 and \$70 To Dealers. War Tax Extra.

Write for Descriptive Circular

D. G. YOUNG COMPANY

Established 1899

Manufacturers

BEAVER DAM, KY.

PERFECTS NEW TYPE OF MACHINE

F. D'A. Goold Applies the Principle of the Violin Sound Chamber to the Reproduction of Talking Machine Records—Also Invents a New Universal Reproducer

F. D'A. Goold, who some two years ago produced a new type of talking machine without metal reproducer, diaphragm or tone arm, which at the time was described in The Talking Machine World, has in the interim worked to perfect this instrument, and has just completed a new model much smaller in size than the original, and in fact corresponding in size to various machines now on the market.

In the new machine music is reproduced through the medium of a wooden sound chamber similar in size to the body of a violin but of square shape. The needle arm is attached to one corner of the box, the other corner being attached to the side of the cabinet, so that the reproducer can move freely. Through clever arrangement hill and dale records can also be played on the new model. The reproduction is pleasing, particularly in the playing of instrumental numbers, although it also brings out the qualities of the voice very acceptably. It is probable that arrangements will be made to market the machine in some form or other in the near future. Mr. Goold has also perfected a new universal reproducer which he expects to offer to the trade shortly.

Mr. Goold is a veteran talking machine man and for many years was connected with laboratories of prominent concerns both in Europe and this country. This experience is enabling him to evolve an entirely new principle in reproduction that is distinctly interesting, regardless of its value as a commercial proposition.

The Standard Accessory Corp. has been incorporated in Milwaukee to manufacture record flashers, equipment and accessories for talking machines. The capital is \$50,000.

LANGUAGE RECORDS



Progressive Dealers sell

LANGUAGE Phone Method

and ROSENTHAL'S Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

The Bell Hood

Pat. Sept. 24, 1912

Semi-Permanent Point Needle

The Sounding Board Bell Produces the Best Result

Advantages of the Bell Hood Needle:

Plays 50 to 100 Records—Eliminates Scratching—Purifies and Humanizes the Tone.

Retail 3 Packages for 25 cents
Dealers' Prices, \$15.00 for 100 Packages

Always ask for "Nemitco" and "La Philipita" Brand in the Musical Instrument and Accessories Lines.

New England Musical Instrument Trading Co.

127 East 23rd St., New York

E. P. HAMILTON RESIGNS FROM LOESER & CO.

After Exceptional Success as Manager He Gives Up Post to Engage in a Broader Trade Project—His Interesting Career in the Trade

Just as The World goes to press the very interesting announcement is made that E. Paul Hamilton has resigned as manager of the piano, Victrola and music departments of Frederick Loeser & Co., Brooklyn, in order to engage in a broader project, details regarding which are not available for publication.

The announcement comes as a surprise, inasmuch as Mr. Hamilton is probably one of the best known retail music men in the country to-day, and one of the most active in trade development work. He started as manager of the Loeser department in 1909, with a staff of eight, and through his energy, resourcefulness and managerial ability the business of the department developed steadily until to-day the Loeser department is credited with selling more musical instruments than any store in the Brooklyn district, and over 100 people are employed in the music department.

Mr. Hamilton has taken an active part in the National Association of Talking Machine Jobbers, and is at the present time vice-president of the National Association of Piano Merchants. Inasmuch as Loeser & Co. are Victor wholesalers, he has been in close touch with that phase of the business, as well as with the retailing of machines and records and the problems involved therein. For a number of years he handled the advertising department personally, until a special advertising staff was organized.

Mr. Hamilton's special forte appears to be bringing about co-operation between his co-workers. Although by right insisting upon his prerogatives as manager he has always realized that the success of his department depended upon the co-operation of every employe therein,

and has emphasized that idea in a tangible manner, and to the financial advantage of the ambitious employes. The extent to which Mr. Hamilton has developed the business of the talking machine department is indicated by the fact that during the month of December for several years past the sales in that department have exceeded by a wide margin the sales for the entire year at the time Mr. Hamilton took charge.

Mr. Hamilton's contract with Loeser & Co. does not run out until January 1, 1920, but it is believed that arrangements will be made whereby he may leave to engage in other work considerably before that time.

APPROVE PREFERRED STOCK ISSUE

At a meeting of the stockholders of the Columbia Graphophone Co. held at Bridgeport last Friday it was voted to amend the certificate of incorporation so as to facilitate the issue and sale of 72,000 shares of preferred stock now held in the company's treasury. The proceeds will be used in part to retire bonds and notes of the American Graphophone Co., the business of which was acquired by the Columbia Co.

OPEN IN NEW YORK CITY

The Crystola Co., of Cincinnati, have opened New York offices at 145 West Forty-fifth street in charge of Dr. Alfred J. Swing, vice-president of the company.

HELPED IN LIBERTY LOAN DRIVE

William Meiklejohn, treasurer of the Meiklejohn Co., Edison dealers of Providence, R. I., was chairman of the retail stores committee, which did effective work during the Victory Loan drive in that city.

Some people try to rejuvenate their trade by using the word tone as a tonic, but that in itself is not enough. Plain facts are more useful than camouflage.

WYOMING MUSIC STORE EXPANDS

The Decker-Cummings Music Co. Opens New Store in Sheridan—Formal Opening Held on May 6—Victor and Columbia Dealers

The Decker-Cummings Music Co., Sheridan, Wyo., has opened a new store in the Keenam Building, 105 South Main street. A formal opening was held on May 6, when a cordial reception was held to the general public. An attractive musical program was a feature of the opening at which a five-piece orchestra rendered a pleasing concert. The new store has large demonstration rooms for the display of Victor and Columbia machines and records as well as all kinds of musical goods. The Decker-Cummings Music Co. is one of the largest music stores in Wyoming, and now has twice the floor space it formerly had, the increase being brought about in response to the rapidly-growing business.

PLEASED WITH WESTERN OUTLOOK

Otto Heineman and John Cromelin Delighted With Trade Conditions

Otto Heineman, president, and John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., returned Monday from a visit to Chicago. While in that city they made their headquarters at the offices of the Otto Heineman Phonograph Supply Co. of Illinois, which was recently formed to take care of the tremendous Heineman business in the Middle West.

In a chat with The World Mr. Heineman stated that business in the West is phenomenal, and that the talking machine industry is enjoying unprecedented prosperity. All of the company's products are sharing in this activity, and there is every reason to believe that 1919 will be the greatest year in the history of the talking machine industry. This is indicated in many ways that are impressive.

IN OUR PART OF THE COUNTRY

We Have Built Up An Immense Demand for



To this Record of Supreme Quality
We have Added

Prompt Delivery and Hearty Co-operation in Advertising

Your Request for a Sample Order Will
Save Further Praises from Our Part for

OKEH RECORDS SELL THEMSELVES

ORCHARD & WILHELM COMPANY

414 South 6th Street

OMAHA, NEBRASKA

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

POSITION WANTED—Phonograph salesman experienced, acquainted with line from A to Z, desires connection with wholesale or retail. Can furnish figures as to past sales, and best references. Address "Box 638," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Opportunity for quoting on phonograph cabinets by a general woodworking company of twenty-five years' experience. Capacity of 50 to 100 cabinets per day. Address "Box 639," care The Talking Machine World, 373 Fourth Ave., New York.

EXPORT MAN—Experienced in all export details, such as finance, correspondence, selling, shipping, etc., holding similar position with large piano and phonograph manufacturers, desires to hear from manufacturer interested in export business. Know Spanish thoroughly and have traveled in Latin-American countries. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—Experienced talking machine salesmen. Please state all particulars in first letter and name the territory you can cover. Solotone Mfg. Co., executive offices and showrooms, 1727 Chestnut St., Philadelphia, Pa.

BROKER seeks cabinet and accessories accounts for Greater New York. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced retail graphophone salesman. Must be capable, willing to work and of unquestionable habits. Prefer one who could take charge of a new Columbia store. Splendid opportunity for right man. Answer with full particulars, references, salary expected, etc. Address Newbro Drug Co., Butte, Mont.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A live wire manager for an exclusive phonograph department, state experience and salary expected in first letter. A. B. Smith Piano Co., 190 South Main St., Akron, O.

WANTED—Phonograph accessories salesman to call on manufacturers. Not less than \$5,000 a year to right man. Gentle only. Address "M. A. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Five live wire salesmen to handle our phonographs, state experience. A. B. Smith Piano Co., 190 South Main St., Akron, O.

SITUATION WANTED—An American thoroughly conversant with the export trade wants to represent a reliable talking machine manufacturer to develop an export business. Address "Box 640," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Ten years' experience in talking machine line, motor repairer, wood finisher, polisher, shipping clerk, etc.; desires steady position in New York. Address "Box 641," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in phonograph factory as foreman in mill and cabinet room. Fifteen years' experience in Eastern factory. Address "A. P. 11," care The Talking Machine World, 209 South State St., Chicago, Ill.

WILL represent firms of East, manufacturing supplies and accessories suitable to phonograph and piano stores on the Pacific Coast. Address "N. A.," care Columbia Graphophone Co., 745 South Broadway, Los Angeles, Cal.

SITUATION WANTED—By man (33) expert mechanic in all branches of manufacturing and repairing of talking machines. Take complete charge of plant. Twelve years' experience as working foreman and manager. Understand every point of the business, am at present at liberty to connect with some reliable firm. Address "Box 642," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young married man, with years of experience, to take charge of phonograph department. Preferably the Brunswick. Am a live wire and can produce the business. At present located, reason for changing, to better myself. Good references. Address "Box 643," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Am open for a good proposition from some reliable piano or talking machine man, either as traveling salesman or the right proposition in handling on consignment (latter preferred). Results guaranteed. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMAN WANTED—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY A SALESMAN—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

POSITION WANTED by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURERS' OPPORTUNITY

To secure exclusive manufacturing and selling rights to a new Cabinet for talking machines. Patent applied for. Best proposition offered in years. Moderate terms will insure big success; nothing like it on the market. Write at once to Winner, "Box 645," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

We buy all kinds of talking machines and parts, also small and large cabinets, records in all languages in small and large quantities. Pay highest prices in cash. Address 986 Westchester Ave., Bronx, N. Y.

FOR SALE

Phonograph parts, including several hundred nicked tone arms, 12" turntables and 50 motors of various makes. Address "Box 637," care The Talking Machine World, 373 Fourth Ave., New York.

300 SPRING MOTORS

Equipped with 12" pressed steel turntables. Plays 3 10" records. Value \$8. Our price in lots up to 100—\$3.50 each; 100 and over—\$2.50. Terms, part cash with order, balance C. O. D. Send sample order today, money refunded if not biggest value ever offered.

PHON-O-MUSICAL SALES CO.,
P. O. Box 1824, Boston, Mass.

FOR SALE

500 new Columbia 12" records, 60c apiece F. O. B. Detroit; C. O. D. List of numbers will be furnished; mostly instrumental. Address "Box 634," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

To buy a talking machine store, one with a Victor franchise preferred. Address "Box 635," care The Talking Machine World, 373 Fourth Ave., New York.

I will sell an interest in an automatic stop for talking machines (patent pending). At the finish of a selection, upon opening the lid, it lifts the reproducer from the record, swings the tone arm to one side, and stops the motor. While inserting new needle the motor starts automatically. The device can be retailed for less than \$1. I will send sample for 50 cents. Richard Kuenstler, 5443 Flourney St., Chicago, Ill.

Parties contemplating manufacturing Phonographs, and those now in the business, and requiring additional capital, write
NATIONAL FINANCE CORPORATION,
1727 Chestnut St., Philadelphia, Pa.

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good-paying proposition for live, active men. Address "M. S. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED

Victor talking machines and records. Highest cash prices paid. No quantity too large. Call, write or phone.

TERMINAL EXCHANGE
1208 Filbert Street, Philadelphia, Pa.
Bell Phone, Locust 5716 Always Open

FOR SALE

A balance of a large wholesale stock must be disposed of at any price. 30,000 Victor, Columbia and Hill and Dale cut records, 7-, 10- and 12-inch. 1,000 turntables and motors. Large cabinet machines. Needles in packages or boxes. 2,000 two-minute cylinder records. Disc Records, Cabinets, etc. H. Walcer, 144 Ludlow St., New York.

WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, horn or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER
3064 Albany-Crescent Ave. New York

A New Principle in Talking Machine Construction— Reproduces with that Naturalness of Tone So Long Sought For

Tenders Solicited for American Rights to This New Invention Which May Be Manufactured and Marketed Economically. A Real Opportunity. Information Promptly Furnished to Principals Genuinely Interested in Developing a New Product of Unquestioned Merit. A New Improved Type of Universal Sound Box Is Also Offered. Address "S. G.," Care Talking Machine World, 373 Fourth Ave., New York.

WORLD'S CLASSIFIED ADVERTISING
(Continued from page 156)

CABINETS of all kinds and styles, built to order. Several sizes in stock for immediate delivery.
EVERETT HUNTER MFG. CO.,
McHenry, Ill., U. S. A.

INTERNATIONAL MOTOR
is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by
INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

Victor Auxetophone Wanted
New Style Complete—Also Auxetophone sound boxes, parts for taper tone arm, sound box and pump.
A. H. DODIN,
176 Sixth Ave., New York.

FOR SALE
Established Talking Machine and Record Business, best location in the city, selling records in all languages and machines for cash only. Extensive repair business. Exceptional opportunity to live party. Gold edge proposition, stand any investigation, owner retiring. Address "Box 636," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Carload lots phonographs 46, 48 and 50. C. C. Bender Co., Seattle, Wash.

BRILLIANTONE NEEDLES IN DEMAND

Several Million Needle Orders for Red Cross—New Two-Tone Four-Record Combination Needle a Success—Trade in New England

B. R. Forster and H. W. Acton, of the Brilliantone Steel Needle Co., returned recently from a trip through New England territory. Conditions throughout the trade are reported to be very favorable in this section. The new Brilliantone two-tone four-record combination steel needles recently offered to the trade have met with great success, and the orders for these needles are reported to be heavy. Orders have been received from the American Red Cross Society for several million Brilliantone needles for use in entertaining the returning soldiers.

EMERSON FORCES ENTERTAIN

A ten-act entertainment was given for the Rainbow Division at Camp Merritt on May 6 under the auspices of the Emerson Phonograph Co. This was the fifth entertainment given for the United States Army boys by this company, under the direction of Louis D. Rosenfield.

The May 6 entertainment was a signal success, and among the artists who appeared were: Mme. Maria Grever, Spanish prima donna; Paul Colitte, Italian singer; Miss Delphine Marsh, well-known contralto, and the Novelty Orchestra, composed of mandolin, violin, guitar and piano, conceived and arranged by Paolo Bolognese, Italian composer. Ragtime and jazz were taken care of by Julius Harris, and Martin Duff, popular juvenile contralto, also contributed.

As on former occasions, the Emerson Phonograph Co. treated the boys to a royal entertainment, and at the close of the concert "smokes" were distributed gratis.

We distribute at Wholesale
THE TOURIST PORTABLE PHONOGRAPH
A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.
COLEMAN MERCANTILE CO.
4421 Manchester Ave. St. Louis, Mo.

NEW VAN VEEN PRODUCTS

Introduce Sectional Record Racks and Record Sales Counters for Installation in Stores

Arthur L. Van Veen & Co., New York, manufacturer of Van Veen "Bed-set" booths, has recently placed on the market a new product which is meeting with considerable favor among dealers. This product, which consists of the Van Veen sectional record racks and record sales counter, has already been installed in the establishments of dealers in different parts of the country.

The racks are attractively finished to match the designs of the booths where they are placed. They occupy only three feet in width by thirteen inches in depth and are arranged to accommodate both ten and twelve-inch records. The racks are "foolproof" in that no complicated mechanism is used. The backs are dust-proof, and the racks are artistic in appearance.

The new record sales counter perfected by Mr. Van Veen embodies all the desirable features that the dealers require in such a counter. Its design and the general arrangement make for utmost simplicity, as every drawer in the counter serves a definite purpose; there being no unnecessary drawers to fill up with "junk." One of the features of this counter is a detachable rack that is placed along the front edge for the display of catalogs, supplements, etc. The use of this rack keeps the record literature clean and does away with unnecessary furniture.

Before placing these racks and counter on the market Mr. Van Veen conferred with a well-known talking machine manufacturer, who from his long experience in the retail field was well equipped to give Mr. Van Veen valuable suggestions as to the dealers' requirements which are embodied in these products. They aim to enhance the efficiency of the sales people and provide for maximum convenience in filling and handling customers' orders.

In a chat with The World Mr. Van Veen stated that during the past few weeks his company had received several orders from well-known dealers in the East who are installing "Bed-Set" booths. Mr. Van Veen is making a feature of offering the dealers personal service, and he has several special representatives who visit the talking machine dealers with the idea of ascertaining local conditions and installing an equipment that will meet this condition. This personal service has proven an important asset in developing the demand for Van Veen products.

CLEVER SALES STIMULATOR

New York Talking Machine Co. Introduces a Decided Novelty in the Form of a Weighing Scale—How New Service Item Operates

The New York Talking Machine Co., Victor wholesaler, has just issued a new service item for the use of its dealers which is meeting with popular favor and success in the metropolitan territory. This company is always on the lookout for new ideas that will add to the business and profits of the Victor dealer, and many of



How the Crowd Is Attracted
these service items have won the enthusiastic commendation of the Victor merchants.

This latest service item consists of a weighing scale that has been put into actual service by a Victor dealer in New York, and which seems to be a magnet for business. The scale is generally placed either in the doorway or in front of the store, and in addition to attracting a crowd it sells records.

In the center of the face of the scale is a brass-rimmed glass case with a hinge and lock device which makes it possible for the dealer to make a daily change of his records. Underneath the record is printed the words, "To-day's record suggestion," with the dealer's imprint conspicuously displayed. There is also a pocket on the lower part for holding literature.

This Toledo scale, which has been used with remarkable success by the Toledo Co.'s New York office, at Chambers street, is one of the best weighing scales on the market, and is constructed strongly throughout. The accompanying photograph will give some idea of the interest aroused by this scale that is in use by the Victor dealer in this city.

The ED. USOSKIN SIGN SERVICE for VICTOR RETAILERS.

"WE wish to compliment you on the excellence of the Window Service, as each month is more appealing than the preceding month, and I am quite sure that all dealers who are using this Service are well pleased with the same, and if this compliment is worth anything to you, kindly accept this as such."—Mickel Bros. Co., Victor Wholesalers, Des Moines, Ia.

Sold Exclusively through VICTOR Wholesalers

The Only Authorized VICTOR Display Service



Three of the 24 cards included in the June issue.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Enlightenment on Question of Exportation of Merchandise to Great Britain—Increasing Manufacture of Motors—Trade Interested in Merchandise Marks Act—Progress of Gramophone Industry Victory Fund—Leading Talking Machine Companies Report Prosperity—Trade Wants Tonnage Rations Increased, Particularly in the Matter of Supplies of All Kinds for Talking Machines—News of Month

LONDON, E. C., May 1.—So much controversy and doubt seems to exist abroad in regard to the exportation of merchandise to this country that my opening remarks this month may well be confined to an enlightenment of the situation. It is, in the first place, very evident that the Government are averse to committing themselves at the present stage to a decision anent the permanent fiscal policy of the country. We are still in a state of transition regarding the great "change-over" and the position of labor, and this may be an operative period, at least until the Peace Treaty is signed, sealed and ratified. That period is provisionally estimated to expire on September 1, when such restrictions on trade as are still in force will be officially reviewed. Meanwhile, many important restrictions have been removed, and a commission of business men, at the instance of the Government, are charged with the responsibility of a careful and far-reaching investigation of the effects of restrictions on all industries. It is part of their duty to receive representatives from all interested (and who is not?) and make recommendations to the official department concerned in the form of a report. This report is awaited anxiously by the whole business community, and

reasonable anticipations are that recommendations of the commission will favor the early removal of several restrictions which are particularly detrimental to the resuscitation of British export and import trade.

Independent of the Commission, the Board of Trade has already announced the issue of a general license permitting the free entry of all goods from any port of the British Empire. That does not mean that American-made goods, for instance, can be rushed across the Canadian border and from thence exported to England free of license or duty. The removal of the embargo applies only to such goods as are exported from and are the produce or manufacture of any part of the Empire.

Allies, neutrals and any foreign country other than enemy countries may, however, export raw materials freely to Great Britain. A general license has been issued which exempts all raw materials from the operations of the prohibitions of import. The Department of Import Restrictions, 22 Carlisle Place, London, S. W. I., will answer any inquiry arising out of a doubt whether an article is to be regarded as a raw material or a semi-manufactured article. This bureau of information may fully justify its existence if it can draw a clear line between raw materials, semi-manufactured articles and manufactured articles. In practice the distinction has always been more or less in dispute.

It should here be observed that freedom of import is also accorded so-called semi-manufactured goods when they are required for the purpose of British manufacture, except so far as they are produced here by industries which it is essential to foster or shield. There is not much

elasticity about this. What little element of foreign thought or partiality remains in our industries is swamped by British determination to "feed its own horse," so to speak, and except in a few isolated cases free imports of semi-manufactured goods are ruled out.

Tonnage Rations Increased

Relying upon the maintenance of the 33-1-3 per cent. tariff duty as sufficient protection of British interests, the Association of Gramophone and Musical Instrument Manufacturers, etc., has passed a resolution urging the Government to grant a general license for the importation of motors, musical instrument parts and accessories. This the Board of Trade has refused, but agrees to increase the allowed monthly tonnage ration to 100 tons. The Department of Import Restrictions extends its authorization to the granting of licenses for the importation of violins, band instruments, accordions, mandolins and mouth organs for specific quantities. These licenses will be available when the goods arrive in this country. Applicants should furnish particulars of all orders placed abroad with the British Music Trade Industry Committee.

Efforts are being made, I understand, to secure from this committee licenses to import gramophone needles from Holland and piano actions from America. In all probability permission will be refused.

The whole trading community is favorable to the removal of Government control, the system of licensing and permits, which puts a heavy premium on business development. Their retention to-day can only be justified on the ground of lack of sufficient shipping, and for no other reason except it be to create monopoly.



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 80, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdam Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 159)

are among them, and generally the new supplement abounds with titles of the quick-selling class. There is, for instance, a series of records by the renowned Murray Silver and his jazz band; two popular items by Billy Merson (exclusive to Winner's), whose name in connection with "Hullo, America," is so much to the fore, and the Royal Court Orchestra contribute to the dancing craze with "Maxina" and "The Missouri" waltzes. These are but a few of the many attractive numbers with which the list abounds.

The history of the Edison-Bell Winner record concern, the wonderful part it played in the great war, was recently the subject of an interesting double-column article in London's leading newspaper, the Daily Mail. Most of the important events mentioned, the useful war work undertaken throughout the years of strife, has already been told to our readers. It is another splendid Winner record, of which the whole trade is justly proud.

New Companies Incorporated

A. Waite & Co., Ltd., capital £2,000, manufacturers of and dealers in talking machines, musical instruments, etc. Office, Figtree Lane, Sheffield.

Johnson Talking Machine Co. (1919), Ltd. Capital, £25,000. Office: Wood street, Liverpool and Dudley streets, Birmingham.

Special Issues of "Buzz-Buzz" and "Oh, Joy"

Quick to appreciate the sales potentiality of any Revue success, the Gramophone Co. has delighted its retail agents with the complete issue of some delightful records of the latest Revues, "Buzz-Buzz" and "Oh, Joy." Prominence is given to the popular items, and some fine examples of jazzing are given by the Mayfair Dance Orchestra. Every number in the list is a real recording success. Whether or not the reader likes this new jazz craze music doesn't matter. What does matter is that the records are selling big. As for "Oh, Joy," it does not belie its name, as far as the music is concerned, and the His Master's Voice Co.'s records carry the best impressions of it throughout.

News in Brief Paragraphs

Some time during this month Mr. Thomson, the well-known Scottish musical instrument dealer, will make a business trip to American and Canadian musical centers, taking in the city of Vancouver, where he maintains an up-to-date establishment. Mr. Thomson is a live wire up North. His retail salons at Glasgow, Motherwell and Clydebank are centers of interest for all the best and latest in connection with musical endeavor.

Easter music via "His Master's Voice" records is available in plenty. A very special program itemizes some choice music from the works of great composers, like Gounod, Mendelssohn and Elgar. Most acceptable!

Forty-five City Road, a building saturated with historical memories of successful and unsuccessful gramophone trade endeavor, is once again to have its windows cleaned and to put on a new

coat of paint preparatory to housing Messrs. William Cooper Bros., Ltd., the popular gramophone accessory firm, and of "Coliseum" records. These premises will be additional to 63 City Road, 17 Clerkenwell Road and the firm's various provincial branches.

In a provincial town recently one of "His Master's Voice" 14 guinea instruments was sold second-hand for 21 guineas. More valuable with advancing years!

After the destruction of their fine premises at the corner of Clerkenwell and Farringdon Roads by a German bomb or bombs, the Murdoch Trading Co. restarted at 59 Clerkenwell Road, pending reconstruction. Owing to the very inflated costs of rebuilding, they have decided to reorganize at No. 59, where, as soon as the necessary alterations are completed, their trade service will make a big expansion.

The Zonophone Publicity Policy

Reiteration, we are told, is the soul of publicity. It well may be. But the kernel of success in advertising depends on other aspects equally, if not more, important than constant reiteration. One might accept the Zonophone publicity methods as a striking example. Zono records are boomed by large advertisements in the magazines and the newspapers throughout the country, in addition to which a mass of literature for trade and public distribution is issued. That may be taken as typifying "reiteration," if anything does. But quantity without quality enjoys only a short life in relation to successful advertising. Anyone can buy space, but it's useless in the long run unless occupied by forceful and attractive "copy" supported with goods of merit. That brings us to an appreciation of the Zonophone methods. I recently spent an interesting half hour in the advertising den of H. Frederick Keen, who is responsible for the whole of this company's publicity. Though not without some knowledge of the valuable sales propaganda emanating from Hayes, I must admit to a feeling of surprise at the multifarious aspects and quantity of the Zonophone advertisement campaigns. The department is a veritable advertisement manufactory. Here passed under my notice examples of the publicity methods in operation during the season which may now be regarded as nearing its close. The whole scheme presented the best possible illustration of what one may regard as the foundation of advertising success—quality records, sales-winning copy and care in its placement. Here, then, were the attributes of the success of the Zono Winter publicity campaign, conducted on national lines. The advertisements throughout are a study in the art of advertising—convincing, well written and attractive. They are usually illustrated to depict the class of record advertised. Mr. Keen is an enthusiastic exponent of all phases of publicity as essential to the building up or maintenance of trade, and reports that dealers are becoming alive to this fact in that an increasing number have contracted with their local press to carry

a small announcement underneath the large Zonophone advertisement. In the composition of "copy" or the use of electros for this or any other publicity purpose, dealers can rely upon the assistance of the Zonophone service free of charge. All enterprising dealers will take advantage of this offer, we hope, and connect up their record service upon the lines indicated.

The All-in-One-Account Quick Service Firm

To those acquainted with the service offered by the British Polyphon Co., of Newman street, London, the above caption is good enough. It stands for the supply of Columbia, Regal, Zonophone and Winner records; also machines, parts and accessories—all in one account, meaning that traders can centralize their orders instead of having to go here, there and everywhere. This service will therefore be appreciated by overseas buyers whose suffrage the British Polyphon Co. seeks for the first time through the columns of The Talking Machine World, an enterprising and reliable firm with which to deal.

The Gramophone Industry Victory Fund

A well-written pamphlet distributed broadcast to the trade brings closely home to all of us a sense of personal responsibility in making adequate provision for those who have borne so nobly the brunt and hardships of service—of those especially who have suffered the cruelest of losses, that of eyesight. Surely it is a precious privilege to look after our blinded heroes, not in any sense of charity, but to provide the facility for them to earn their own livelihood! There can be no question about it, yet apart from the committee's subscriptions of over £4,000, little has been received from the great army of dealers whose businesses, wives and families have been protected from the horrors of Hunnish invasion by those very men for whom this appeal is made. No matter how small the amount, every dealer ought to make a contribution as a matter of duty.

The fund is to be applied in the following manner:

(1) One-half for the purpose of organizing and establishing a special section at Sir Arthur Pearson's wonderful institution for blinded soldiers, St. Dunstan's Home. The section would bear a name identifying it with the gramophone industry.

(2) One-half for the establishment of a gramophone industry benevolent fund—a fund which the industry owes to itself. The purpose of this fund would be for the relief and assistance of cases of distress among bona fide members of the gramophone industry in all its branches.

All subscriptions should be sent to the honorable treasurer, Sir George Craydon Marks, C. B. E., M. P., 57 Lincoln Inn Fields, London, W. C. 2.

Popular Record Sales Benefit by Reduced Rates

The stringent shipping restrictions current during the war period are daily becoming easier. Reduced freight charges and increased facilities of shipment of goods to oversea markets reflects an official awakening of the urgent advisability to balance the value of British money on foreign

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS

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GRAMOPHONES

Complete—Fittings—Sundries—Repair
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Glasgow, Scotland
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LONDON, W. 1, ENGLAND

exchanges by encouraging the early resuscitation of our export trade. It is a welcome sign which may expand to the benefit of our manufacturers still more within the near future. The Sound Recording Corp., of "Popular" record fame, advise me that "freight charges now ruling for oversea shipments, and the great reduction in insurances, have already resulted in a lively revival of business with our oversea friends." For which also an additional reason might be mentioned, i. e., the company's judicious provision of the right class of records. The selling value of even the best quality records is to a great extent determined by their "impressments." The Popular record directorate seem to make a special study of that aspect since their 1919 Budget typifies a general registration of good selling titles. Those records most in demand at the moment are a series of Victory marches embodying popular airs played by the Guards Silver Band.

The Difference!

Turning over some old papers the other day, we alighted upon a 1914 Daily Mail full-page "Decca" advertisement. The price of the instrument was advertised at two guineas. To-day it is somewhere about seven guineas.

British Gramophone Motor Manufacture

We are really on the road to success at last. Several serious efforts to manufacture gramophone mechanism are now under way. Since my last report, in which was published information concerning the plans and policy of two endeavors, news is to hand of a further two firms proposing to manufacture motors. At the moment I am not at liberty to descant upon these plans of the latter pending the actual production of the goods. As a matter of fact, there has

FROM OUR LONDON HEADQUARTERS—(Continued from page 160)

been over-much talking which contrasts unfavorably with actual deeds. Publicity without the goods is liable to, and does in fact, cause considerable disappointment to the trade, members of which are still awaiting supplies of British motors, except in one case.

So far we have in prospect the manufacture of motors by the Gramophone Co., Ltd., whose arrangements are practically complete; the Columbia Graphophone Co., Ltd., a matter possibly of some few months yet; British Gramophone Mo-

tors, Ltd., from whom deliveries, I hope, may soon be expected; Gramophone Components, Ltd., plans under development, output expected in the course of a few months; Messrs. Hays, Hunter & Standen, Ltd., arrangements well advanced for early deliveries; and there are two or three other firms now seriously considering the question of manufacture apart from a midland firm whose output is on the market.

Altogether, we may at least hope for great things in time for next season's trade.

HEINEMAN LINE IN ENGLAND

A. J. Balcombe, of London, Now Representative for Heineman-Meisselbach and Dean Products in Great Britain and Ireland

The Otto Heineman Phonograph Supply Co., Inc., of New York, has put into execution plans which they had drawn up quite some time ago. A. J. Balcombe, of 61 City Road, London, E. G. I., England, has been appointed the sole representative for all the Heineman-Meisselbach and Dean products for Great Britain and Ireland.

The Heineman Company's large London offices will not only carry a complete sample line of Heineman phonograph supplies, such as tone arms, sound boxes, Heineman-Meisselbach motors, Dean needles, the popular OkeH Records, etc., but will also be well stocked with all these products so that the extensive English trade which has been built up in the United Kingdom can be supplied from the London warehouse. This will assure prompter

service and a greater co-operation for good.

A. J. Balcombe is well known in the phonograph trade, not only in England, but wherever the "Union Jack" flies. He has spent the best part of his life, well nigh 30 years, in selling phonographs and records and is considered by the trade as an expert in the fullest sense of the word. Mr. Balcombe is expected at the Heineman offices during the early part of June when he will make a thorough study of all the Heineman-Meisselbach and Dean plants, so as to gain first-hand knowledge about the manufacture of all products which he is selling in his vast territory.

As Mr. Balcombe puts it in his last letter: "The success of the Heineman products hardly needs my endorsement anywhere, for the 'Record of Quality,' the 'Motor of Quality' and the 'Needles of Quality' are trademarks which are well known in almost every part of the world, but I do want to become personally acquainted with your manufacturing processes so that I may add to the 'quality' message of your products, my enthusiastic boost."

ARTO RECORDS READY SOON

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., and several allied companies, who recently formed the Arto Co. for the purpose of manufacturing talking machine records which can be played on either vertical or lateral cut type machines, is making progress in the erection of the plant which will house the new concern.

The Arto records will be manufactured under a special patent and will be known as universal disc records.

TO MAKE ACCESSORY LINE

The Stencil Phonograph Mfg. Co. has been incorporated under the laws of the State of New York, with a capital of \$25,000, the incorporators being W. E. Hotchkiss, M. Neckritz and M. H. Reckell. This company has been formed to take over the phonograph accessory department of the Crescent Talking Machine Co. It will be conducted as an entirely separate organization, and R. E. Faldl, formerly general sales manager of the Crescent Talking Machine Co., is general manager for the Stencil Phonograph Mfg. Co. The Playsall attachment and the other accessories formerly manufactured by the Crescent organization will be turned out by the new company, which has a factory in Brooklyn, N. Y.

DRUG CO. TO OPEN MUSIC STORE

In response to the growing demand for the Columbia machine in Butte, Mont., the Newbro Drug Co. has begun work on a new music store at 77 West Park street, and it is expected that the building will be ready in about six weeks. Louis Dreibelis, president of the Newbro Drug Co., recognized the need for a regular music store, for the business done by the talking machine department established as a part of the drug store was so large that new quarters were needed. New demonstration booths will be included in the equipment of the Park street store.

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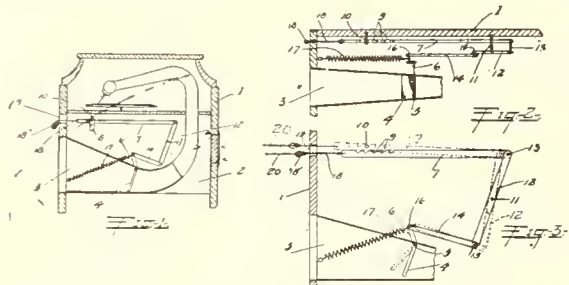
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Sapphire needles for Edison
Sapphire needles for Pathe
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—SOUND CONTROL MECHANISM FOR TALKING MACHINES.—Charles J. Boushfield, Bay City, Mich., assignor to the Delphion Co., same place. Patent No. 1,295,083.

This invention relates to sound control mechanisms for talking machines. One object is to produce a simple and economical device for regulating and controlling the volume of sound emitted from the tone horn of a talking machine. Another object is to provide a device of this character that can be controlled during



playing by the operator at any distance from the machine. A further object resides in the provision of a tone horn of a talking machine with a valve or muffler for controlling the volume of sound emitted therefrom and provided with means for operating the same.

In the drawings: Figure 1 is a sectional view of a cabinet talking machine with the device positioned therein; Fig. 2 is an enlarged plan view of the device; Fig. 3 is an enlarged side elevation of the device.

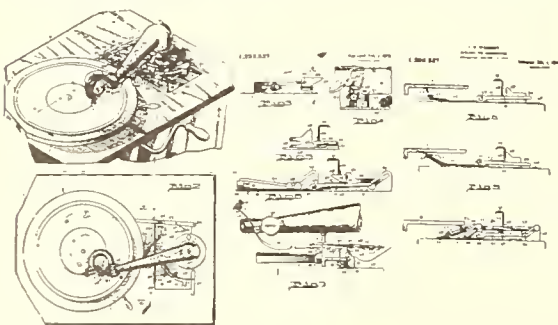
REPEATER FOR PHONOGRAPHS.—Frederick G. Pfrommer, Yonkers, N. Y. Patent No. 1,293,537.

This invention relates to a repeating mechanism for phonographs. One of the objects of the invention is the provision of an efficient construction whereby easy and smooth engagement and disengagement of the playing needle with the record is accomplished without marring either the record or the needle.

Another object is the provision of a practical construction of repeating mechanism which may be readily applied to standard forms of phonographs.

Another object is the provision of a repeating device which may be readily adjusted so as to operate in connection with different sized records.

Figure 1 is a perspective view of a phonograph with the invention applied thereto; Fig. 2 is a plan view of Fig. 1; Fig. 3 is a view of the "record playing track" looking in the direction of the arrow a, Fig. 2; Fig. 4 is a section on the line b—b of Fig. 3, showing also one of the levers; Fig. 5 is a view of the "needle return track" and stop, looking in the same direc-

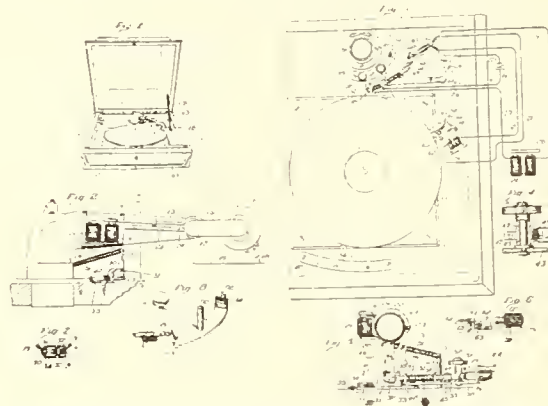


tion, as Fig. 3; Fig. 6 is a section taken on the lines c—c of Fig. 2; Fig. 7 is a side view of the tone arm and needle lifting lever; and Figs. 8, 9 and 10 are diagrammatic sections showing detail relationships of several parts.

PHONOGRAPH.—Frederic A. DeLay, Chicago, Ill. Patent No. 1,293,363.

This invention relates to improvements in talking machines and has for its object the provision of improved mechanism for automatically repeating the reproduction of a record and for automatically stopping the machine after the reproduction has been repeated a predetermined number of times.

Figure 1 is a fragmentary perspective view of a phonograph provided with the reproducer of the invention; Fig. 2 is a detail side elevational view of the tapered tube and sound box crook of Fig. 1 showing the repeating mechanism mounted thereon; Fig. 3 is a fragmentary plan view of the motor board shown in Fig. 1 illustrating the electric circuits employed for effecting the necessary operation of the electro-magnetic devices; Fig. 4 is an enlarged detail view of the automatic stop ratchet shown in Fig. 3; Fig. 5 is a vertical cross sectional view taken along the line 5—5 of Fig. 2 looking in the direction indicated by the arrows; Fig. 6 is a detail view of the electro-magnetic device for applying the brake to the turn table after



a record has been repeated a certain predetermined number of times; Fig. 7 is a horizontal cross sectional view taken along the line 7—7 of Fig. 5 looking in the direction indicated by the arrows; and Fig. 8 is a fragmentary perspective view of a modified form of switching mechanism which may be employed for controlling the operation of the repeating electro-magnet.

ATTACHMENT FOR PHONOGRAPHS.—Frank T. Kent, Rome, N. Y. Patent No. 1,293,797.

This invention relates to phonographs and more particularly to means for modifying the tone which is transmitted from the sound box. It is the object of the invention to provide a device which may be readily applied to the standard types of phonographs and which when so applied will improve the quality of the reproduction by reducing or eliminating the metallic and mechanical sounds.

Figure 1 is a plan view of the sound tube and sound box of a well-known type of phonograph:

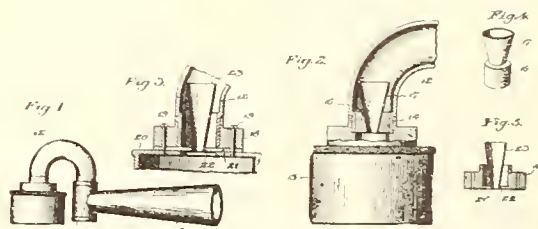


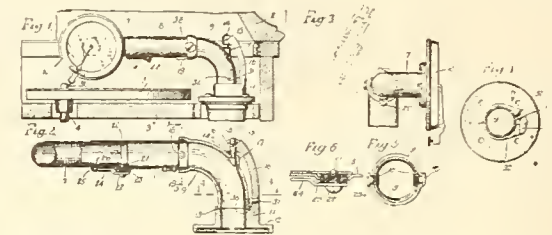
Fig. 2 is an enlarged fragment of Fig. 1 with the sound tube shown in section and provided with the improvement; Fig. 3 is a view similar to Fig. 2, but showing another form of the invention; Fig. 4 is a perspective view of the attachment shown in Fig. 2; Fig. 5 is a section showing a slight modification of Fig. 3.

TONE ARM FOR PHONOGRAPHS.—Richard J. Prettie, Jamaica, N. Y., assignor to the Aeolian Co., same place. Patent No. 1,294,945.

The present invention relates to an improved tone arm for phonographs, talking machines, and the like, the structural and operative advantages of which will be readily apparent to those skilled in the art from an understanding of the following description in connection with the drawings.

In the drawings, Figure 1 is a fragmentary vertical section of a talking machine showing the tone arm in side elevation; Fig. 2 is an enlarged vertical section of the tone arm shown by itself; Fig. 3 is an enlarged end view looking at the sound box and tone arm in Fig. 1 from

the left side of said figure, the dotted lines showing the sound box and the end tone arm section swiveled into out-of-playing position; Fig.



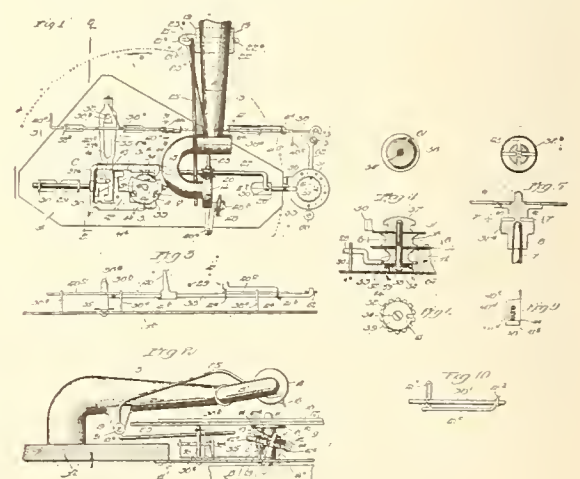
4 is a section on the line 4—4 in Fig. 2 looking in the direction of the arrows; Fig. 5 is an enlarged section, on the line 5—5 in Fig. 2 looking in the direction of the arrows, and Fig. 6 is an enlarged detail of Fig. 2.

PHONOGRAPH.—Magnus W. Turnquist, Chicago, Ill. Patent No. 1,294,850.

This invention is in the nature of an improvement upon the repeat mechanism (with certain novel features added thereto) shown and described in Patent No. 1,249,251, issued December 4, 1917, for improvement in phonographs.

One of the objects of the present invention is to simplify and otherwise improve upon the repeat mechanism shown in the patentee's prior patent. Another object is to provide simple and efficient means for controlling the number of times that the musical selection is repeated, and for automatically stopping the mechanism when the piece has been played through the predetermined number of times. Another object is to provide a phonograph with controlled repeating mechanism actuated by the turntable drive shaft of the phonograph. Another object is to provide improved means in a repeat mechanism whereby record disc turntable or record of large or small diameter may be used.

Figure 1 is a plan of the repeat mechanism and a fragment of the tone arm and connections, the turntable having been removed from the view; Fig. 2 is a view partly in side elevation and partly in vertical cross section, taken on the line 2—2 of Fig. 1; Fig. 3 is a detail vertical longitudinal section taken on the line 3—3 of Fig. 1; Fig. 4 is a detail vertical longitudinal section taken on the line 4—4 of Fig. 1; Fig. 5 is a detail vertical section taken on the line 5—5 of Fig. 1; Fig. 6 is a detail horizontal section taken on the line 6—6 of Fig. 4; Fig. 7 is a detail horizontal section taken on the line 7—7 of Fig. 5; Fig. 8 is an end view of the control mechanism shown in Fig. 4, looking from below; Fig. 9 is a detail vertical cross section taken on the



line 9—9 in the Fig. 1, and Fig. 10 is a perspective view of a slightly modified form of the adjustment mechanism for accommodating the device for large and small record discs.

TALKING MACHINE.—Edward A. Eschinger, Philadelphia, Pa. Patent No. 1,295,460.

This invention relates to sound recording and reproducing machines, and particularly feed mechanism for sound boxes of such machines adjustable to automatically repeat their co-operation with a given sound record at the will of the operator.

This invention is specifically adapted for such machines arranged to co-operate with flat disc records, and having sound conducting tubular arms or horns which move with the sound boxes, and are so constructed and arranged that repetition of the co-operation of the sound box with

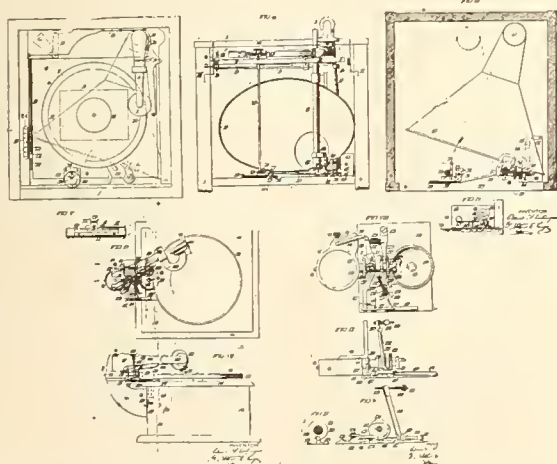
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 162)

any given record is consequent upon such movement to an adjustably predetermined extent.

This invention is illustrated in connection with "The New Edison Diamond Amberola," having positive feeding means to sift the tone arm across the record, and also in connection with a "Victor talking machine," wherein the stylus shifts the tone arm across the record by coaction with the record groove.

It may be observed that although the two embodiments of the invention chosen for illustration herein are specifically different in their details of construction; they each include means to variably predetermine the initial and terminal positions of the respective sound boxes with reference to given sound records in combination with a single rotary cam constructed and arranged to automatically lift the sound box from co-operative relation with the record when it reaches a variably predetermined terminal position and to then return the sound box to its initial position and again lower it into co-operative relation with the record; said cam having the capacity to shift said sound box, throughout the maximum range of its movement, by frictional engagement with a cam plate carried with the sound box, but its effective capacity is adjustably variable in accordance with variations in the extent of different sound records.

In the drawings: Figure 1 is a plan view of the Edison phonograph aforesaid, having a convenient embodiment of the invention in connection therewith; Fig. 2 is a front view of the machine shown in Fig. 1, but with portions of the cabinet and the record driving motor omitted to more clearly show the details of construction and arrangement of the invention; Fig. 3 is a plan sectional view taken on the line 3-3 in Fig. 2; Fig. 4 is a sectional view taken on the line 4-4 in Fig. 3 to show the cam of the automatic feed mechanism and the driving mechanism for it, including the auxiliary motor indicated in Fig. 3; Fig. 5 is a fragmentary elevation of the adjustable initial stop mechanism



shown at the left hand side of Fig 1; Fig. 6 is a plan view of the Victor talking machine aforesaid, having a convenient embodiment of the invention in connection therewith; Fig. 7 is a side elevation of said machine shown in Fig. 6; Fig. 8 is a full-sized plan view of the automatic feed mechanism indicated in Figs. 6 and 7, and Fig. 9 is a left-hand side elevation of said mechanism; Fig. 10 is a sectional view of said mechanism, taken on the line 10 in Fig 8; Fig. 11 is a fragmentary sectional view, taken on the line 11 in Fig. 8.

COVER SUPPORT.—Burr B. Blood, Chicago, Ill., assignor to George Heidman and Norman A. Street, same place. Patent No. 1,296,260.

This invention relates more particularly to a support for the cover of a phonograph cabinet, having for its object the provision of a construction which will automatically assume a supporting position when the cover or lid has been raised or tilted, the construction at the same

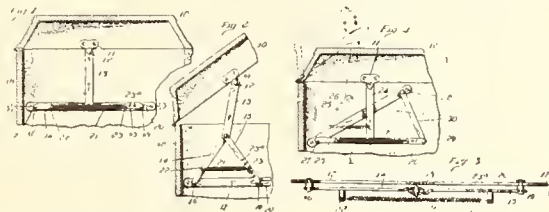
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time being such that a predetermined degree of pressure on the cover or lid, when it is desired to lower or return same to closed position, will move the support out of supporting position.

The invention may have expression in different mechanical forms without, however, departing from the spirit of the invention, the drawing, however, illustrating what is believed to be the best forms of the invention.

Figure 1 is a cross-sectional view of the upper part and lid or cover of a phonograph cabinet illustrating the invention in elevation, with the cover in closed position; Fig. 2 is a similar sectional view illustrating the position of the support when the cover is raised or tilted; Fig. 3 is a cross-sectional view taken on the line 3-3 of Fig. 1, looking downwardly; Fig. 4 illustrates



a modified form of the invention, the upper part of the phonograph cabinet and portion of the cover being shown in cross section, with the improved cover support in side elevation, the supporting position of the device being illustrated in dotted lines.

PHONOGRAPH SOUND CHAMBER OR HORN.—Fred C. Lyon, Fayette, Ohio. Patent No. 1,295,911.

This invention relates particularly to sounding boxes or horns for phonographs, and has for its object the provision of certain improvements on features of the device, described and claimed in co-pending application Serial Number 220,747, filed March 6, 1918, whereby to enhance the tone producing qualities thereof.

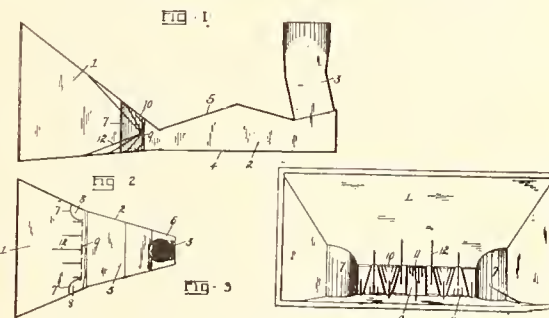
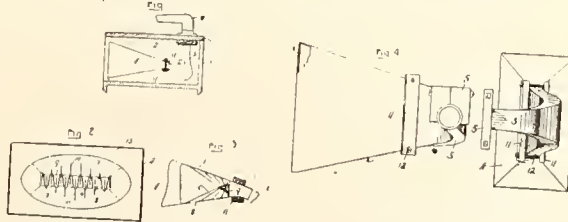


Figure 1 is a central longitudinal vertical section of a device embodying the invention; Fig. 2 is a reduced plan view thereof, with portions broken away, and Fig. 3 is an enlarged front end elevation of the device.

PHONOGRAPH SOUND CHAMBER OR HORN.—Fred C. Lyon, Fayette, Ill. Patent No. 1,295,910.

This invention relates to sounding boxes or horns for phonographs and similar inventions, and has for its object the provision of an improved device of this character which will produce amplified, solid and distinct tones of full volume, give character and expression thereto, and at the same time prevent or reduce to a minimum the vibration and consequent singing or rattling of different adjacent articles when notes in tune with the articles are sounded.

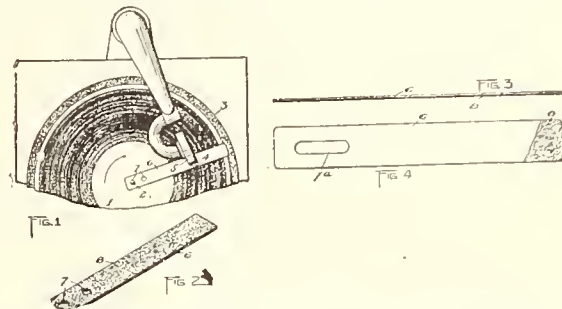
Figure 1 is a fragmentary sectional view of a cabinet with the improved horn associated therewith; Fig. 2 is an enlarged outer end view



of the horn; Fig. 3 is an enlarged fragmentary side elevation of the horn, with a part in central longitudinal section; Fig. 4 is a top plan view of the horn with its carrying block partly broken away, and Fig. 5 is an inner end elevation of the horn.

RECORD CLEANER.—William L. Denio, New York, assignor of one-half to Harold H. Simms, Rochester, N. Y. Patent No. 1,296,779.

The present invention relates to record cleaners for talking machines and more particularly to the type which operates in advance of the stylus or needle, for the purpose of cleaning the surface of the record during the rotation of the latter, an object of this invention being to provide a construction which is simple in form and inexpensive to manufacture, and does not require any special devices for mounting it in place. A still further object of the invention is to provide a cleaner which will utilize



the centering pin of the record as an anchor by which the cleaner will be held to clear the face of the record under the influence of the reproducer as the table and the record turn.

In the drawings Figure 1 is a plan view of portions of a talking machine equipped with the present invention; Fig. 2 is a perspective view of the under side of the cleaner; Fig. 3 is an edge view; and Fig. 4 is a plan view of a modification.

Other patents recently issued but not described or illustrated are the following: Phonographic Dictating Machine, Evan Barnet Basch, Savannah, Ga.; Patent No. 1,278,565. Sound Box, Robert Head, New York, assignor to the Aeolian Co.; Patent No. 1,278,341. Remote Control for Phonographs and the Like, James Wares Bryce, Bloomfield, N. J.; Patent No. 1,279,245. Expression Device Control, James Wares Bryce, Bloomfield, N. J., assignor to the Aeolian Co.; Patent No. 1,278,845. Sound Amplifier, Thomas Herbert Reed, Newark, N. J.; Patent No. 1,279,438. Talking Machine, Thomas Herbert Reed, Newark, N. J.; Patent No. 1,279,439. Talking Machine, Moses Stuart Levusove, New York; Patent No. 1,279,375. Phonograph, William W. Kidney, Chicago, Ill., assignor to the American Electric Co., Chicago, Ill.; Patent No. 1,279,357. Diaphragm for Talking Machine Sound Boxes, Frederick J. Gubelman, Englewood, N. J., assignor to the Regina Co., New York; Patent No. 1,279,104.

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ADVANCE RECORD BULLETINS FOR JUNE, 1919

VICTOR TALKING MACHINE CO.

POPULAR SONGS
18540 By the Campfire... Peerless Quartet
18544 Tears of Love... Charles Hart and Elliott Shaw
18545 That Tumble-down Shack in Athlone... Henry Burr
...
MISCELLANEOUS RECORDS
45164 Life and Love, from "The Velvet Lady,"... Lambert Murphy
...
RED SEAL RECORDS
64810 Baby Mine... Dr. Chas. Mackay and Archibald Johnston
...
COLUMBIA GRAPHOPHONE CO.
A2709 The Americans Come... Louis Graveure
...
POPULAR HITS
A2718 By the Camp Fire... Sterling Trio
...
DANCE RECORDS
A2719 No One But You, from "Sometime," One-step. Intro. Beautiful Night.

A7533 Dream of the Ancient Red Man (Gilbert), Prince's Orchestra 12
Signal Fire to Mountain God, and Song of Wolfe (Gilbert)... Prince's Orchestra 12
A7534 Humoresque on Two American Folk Songs, "Dixie" and "Old Folks at Home," Zoellner String Quartet 12
Genius Loci (In Highest Thought) (Thern), Zoellner String Quartet 12
COLUMBIA CO. MID-MONTH LIST
49585 Keep the Home Fires Burning (Till the Boys Come Home), Rosa Ponselle and Columbia Stellar Quartet 12
A2714 Chong... Irving Kaufman 10
One and Two and Three and Four, Rock-a-Bye... Peerless Quartet 10
A2715 On a Little Farm in Normandie, Peerless Quartet 10
Little Old Lady O' Mine... Henry Burr 10
A2713 Some Day I'll Make You Glad... Sterling Trio 10
Wait and See (You'll Want Me Back), Henry Burr and Ruth Lenox 10
A2707 Ja-Da! (Ja-Da, Ja-Da, Jing, Jing, Jing), Fox-trot... Wilbur Sweatman's Original Jazz Band 10
Rainy Day Blues, Fox-trot, Wilbur Sweatman's Original Jazz Band 10
A2712 Sweet Siamese, Fox-trot, Earl Fuller's Rector Novelty Orchestra 10
Ruspana, One-step, Earl Fuller's Rector Novelty Orchestra 10

AEOLIAN CO.

OPERATIC SELECTIONS
30024 Carmen—Ma Mere Je La Vois (I See My Mother) (Bizet), Soprano and tenor duet in French. Vocalion orch. accomp., Marie Sundelius and Crimi Giulio 10
30025 Gianni Schicchi—O mi babino caro (O My Beloved Daddy) (Puccini), Soprano. Vocalion orch. accomp., Florence Easton 10
STANDARD SELECTIONS
22023 My Irish Song of Songs (Sullivan), Tenor, Vocalion orch. accomp., Colin O'More 10
Molly (Herbert), Tenor, Vocalion orch. accomp., Colin O'More 10
12127 Kiss Me Again, from "Mam'selle Modiste" (Herbert), Soprano, orch. accomp., Nanette Flack 10
Song of the Soul, from "The Climax" (Breil), Soprano, orch. accomp., Nanette Flack 10
12128 Flower of My Heart (Spencer), Orch. accomp., Reed Miller 10
Colin o' Mine (Strickland), Orch. accomp., Reed Miller 10
56000 Kol Nidrei (Bruch), 'Cello, piano accomp., Maurice Dambois 12
Caprice Russe (Dambois), 'Cello, piano accomp., Maurice Dambois 12
POPULAR SELECTIONS
12130 In Miami (Gottler), Accomp. by Dabney's Band... Arthur Fields 10
You Can't Blame the Girlies at All (Silver), Accomp. by Dabney's Band... Arthur Fields 10
12131 When the Bees Make Honey Down in Sunny Alabam' (Donaldson), Orch. accomp., Charles Hart and Shaw Elliott 10
Big Yellow Moon (Forster), Orch. accomp., Charles Hart and Shaw Elliott 10
12132 Don't Forget the Salvation Army (Brown-Frisch), Orch. accomp., Faufield Trio 10
Longing (Seymour-Pike), Orch. accomp., Henry Burr 10
12133 Burmah Moon (Lieut. Gitz-Rice), Tenor, orch. accomp., Samuel Ash 10
Friends (Santly), Orch. accomp., Arthur Fields 10
DANCE SELECTIONS
12134 Bells of Bagdad (Motzan), Fox-trot, Aeolian Dance Orchestra 10
Mammy's Lullaby (Lee Roberts), Waltz, Aeolian Dance Orchestra 10
NOVELTY SELECTIONS
12135 Lonesome Road Blues (Will Nash), Fox-trot, Novelty Five 10
I Want to Hold You in My Arms (Bernard-Robinson), Novelty Five, with Al. Bernard 10
AEOLIAN CO. MID-MONTH LIST
POPULAR SELECTIONS
12120 Mammy o' Mine (Pinkard), Tenor, orch. accomp., Samuel Ash 10
I'll Be Back in the Springtime, Mollie (Ring-Ash-Hager), Tenor, orch. accomp., Samuel Ash 10
12121 When Cherry Blossoms Fall (Love Is Love), from "The Royal Vagabond" (Duncan-Goetzl), Tenor, orch. accomp., Arthur Burns 10
Eyes (Fred Fisher), Tenor, orch. accomp., Arthur Burns 10
12122 Frenchie, Come to Yankee Land (Erlich-Conrad), Orch. accomp., Irving Kaufman 10
Golden Wedding Jubilee (Sept), Orch. accomp., Kaufman Brothers 10
12123 Turkestan (Jones-Stern), Orch. accomp., Premier-American Male Quartet 10
Lullaby Blues (Robinson-Morse), Orch. accomp., Premier-American Male Quartet 10
12124 Shake, Rattle and Roll (Bernard), Novelty Five, with Al. Bernard 10
Idol (Rose-Osborne), Intro. In Soudan, Novelty Five 10
DANCE SELECTIONS
12125 How 'Ya Gonna Keep 'Em Down on the Farm? Intro. My Barney Lies Over the Ocean, Come On, Papa, One-step, (Donaldson-Leslie-Ruby), Dabney's Band 10
Keep Smiling, from "Sometime" (Friml), Fox-trot, Dabney's Band 10
12126 Arabian Nights (David-Hewitt), One-step, Aeolian Dance Orchestra 10
La Confession (Morgan), Waltz, Aeolian Dance Orchestra 10

EDISON RE-CREATIONS

50519 Love in Idleness—Serenade (Macbeth), Sodero's Band
Wedding March (Sousa)... New York Military Band
50520 Coon 'Fossum Hunt... Billy Golden and Billy Heins
Preacher and the Bear (Arizona)... Arthur Collins
50521 I'm Sorry I Made You Cry—Jazz Fox-trot (Clesi)... Earl Fuller's Famous Jazz Band
Sand Dunes—One-step (Gay) Saxophone, xylophone and piano, for dancing... All Star Trio
80453 L'Ardiva—Magnetic Waltz (Arditi) Whistling, Sibyl Sanderson Fagan
Sundown in Birdland (A Bird Symphony) (Hager)—Whistling and Singing, Sibyl Sanderson Fagan and Harvey Wilson
80454 Evening Brings Rest and You (Bishop)—Baritone... Edward Allen
Kiss Me Again (Herbert)—Soprano, Marie Tiffany

80455 Looking This Way (Van De Venter)—Soprano and Contralto, Elizabeth Spencer and E. Eleanor Patterson
Some Sweet Day, By and By (Doane)—Mixed Voices, sacred... Metropolitan Quartet
80456 Nadja—Oriental Intermezzo (Morét), Peerless Orchestra
Passion Dance (An Oriental Fantasy) (Friedman)... Peerless Orchestra
82157 Dear Old Pal of Mine (Rice)—Baritone, Thomas Chalmers
Massa's in de Cold, Cold Ground (S. C. Foster)—Contralto... Carolina Lazzari
82158 Gypsy Trail (Galloway)—Bass-Baritone, Arthur Middleton
Life's Dream is O'er (adapted to "Alice Where Art Thou")—Soprano and Contralto, Marie Rappold and Carolina Lazzari
82560 Vainement, ma bien-aimée (Vainly, my well beloved)—Le Roi d'Ys (Lalo)—Tenor, in French... Ralph Errolle
Parle-moi de ma mère (Speak to me of my mother)—Carmen (Bizet)—Soprano and tenor, in French... Anna Case and Ralph Errolle

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS
29027 Ave Maria—Cavalleria Rusticana (Adaptation from the celebrated "Intermezzo") (Mascagni), Soprano, in Italian, with violin obligato, Frieda Hempel and Mary Zentay
29029 La Spagnola (Spanish Maid) (Di Chiara), Tenor, in Italian, orch. accomp., Guido Ciccolini
29028 Love's Old Sweet Song (Malloy), Soprano and Male Voices, orch. accomp., Marie Rappold and Criterion Quartet
SPECIAL RECORDS
3750 After All (Roberts), Tenor, orch. accomp., Irving Kaufman
3735 Alcoholic Blues (A. Von Tilzer), Orch. accomp., Vernon Dalhart
3748 Anything Is Nice If It Comes from Dixieland (Clarke-Meyer-Ager), Male voices, orch. accomp., Premier Quartet
3733 Beautiful Ohio Waltz (Earl), For dancing, Jaudas' Society Orchestra
3742 Bring Back Those Wonderful Days (Vincent), Orch. accomp., Arthur Fields
3752 Have a Smile for Everyone You Meet and They Will Have a Smile for You (Rule), Tenor and Male Voices, orch. accomp., Arthur Hall and Chorus
3753 I Hate to Lose You—Medley, Accordion, P. Frosini
3740 Kisses (The Sweetest Kisses of All) (Cowan), Soprano, orch. accomp., Gladys Rice
3739 Mickey (Moret), Orch. accomp., Vernon Dalhart
3747 Salvation Lassie of Mine (Caddigan-Story), Contralto and tenor, orch. accomp., Helen Clark and Charles Hart
3746 Satan, I'm Here (I Couldn't Stand for a Triffin' Man) (Walker), Orch. accomp., Ernest Hare
3749 Somebody's Waiting for Someone (H. Von Tilzer), Soprano, orch. accomp., Betsy Lane Shepherd (with Marion Evelyn Cox in the refrain)
REGULAR LIST
3754 Alderman Doolin's Campaign Speech—Descriptive... Steve Porter
3745 Arkansas Traveler—Vaudeville Sketch... Len Spencer
3736 Boys and the Birds (Characteristic) (Hager), New York Military Band
3738 Hesitation Blues (Oh! Baby Must I Hesitate?) (Middleton-Smythe), Comic Song... Al. Bernard
3754 I'm a Twelve O'Clock Fellow (In a Nine O'Clock Town) (H. Von Tilzer), Rube Song, orch. accomp., Byron G. Harlan
3744 Jazzie-Addie—One-step (A. Schubert), Jazzarimba Orchestra
3755 Land of Minstrelsy, orch. accomp., Premier Quartet Minstrels
3737 Laverne—Waltz Caprice (Henton), Saxophone, orch. accomp., H. Benne Henton
3756 Let Us Not Forget—A Message to the American People... Thomas A. Edison
3757 National Airs of the Allies... New York Military Band
3741 St. Louis Blues—Fox-trot (Handy), Saxophone, xylophone and piano, for dancing... All Star Trio
3751 Waltz Alabam' (A Darcy Waltz Dream) (Barth), Tenor, orch. accomp., George Wilton Ballard and Chorus
3732 Wedding March (Sousa)... New York Military Band

PATHE FRERES PHONOGRAPH CO.

POPULAR HITS OF THE MONTH
22076* Just Another Poor Man Gone Wrong (Von Tilzer), Tenor... Billy Murray 10
How Are You Goin' to Wet Your Whistle? (Wenrich), Tenor... Billy Murray 10
22077* Mickey (Morét), Baritone... Arthur Fields 10
Johnny's In Town (Meyer)... Arthur Fields 10
22062* The Kiss That Made Me Cry (Gottler), Tenor... Harry McClaskey 10
I Think I'll Wait Until They All Come Home (Lieut. Gitz-Rice)... Invincible Four 10
22078* How 'Ya Gonna Keep 'Em Down on the Farm? Tenor... Byron G. Harlan 10
Good-Bye France (Berlin), Baritone, Turner Roe 10
22079* Don't Cry Frenchy, Don't Cry (Donaldson), Acme Male Quartet 10
Tears (Of Love) (Henry), Tenor, Irving Gillette 10
STANDARD BALLADS SUNG IN ENGLISH
25067 Springtime (Anspach), Soprano, Grace Hoffman 10
That's the World in June (Spross), Soprano, Grace Hoffman 10
27017 Our God, Our Country, and Our Flag (MacHugh), Tenor... Paul Althouse 10
A Mother's Prayer (Ferrari), Tenor, Paul Althouse 10
22069 I'll Take You Home Again, Kathleen (Westendorf), Baritone... Turner Roe and Orpheus Trio 10
The Minstrel Boy (Moore), Tenor... Reed Miller 10
22071 He Lifted Me (Gabriel), Tenor, organ accomp., Earle F. Wilde 10
Jesus, Lover of My Soul (Marsh), Tenor, organ accomp., Earle F. Wilde 10
29245* I'm Goin' to Settle Down Outside of London Town (McCarthy-Fisher), Baritone, piano accomp., Jack Norworth 10
Mickey Slater (Von Tilzer), Baritone, piano accomp., Jack Norworth 10
52040 Serenade (Pierne), Violin solo, piano accomp., Edouard Deru 12
Rondino (Beethoven-Kreisler), Violin solo, Piano accomp., Edouard Deru 12
22073 Waltz Llewellyn (Wiedoeft), Saxophone solo, Rudy Wiedoeft 10
Serenade (Drigo), Saxophone solo, Rudy Wiedoeft 10

RECORD BULLETINS FOR JUNE—(Continued from page 164)

- 22070 Waiting, from "Listen Lester" (Orlob), Henry Burr and Excello Trio 10
- Life and Love, from "The Velvet Lady," Henry Burr and Excello Trio 10
- 22072 La Paloma (Yradier). Ocarina solo, piano accomp. José Valdean 10
- Cecilie Polka (Billant). Flute solo, Pathé Frères Orchestra 10
- 40155*Hindustan. Intro. "My Dreamy Little Lotus Flower." Medley Fox-trot, Joseph Samuels Dance Orchestra 12
- Kisses (Zamecnik). Waltz, Joseph Samuels Dance Orchestra 12
- 40157*How 'Ya Gonna Keep 'Em Down on the Farm (Grant). Intro. (1) "Come On Papa," (2) "My Barney Lies Over the Ocean." Medley One-step. Joseph Samuels Dance Orchestra 12
- By the Campfire (Weeks). Intro. "Chong." Medley Fox-trot, Joseph Samuels Dance Orchestra 12
- 40158*Rock-a-Bye Your Baby With a Dixie Melody. Intro. (1) "Oh, How I Wish I Could Sleep Until My Daddy Comes Home," (2) "Don't You Remember the Day?" Medley Fox-trot, Empire State Military Band 12
- Wonderful Girl (Hewitt-David). Waltz, Empire State Military Band 12
- 22067*Tackin' 'Em Down (from Ziegfeld's "Midnight Frolic"). Fox-trot, Green Brothers Xylophone Orchestra 10
- Ida, Sweet As Apple Cider (Harris). One-step, Green Brothers Xylophone Orchestra 10
- NEW OPERATIC VOCAL RECORDS
- 54028 Mignon (Thomas) "Elle ne croyait pas" (She Wouldn't Believe Me) in French. Tenor, Lucien Muratore 12
- 54027 Louis (Charpentier) "Depuis le Jour" (Ever Since the Day) in French. Soprano, Claudia Muzio 12
- 59072 Rigoletto (Verdi) "Questa o quella" (Mid the Fair Throng) in Italian. Tenor, Tito Schipa 12
- La Tosca (Puccini) "Trionfa di nuova speme" (A New World) in Italian. Tenor and soprano, Tito Schipa and Mme. Baldassarre 12
- 59073 Il Trovatore (Verdi) "Miserere," in French. Soprano and tenor, Mme. Morlet, Chas. Fontaine and Chorus 12
- Il Trovatore (Verdi) "Au milieu de la Carriere," in French. Contralto and tenor, Mile. Lapeyrette and Chas. Fontaine 12
- NEW BAND AND ORCHESTRA RECORDS
- 40156 Sigurd (Reyer). Part I, Garde Republicaine Band of France 12
- Sigurd (Reyer). Part II, Garde Republicaine Band of France 12
- 22075 Boston Commandery March (Carter), American Regimental Band 10
- Radetzky March (Strauss), American Regimental Band 10
- 22074 March of the Little Japanese (Gauwin), Pathé Symphony Orchestra 10
- In a Garden of Melody (Sudds), Pathé Concert Orchestra 10

GENNETT LATERAL RECORDS

- 4517 I'm Forever Blowing Bubbles (Kenbrovin-Kellepe). Tenor and baritone duet with orch. accomp. Bell and Sharpe 12
- When You See Another Sweetie Hanging Around (Lewis-Young-Donaldson). Tenor, orch. accomp. Sam Ash 12
- 4518 Chong (Weeks). Tenor, orch. accomp., Irving Kaufman 12
- One and Two and Three and Four Rock-a-Bye (Creamer-Layton). Tenor, orch. accomp., Irving Kaufman 12
- 4519 Beautiful Ohio (Earl). Waltz. Gennett Orchestra 12
- Till We Meet Again (Whiting). Waltz, Gennett Orchestra 12
- 4520 By the Campfire (Wenrich). Fox-trot, Vincent's Band 12
- Tackin' 'Em Down (Gumble-DeSylva). Fox-trot, Croden's Band 12
- 4521 How Are You Going to Wet Your Whistle (Wenrich). Baritone, orch. accomp., Harry Frankel 12
- Bring Back (Those Wonderful Days) (MacBoyle-Vincent). Baritone, orch. accomp., Harry Frankel 12
- 4522 Eyes (That Say I Love You) (Fischer). Tenor, orch. accomp., Sam Ash 12
- Lullaby Blues (Kendall-Robinson-Morse). Tenor, orch. accomp., Irving Kaufman 12
- 4523 An Old Sweetheart of Mine (James Whitcomb Riley). Recitation. Harry E. Humphrey 12
- Out to Old Aunt Mary's (James Whitcomb Riley). Recitation. Harry E. Humphrey 12
- 4524 Johnny's In Town. Medley One-step, Vincent's Band 12
- After All (Roberts). Fox-trot. Gennett Band 12
- 4525 Dear Little Boy of Mine (Ball). Tenor, orch. accomp., Sam Ash 12
- When It's Lilac Time in Tokio (Buchanan-Coots). Tenor, orch. accomp., Arthur Hall 12

EMERSON PHONOGRAPH CO.

(New Gold Seal large size records.)

PATRIOTIC AND POPULAR SONG HITS

- 9167 By the Campfire (Girling-Wenrich). Tenor and baritone duet, orch. accomp., Gordon and Stevens 12
- By the Campfire (Percy Wenrich). Fox-trot, Emerson Military Band 12
- 9174 Monte Cristo. Intro. "Monte Cristo, Jr." (Atteridge-Romberg-Schwartz). Baritone solo, orch. accomp., Irving Kaufman 12
- Turkestan (Jones-Stern). Baritone solo, orch. accomp., Premier-American Quartet 12
- 9175 When the Bees Make Honey Down in Sunny Alabam' (Lewis-Young-Donaldson). Baritone duet, orch. accomp., Irving and Jack Kaufman 12
- You Can't Blame the Girlies at All, They All Want to Marry a Soldier (Gerber-Silver). Comedy solo, orch. accomp., Eddie Nelson 12
- 9170 Alabama Lullaby (Cal De Voll). Tenor and baritone duet, orch. accomp., Gordon and Stevens 12
- I Found You (Gilbert-Friedland). Tenor solo, orch. accomp., Sam Ash 12
- 9168 All Those in Favor Say "Aye" (Percy Wenrich). Male trio, orch. accomp., The Three Kaufelds 12
- Good-Bye, Wild Women, Good-Bye (Johnson-Ager-Meyer). Prohibition character song, orch. accomp., The Three Kaufelds 12
- 9169 The Return They Are Here (Price-Bergh). Baritone solo, orch. accomp., Royal Dadmun 12
- A Rose, A Kiss and You (Robe-Arthur). Tenor solo, orch. accomp., Henry Burr 12
- 9171 Bring Back Those Wonderful Days (MacBoyle-Vincent). Baritone solo, orch. accomp., Arthur Fields 12
- Pig Latin Love, I Yay Ove-Lay (Gilbert-Friedland). Character song, orch. accomp., Arthur Fields 12

- 9176 Oh! Lawdy, Something's Done Got Between Ebecanezeer and Me (Cramer and Layton). Coon character song, orch. accomp., Billy Murray 12
- Lullaby Blues, in the Evening (Kendall-Robinson-Morse). Male quartet, orch. accomp., Premier-American Quartet 12
- 9177 It's Nobody's Business But My Own (Skidmore-Walker). Comedy solo, orch. accomp., Arthur Collins 12
- Shake, Rattle and Roll, Who's Got Me? (Al. Bernard). Coon character solo, orch. accomp., Al. Bernard 12

LATEST DANCE AND BAND HITS

- 9172 Sunset Siamese (Mary Earl). Fox-trot, Emerson Military Band 12
- Out of the East (Joe Rosey). Fox-trot, Emerson Military Band 12
- 9173 Ruspana (Mary Earl). One-step, banjo, piano and saxophone. Van Eps Banta Trio 12
- Flutter on By, My Broadway Butterfly. Intro. "Monte Cristo, Jr." (Atteridge-Romberg-Schwartz). Fox-trot, piano banjo and saxophone. Van Eps Banta Trio 12
- 9178 Rainy Day Blues (F. Warshauer). "Blues" fox-trot. Louisiana Five 12
- My Rose of Palestine (Radford-Olman). One-step. Emerson Dance Orchestra 12
- 9179 Yama Yama Blues (S. & C. Williams). "Blues" Fox-trot. Louisiana Five 12
- Church Street, Sobbing Blues (Lada-Nunez-Cawley). "Blues" Fox-trot. Louisiana Five 12
- NOVELTY SELECTIONS
- 9180 The Home-Coming of the American Troops (Part I) (Fred W. Hager). Descriptive, accompanied by Emerson Military Band, Peerless Quartet 12
- The Home-Coming of the American Troops (Part II) (Fred W. Hager). Descriptive, accompanied by Emerson Military Band and Drum Corps. Peerless Quartet 12

EMERSON PHONOGRAPH CO.

(The new seven-inch records.)

PATRIOTIC AND POPULAR SONG HITS

- 7484 Don't Cry, Frenchy, Don't Cry (Lewis-Young-Donaldson). Baritone solo, orch. accomp., D. (Bud) Bernie 12
- Blue-Eyed, Blonde-Haired Heart-Breaking Baby Doll (Miss-Mitchell). Baritone solo, orch. accomp., Jack Tracey 12
- 7485 By the Campfire (Girling-Wenrich). Tenor and baritone duet, orch. accomp., George Gordon and Edward Stevens 12
- I'm Forever Blowing Bubbles (Kenbrovin-Kellepe). Tenor solo, orch. accomp., George Gordon 12
- 7486 Wait and See You'll Want Me Back (McCarthion-Morgan). Tenor solo, orch. accomp., William Sloane 12
- Heart of Wexona (Mitchell-Gottler). Baritone solo, orch. accomp., D. (Bud) Bernie 12
- 7487 On a Little Farm in Normandie (MacDonald-Osborne). Baritone solo, orch. accomp., D. (Bud) Bernie 12
- Eyes That Say "I Love You" (Fred Fisher). Baritone solo, orch. accomp., Eddie Nelson 12
- 7488 And That Ain't All (Green-Step). Comedy duet, orch. accomp., Sanford and Sanford 12
- Bring Back Those Wonderful Days (MacBoyle-Vincent). Baritone solo, orch. accomp., D. (Bud) Bernie 12
- 7489 I'm Going to Settle Down Outside of London Town (McCarthy-Monaco). Prohibition comedy solo, orch. accomp., George Beaver 12
- Chong He Come from Hong Kong (Harold Weeks). Baritone solo, orch. accomp., George Beaver 12
- 7490 That Wonderful Mother of Mine (Hager-Goodwin). Tenor solo, orch. accomp., George Gordon 12
- God's Service Flag of Love (Storey-Wood). Tenor solo, orch. accomp., George Gordon 12
- BIG DANCE AND INSTRUMENTAL HITS
- 7491 Orange Blossom Rag (Lada-Nunez-Cawley). "Blues" One-Step. Frisco Five 12
- Lucille (Wadsworth-Arden). Fox-trot, Emerson Military Band 12
- 7492 How 'Ya Gonna Keep 'Em Down on the Farm? (Walter Donaldson). One-step, Emerson Military Band 12
- What's That? (Curtis Gordon). Fox-trot, Emerson Military Band 12
- 7493 Ruspana (Mary Earl). One-step, banjo, piano and saxophone. Van Eps Banta Trio 12
- Egyptian Nights (Philip Siragusa). Waltz, Emerson Military Band 12
- 7494 Laughing Blues (Lada-Nunez-Cawley). "Blues" Fox-trot. Frisco Five 12
- Frou frou (Edward Jose). One-step, Emerson Military Band 12
- 7495 Light Cavalry Overture (von Suppe). Accordion duet. Phil and Dan Boudini 12
- William Tell (Rossini). Accordion duet, Phil and Dan Boudini 12

PARAMOUNT RECORDS

- 30085 Till We Meet Again. Duet with orch. accomp., Campbell and Burr 12
- Mickey. Tenor solo, orch. accomp., Henry Burr 12
- 30073 Children's Games. Medley. Made up of: All Around the Mulberry Bush, London Bridge is Falling Down, Nine o'Clock is Striking, Round and Round the Circle, The Farmer in the Dell, Ring-a-Round a Rosy, Lazy Mary Will You Get Up, Little Ball, Soldier Boy, W. Rogers' Band 12
- Mother Goose Songs. Soprano, with violin. Hey, Diddle Diddle, Little Bo-Peep, Ride a Cock Horse, Little Jack Horner, Twinkle, Twinkle Little Star, Lullaby. Ronika Frese 12
- 30075 Little Grey Home in the West. Violin, cello and piano. Taylor Trio 12
- Hearts and Flowers. Violin solo, piano accomp., Edmund Thiele 12
- 30078 A Khaki Lad. Baritone solo, orch. accomp., Royal Dadmun 12
- Ring Out Liberty Bell. Baritone solo, orch. accomp., Royal Dadmun 12
- 30079 Kamenoi Ostrow. Piano solo. Beryl Rubenstein 12
- Prelude in G Minor. Piano solo. Beryl Rubenstein 12
- 30080 The Blue Bird. Waltz. Whistling, with orchestra and bells. Sibyl Sanderson Fagan 12
- The Boy and the Birds. Whistling, with orchestra. Sibyl Sanderson Fagan 12
- 30070 Wailina Waltz. Hawaiian guitars. (Drowsy Waters). Louise and Ferera 12
- On the Beach at Waikiki (Medley), Louise and Ferera 12
- 30086 Kisses. Tenor and contralto duet, Charles Hart and Helen Clark 12
- I'm Glad I Can Make You Cry. Tenor solo, orch. accomp., Charles Hart 12

- 30087 Can You Tame Wild Wimmen?.....Pilly Murray 12
- I Always Think I'm in Heaven When I'm in Dixie Land. Baritone solo, with banjo, saxophone and piano, Arthur Collins and the Van Eps Trio 12
- 30091 Sweet Genevieve. Tenor solo, orch. accomp., Frank Joy 12
- A Little Bit of Heaven. Tenor solo, orch. accomp., Charles Hart 12
- 30092 I'm Always Chasing Rainbows. Intro. Everything is Honky Dory Down in Honky Tonky Town. G. Green at xylophone, J. C. Beck's Orchestra 12
- Sweet 'n Pretty. Medley Fox-trot. Intro. Watch, Hope, and Wait Little Girl, Master Saxophone Sextette 12
- 30097 The Alcoholic Blues.....Billy Murray 12
- Oh! Lawdy, Something's Done Got Between Ebecanezeer and Me.....Billy Murray 12
- 50007 Carry Me Back to Old Virginia. Soprano solo and quartet. Marie Tiffany and Male Quartet 12
- Sweet Hawaiian Moonlight. Soprano and alto duet, with Hawaiian orch., Marie Tiffany and Marion Evelyn Cox 12

EMPIRE TALKING MACHINE CO.

POPULAR SONGS

- 21105 Don't Cry, Frenchy, Don't Cry (Donaldson). Orch. accomp., Empire Male Quartet 12
- How You Gonna Keep 'Em Down on the Farm? (Donaldson). Orch. accomp., Harlan 12
- 21106 Everybody Wants a Key to My Cellar (Rose-Baskette-Pollack). Orch. accomp., Arthur Fields 12
- Has Anybody Seen My Corinne? (Johnson). Orch. accomp., Ernest Hare 12
- 21107 Oh! You La, La! (Tush). Orch. accomp., Arthur Fields 12
- Bring Back Those Wonderful Days (MacBoyle-Vincent). Orch. accomp., Arthur Fields 12
- 21108 You're Still an Old Sweetheart of Mine (Whiting). Orch. accomp., Lewis James-Charles Hart 12
- Honey Lamb (Johns). Orch. accomp., Empire Male Quartet 12

DANCE SELECTIONS

- 31104 Full O'Pep (Morse)—One-step, Empire Dance Orchestra 12
- The St. Louis Blues (Handy)—Fox-trot, Wadsworth's Novelty Dance Orchestra 12
- 31105 The Better 'Ole (Knight-Darewsky)—Medley One-step, intro. "When You Take That Trip Across the Rhine", "Little Regiment of Our Own", "My Word, Ain't We Carrying On", Empire Dance Band 12
- The Canary (Berlin)—Medley Fox-trot, intro. "I Wouldn't Give 'That' for the Man Who Couldn't Dance", "Ding Dong", "It's the Little Bit of Irish", Empire Dance Band 12
- 31106 Kentucky Dreams (Henry-Onivas)—Waltz, Empire Band 12
- There's Life in the Old Dog Yet (Caryll)—From "The Girl Behind the Gun"—Fox-trot, Empire Band 12

STANDARD VOCAL SELECTIONS

- 41102 A Banjo Song (Homer). Orch. accomp., John Evans 12
- The Floral Dance (Moss). Orch. accomp., George Sanders 12

INSTRUMENTAL SELECTIONS

- 51104 In a Garden of Melody (Sudds), Empire Concert Orchestra 12
- Kirmanshah (Claypole). Empire Concert Orchestra 12
- 51105 Boston Commandery March (Carter). Empire Military Band 12
- Liberty Bell March (Sousa). Empire Military Band 12
- 51106 La Seduccion (Noceti)—Saxophone solo, piano accomp., Duane Sawyer 12
- Scottish Airs, intro. "The 71st Highlanders' March", "The Brass of Tullymet", "Thompson's Dirk", The Highland Bagpipe Band 12

HAWAIIAN SELECTIONS

- 61102 My Old Kentucky Home (Foster). Hawaiian Guitars, Louise and Ferera 12
- Hawaiian Nights (Roberts)—Waltzes, Hawaiian Guitars, Louise and Ferera 12

OKEH RECORDS

- 1158 Ring Out! Sweet Bells of Peace (Gardner). Tenor, with orch. accomp., George Lambert 12
- I Shall Meet You (Chesham & Sanderson). Tenor, with orch. accomp., Henry Burr 12
- 1159 Ja-da (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Carleton). Tenor, orch. accomp., Billy Murray 12
- Can You Tame Wild Women? (Sterling & Von Tilzer). Tenor, orch. accomp., Billy Murray 12
- 1160 A Little Birch Canoe and You (Roberts-Callahan). Vocal trio, orch. accomp., Sterling Trio 12
- Girl of My Heart (Price-Baffano). Tenor, orch. accomp. (From "Somebody's Sweetheart") Sam Ash 12
- 1165 Mary (Frey). Fox-trot, instrumental, Okeh Dance Orchestra 12
- Beautiful Ohio (Mary Earl). Waltz, instrumental, Okeh Dance Orchestra 12
- 1166 Till We Meet Again (Whiting). Waltz, instrumental, Okeh Dance Orchestra 12
- Rainy Day Blues (Warshauer). Fox-trot, instrumental, Dance Band 12
- 1184 The Kiss That Made Me Cry (Burns-Fields-Gottler). Tenor, orch. accomp., Henry Burr 12
- Some Day I'll Make You Glad (Freedman-Squires). Tenor, orch. accomp., Sar Ash 12
- 1185 That Wonderful Mother of Mine (Hager-Goodwin). Tenor, orch. accomp., Henry Burr 12
- Forever Is a Long, Long Time (Boyle-Von Tilzer). Tenor, orch. accomp., Charles Hart 12
- 1187 Johnny's in Town (Yellen-Oleman-Meyer). Baritone, orch. accomp., Arthur Fields 12
- Anything Is Nice if It Comes from Dixieland (Clarke-Meyer-Ager). Baritone, orch. accomp., Bert Harvey 12
- 1188 Mummy Mine (Rose). Fox-trot, xylophone orch., Green Brothers 12
- How 'Ya Gonna Keep 'Em Down on the Farm? (Grant). (Intro, chorus of "My Barney Lies Over the Ocean")—One-step, instrumental, Van Eps Quartet 12
- 1189 Vanity Fair (Green). One-step, xylophone orch., Green Brothers 12
- Flutter on by My Broadway Butterfly (Romberg-Schwartz). (Intro, chorus of "Monte Cristo, Jr.")—Fox-trot, instrumental, Van Eps Quartet 12
- 1192 And That Ain't All (Green-Step). Vocal duet, orch. accomp., Kaufman Brothers 12
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The **TALKING**
MACHINE
WORLD

*For the
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 sellers of
 talking
 machines*

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, June 15, 1919



The best-known trade-mark in the world

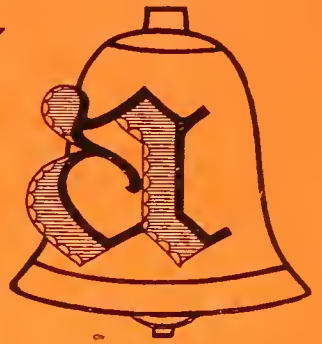
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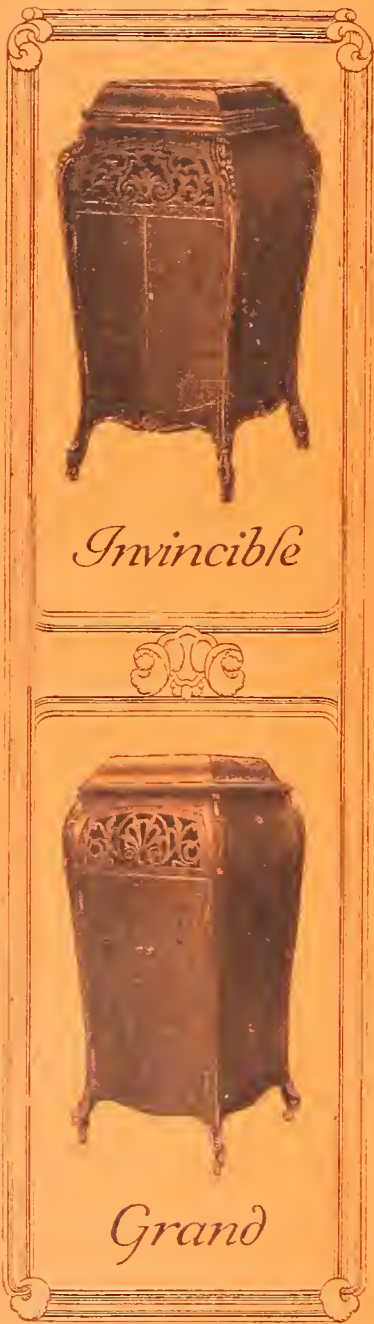
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Gothic



Louis XV

The Talking Machine World

Vol. 15. No. 6

New York, June 15, 1919

Price Twenty-five Cents

AIDS IN SOUND TRANSMISSION

A. M. Nicholson in an Address Before the New York Electrical Society Tells of the Value of Rochelle Salts as a Sound Transmitter and Gives a Demonstration That Interests Many

A subject of more than usual interest to those in the musical field was discussed by the New York Electrical Society at its meeting one night last week when A. M. Nicholson, of the Western Electric Co., surprised his audience by setting forth the merits of sodium potassium tartrate, better known as Rochelle Salts, as a transmitter of sound. Mr. Nicholson said the salt can be used to energize telephones and demonstrated it by sending the music of a phonograph through 160 receivers scattered about the audience.

A current of sufficient velocity to do this was generated by the agitation of a single ounce crystal of the salt. The discovery was made, Mr. Nicholson said, by experiments shortly after we entered the war. The salt was first used with other chemicals to create electric force and finally experts discovered they could use it alone.

Mr. Nicholson sent an assistant out of the room with one of his Rochelle salt telephones and had him talk and whistle into it behind closed doors. The audience received the sound through a large receiver containing salt crystals which reproduced the tones perfectly and could be heard throughout the hall. The transmitter was then placed on top of a piano in an outer room and the music from the instrument was plainly heard through the big receiver.

"HYPNOTIC RECORD" BRINGS OUT ONE'S LATENT GENIUS!

With Latest Wrinkle in Records Every One Can Attain His Heart's Desire—Inventor Claims Through Hypnotic Suggestion the Golden Age Will Be Reached—How "Talker" Does Its Part

The talking machine these days is being used in so many different fields of human activity and endeavor that it is very hard to be surprised at any new suggestion as to a use no one has ever thought of before. From the brain of Gerald M. P. Fitzgibbon comes the latest wrinkle in talking machine mode called the hypnotic record, designed "to bring out latent genius for artistic or other achievements." The idea is said to have occurred to him when he was one of the A. A. U. champions on the cinder track and used to win many of his races by treating his opponents to the mental suggestion, "you can't win." Later when soothing his tired nerves with music from his talking machine, the germ of the new idea was born, and now he believes he has discovered one of the greatest truths of psycho-mechanics.

Believing in the power of "the hypnotic voice," one day he made a hypnotic record which was just as effective as the spoken word. He brought his subject into the room, turned on the record, and at once the subject was hypnotized. Eureka! And now the waiting world is to hear all about it. That such a disclosure should come at the end of the great war is another of our great tragedies, for had we known about it sooner we would have shipped talking machines and records to the other side instead of shells, and the struggle would have evaporated in a hypnotic trance!

In a few years, when this marvel of psychology has gone throughout the length and breadth of the land, it will have become trite to tell our budding youth that he can become the President of these United States, for by simply turning on the Victrola he can be inoculated with the germ of inspiration, and will become President when his age shall have made him large enough to climb the White House steps with dignity. As confirmation of this we quote the words of the inventor, who says: "The reason why a man with just normal powers can so often achieve

TALKING MACHINE EXPORTS LESSEN

Exports, Including Records, for Nine Months, Ending March 31, 1919, Total \$3,164,367

WASHINGTON, D. C., May 15.—In the summary of exports and imports of the commerce of the United States for the month of March, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during March, 1919, amounted in value to \$39,842, as compared with \$44,841 worth, which were imported during the same month of 1918. The nine months' total ending March, 1919, showed importations valued at \$202,726, as compared with \$259,685 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 3,544, valued at \$139,275, were exported in March, 1919, as compared with 9,194 talking machines, valued at \$239,049, sent abroad in the same period of 1918. The nine months' total showed that we exported 37,441 talking machines, valued at \$1,103,526, as against 69,735 talking machines, valued \$1,914,730, in 1918, and 56,146 talking machines, valued at \$1,390,227, in 1917.

The total exports of records and supplies for March, 1919, were valued at \$223,088, as compared with \$199,903, in March, 1918. For the nine months ending March, 1919, records and accessories were exported, valued at \$2,069,841, as compared with \$1,475,417, in 1918, and \$1,130,095, in 1917.

seemingly super-normal results is mainly because he has an overpowering suggestion. He believes in himself. He believes failure is impossible. In spite of every handicap and every interruption he is enabled to concentrate his whole mind on this achievement. The average person goes about his daily routine with his aspirations aiming everywhere. He wants to do any number of things, and cannot focus his energies on the accomplishment of anyone. Now nothing but suggestion can bring about this concentration, and hypnotic suggestion can be induced by the human voice." And there you are. Simple, isn't it?

So you see, every man can now be his own psychologist, and can do anything he wishes. The elusive Muse has been caught and imprisoned in a rubber disc and can always be had for the asking. Another field for the talking machine has been opened up, a field that would make every human being a buyer. Perhaps it is just as well that at present there is a shortage of machines, for if everyone could have what they wanted the world would be in a pretty state. When the inventor took his plans to one of the great recording companies it is said that the president of that concern literally held up his hands in horror and would have nothing to do with it. Evidently he saw the troubles it might bring out in the future. But the inventor was no whit discouraged, for he doubtless has been inspired by one of his own records and allows no obstacles to stand in his way. He plans to put his idea before the world himself. And there is an amusing side to that. If his theories are correct he cannot fail, for the inspiration received from his pet record will enable him to do all things. If he has set his hypnotic mind upon the accomplishment of his task, then there is no escape for the world. But he must be holding back a little, for we have not noticed it in the five-star finals lately.

RECORDS OF INDIAN-ALASKAN MUSIC

University of Pennsylvania Museum Secures Records of About 100 Indian Chants and Folk Songs Made by Louis Shotridge, Who is Chief of the Chilkat Tribe of Alaskan Indians

PHILADELPHIA, PA., June 4.—Some day the University of Pennsylvania Museum hopes to give a special concert of Indian-Alaskan music. The concert will include about 100 Indian chants and folk songs, recorded on a talking machine. The records, which are unique in the history of voice production, have been brought back to the museum by Louis Shotridge, chief of the Chilkat Tribe of Alaskan Indians, who returned recently after four years' explorations among his own people.

Incidentally, Mr. Shotridge brings back with him a bride from his own tribe, a young Indian maiden whose knowledge of civilization up to the recent trip was confined to the "metropolitan" splendor of Sitka, Alaska. She will assist her husband in his coming work.

Mr. Shotridge took along a phonograph to record folk songs, especially the ceremonial chants that accompany every great demonstration of the tribe. Unfortunately, the guttural sounds did not record well, so he was obliged to commit the song to memory. They will be taken down in ordinary musical notation by an expert. There are more than thirty of these ceremonial hymns. In addition, he learned more than 100 folk songs, which will be recorded on the talking machine.

Chief Shotridge has secured hundreds of unique specimens, which will be placed on exhibition at the museum as soon as they can be catalogued. It is believed he is the first trained American anthropologist who has ever conducted explorations among American Indians, using their native tongue.

HIGH PRICES THEN AND NOW

\$200 Was Once Considered Extravagant for a Machine—\$6,000 Now an Every-Day Affair

When, not more than ten years ago, a \$200 talking machine was put on the market, the move was regarded as a rash one. To-day one can pay \$6,000 for a machine if so inclined. Machines costing between \$1,000 and \$2,000 are by no means uncommon, and talking machines costing as much as a baby grand piano are to be found in hundreds of homes in all parts of the country.

The public no longer wants cheap machines, as is shown by reports from dealers everywhere. The cheaper machines are generally passed by for the more expensive ones, for the reason that the average citizen is earning more money than ever before and is indulging his taste for music lavishly. The other day a man went to a certain music store to make his final payment on a high-grade talking machine. He made the payment and before he left the store he had bought a player-piano also. Cases like this are found on every side and make plain the reason for the great boom in the "talker" trade.

TO HANDLE COLUMBIA IN BUTTE

Louis Dreibelis, president of the Newbro Drug Co., Butte, Mont., has completed plans for the establishment of a complete music store in that city, where he will feature the Columbia Grafonola and records.

Among the innovations of the new store will be a department exclusively for children and a wax dance floor, where patrons may trip a light fantastic toe to the music of the special dance records to determine before purchase just how well suited any particular selection is for home dancing.

Why Dealers Should Identify Themselves With Every Effort That Uplifts Music :: By C. B. Shepherd

The movement for a more general appreciation of music and what it means on the part of the public, and particularly the children, is not in any sense new, but there is no gain-saying the fact that the movement has shown particular development along systematic lines during the past few years and especially since the beginning of the war. There has been no secret about this development of more interest in music for everywhere we have seen the organization of community choruses, some taking in certain districts and others embracing the singers of entire cities as large as New York, the introduction of folk singing in the schools, the conducting of official and semi-official lecture series covering the practical value of music in therapeutics and other activities that have reflected the earnestness of those working for the cause.

With all this stir about music, with all this organized effort to put music to the forefront, there arises the question as to just what the average talking machine dealer is doing to take part in that commendable campaign which is now being conducted in his own particular territory, or how he can become actively identified with the movement. Without accurate statistics to prove the fact frankness, following more or less close observation, compels us to express the belief that only a small, a very small proportion of the dealers are really showing a proper appreciation of the movement and what it means to them now and in the future.

Possible critics to the contrary the fact remains that the talking machine, backed by the direct, systematic and liberal efforts of the manufacturers and their representatives in special departments, has been largely, if not chiefly, instrumental in bringing about this new interest in music of the right kind, music that a few years ago was considered only for the classes and not for the masses.

It was the talking machine, in the first place, that brought to an army of people who had neither the means of learning nor the interest in learning otherwise the knowledge of the beauties that lie in music of the better sort, the operas, the symphonies and the other works of the great composers whose very names were hardly known to the majority of our people.

It was the talking machine that brought to the child in the schoolroom music's real message and which, through introducing music as a

means of entertainment, pleasant entertainment, in the shape of folk songs and dances, march accompaniments and a help in history and geography, removed all fear in the child mind of the depths of music—made it something to be liked, something to be familiar with and to be appreciated.

All this the talking machine has done, and it has done more. It has turned millions of otherwise disinterested persons into music lovers and has made music, whether it be the heavy classics or the lighter popular airs, a necessity in their lives.

As the representative of the talking machine manufacturers and a distributor of their wares

*Dealers Who Hook
Up With Music Are
Specializing Along
Successful Lines*

the dealer, whether small or large and wherever located, has played his part in carrying on the great work. He has assisted in the building of the great fabric and if he does not put forth the proper endeavor to realize on that effort then he is not fulfilling his duties as a dealer in a businesslike manner, but is falling down lamentably in his high duty as music's representative—a duty that is fast becoming a civic obligation.

In the first place the dealer should not wait for any local movement for music advancement, sponsored by others, to come to him and take him in its grasp, for he owes it to his business and his industry to search out for himself such movements in the process of developing, or create a movement of his own, if necessary, and then see that he and his establishment are constantly and prominently identified with the project, whether it be for the organization of a

community chorus or for the granting of music credits in the schools.

The fact that the particular movement has not for its ultimate object the sale or purchase of talking machines and records should not in any sense deter the dealer from taking an active part, for every new convert to music, every new believer in its importance, has a distinct, though possibly indirect, bearing on the future of the dealer's business. Every such newly created musical enthusiast is the prospective purchaser of a talking machine and records or by carrying the message abroad may influence someone else to buy. Every child who, because of school credits, is caused to take a more direct and active interest in music, every individual who has been induced to take part in a community chorus, becomes a prospect for a sale of a machine and records, a prospect more live than 95 per cent. of those secured through the local blue book or the telephone directory. This statement is based on personal experience.

When prominent orchestras, soloists and musical lecturers visit his city, whether or not they have made talking machine records, let the dealer take care that he becomes identified with the appearance of the organization or artist. If possible, handle all or part of the ticket sale, or secure a place on the welcoming or concert committee. Other plans failing, at least show up prominently at the concert. Be seen, meet and talk with the musical people, get into the light persistently but not offensively, have your advertisement in the program and purchase box seats if the circumstances permit. It can all be charged to advertising and the publicity is getting to people who come close to being 100 per cent. interested in what you have to offer.

The talking machine dealer is, primarily, a music man as well as a business man. Upon his interest in music generally and upon the manner in which he can attract a portion of that interest to himself, his establishment and the talking machine and records he sells depends much of his real success.

There are many dealers who are content to move along the beaten path, to take the business that comes their way and be satisfied. They are simply merchandisers and would handle any other product the same way. The dealer who really hooks up with music is a specialist and a specialist generally has the advantage of his competitor who doesn't specialize.

**DITSON
VICTOR
SERVICE**

D

VICTOR GOODS ARE COMING
ALONG FASTER. THE FACTORY
IS CATCHING UP WITH ORDERS
—SLOWLY BUT SURELY.

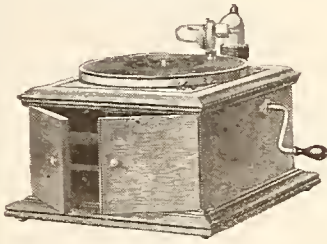
**FOR NEW
ENGLAND
DEALERS**

This is the time when service counts most
in taking advantage of conditions.
Ditson Service has been tried and proven.

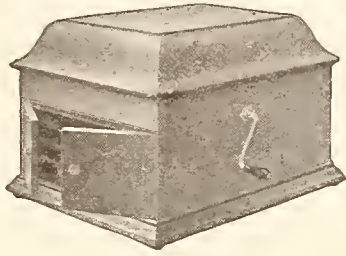
OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$90
Mahogany or oak



Victor Supremacy

Victor supremacy is a real asset for every music retailer.

Just how much of an asset depends upon the retailer himself—with no limit to the measure of his success.

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

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

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.

Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victor Wholesalers

Albany, N. Y....Gately-Haire Co., Inc.
Atlanta, Ga.....Elyea Company
Phillips & Crew Piano Co.
Austin, Tex.....The Talking Machine Co., of
Texas.
Baltimore, Md....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
Bangor, Me.....Andrews Music House Co.
Birmingham, Ala.Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine
Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y....American Talking Mch. Co.
G. T. Williams.
Buffalo, N. Y.....W. D. & C. N. Andrews.
Buffalo Talking Machine Co.,
Inc.
Burlington, Vt....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons
Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Knight-Campbell Music
Co.

Des Moines, Ia....Mickel Bros. Co.
Detroit, Mich.....Grinnell Bros.
Elmira, N. Y.....Elmira Arms Co.
El Paso, Tex.....W. G. Walz Co.
Honolulu, T. H....Bergstrom Music Co., Ltd.
Houston, Tex.....Thos. Goggan & Bro.
Indianapolis, Ind..Stewart Talking Machine Co.
Jacksonville, Fla..Florida Talking Machine Co.
Kansas City, Mo..J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Nebr.....Ross P. Curtice Co.
Los Angeles, Cal..Sherman, Clay & Co.
Memphis, Tenn....O. K. Houck Piano Co.
Milwaukee, Wis...Badger Talking Machine Co.
Minneapolis, Minn.Beckwith, O'Neill Co.
Mobile, Ala.....Wm. H. Reynolds.
Newark, N. J.....Price Talking Machine Co.
New Haven, Conn.The Horton-Gallo-Creamer
Co.
New Orleans, La...Philip Werlein, Ltd.
New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Knickerbocker Talking Ma-
chine Co., Inc.
Charles H. Ditson & Co.
Landy Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa..Louis Buehn Co., Inc.
C. J. Hepp & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa...W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen, Inc.
Portland, Ore....Sherman, Clay & Co.
Providence, R. I...J. Samuels & Bro., Inc.
Richmond, Va....The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U. Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex.Thos. Goggan & Bros.
San Francisco, Cal.Sherman, Clay & Co.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D..Talking Machine Exchange.
Spokane, Wash....Sherman, Clay & Co.
St. Louis, Mo....Koerber-Brenner Music Co.
St. Paul, Minn....W. J. Dyer & Bro.
Syracuse, N. Y....W. D. Andrews Co.
Toledo, O.....The Toledo Talking Ma-
chine Co.
Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.
Roht. C. Rogers Co.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

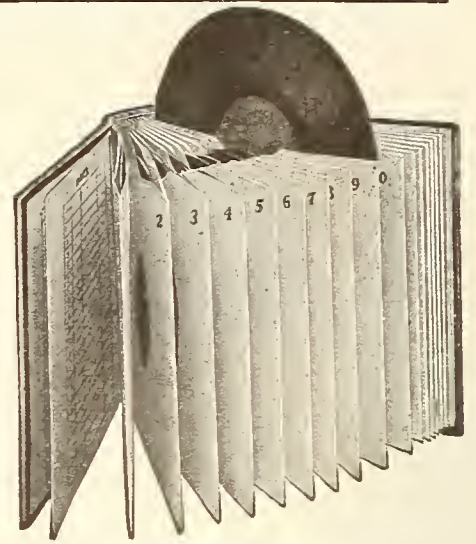
Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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

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



THE PERFECT PLAN

STARR PHONOGRAPH CROSSES RHINE

Plays "Stars and Stripes" on Top of Famous Ehrenbreitstein Fort—W. H. Caldwell and H. N. Barringer Present at a Notable Event

SHELBYVILLE, KY., June 4.—The W. H. Caldwell Co., of this city, distributors of Starr pho-

nographs and Gennett records, have received a letter from W. H. Caldwell, who has been doing Y. M. C. A. work in France and Germany for the last year, including several pictures taken upon the top of the Ehrenbreitstein Fort, the Gibraltar of the Rhine.

One of the pictures shows a Style ½ Starr phonograph photographed on top of the fort,

ville, who before entering the army, was connected with W. H. Caldwell as traveling salesman, but who has recently been with Mr. Caldwell in the entertainment department at Coblenz.

Mr. Caldwell, who is a booking secretary for the Y. M. C. A. in the Third Army of the entertainment department, says that the Ehren-



W. H. Caldwell and the Starr Phonograph on top of the Ehrenbreitstein Fort at Coblenz, Germany. Mr. Caldwell is now doing Y. M. C. A. work in France.



The above shows W. H. Caldwell, the second from the left, with the Starr Phonograph on top of the Ehrenbreitstein Fort in Germany on the Rhine, and on the extreme right, Howard N. Barringer, formerly traveling salesman for Mr. Caldwell. Part of the Fort is seen in the distance.

which Mr. Caldwell says is "the first American phonograph owned by the American Expeditionary Forces to cross the Rhine, and the only American phonograph ever on top of the fort."

Mr. Caldwell adds that the picture was taken just after the phonograph had finished playing the "Stars and Stripes" with the American flag flying just above where formerly the German flag waved.

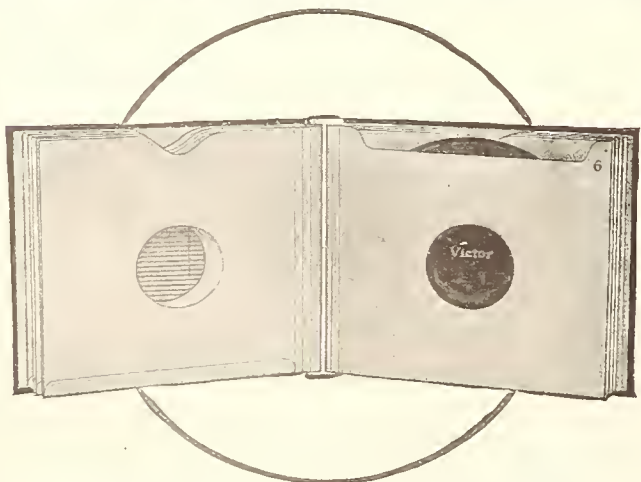
One of the other pictures shows Mr. Caldwell with five of his associates, including Howard N. Barringer, of Shelby-

breitstein Fort, part of which is shown in the above picture, was built in 1620 and stands 400 feet above the Rhine. The fort has accommodation for 150,000 men and was occupied by the Germans until just recently.

ENLARGING DEPARTMENT

The Krausgill Piano Co., Louisville, Ky., is enlarging its talking machine department. More booths have been installed, making it possible to take care of a large number of customers at one time.

PEERLESS Record Albums "Hold All Records"



Patented March 3, 1914. The original indestructible album.

"Holds all records" refers particularly to our patented metal back album; the finest example of the album manufacturer's art. The back of this album is made of hard wood, to which is riveted a steel frame holding the envelopes so firmly that it is impossible for them to become loose.

Lies absolutely flat when opened
Now ready for delivery—quotations on request

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

43-49 Bleecker Street

Chicago Office

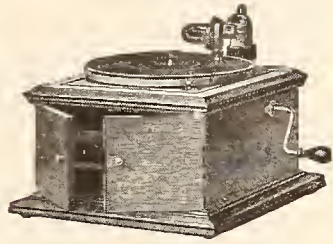
57 East Jackson Blvd.

W. A. Carter, Representative

New York City

New England Representative

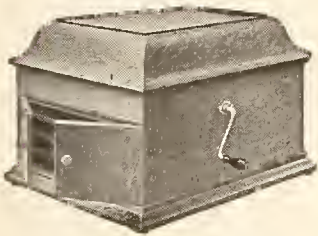
L. W. Hough, 20 Sudbury St., Boston, Mass.



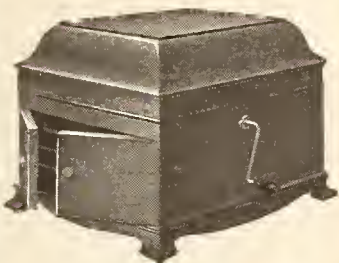
Victrola IV, \$25
Oak



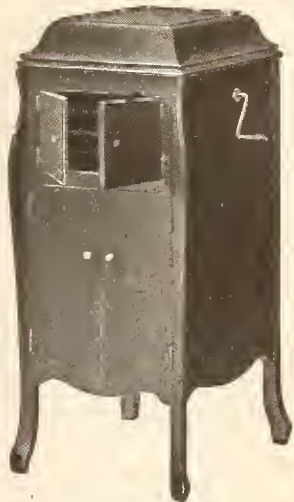
Victrola VI, \$35
Mahogany or oak



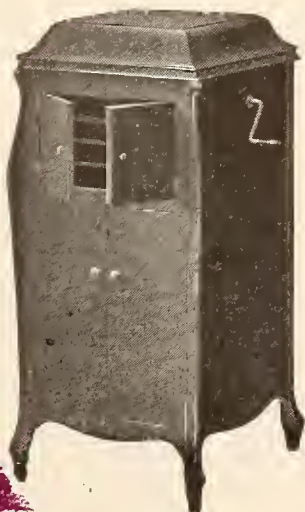
Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

Victor Talking Machine Co.

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

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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, JUNE 15, 1919

JUST now with more or less long breathing spells between selling periods—because dealers find it impossible to get sufficient stocks of machines and records to take care of the demand that exists, much less the demand that might be created through energetic effort—there seems to be unbounded opportunities for giving earnest attention to the importance of improving the appearance and efficiency of retail stores in preparation for more strenuous business times to come.

It is true that there are many handsome talking machine establishments—many stores even in the smaller cities where the talking machine department is featured in a big way, and where it receives the proper amount of attention, both in the matter of equipment and operation—but to the man who travels more or less around the country it is quite evident that the talking machine houses which really show a true appreciation of the importance of their line are distinctly in the minority.

There are some small town merchants who have installed liberal and excellent equipment in their talking machine department, and who conduct their business on a metropolitan basis, but these dealers are so rare as to be worthy of special comment when their progressiveness is brought to the attention of the wholesalers and the trade press.

The chief trouble seems to rest with those concerns who devote only a portion of their establishment to talking machines and handle other lines of musical goods and general merchandise in various other departments. Here, in many instances, we find talking machines relegated to the basement, to a corner in the rear of the main store, or in a secluded space in one of the upper floors. There may be in the department only one or two booths for the accommodation of customers, and yet the managers of these stores—some of them at least—complain that the talking machine business is not what it is cracked up to be as a profit-maker.

The talking machine department must occupy a certain amount of space if it is going to be conducted at all, and the retailer who sets aside that space at the front of the store where it is the first department seen by the customer when entering the store is going to find that the percentage of talking machine sales will show a high record in proportion to sales in other departments requiring even a greater investment and more floor space.

The question of record booths alone is an important one, yet it appears to be not fully recognized in some instances. If the talking

machine department is worthy of consideration, one or two booths will certainly not suffice, for if proper tactics are used in exploiting the line the ratio of sales will increase almost in direct proportion to the number of booths available for demonstration purposes. One wholesaler was recently informed by a dealer that his record booths showed an annual profit of \$1,000 each. A careful investigation among other dealers by that same wholesaler brought to light the fact that \$1,000 annual profit for booths was a conservative figure. On this basis two booths would mean only \$2,000 profit, but five booths would mean \$5,000. A goodly number of booths means that every prospective customer can be taken care of without delay; that there is no waiting; that the customer can be sold while he is in the mood and has little excuse to leave the store without buying. The idea fits well into that of an efficient establishment.

The retailer who hesitates to invest a fair amount of money in the equipment of his store or department has but to remember that the equipment of his establishment, the manner in which it is conducted, has a direct effect upon his business. The well-equipped, attractive department reflects prosperity and also success. It leads the customer to believe that he is doing business with an establishment of standing. It proves a distinct advertisement for the owner of the store, and also provides him with facilities for handling the increased volume of trade that is bound to come his way.

It is human nature to stick with the winner, and when it comes to a choice of doing business either with a well-equipped, attractive store or with a store where no effort is made to improve appearances, or provide an efficient selling system, then the attractive store is going to win out. The unattractive store does business largely through accident. The well-equipped store, however, does business naturally and wins trade by its very attractiveness.

THE tonic effect that advertising has on an advertiser's organization formed the basis of some comment in a recent issue of *Printers' Ink* that is very timely and of interest to our industry. In speaking of the influence of advertising it was pointed out that publicity braces up the whole force, making everybody from the stock boy to the chairman of the board feel prouder of their organization and inclined to step a little more lively in their work.

The explanation of this is that advertising exposes the situation to public view, and makes clear that any sort of negligence and inefficiency can no longer be hidden. Where advertising is properly sold to the organization it makes those connected with it realize that they are serving the public, and it gives them pride in serving it well.

It is this spirit that makes the real workman proud of his calling and proud of his skill. It is this spirit that makes him see that every detail of a talking machine is absolutely perfect, that nothing leaves the factory that would reflect on the name which appears on the instrument, or on the men who make it.

The more widely recognized the standing of a musical instrument the more every one connected with the institution labors to maintain that prestige. It is a logical—a psychological—development, for every one desires to uphold the dignified position held by a product in public esteem.

The stimulating influence of advertising rarely escapes any part of a business. It establishes an *esprit de corps* that solidifies the aims and aspirations of all departments of the advertiser's business—it establishes a closer union between the workbench, the wareroom and the public—it creates the desire to live up to the claims made, for advertising is the gonfalon around which every one rallies.

THERE is a great tendency among talking machine dealers in certain sections of the country, and even among dealers of what may be termed machines of standard and well-known makes, to indulge in a cheap form of advertising by the making of sensational price offerings of machines of little or no standing, or by offering long terms on better-known machines. It is, of course, quite evident that the trade, whether organized or disorganized, is in no position to legislate against this type of advertising. In fact, in other lines of trade it has been found impossible to formulate iron-bound resolutions that would have the effect of checking the evils of one sort or another. There is a moral influence that can be brought to bear, however, and now would seem to be the time to exert that influence in an effort to maintain the advertising of the retail trade on

a basis comparable with that established in the early days of the industry.

Perhaps there is nothing unethical in advertising low terms or sensational bargains, provided the value is there, but there is no question that under existing conditions the practice represents very poor business sense. There are various State laws and Federal regulations that operate to check advertising that is deliberately misleading or untruthful. The advertising that should be brought to a higher plane, however, is that which, while perhaps truthful in the statements made, nevertheless gives the impression that talking machines and records are drugs on the market, and that retailers are forced to make strong inducements in order to dispose of stocks. Just now it is the sellers' market, in the fullest sense of the word, and the dealer who is conducting a clean business and showing a fair amount of aggressiveness, in the majority of cases, finds his chief trouble to lie in his ability to get sufficient goods to take care of the demand that is his.

The talking machine business has been built up by advertising that has appealed directly to the sense of culture. The arguments that have won success have not been those of price, but rather those setting forth the wonderful musical opportunities offered in the possession of a machine and a library of records. The impression has been created that the talking machine is something eminently desirable, sufficiently so to make it worth while for the prospect to seek out the machine rather than have it sold to him on a commercial price basis. Just so long as the talking machine is kept on a high plane, just so long will it maintain its prestige and continue to be a thoroughly desirable acquisition to the home. If the level of advertising and selling is lowered then the talking machine becomes a merchandising proposition—not something that brings the music of the world into the home, but something that offers entertainment at a low figure when purchased on that basis.

A BIT of good advice to those who are about to embark in the talking machine manufacturing business, or who contemplate expanding in that line, is that when a man comes to them and explains that he is thoroughly familiar with all departments of the manufacture of talking machines, knows all about recording and record-making procedure, and has had experience in all of the big factories of this country and in Europe, to make him prove his statements before investing heavily as a mark of confidence in his ability.

There are a goodly number of so-called talking machine men wandering around the country making startling claims as to their ability who have cost thousands of dollars to trustful manufacturers because the latter, ignorant of the details of the talking machine and record making themselves, sought someone to look after the practical side for them. If a man with money feels that he must embark in a business regarding the practical side of which he knows nothing, let him watch carefully the practical men who come to him full of broad statements as to their own ability. It is better to spend

some time and trouble—a few hundred dollars, let us say—in the beginning to find out if a man is really competent than to spend thousands of dollars in useless experiments—useless because the employe ultimately could not produce.

BUSINESS in all branches of the talking machine industry seems to be most active. Manufacturers are putting the greatest possible pressure in their producing departments to meet the demands of distributors and dealers; as a consequence, talking machines and records are reaching the trade with more frequency and in greater volume than for some time past. The situation is far from satisfactory as yet, but it is most gratifying to note that conditions are bettering every day. With the increasing demobilization of the army forces hundreds of thousands of men are reaching our shores after a long sojourn in the fighting and occupation zones, and are rapidly being assimilated into all lines of industrial activity. The splendid campaign carried on by a number of manufacturers to recognize the work of our soldiers by guaranteeing "a job for every service star" has borne fruit, and few soldier boys who desire to work are without occupation—at least in the music industry.

INTO the caldron of suggestions out of which new laws for the period of peace and prosperity will come, the National Association of Manufacturers, at their meeting in New York recently, poured their ideas on the dominant problems of the day. The gathering, which was composed of men of the greatest eminence in the commercial sphere, discussed almost every topic of interest to industry at the three-days' conference, and many constructive addresses of distinct value were made by eminent speakers. At the final session important resolutions were adopted, and among the recommendations were the following, which are of interest to the music trade as well as many other important branches of the industry. They suggested:

"That Congress should review the existing anti-trust law in the light of economic fact, and should judge voluntary restraints of trade not by the fact of their existence but by their injurious or beneficial effect upon the public interest.

"That Congress should pass the bill recommended by the Federal Trade Commission to allow manufacturers of standard articles, identified either by trade mark or trade practice, to fix by contract the price at which the purchaser may resell them.

"That a programme of remedial improvement of the present revenue law be adopted based on the recognition that no system of taxation can be in the public interest that does not undertake to spread the burden of public support in due proportion over all classes of our citizenship, and that to disproportionately burden industrial investment and production is to discourage those factors of national life which by their nature contribute most powerfully to social progress."

THE SERVICE THAT HAS PROVEN ITSELF

ECLIPSE



VICTOR

CLEVELAND

EXCLUSIVELY

THE ECLIPSE MUSICAL CO. - CLEVELAND, OHIO

Proper Store Equipment a Most Vital Essential to the Dealer's Success :: :: :: By W. B. Parsons

In every line of business it is well to keep in touch with what others are doing. In this way it is possible to get new ideas and to profit by the mistakes others have made. Perfection comes only as the result of experience, and no one should consider himself above taking advice as to how his business should be run. Many small dealers do not take the trouble to keep themselves well informed with their trade in general, thinking that they know all there is to be known about their own little sphere. They fail to read their trade organs, blind to the fact that these organs represent all that is new in the industry. Such dealers will always remain small dealers, for by their self-imposed ignorance they are shutting off all hope of expansion.

The appearance of their stores evidences whether they are progressive or retrogressive. There are some, unfortunately, who make no attempt to make their place of business attractive to the prospect. They think their trade will go around seeking them out. Meanwhile, a store which is clean, well-lighted and evidently well-cared-for is the store which will draw customers who intend to make purchases.

Leading talking machine manufacturers realize that their dealers should do all in their power to make their stores good to look upon, and have furnished specially-designed displays complete as material which would add greatly to any window display. In spite of this there are many dealers who do not even take the trouble to use this display material, or if they do their efforts are confined merely to the windows, and no attention is given to the interior of the store and its proper equipment.

The arrangement of the instruments is another matter which is too often neglected. Just

because the store is small is no reason why machines should be herded together so that it is impossible to get a fair idea of any one of them. A talking machine is something which has personality, and will speak for itself if given a chance. The impression the machine makes on the prospect is far greater than any impression the dealer can make by merely talking about it.

Pays to Utilize New Ideas and Profit by the Mistakes Others May Have Made .:

Give the machine a chance and it will do much for you. It would be far better to have only a few machines in the store than to have it so full that it gives the feeling of being in a curiosity shop when one enters.

Then there is the matter of store equipment—a most vital essential to success to-day. The dealer who does not know the value and importance of soundproof booths for the use and convenience of customers in selling talking machines and records is behind the times. They have proven great money and trade-makers, and

no matter how small the store, the soundproof room or rooms should be a first consideration. Dealers who have made investments in this line are regretting that they did not install them earlier. They enable the store in the smaller town to be as up-to-date as that of the big city.

So, if you are a dealer in talking machines or music of any kind, remember that two heads are better than one, take advantage of what others have learned, give thought to the appearance of your store, the arrangement of your instruments and up-to-date methods of exploitation. If you do this your business will not stagnate, but will grow into the kind of business you would like to have.

VICTROLA SALONS OPENED

The Steinbach Victrola salons have been opened at Bradley Beach, N. J., and these display rooms are handsomely fitted up for demonstration of Victrolas and records. The booths and other equipment used in construction of the new salons are said to have cost \$10,000, but this was justified by the large business done by the talking machine department, which has rapidly increased since its inauguration some time ago.

HAVE CAUGHT UP WITH ORDERS

ANSONIA, CONN., June 3.—J. H. Bartholomew, receiver for the Duo-Tone Co., reports good business. They have caught up with their orders and are now able to make prompt delivery. Their facilities have been increased and the present record of sales is said to compare favorably with the same period of a year ago.

The latest, most intelligently constructed lateral record in the world

The only true lateral record on the market without a machine tied to it

The New Lateral Record *made by*

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry does not come in bulk

AS in masterpieces of art, the superiority of this record is the result of infinite pains and faith in the inherent desire of men and women to have the best that human minds and hands can make.

It is not a record for people who like the cheap, the tawdry, the commonplace—but for those who appreciate and cherish the fine and beautiful things in life.

The output of this record, like the output of the Rolls-Royce car, is limited because master work can not be done in quantity.

We recommend that distributors write us, planning six months in advance to handle The New Lateral Record.

LIBERTY PHONOGRAPH COMPANY

Executive Offices : 1836 EUCLID AVENUE, CLEVELAND, OHIO

Laboratory: 16-18 West 39th Street, New York, N. Y.

Properly Trained Salesmen the Foundation of the Successful Retail Business :: :: By Willard S. Smith

Training a talking machine salesman is something that is essential to a successful career in that field and yet is too often neglected by employers who fail to see that in training their men they are laying the foundation for better business in the future. Dealers have often been heard to complain that their salesmen are poor or unreliable and do not take interest in their work. Unfortunately this is true in a great many cases, but the fault is not always with the salesmen but can usually be placed at the door

The Character and Ability of the Salesman Reflect the Character of the Store as a Whole

of the dealer. If these dealers would stop to consider a moment they might realize that their troubles with their salesmen would not exist if they were willing to assume the responsibility of training and educating their employes in the work they are expected to do. They do not realize that many of these salesmen are just as dissatisfied with their work as the employer is with them.

Poor wages is at the bottom of much of this dissatisfaction, and it is the truth to say that it is extravagance to pay poor wages. An employer who cannot afford to pay good wages for good men really cannot afford to pay any wages at all, for what money he does pay for inefficient men is almost a total loss. No man can do his work, especially if he is beginning, unless he is instructed in the arts of his craft, and it is up to the dealer to take enough interest in his business to see to it that his salesmen are shown all the tricks of their trade.

Training is necessary in all lines of work, and nowhere is it more necessary than in the work of a talking machine salesman. Almost any intelligent man can make a good salesman with the right kind of training and help from his employer. Many of the leading talking machine companies invite inspection of their factories and every prospective salesman should take advantage of his opportunity to become familiar with the product he is selling. In this way he feels a pride in his work, and in the fact he is identified with one of the biggest things in modern business. His interest is stimulated, and he is better equipped to explain the merits of his line. All this makes for better salesmanship and is the result of training.

But the employer's responsibility does not end with sending his salesman to the factory to see how the machine is built. It is in the store that the greatest work can be done. Here the salesman can become thoroughly familiar with every branch of his art provided the employer does his duty. The young man should be provided with every available bit of literature bearing on his work, and the trade journals should always be within his reach. The matter does not end there, however, for he must not be left to his own resources to learn, he must be taught. The employer with his experience back of him can teach his men more in a few moments than they could learn in many weeks if left to themselves. The keynote of a successful organization is interest—interest on the part of every member of the force. It is the duty of the employer to stimulate this interest.

This can be done in several ways, although one of the most attractive ways is to have occasional gatherings such as dinners from time to time, where everyone can get together and exchange ideas with perfect freedom. Everyone should feel at liberty to make any suggestions as to ways in which the business could be improved. House dinners, followed by general discussions, have proved very helpful to many organizations. The dinner puts everyone in a pleasant frame of mind and they are ready to get together and hear the suggestions of their fellow workers. In this way they are induced to think seriously regarding their busi-

ness and serious thought always has its results. Many a suggestion which has proved invaluable to the employer has come from the errand boy. In the general discussions following these meetings, the members of each department should be encouraged to offer any ideas concerning their work. Then they may have ideas regarding other departments and so on, all working together and taking interest in all parts of the work. It all comes down to the matter of interest and the employer's great task and duty is to stimulate this interest and keep it working for the organization.

If this is done the results will be all that could be desired and the many trivial matters that cause endless annoyance and trouble will be avoided to the benefit of all.

± .001"

Do you realize that we regularly furnish die castings in great quantities closely holding this limit?

Think of the time saved in machining — the men and equipment released for more profitable work.

Consider the ease of assembling parts of such accuracy;—the steady flow of production, the elimination of many manufacturing problems.

This Organization works as close to your engineering staff as any department of your own plant.

Send blue prints or models and let us show you how Precision Die Castings can serve you economically and efficiently.

PRECISION CASTINGS COMPANY, Inc.
SYRACUSE, ~~NEW YORK~~ NEW YORK.

DIE CASTING PLANT: SYRACUSE, N. Y. BRASS, BRONZE and ALUMINUM FOUNDRY: PONTIAC, MICH.

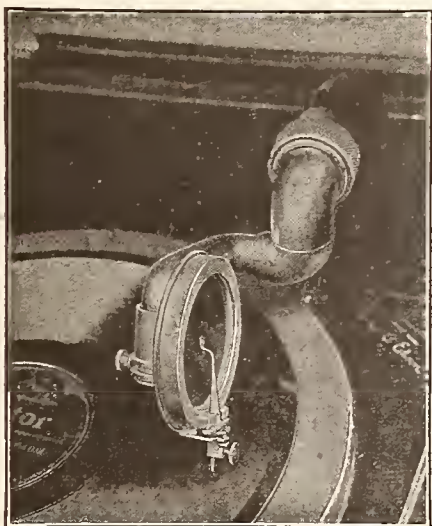
The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298

It is not an attachment nor a makeshift, but a part of your phonograph.

It is simple, neat and durable.

It is sturdily and honestly built.



Position when playing lateral cut record

It is attractive in appearance and absolutely fool-proof.

It is correct in principle and accurate in performance.

It is guaranteed.

Makes any disc record playable on the **NEW EDISON DISC Phonograph**

Write us for special literature covering the particulars about this ingenious device

F. C. KENT CO.

MULBERRY and CHESTNUT STREETS
NEWARK, N. J.

THE SATURDAY EVENING POST

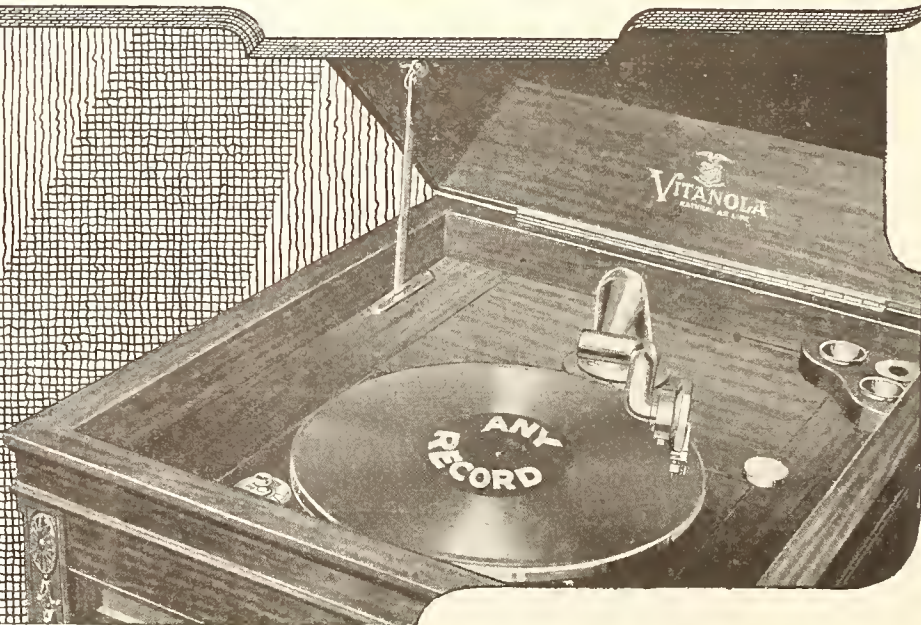
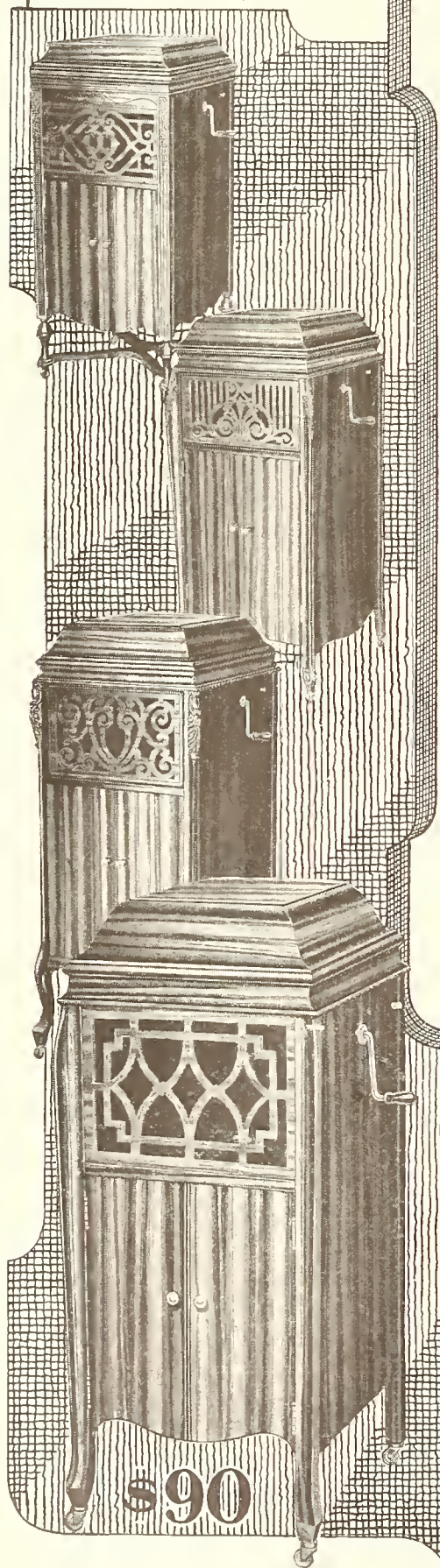
The Phonograph *Plus* at the Price *Minus*

A FULL PAGE advertisement in the Saturday Evening Post of June 21st will announce this talking machine to America. On sheer merit alone it has already won its way into homes by thousands and thousands. Now a big campaign of *full page* national advertising, of which this is only the beginning, will help introduce it into millions of homes.

Men in the trade, shrewd, well posted merchants, will recognize this instrument from the models here shown; our slogan—The Phonograph *Plus* at the Price *Minus*—perhaps serves sufficiently to identify it to them. And the mere mention of forthcoming extensive national publicity will be enough to rouse hundreds to action. Low stocks will be replenished, new agencies established; this sensational, fast-selling, big-profit talking machine will become an even swifter seller, and thus a still bigger profit maker.



Get the June 21st Saturday Evening Post. Look for the page like this. Judge for yourself how it will impress the millions of Post readers. Then act—as your business judgment dictates.



Educating the Children to the Entertainment Value of the Talking Machine :: :: By W. B. Stoddard

There are new fields opening for the talking machine every day, and one of the latest is for the amusement of the little ones of the nursery age and just past. All children enjoy music, and there have been many records made that they thoroughly enjoyed, but now they are having their own little nursery songs reproduced, and in a manner that will give many a bedtime entertainment.

Here is the way Hamburger's, Los Angeles, Cal., introduced some of these story records, a publicity campaign, by the way, that could be emulated by any progressive dealer in talking machines and records. This enterprising firm has a story-telling hour every Saturday afternoon, at which time a young woman especially engaged for that purpose gathers around her scores of eager-eyed children and tells them fairy stories, quaint legends and tales of the people of the woodland and forest. Recently the store took a quarter page in the local papers to address themselves directly to their little friends:

LISTEN, CHILDREN

Of course you are all coming to Hamburger's next Saturday afternoon to enjoy the story hour, and learn about Mother Goose's children.

This week we have a surprise in store for you, and on this special occasion we want you to bring your mamma or papa, uncle or auntie, or some grown-up friend to enjoy it with you.

We know you will all be interested. Be sure to come.

Saturday afternoon, three o'clock.
HAMBURGER'S FAIRYLAND

This wording of the invitation for the children to bring their grown-up friend instead of the usual "come and bring the children with you" appealed mightily to the youngsters, and they felt very important as they marched into Fairyland on Saturday afternoon with their parents in tow.

The Story Lady had near her a pile of records and a talking machine. She opened a book and began to read a little story in verse about different characters in Mother Goose, and as each character made its first appearance it sang a little song. Instead of reading this song, however, the Story Lady took up a record, placed it on the instrument, and it was sung in a manner to delight the large audience. At the conclusion of the entertainment there was much interest manifested in the story-talking machine,

and the Lady explained that it was a new game gotten out by a well-known publishing house, and showed the books, which were of stout paper, illustrated with a number of colored pictures. Three of the sheets were double, fastened together, and in the pocket thus formed was placed a record containing the song to be sung at the introduction of each character.

Further interest in these "story-talker" records was aroused by a striking pair of windows arranged by the firm to give publicity to these records. The first pictured a well-appointed living or music room. The floor was covered with



Window Featuring Story Records

an Oriental rug, and in the corner was a talking machine. Near it was a tall floor lamp, with shade of rose-hued silk, and in the glow cast by this lamp was a large tapestry-upholstered arm chair, in which sat a mother in navy blue taffeta. Standing behind her in this chair was her small golden-haired daughter, holding a record. The mother was reading one of the Mother Goose stories, and close to the talking machine stood the elder daughter, with a record under her arm, ready to place it upon the instrument at the proper moment. On the floor were several copies of the book and a number of Mother Goose records.

The second window drew shouts of glee from the little people. It was floored with green, and in the corner was a talking machine cabinet. In the center was a papier mache toadstool, three feet high, on top of which was a snail of similar proportions. Around the big toadstools were smaller ones, two feet high, between two of

them squatting a green frog two feet long. Beneath the toadstool was a great clump of ferns, and from the fronds there peeped out two gnomes with long white beards, dressed fantastically in the gayest of purples, reds and golds. On the floor were several copies of the books and a number of the records. Fastened to the latter was a card: "Songs by Bo-Peep, Simple Simon, and Old King Cole." Incidentally, there were three records with each book, and four different books with different sets of records in each. Another card suggested: "Imagine the Delight of the Little Ones When the Phonograph Turns Fairy God Mother and Reproduces the Voices of the Story Book People."

This window display could easily be reproduced, as any dry goods establishment would be glad to lend the three figures in order to give additional publicity to the new spring styles. Of course, in such a case there would be a card in the window: "Models through the courtesy of Blank Co." The frogs and toadstools could be procured from a dealer in pottery or cut from cardboard, while the gnomes are only dolls with false beards.

At another time they called the attention of mothers to the fact that America's beautiful national songs, the names of which all children know, are unfamiliar ground after the first two or three lines. Nothing impresses a fact so vividly on the mind as constant repetition, and if a number of the patriotic records are purchased and reproduced daily on the talking machine the grand old songs will soon be as familiar to the youngsters as "Jack and Jill."

Giving the children a personal interest in the talking machine by allowing them to have some records of their very own will not only tend to foster their natural love for music, but give them a pride in keeping the machine in first-class order—since it is partly their property—and these facts should likewise be impressed on the public in entering upon a campaign for "talkers" and records for children.

NEW GEORGIA STORE OPENED

The Strickland Phonograph Shop has opened a store in Valdosta, Ga., and is displaying the Edison phonograph. An excellent line of musical instruments is offered in addition to the Edison phonographs and records.

NYOIL

is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

Hundreds of satisfied customers have written us that they would never use anything else for

TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

and can be obtained of any "Up-to-date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 50 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.

NYOIL is put up in the following sizes:

No. 16 (Cans)	1 Pint
No. 32	1 Quart
No. 128	1 Gallon
No. 540	5 Gallons

NYOIL is put up in the following sizes:

No. 1 Bottle	1 ounce
No. 4	3 ounces
No. 8	8 ounces

Columbia Grafonola



Columbia Grafonola—Type A-2
Price, \$25⁰⁰

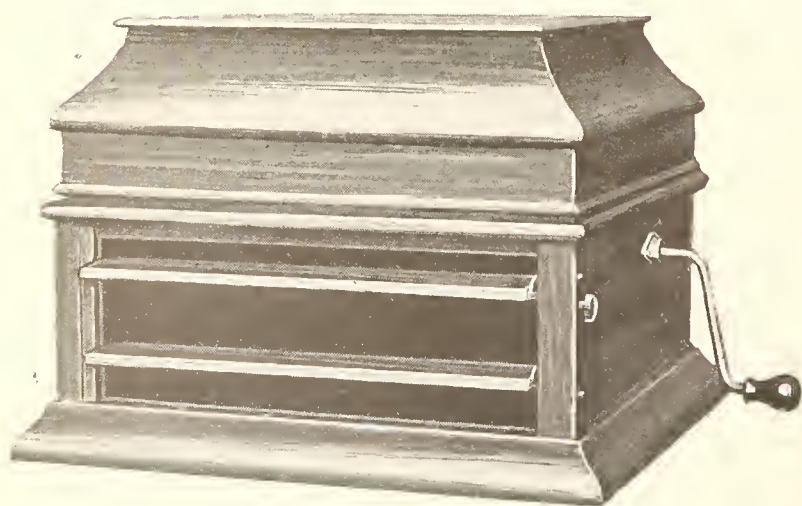
Least in price, but embodying in every detail Columbia's perfect workmanship, this is an ideal portable instrument. It is small and light, but with tone volume ample for the dancing party in the home. Mahogany or quartered oak.

We've Told Millions of People About Them

The advertisement on the opposite page shows some of the uses of Vacation Model Columbia Grafonolas. The text tells some more. We have put this vivid advertisement in *The Saturday Evening Post*, *Ladies' Home Journal*, *Delineator*, *Cosmopolitan*, *Red Book*, *Collier's*, *Literary Digest*, and many other magazines—with a total circulation of more than 15,000,000.

'We have asked the millions of readers of these magazines to call on Columbia dealers. We asked the readers of these particular magazines because they include the people who take summer vacations, who motor and yacht and canoe, who dance and sing and play. We asked these readers because they're the people able to buy the things they want.

COLUMBIA GRAPHOPHONE COMPANY
New York



Columbia Grafonola—Type C-2
Price, \$50⁰⁰

Substantial, beautiful in tone and lines. Complete in every detail. Mahogany or selected quartered golden oak.

Columbia Grafonola—Type D-2
Price, \$60⁰⁰

The tone volume is astonishing, the tone quality exceptional. Mahogany, golden oak, fumed oak, or Early English oak.



Columbia Grafonola

Take Music Wherever You Go

All the joys of vacation days are redoubled when Music is one of your merry party.

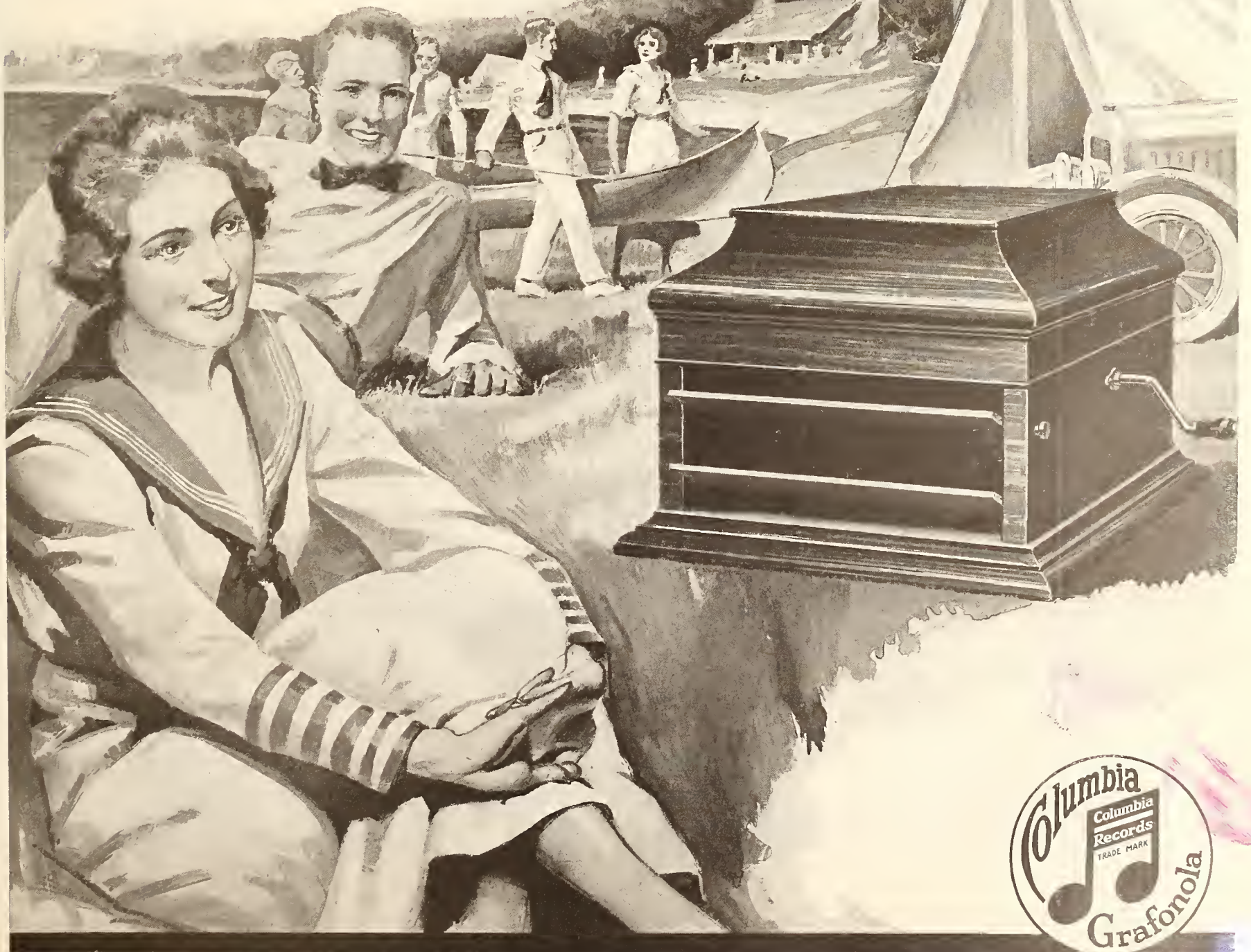
Light and compact in its traveling kit, with plenty of space for records, the Columbia Vacation Grafonola can be tucked away safely in any corner of your automobile, motor-boat, or canoe. It is out of the way, except when you want it, and then any time, anywhere, you have all the latest successes of song-land, the best of the newest music for dancing.

Ask any Columbia dealer to show you the Vacation Model in its handy traveling kit. Hear the rich tone of this remarkable little instrument. See how easy it is to select from Columbia Records just the music you want for happy vacation days.

To make a good record great play it on the Columbia Grafonola

COLUMBIA GRAPHOPHONE COMPANY, New York

London Factory 102 Clerkenwell Road, E. C.



PROVING THAT OLD MOHAMMED HAD THE RIGHT IDEA

The Story of One Talking Machine Man Who Went to the Customers When He Found They Wouldn't Come to Him—Making Even the Commuter Stop His Rush for the 5:15

When Bill Smith leased the store for his talking machine emporium the suave real estate agent gave him the low-down on the location. He told him that at least 3,000 automobiles and 100,000 pedestrians passed the store every day. Developments proved that the real estate baby was right—more than right. The automobiles and pedestrians did pass the store—that was the trouble—too few of them came in.

Bill was not long in getting wise to the reason for the go-by. He was within three blocks of the railroad terminal most used by suburbanites. In the morning they had to hustle by to punch the time-clock, and at night they had to do the distance in nothing flat to catch the 5.15. Some of the old boys who had got to the point where they could blow in at 10 and out at 4, traveling in their limousines, dropped in once in a while, as did their favorite stenogs, to grab off a few new records, but there wasn't enough of this kind of trade to keep the wolf in the dim distance.

Bill fixed up his windows so that they stuck out like sore thumbs, and made men with their coat-tails sticking out behind them slow down to take a slash. The dames with the war-time skirts were traveling slow enough, anyhow, to glimpse the window while passing it, but they were stepping fast enough to go by. Bill advertised in the trains and in the stations, as well as in the newspapers, but the guy who can draft an ad that will stop a commuter in his rush is a better man than Gunga Din.

Finally, Bill sailed into the station one day to see his would-be customers flitter to and fro, and finally got wise to a booth conducted by a department store, where orders might be left in the morning and the merchandise called for at night. Bill, being a wise baby, fell for the idea right away. He murmured in the ear of the

owner of the candy store, and started to work. Soon a sign appeared among the confectionery stating that the new record lists were ready for distribution and were full of musical sweetness. The sign also informed the eager public that record orders could be left with the candy dispenser in the morning and the records secured from him at night. The plan worked out pretty fair.

Then Bill got a better hunch. He took several hundred record lists, got out a nifty little circular and a sassy card, hired a wise kid, stuck a cap bearing his name on the kid's head and sent said youth wandering through the corridors of a dozen or more neighboring office buildings just shooting those circulars, in their envelopes, into the offices. The kid had such a good time he hated to take money for it. The little note with the lists simply said that a telephone call to Bill's store would be attended to right away, and that the records would be delivered to the office, or could be called for at the store or station. A three-way service for the busy guy. The card bore a picture of an overloaded commuter making his train with the line under it, "Don't Forget Your Music." Next came a description of the service Bill had inaugurated.

It was not long before a girl had to give her entire attention to telephone orders, and there wasn't any money lost at this rate, either. The busy man liked the idea, as did the lazy girl. They not only ordered by phone, but when they had an hour to spare dropped in to hear some of the new stuff, and the story of Bill's progressiveness traveled faster than the famous cootie in France. By and by the wives, lady friends and future husbands of the office workers coming to town on a shopping tour instinctively dropped into Bill's store to look over the new records. Now he doesn't care how many people pass the store every day, because he knows most of them

are buying stock from him one way or another.

The moral, if there is any, is that while you can't stop greased lightning, if you are a good little electrician you can make it work for you.

BUYS VICTOR AND EDISON AGENCY

Bollong-Fooshee Co., San Bernardino, Cal., Takes Agency for These Two Machines—One of the Largest Deals Made in Many Years

One of the biggest changes in the talking machine trade in San Bernardino, Cal., was brought to light by the announcement that the Bollong-Fooshee Co. has purchased the Victor and Edison agencies from W. A. Manson and will feature these two lines in the future, together with the Brunswick. Arthur C. Lamb, a well-known talking machine expert who has been in charge of the W. A. Manson department for many years, will go to the Bollong-Fooshee store and manage the talking machine department for them. The acquisition of the Victor and Edison lines will necessitate extensive changes in the Bollong-Fooshee store, and six demonstration rooms will be added and the entire first floor remodeled to take care of the increased stock.

INCORPORATED IN ATLANTA

The Arcadia Music Co., of Atlanta, Ga., has been incorporated to sell talking machines, records and pianos. A store has been opened at 33 Peachtree Arcade, Atlanta, under the direction of H. L. Barnitz, formerly with the Central Piano Co., Chicago. The Arcadia Co. is engaging in aggressive advertising, and reports the prospects for spring business are excellent.

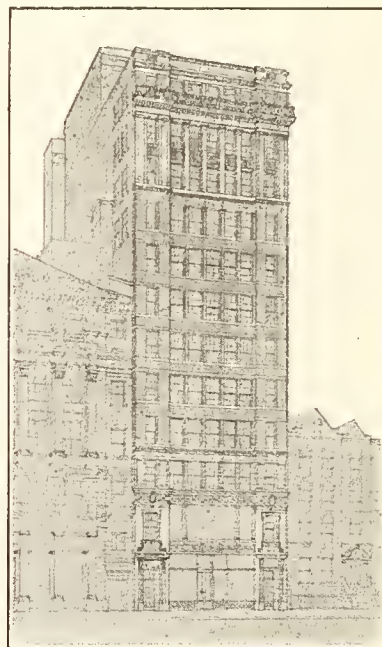
YOU KNOW HIM

Because he is out of khaki
And earning his daily food,
He's not a bit less a real soldier—
For he is the man who made good!

—why we moved into larger quarters

"GROWING pains"—that's the answer. Our new home is in the Collegiate Building—6 West 48th Street. We occupy the entire third floor.

We are now in a far better position to render "large-size Gold Seal" service to our trade. We're going out for a new record—in fact, *all* the new records. That is, *Emerson hits*. Call us up for the current Emerson releases—prompt delivery is our specialty.

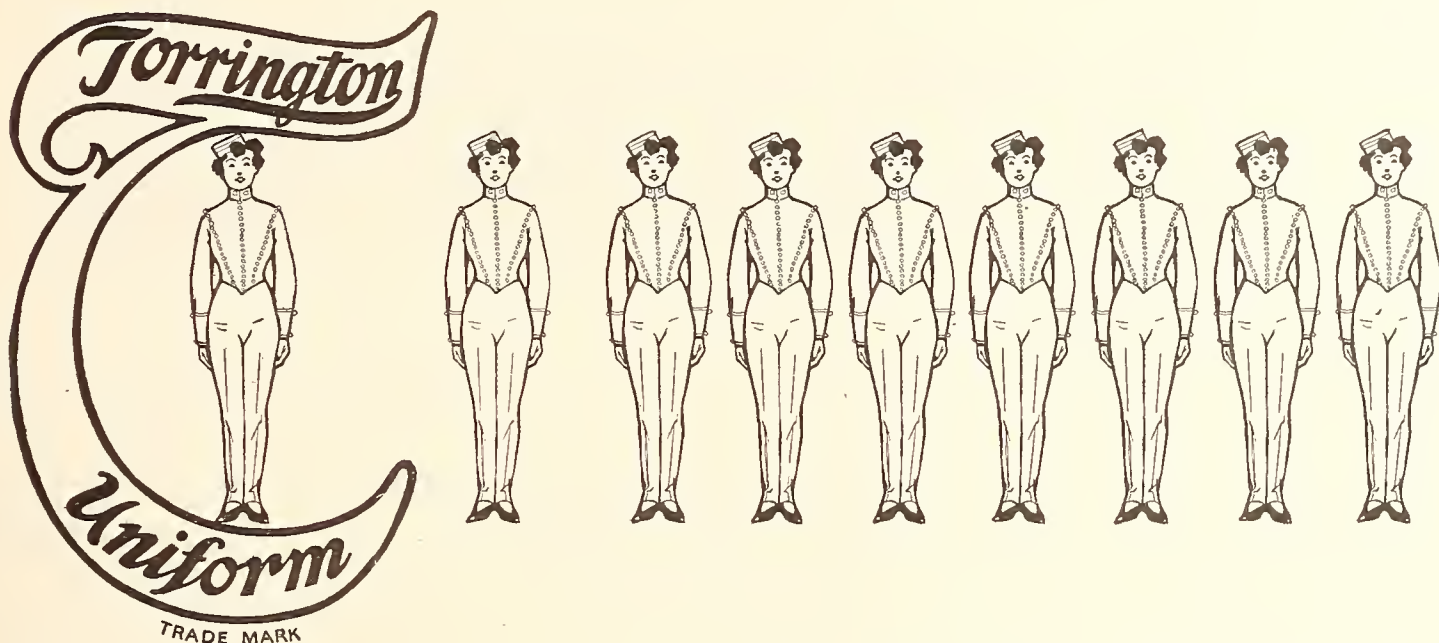


Emerson Record Sales Company, INC.

Exclusive Metropolitan Distributors

6 West 48th Street, New York City





Line up!

How well we behave at this command!

Uniform Needles line up perfectly and you get the same playing result always. Line them up and compare them in every way.

Inspect the point and prove to your own satisfaction that the perfectly rounded ball point precisely fits the groove. You will observe the taper is free from grinding marks. The ends are made with a clean cut, you will find each package of **Uniform** needles contains one hundred perfect points. You know scientific manufacturing alone produces Uniformity.

Write for samples and prices at once. You will find you do not have to pay any more for Torrington **Uniform** Needles than you do for ordinary needles.

The Jobber said

that he likened the talk of some people regarding the quality of their needles to the position of a certain campaign manager on the eve of an important election. His candidate was getting rattled. He was afraid to face the rapid fire questions of his opponent. "Do I dare to claim so much?" he asked his manager. "Claim," snorted the manager, "Claim everything."

The jobber said, charging like "sixty" in the past for immediate deliveries had given place to a chattering of quality, which would seem to be almost reverential in its feeling.

It is one thing to claim and another to make good.

Torrington doesn't claim—Torrington proves.

It is a whole lot easier to sell an article that is always one hundred per cent perfectly uniform, and a whole lot more profitable.

So my friend the jobber is selling Torrington and nothing else. He wants a needle that always gives his customer the same full round tone that only the Torrington ball point gives.

I think you will do as this man has done, for the thought "that anything goes" which apparently must have been the slogan of some manufacturers, has prevailed too long.

Lining up needles will speedily result in the critical dealers falling into line with Torrington Uniform.

It will pay you to promptly investigate our product.

President

Uniform in point — length — finish — and quality

CONDON & CO., INC., *Sole Agents*, Fifth Ave. Bldg., New York

Uniform Needles



“Core ’ngrato,” Stracciari’s song of a faithless heart, will touch thousands of hearts. Have you an adequate supply? Columbia 49522.

**Columbia Graphophone Co.
NEW YORK**

EDISON TONE-TEST PLANS

Verdi E. B. Fuller Outlines Program for Featuring the Edison During Coming Season

In discussing the question of Edison tone-tests and the plans being made for tone-test programs for next season V. E. B. Fuller, general supervisor Thomas A. Edison, Inc., says, in part:

“Several of the publications devoted to the profession of advertising have commented from time to time on our tone-test recitals as unusual and very effective merchandising propaganda. These recitals have provided the keynote for most of our national advertising, and they have also proved individually successful and profitable wherever they have been given.

“The number of recitals booked during the season of 1918-1919 was the largest in our experience. Practically all of the dealers who had previously given tone-tests booked them again and a number of dealers who had not before given them gave their initial recitals.

“The present outlook is that the season opening in the fall of 1919 will be the biggest yet and we are trying to get enough artists to meet the demand. The recitals themselves have made it somewhat difficult, because those artists who have engaged in tone-test work have secured added popularity and have more and more been



V. E. B. Fuller

called into regular concert work. While this is gratifying and beneficial to the Edison business it sometimes causes embarrassment so far as the tone-test work is concerned.

“Among the artists whom we hope to put on tour are: Vernon Dalhart, Miss Amy Ellerman, Glen Ellison, the Fleming Trio and Mme. Mabelle Wagner-Shank, Mme. Florence Ferrell, Miss Ida Gardner, Miss Julia Heinrich, Miss Marie Morrissey, Mrs. Betsy Lane Shepherd, Miss Marie Tiffany and Hardy Williamson.

“Owing to their concert engagements, however, we will not have the unbroken time of all of these artists. Several newcomers also will be with us. They are Miss Leola Lucey, Mario Laurenti, the baritone of the Metropolitan Opera

DEATH OF JAMES A. FOSTER

James A. Foster, head of the J. A. Foster Co., Providence, R. I., Edison dealer and Edison Amberola distributor for that section of New England, died suddenly at his home a short time ago. His death was due to heart disease, and although he had been in poor health for more than a year he was constantly active in business up to the day of his death.

OPENS NEW YORK OFFICES

George Mittleman, 487 Broadway, New York, is now the exclusive Eastern representative of the Faultless Caster Co., of Evansville, Ind., and is in charge of their New York office at the above address.

Company; Miss Clair Peteler, a young soprano; Miss Sibyl Sanderson Fagan, the talented whistler, whose charming records soon will be heard, and our old friends, Collins and Harlan.

“In arranging tours the effort will be made to send artists into localities where they have not previously appeared.

“The most important result secured by a tone-test is to get people to hear the New Edison for the first time and so to understand and appreciate it. It will also pay for itself in sales of Re-Creations and we are prepared now to take full advantage of this. Most of the numbers used on programs will be manufactured during the summer and ready for shipment before the season opens.”

SECURING ORDERS BY AIRPLANE

Lines Music Co. Emphasize Their Progressiveness by Using Plane for Commercial Purposes

The Lines Music Co., of Springfield, Mo., are distinctly up-to-the-minute. They advised the World Phonograph Co., of Chicago, that recently they called on one of their dealers in an airplane, and en route dropped circulars boosting the World phonograph, which they represent, and on their return did some stunts over the city which attracted considerable attention. Inquisitive ones were deluged with a shower of circulars which told them something of the World phonograph and its mission. Mr. Lines and Mr. Ellis were both scheduled to make flights in the plane, and it is said an order for a carload of phonographs was secured while on the aerial visit.

This is probably the first actual record where the airplane has been used in the talking machine trade as a sales medium, and the move certainly reflects credit on the Lines Music Co.

FEATURING VOCALION RECORDS

The advertising department of the Aeolian Co. has just issued two attractive posters featuring popular Vocalion records. One of these posters presents appropriate illustrations for the songs, “Eyes That Say I Love You” and “When Cherry Blossoms Fall,” both of these records being sung by Arthur Burns, tenor. Another poster features “Turkestan” and “Lullaby Blues,” sung by the Premier American Quartet.

IN NEW LOCATION

Freeman T. Reid, Gouverneur, N. Y., local Pathé representative, has opened in a new location in the Aldrich building. He has increased his stock by the addition of a full line of musical supplies.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

Paragon Mfg. Co., Inc., Hickory, N. C.

Ward's Khaki Moving Covers



Grade “D” Cover with No. 3 Straps.

Protect Your Machines From All Kinds of Weather and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Write for prices

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

YAHR & LANGE DRUG CO.
Milwaukee, Wisconsin
DISTRIBUTORS

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

BECKWITH-O'NEILL CO.
Minneapolis, Minn.
DISTRIBUTORS

THE C. E. WARD CO.
MANUFACTURERS
101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

Invest Three Cents in a Postage Stamp

Ask for Our Illustrated Bulletin of Eleven Special Releases

It is a Full Hive of Hits—Ready for Delivery



IMMEDIATE DELIVERY

- | | | | |
|------|---|------|--|
| 1158 | { RING OUT! SWEET BELLS OF PEACE
(Tenor)
I SHALL MEET YOU (Tenor) | 1185 | { THAT WONDERFUL MOTHER OF MINE
(Tenor)
FOREVER IS A LONG, LONG TIME (Tenor) |
| 1159 | { JA-DA (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Tenor)
CAN YOU TAME WILD WIMMEN? (Tenor,
with Orchestra) | 1187 | { JOHNNY'S IN TOWN (Baritone)
ANYTHING IS NICE IF IT COMES FROM
DIXIELAND (Baritone) |
| 1160 | { A LITTLE BIRCH CANOE AND YOU (Vocal
Trio)
GIRL OF MY HEART (Tenor) | 1188 | { MUMMY MINE (Rose) (Fox Trot)
HOW 'YA GONNA KEEP 'EM DOWN ON
THE FARM? (One Step) |
| 1165 | { MARY (Fox Trot)
BEAUTIFUL OHIO (Waltz) | 1189 | { VANITY FAIR (One Step)
FLUTTER ON BY MY BROADWAY BUT-
TERFLY (Fox Trot) |
| 1166 | { TILL WE MEET AGAIN (Waltz)
RAINY DAY BLUES (Fox Trot) | 1192 | { AND THAT AIN'T ALL (Vocal Duet)
BY THE CAMP FIRE (Girling-Wenrich) (Vo-
cal Trio) |
| 1184 | { THE KISS THAT MADE ME CRY (Tenor)
SOME DAY I'LL MAKE YOU GLAD (Tenor) | | |

INVEST THREE CENTS

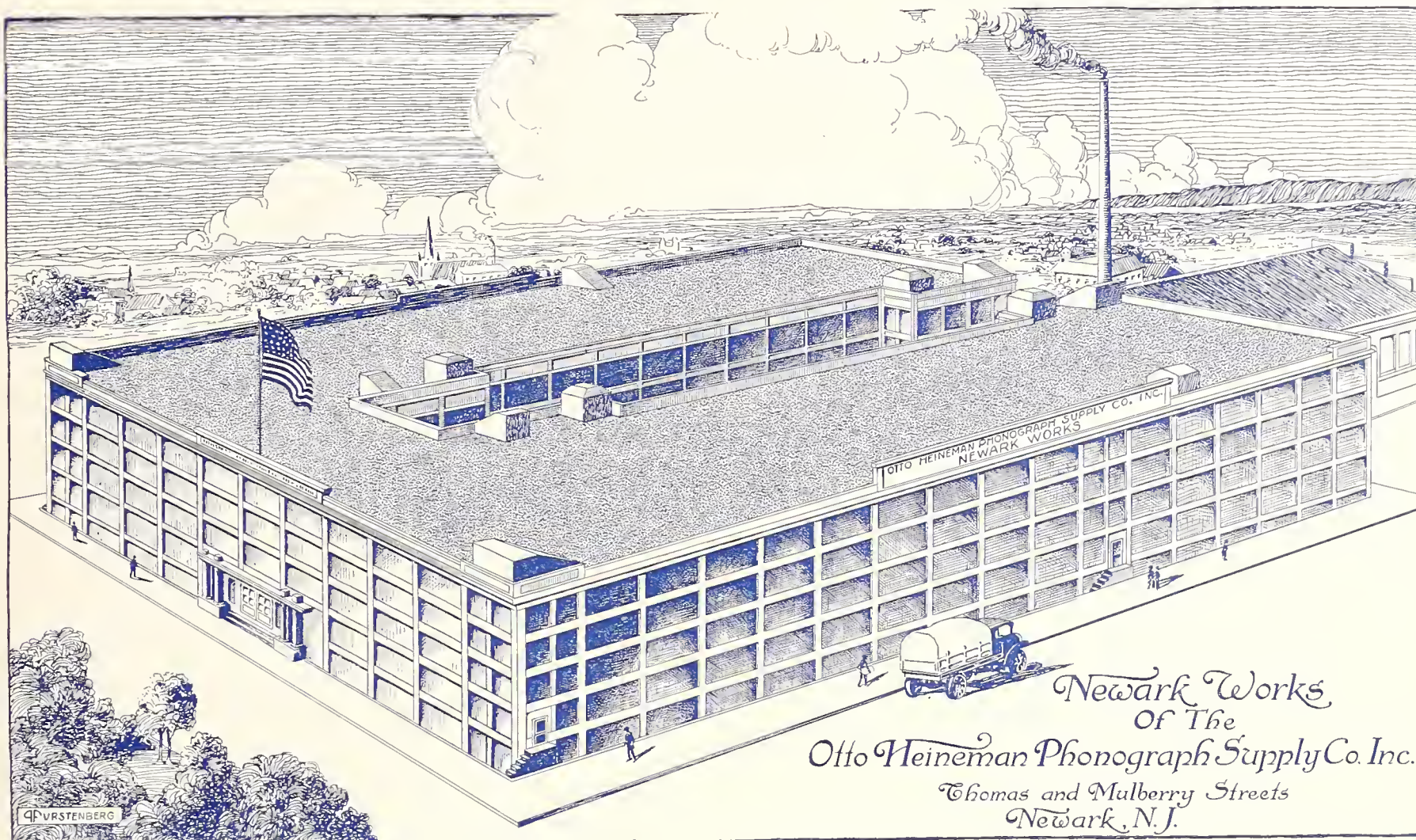
We'll Attend to the Rest

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
 BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.



NEW NEWARK HOME

of the

HEINEMAN-MEISSELBACH

Motors and Phonograph Supplies

When Fully Completed this Building will have 350,000 square feet floor space

THE BUILDING WILL BE EQUIPPED THROUGHOUT WITH THE MOST MODERN MACHINERY AND WILL PROVE THE STRONGHOLD OF THE

Heineman-Meisselbach

“QUALITY” PRODUCTS



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street

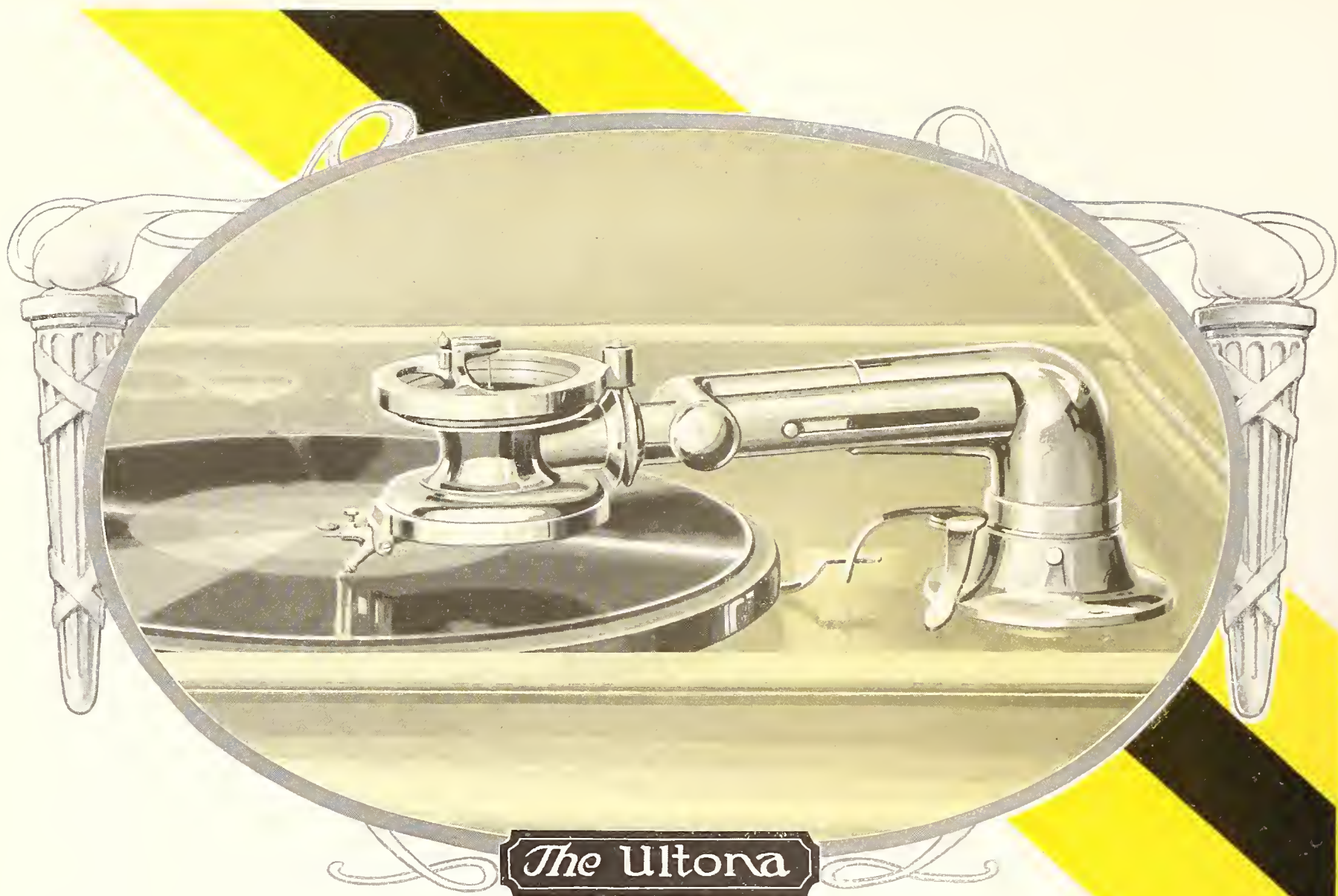
New York City, N. Y.



FACTORIES: Elyria, Ohio Newark, N. J.
Putnam, Conn. Springfield, Mass.

BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.





Finer by Any Comparison Say Dealers of The Brunswick

Test it for tone against any American or foreign phonograph. Play all records—voice, piano, violin, orchestra—of all makes, and you will grant The Brunswick pre-eminence.

And though tone is the primary consideration in choosing musical instruments, judge it also for grace and beauty of appearance. Here again The Brunswick is supreme. You will say that no other phonograph equals it for elegance and charm of case design.

The Brunswick Method of Reproduction

Of vast importance to dealers as well as owners is the Brunswick Method of Reproduction. It revolutionized all former standards of phonographic art. It pioneered in the playing of all makes of records. A remarkable, yet simple invention—the Ultona—made this possible. By a turn of the hand it presents the cor-

rect needle and diaphragm to any record, regardless of type or make.

The Amplifier—Another Advance

A scientifically designed tone-chamber of moulded wood—the Amplifier—banished the usual strident, harsh sounds. By eliminating all metal from its construction and by following the absolute laws of acoustics, its inventors secured a pure, round tone, as perfect as that of a rare violin.

Now in Enormous Demand

The success of The Brunswick has been sensational. It leaped at once into favor, and its popularity has never ceased to grow at an astonishing rate.

Dealers everywhere will tell the reason—because by any comparison, The Brunswick immediately shows its superiority.

The Brunswick-Balke-Collender Company General Offices: Chicago and New York

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

Canadian Distributors, Musical Merchandise
Sales Co., Excelsior Life Building, Toronto

The Brunswick

ALL PHONOGRAPHS IN ONE

The Brunswick

ALL PHONOGRAPHS IN ONE

Made for All Lovers of Music by the House of Brunswick

The world-wide fame of the House of Brunswick is founded on the high standards of its products. Success has come in many fields by constantly striving to produce the best.

The Brunswick is a phonograph which meets every ideal of this 74-year-old house. Because it brought new and vital contributions to the phonographic art, because it bettered what had gone before, a great success was won.

The public acclaimed The Brunswick instantly. Dealers wrote from all parts of the country telling of its increasing popularity.

Then came the Brunswick Method of Reproduction. Old conceptions of tone were displaced. Former methods

no longer satisfied. The initial success of The Brunswick became a lasting triumph.

Branches in all the leading cities of the country facilitate distribution to the dealer. They also permit a saving in selling costs that makes possible the unusual features of The Brunswick without an advance in price.

National advertising is constantly bringing the superiorities of this master-instrument to the attention of millions of readers everywhere. Brunswick service co-operates with the dealers in building sales.

A remarkable record is behind The Brunswick. A greater future is ahead.

The Brunswick-Balke-Collender Co.

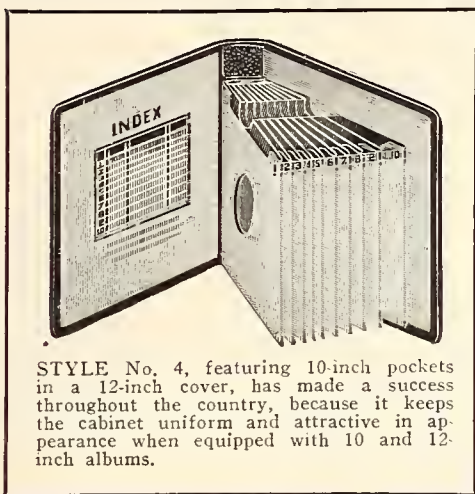
General Offices:
CHICAGO and NEW YORK

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

Canadian Distributors, Musical Merchandise
Sales Co., Excelsior Life Building, Toronto



The Amplifier



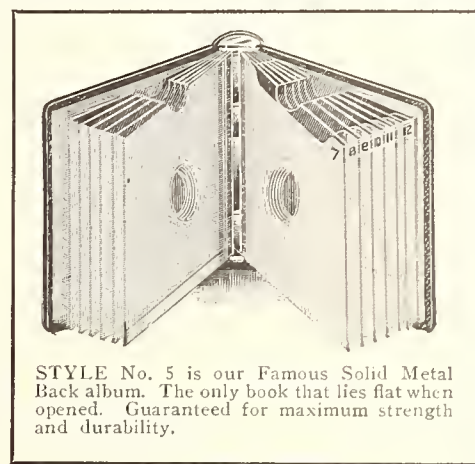
STYLE No. 4, featuring 10-inch pockets in a 12-inch cover, has made a success throughout the country, because it keeps the cabinet uniform and attractive in appearance when equipped with 10 and 12-inch albums.

TWELVE YEARS BUILDING QUALITY ALBUMS

OUR experience in the manufacturing of record albums up to the present time has secured us the trade of two-thirds of the talking machine manufacturers who equip their cabinets with record albums.



This trade-mark on our albums stands for Quality, Service and Satisfaction. Our samples and prices upon request.



STYLE No. 5 is our Famous Solid Metal Back album. The only book that lies flat when opened. Guaranteed for maximum strength and durability.

New York Album & Card Co., Inc.
 Factory and Executive Offices: 23-25 Lispenard St., New York

Chicago, Ill.: CULLEN, MARSH & CO.
 21 East Van Buren St., Middle West Rep.
San Francisco, Cal.: WALTER S. GRAY
 Chronicle Bldg., Pacific Coast Rep.

HONORED BY SAGINAW BUSINESS MEN

Geo. E. Brightson, President of the Sonora Co., Dined by Prominent Industrial Magnates in Recognition of His Enterprise—Makes Interesting Historical Address

A very great compliment was recently paid to Geo. E. Brightson, president of the Sonora Phonograph Sales Co., Inc., at Saginaw, Mich., where a dinner was tendered to him by John L. Jackson. There were present the heads of the leading industrial and financial interests of Saginaw and other large Michigan manufacturing



George E. Brightson

plants, and it was probably one of the largest gatherings of important men ever assembled in the history of that progressive lake city.

The host, in introducing Mr. Brightson, said that he had been a resident of Saginaw for sixty-five years and had seen a number of industries come, many of them large and some smaller, but that there had never been any person come to Saginaw to bring an industry there, or increase an industry already there, who would spend upwards of a million and a half dollars as Mr. Brightson, the guest of the evening, had done without asking either the board of trade or the town board for some contribution, and that this was an exceptional case.

In his remarks, following the introduction by John L. Jackson, Mr. Brightson said that he was pleased with the many complimentary remarks made by the guests present, that he was delighted with the progress which Sonora is making and that, being a business builder, he enjoyed greatly being among the progressive men engaged in commercial activities.

The occasion caused Mr. Brightson to look back over his own business career and he gave his audience some interesting reminiscences.

For many years Mr. Brightson was engaged in the sale of dry goods, and his first acquaintance with Saginaw City dated back to 1872, when that princely merchant, William Barrie, purchased from him a large bill of goods and Mr. Brightson, being a very young man at that time, felt extremely proud at having sold Mr. Barrie and always remembered this incident with great pleasure. In later years Mr. Brightson became acquainted and mentioned quite a number of other merchants in the city who had been customers of his. At this point Mr. Brightson related the incidents which led up to his connection with the Sonora phonograph.

In 1900, after having been connected with the H. B. Claffin Co., as a manager for many years, Mr. Brightson left this concern, bringing suit against it for what he considered a wrong-doing on the part of one of the principals. One of the suits was tried in the Supreme Court before the referee and a verdict was rendered in favor of the Claffin Co., which later was unanimously affirmed by the Appellate Division of the State of New York. However, Mr. Brightson, feeling that he was right in his claim, and being told by his attorney that the law was on his side, told his lawyer to "bite his teeth" in his brief and go to the Court of Appeals with the case.

A few weeks ago the Court of Appeals rendered a decision in Mr. Brightson's favor, reversing the earlier proceedings in court. The judge who wrote the opinion in the case announced that the unanimous verdict of the judges of the Court of Appeals was in favor of Mr. Brightson. This decision, which was reached in 1919, was received by Mr. Brightson with great gratification because it was the result of eighteen years' litigation.

This little story is necessary in order to understand how Mr. Brightson came to leave the dry goods field and seek another line of business.

A phonograph was brought to Mr. Brightson's attention and the Sonora Phonograph Corp. was formed in the year 1912. It began in a very small way with less than twelve employes and grew steadily. In 1914 it was several times larger than in 1912 and five years later, at the present time, its employes number thousands, and are engaged not only in the city of New York but in Saginaw, Mich.; Williamsport, Pa. St. Croix, Switzerland, and in other places where contracts have been given for supplies which the present capacity of Sonora's own plants cannot provide.

While it is true, as has been stated, that Sonora is spending upwards of a million dollars in Saginaw, its contract for goods in that city two years ago reached the enormous sum of \$15,000,000. The growth being so extremely rapid it was finally deemed advisable to go to Saginaw and buy the Herzog Art Furniture Co. plant. Additional land space has been purchased also so that now upwards of twenty-five acres is the property of the Sonora Phonograph Sales Co., Inc., and most of this is covered by extensive buildings. Additional ones to meet

future trade requirements are being planned.

Mr. Brightson further stated that despite the great growth of Sonora year after year, the company's finances have always been liquid, and in December, 1918, the company finished paying every dollar of indebtedness that it had borrowed from banks or banking institutions.

There are now on the books millions of dollars of unfilled orders. Sonora's sales have been made without traveling salesmen, it may be mentioned. The Sonora phonograph, because of its great popularity, is growing faster in sales than ever, and it is impossible to state when the supply of these instruments will catch up with the demand.

Mr. Brightson explained that he wished to be careful to avoid any appearance of boasting and simply gave facts concerning the Sonora in order that all might become acquainted with the conditions existing. He believed that everyone in Saginaw could take pride in having the Sonora as one of the city's prominent industries.

MIDDLETOWN DEALER MOVES

Lyman Payne, one of the enterprising talking machine dealers of Middletown, Conn., has recently moved into larger quarters at 71 Washington street. He carries a large line of Sonoras, Grafonolas and records as well as general musical merchandise.

The Tilden-Thurber Corporation, Providence, R. I., has added the Brunswick machine and expects to push the agency in that section.

Take Advantage of the Summer Months

Suggest to your customers how they may return from their vacations at the mountains or seashore with the accomplishment of another language acquired, at the same time providing excellent pastime for the long summer evenings.

Sell them the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

The Cortina Academy
 12 East 46th Street :: New York

Edison Message No. 44

SUMMER SALES

There are twelve good months for the Phonograph business—June, July, August and nine others.

That is one way to look at it.

Do not divide your year into dull months and busy months. Consider every month a busy month and then proceed to make it so.

To go back to June, July and August.

They are the mid-summer months. People sit on their porches, smoking, chatting; friends drop in. It is too hot to read; the theatres are closed.

The stage is set for the appearance of the Phonograph.

You must ring up the curtain.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

THE EDISON INDUSTRIES AND THE SOLDIER

By GEORGE E. CLARK, Manager, Disc Record Mfg. Division, Thomas A. Edison, Inc.

The newspapers for months past have given considerable space to the problem of "What is to be done with the returning soldiers, sailors and marines?" Will the various industrial institutions throughout the country take back those who left their employment to go and fight the Hun, or will it be necessary for them to join the army of unemployed, and take their chances?



Geo. E. Clark

That the man who went into the service, offering his life for "the colors," should not be forgotten by a grateful people the Edison industries have emphasized by a consistent policy to restore that man wherever possible to the position he occupied when he answered the call "to arms," and the present finds in our shops and offices many men still in uniform, who have just returned from the training camps in this country or from the battle fields of France.

The problem of taking care of our returning soldiers and sailors has been no small one, as one familiar with manufacturing industries can well imagine. The places made vacant by those who joined the colors had to be filled. Men too old for service, or men who by reason of family responsibilities were exempt from military service, as well as many girls and women not previously employed in factory work, came forward and filled the vacant places, thereby permitting us to keep industry alive, and at the same time enabling us to do our part in supplying the sinews of war that made victory possible. These must also be considered in our reconstruction plans. Their service, while not on the battlefield, was none the less important, and to them we owe the same debt of eternal gratitude, and the same consideration must be shown.

By a careful study of our operations we found it possible to make certain changes whereby it has been possible for us to take care, not only of our own returning soldiers, but also to give remunerative employment to many other soldiers not previously in our employ, and at the same time we have provided continued employment for those who filled the gaps in our organization made vacant by those who went away.

Word was sent out through the American Red Cross that we could place in lucrative employment a number of men who had lost a leg, or possibly both legs, in the war, and it is not an unusual sight to see seated at our work benches men who received their wounds in the trenches of Flanders or in the Argonne Woods, or on some other part of the European battlefields.

It has been possible for us to take care of our boys thus far by placing, wherever practicable, our operations on an actual eight-hour day (three eight-hour shifts), thereby giving employment to practically all soldiers applying for work.

We shall continue our plans, and make similar changes to the end that the Edison policy with respect to its employes generally, and particularly in the returning soldiers, will ever stand forth as pre-eminently fair.

We are doing our part for the returning soldiers, and we are taking care of those who helped us so successfully to keep the "Home Wheels Turning."

THE MISUNDERSTOOD MAN

The man who always thinks he's "misunderstood" ought to be glad, sometimes—but he never is.

TO HALT WORK OF THIEVES

How E. A. Schweiger, Inc., Warns Customers Against a Gang of Rascals Who Steal Machines and Motors in Brooklyn Territory

During the past few months local talking machine dealers have suffered considerably from the activities of a thief who has succeeded in securing machines and motors from talking machine owners upon the representation that he had been sent to repair the machine or take out the motor. Quite a number of these complaints have been received by Victor dealers in Brooklyn, and steps are being taken to counteract the activities of this thief.

One of the most practical ideas advanced to halt this work is utilized by E. A. Schweiger, Inc., a Victor dealer at 1525 Broadway, Brooklyn, N. Y. He inserts in all letters and literature sent out to his customers a red slip headed "warning" and reading as follows: "It has been brought to our attention that a certain man has called upon our patrons to repair Victrolas, claiming that he has been sent by us. We would ask you not to pay any attention to anyone calling upon you unless he presents a repair slip which will be issued to him by us." With this warning this company inserted a regular repair card which must be properly made out and presented by the man who calls for the motor or the machine. This plan is proving most effective.

NEW MONTANA COLUMBIA DEALER

Remodeling operations have been completed for the new store of E. A. Taylor & Co., Helena, Mont., Columbia dealers. This concern was formerly in business in Eastern Washington and came to Helena in the belief that Montana holds greater opportunities.

You can't put "pep" into your daily work by mooning over the opportunities you didn't recognize.



A Chain Is Only as Strong as Its Weakest Link

likewise your phonograph is only as perfect as its weakest part. Tone-arms, Reproducers, Turntable Hubs, Motor Governor Discs, and Knobs are all important parts of your machine and the use of inferior die-castings on any one of these or any other part means dissatisfaction to the consumer.

"Indiana" White Metal Die-Castings in any phonograph part, regardless of size or shape, mean a casting that will stand the test of time and hard usage. "Indiana" Die-Castings help you keep the faith the Public has in your product, because they are made of the right material—by experienced workmen.

Send us your model or blueprint and we will estimate the cost of dies for your exclusive use, together with the cost of volume production of die-castings from these dies.

'INDIANA'
DIE-CASTING CO.
INDIANAPOLIS...U.S.A.

FIGHTING PREJUDICE IN ENGLAND

British Writer Tells Why Talking Machine Was at First Unpopular in England—The Lack of This Prejudice Reason for Rapid Growth in Popular Favor in United States

An interesting British point of view regarding the growing popularity of the talking machine is shown in an article in the Talking Machine News, London. The writer gives his explanation of the rapid growth of the machine in America, and likewise his reason why its growth in England was not so rapid. He discusses the question under the subject of "Fighting Prejudice," and says:

"The insular prejudice which peculiarly characterizes the Briton has become a byword among nations. No matter what new thing is set before him, he views it with a contemptuous suspicion. It was notoriously so with railways, with gas, and, in pre-war days, with aeroplanes. The talking machine was jeered at and derided before it had been given a fair trial, and persons who should have known much better joined in the outcry. It is true the first machines were poor specimens of this new development of science, just as the famous 'Puffing Billy' was a poor specimen of the locomotive engine, but they gave indications of what might be arrived at by perseverance and the further application of skill. The prejudice, however, was established, and for over forty years it has been impossible to uproot it from the ultra-conservative minds of many of our countrymen.

"In America, the land of the instrument's birth, no such prejudice ever existed, and the consequence is the talking machine is the leading power in the musical world in the States. In this country we can hardly conceive the importance of the gramophone trade as an industry among our go-ahead cousins. Not only does it take its proper rank as a musical instrument—a rank which is to a great extent denied it here—but it is regarded as a most potent factor in education, and a school without a gramophone

would stand in the same category as a school without a blackboard.

"Our dealers are well aware of the prevalence of this prejudice, a slowly dying one, but inveterately ingrained in some of the older generation, and it is up to them to fight against it tooth and nail. One of the most powerful weapons for the dealer to use in his conflict with ignorance—for prejudice in this case means ignorance—is the insistence that the talking machine is a musical instrument of the highest type, that it is not a toy or a piece of furniture for the house. He must demonstrate this with the utmost patience by placing the best records he possesses on the machine. If the unbeliever is without an ear, of course the case is hopeless, but when the prejudiced person has some knowledge of music it is always possible to convince him, though the task may be long and dreary.

"It is extraordinary that this unreasonableness exists more among the 'high-brow' element than among the common people. It is therefore necessary to have a scientific knowledge of the machine to impress the perverse. When the dealer has caught his unbeliever he must never forget to reiterate the fact that the talking machine is distinctly a high-class musical instrument, capable of reproducing the sounds of all other musical instruments, either in solo performances or in combination as in orchestra or band. Emphasis may not convince, but aural demonstration added to emphasis must have its effect in the long run."

TO MANUFACTURE CABINETS

The Climax Cabinet Co., Inc., Buffalo, N. Y., has been incorporated at a capital of \$500,000 to manufacture cabinets for music rolls and records. The incorporators are Thomas I. Dean, Fred W. Miller and George W. Chambers, Buffalo.

The McKannon Piano Co., Denver dealers for the Victor machine, are using billboards throughout the city to advertise these instruments.

SHELTON ELECTRIC CO. FILES SUIT

Files Bill of Complaint Against the Victor Talking Machine Co.—Seeks Triple Damages

A bill of complaint was recently filed in the Federal Court by the Shelton Electric Co. of New York against the Victor Talking Machine Co., asking triple damages, aggregating \$1,317,937.50 under the Sherman Law and charging that the defendant sought to deprive it of the benefits of its business as a manufacturer and dealer in talking machine motors. It is further alleged that the Victor Co. compelled its dealers to sign a contract which provided that no part of the Victor machine should be taken out and replaced by any device not made by that company. By means of this contract it is charged that the Victor Co. sought to create a monopoly in electrically-driven talking machines.

INSTALL NEW VICTOR DEPARTMENT

EAST LIVERPOOL, O., June 5.—The Lewis Bros. Co., of this city, have just completed a new Victrola department, which is claimed to be one of the largest and best-equipped departments in eastern Ohio. It is located on the ground floor of their large furniture store. There are eleven demonstrating booths, each having individual ventilation. Under the able management of F. H. Burbick the Victor business of this firm has been making rapid strides and long ago outgrew its old quarters, forcing the firm to add the new department at a time when material and labor were hard to get and very expensive. As Mr. Lewis said, "he had to do it or stunt the growth of the business."

INCORPORATED

The New England Piano & Phonograph Co. has been incorporated in Boston with a capital stock of \$100,000. The directors are Charles G. Faux, of Brighton, president and treasurer, and Henry B. Peck and Hardy Harrock.

WE SUGGEST

THE RIGHT THING at THE RIGHT TIME

 OKEH
RECORDS

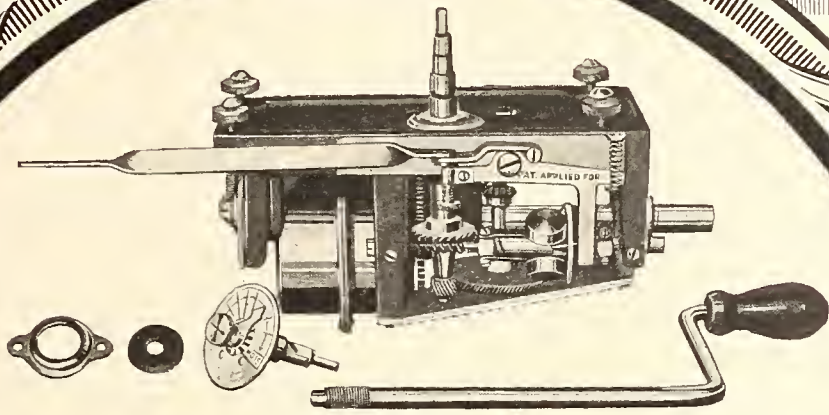
You'll Find EVERY SONG and DANCE HIT on these
POPULAR RECORDS

You Will Also Find Terms and Deliveries Absolutely OkeH.

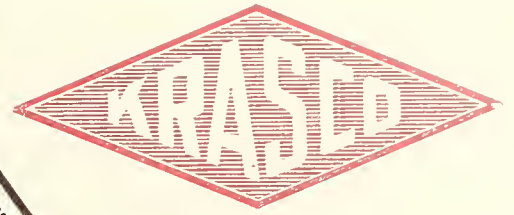
"CO-OPERATION" Is Our Watchword.

We Invite You to Join Hands With Us

GARFORD MANUFACTURING COMPANY
ELYRIA, OHIO



No. 2 Motor



Silent Power

The Announcement

here last month of our increased production of phonograph motors met with a most flattering response from the trade.

Several years of successful motor construction have given to our product a prestige among phonograph producers that is undeniable.

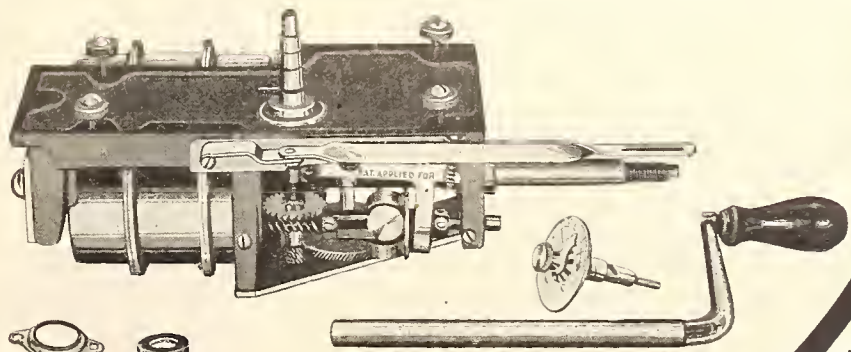
In our motors is embodied the same excellent workmanship which has been a feature of the tools and machinery so long produced by us.

You should get acquainted with SILENT POWER.

We will send you literature.

Better still, we will send you a few motors for your inspection.

**KRASBERG ENGINEERING AND
MANUFACTURING CORPORATION
CHICAGO**



No. 4 Motor

MIRKIN JOINS TRAVELING STAFF

Latest Addition to Columbia Traveling Forces Will Cover New England and Eastern Territory, Making Headquarters in New York

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., New York, announced recently the appointment of Samuel Mirkin as a



Samuel Mirkin

member of this department's traveling staff. Mr. Mirkin will visit the dealers in New England and the Eastern territory, making his headquarters at the offices of the Columbia international record department, 104 West Thirty-eighth street, New York.

Mr. Mirkin is equipped to give Columbia dealers valuable service and co-operation in developing their foreign-language record business, as he has had a number of years' experience in the talking machine business, and conducted his own retail establishment. During the war he served as a field secretary for the Jewish Welfare Board, and was one of the most valuable members of this organization.

EDISON DEALER TO ENLARGE

The Diamond Disc Shop, Inc., Peoria, Ill., is to enlarge its present quarters, according to an announcement made by the directors. A long lease has been taken on the entire second floor of the building at 422 Main street.

TO FEATURE PATHE IN FT. WAYNE

The music department of the Tepper store, Fort Wayne, Ind., was recently opened and created a new musical center in that city. The Pathé phonograph and records will be featured, and special demonstration booths have been installed for that purpose.

John T. Smullin, Jr., of Pocomoke City, Md., is planning to open a music store on Market street, where he will carry the Columbia line.

LARGE COLLECTION OF RECORDS

What is said to be one of the largest collections of records owned by one individual is that of Henry B. Hall, head master of the John Winthrop School, Dorchester, Mass. He is an enthusiastic advocate of the talking machine as a means of bringing classical music to the attention of students, and his collection represents an expenditure of \$2,000. It is a collection that reflects his culture.

DEATH OF WILLIAM HENRY LEE

William H. Lee, manager of the retail department of the Stewart Talking Machine Co., Indianapolis, Ind., died at his home on May 15 after a short illness. He was born in Franklin, Ind., and came to Indianapolis in his boyhood, and was for many years connected with the music trade.

The Franklin Phonograph Co., Inc., has been incorporated in Philadelphia by Max Meiter and others with a capital stock of \$50,000.

ACCORDED HEARTY RECEPTION

Condon & Co., Ltd., Tell of Popularity of Their Product With the Trade

In a chat this week with The World Wm. A. Condon, president of Condon & Co., Inc., stated that the trade had accorded a hearty reception to Uniform steel needles. These needles are now being used by dealers throughout the country, and Mr. Condon has received many letters from representative dealers stating that these needles meet every musical requirement of their customers.

Uniform steel needles have a number of distinctive features, and these features are being emphasized to excellent advantage by Condon & Co. in their present campaign. Mr. Condon's long association with the trade enables him to thoroughly appreciate the importance of furnishing the dealers with satisfactory steel needles, and the success that his company has achieved to date reflects the service and co-operation that he is extending to the trade throughout the country.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size--C-65

Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Special on STEEL NEEDLES

We are contemplating closing a contract for **Thirty Million Needles** Per Month within the near future, and must arrange to sell them, and can quote prices as follows: *For Immediate Delivery*

10 thousand lots . . .	45c per thousand
100 thousand lots . . .	43c per thousand
500 thousand lots . . .	42c per thousand
1 million lots . . .	39c per thousand
5 million lots . . .	33c per thousand

LUCKY "13" PHONOGRAPH CO.
46 East 12th Street, New York

An Effective Collection System One of the Main Supports of a Retail Talking Machine Business

The difficulties often met with by talking machine dealers in regard to making collections on term payments are very troublesome and often cause the dealer much financial loss if they are not properly handled. To-day, when the majority of machines are sold on time payments, it is vitally important that the system of collecting the money due should be carefully worked out and kept up to date. Collection troubles have often caused many dealers to complain about the uncertainty of human nature and the like, but these complaints would not be heard if those dealers exercised due care in the extension of credit. Payments usually cover a considerable period of time, and in order to secure himself the dealer should see to it that his customers do not become delinquent. In so doing they not only cause endless annoyance to the dealer but make it harder for themselves by allowing one payment to slide until it is time for another and the two fall due together, making it often impossible to pay. Before the contract is entered into the dealer should satisfy himself that it is a good account and by doing so will save himself much worry and expense.

A fat order looks well on the books and is a source of satisfaction to the dealer, of course, but if the account is one that will give him trouble later on it should never have been opened. In their eagerness to make sales and fill up the pages of their books, dealers sometimes fail to investigate carefully the status of their customers. And on the other hand, families are often too eager to have a machine in their homes, and do not consider that they are putting a mortgage on their earning for a considerable period. They do not stop to consider that their payments must be met, and if they run on too close a margin and fail to leave something over to take care of emergencies, such as sickness or other trouble, they will become involved in difficulties. This is so often the cause of bad accounts and this cause could be avoided if the dealer would make the necessary investigations, informing himself thoroughly as to the financial condition of his prospect by means of personal investigation and references.

Some dealers have application blanks which the customer fills out before the sale is made, and on these blanks is contained information which should safeguard the dealer in extending credit. It is well to impress the customer with the fact that the payments should be made at your store, for in this way the dealer can keep in touch with his man without difficulty.

Keeping track of payments is perhaps one of the most important factors in the term payment plan. A good system of bookkeeping is abso-

lutely essential, and unless a careful account of payments is kept trouble is sure to result. To allow payments to lapse and bunch up on the customer is to invite disaster. It is far easier for the customer to make his payments regularly, and he will be better satisfied than if he faced the necessity of making a large inroad on his resources at one time. This defeats the very purpose of the instalment plan which is designed to make payments easy by making them small.

Then the method of collection is often a troublesome one for the dealer. It is not necessary

*Getting Payments in
When They are Due
and at a Minimum of
Expense the Secret*

to employ collectors in this work if the matter has been handled right at the start. With a good account it is usually sufficient to send a statement of the amount due and a check will be forthcoming. Many dealers, in trying to make the collections themselves, are forced to neglect the sales end of their business and leave the store in charge of a boy or girl who is practically useless as a selling factor. The belief that personal contact is beneficial in making collections is a false one, for it offers a chance for the customer to impose on the collector or talk him out of his purpose. Handling collections by mail is the best way.

When the payment falls due, as shown by the books in the office of the dealer, a statement should be sent at once to the customer. If the money is not paid within a reasonable time, say, three or four days on weekly accounts and a week or ten days on monthly accounts, a second statement should be sent upon which is noted the fact that it is a second notice. If the customer is still delinquent, send a final notice stating that unless payment is made it will be necessary to take action. Sending this final statement by registered mail is a good idea, for it makes it necessary for the customer to sign the post office slip. The fact of this signing increases the importance of the transaction and makes the customer realize that he is under

a certain obligation. This method has proved satisfactory in most cases, especially where the accounts were live accounts and had been investigated before a contract was made.

Threatening letters are poor means of making collections, for they arouse antagonism, which is always detrimental to any kind of business. The music trade has taken pains to build its business on the basis of good will and the present status of the industry shows the correctness of that theory. Harshness is poor policy, but firmness is necessary and usually brings results. But harshness and firmness are very different things. This difference spells the measure of business success.

In conclusion it should be said that professional collection agencies are not the dealer's last resort. It is unfortunate but nevertheless true that too many of these professional collectors are unreliable and do the dealer more harm than good. Handle the accounts by mail, and if proper judgment has been used in establishing these accounts many of the troubles of collections will be lessened.

COLUMBIA DEALERS IN KANSAS CITY

Have Satisfying Get-Together Session as Guests of Columbia Co. Wholesale Branch

KANSAS CITY, Mo., June 2.—More than seventy Columbia dealers situated in the local territory met with the officials of the local wholesale branch of the Columbia Graphophone Co., at the Hotel Baltimore here recently, for the purpose of engaging in discussions relative to the present and future of the business. One of the features of the evening was an excellent dinner, after which Toscha Seidel, the young Russian violinist and a popular Columbia artist, played several selections for the entertainment of the visitors, among them being "Ave Maria," a Hungarian dance, Dixie airs and a Turkish march, all rendered most artistically.

Miss Bessie Miller, supervisor of music in the Kansas City schools, gave a short talk on music in the schools and expressed her appreciation particularly of the Columbia Co. new catalog, "The Grafonola in the School," which she declared should prove a substantial factor in developing musical interest among children, as well as in improving sales for dealers. She urged the retailers to familiarize themselves with the arguments presented in this volume.

E. A. McMurtry, manager of the Kansas City wholesale branch, presided at the meeting and led the open discussion for business among the dealers. Thomas Devine gave a very interesting and instructive talk on the handling of records.

VICTROLAS AND VICTOR RECORDS

GENUINE SERVICE

for

NEW ENGLAND DEALERS

CRESSEY & ALLEN - PORTLAND, ME.



"How 'Ya Gonna Keep 'Em Down on the Farm?" when that's the title of the newest medley one-step played by the Yerkes Jazarimba Orchestra? A-6108.

**Columbia Graphophone Co.
NEW YORK**

PATRIOTIC DISPLAY FOR JULY

A Timely Window That Will Make a Strong Appeal—Hooks Up Publicity and Patriotism

The Columbia Co.'s dealer service department has issued an attractive patriotic window display for July which will undoubtedly meet with the hearty approval of the dealers. This display is designed solely to provide the dealers a means to move the war-time records while there is the opportunity. The collection of war-time relics as a fad is growing to enormous proportions,



Special Window for July

and many helmets, iron crosses and other souvenirs are being manufactured to meet the trades.

The suggestion that patriotic records will in the future be a fitting and lasting memento of the world war has been convincingly carried out on the two cards showing the heads of Generals Pershing and Foch. To start this collection this display emphasizes the fact that the living, breathing voice of Pershing himself as he spoke from the battlefields of France is available on a Columbia record. The Foch card lists standard selections of other nations engaged in the war.

The centerpiece is a complete tie-up with the July magazine copy of the Columbia Co., being the "Miss Columbia" illustration done in eight colors by the photo-litho offset process. Being of the regular artist poster size, this card will be instantly recognized as Columbia national advertising, marking the dealer's establishment as the selling place of Columbia records.

Trubin Bros., Red Bank, N. J., are building an addition to their store to take care of the increased trade in the music department, especially in the sale of talking machines.

The Brooklyn Phonograph Shop has been opened at 977 Hancock street, Brooklyn, by I. Langer and L. Jacobs.

CARRIERS MUST RECEIVE FREIGHT

Railroad Administration Orders That Freight Be Received When Offered Regardless of Schedules of "Shipping Days" in Effect

Shippers of freight in and about New York have suffered considerable inconvenience and no little expense as a result of the rules made by carriers serving New York under which a schedule of shipping days was established. As a result of this schedule shipments were only accepted and forwarded on specified "shipping days," and freight agents have refused in a great many instances to receive freight offered on other days.

The Merchants' Association of New York, maintaining that it is a common law obligation of the carriers to receive freight from any consignee on any week-day at any pier station in New York from which rates to the points of destination were on file, took up the matter with the Railroad Administration, with the result that the following circular letter was sent to freight agents:

"It is fundamental that the shipper has the right to route his freight and to tender same to the carrier at any pier or freight station on any business day destined to points to which there are through or joint rates properly applicable from such pier or station.

"It seems, therefore, necessary, in view of these complaints, to repeat instructions already in effect, namely, that in the case of any shipments tendered upon other days or at other piers than provided for in the Shipping Day Guide, such shipments should be received if there are in effect joint or through rates from the station at which tender is made."

It is suggested by the association, however, that shippers endeavor to co-operate with the carriers to as great an extent as possible in carrying out the shipping schedules without serious inconvenience to themselves.

MOVE TO NEW QUARTERS

The Favorite Phonograph Accessories Co., who for the past two years have occupied quarters at 1491 De Kalb avenue, Brooklyn, N. Y., have moved into a new home at 1506 De Kalb avenue the same city.

Carl Kroenberger, president of the above company, states that his business has been constantly increasing during the past few months, and the demands for tone arms and needle cups especially have greatly increased.

LAKWOOD DEALER TO ENLARGE

Geo. H. Hurlburt, Lakewood, N. J., Victor dealer, has begun improvements on his property which when finished will represent an outlay of about \$15,000. The Victrola department has grown rapidly during the last few years, and it was decided to drop the toy department and devote more time and space to the Victor line.

H. L. WILLSON RETURNS FROM WEST

Vice-President and General Manager of the Columbia Co. Pleased With Business Outlook

H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., returned recently from a Western trip, upon which he called at the Columbia branches in Chicago, Cincinnati, Detroit, Indianapolis and Pittsburgh. This was the first opportunity offered Mr. Willson to call upon these Columbia branches within the last year, and his trip was therefore unusually interesting.

In a chat with *The World* Mr. Willson commented as follows: "Conditions throughout the West are splendid, and I was delighted to find that every phase of the business situation is decidedly encouraging. Our branches had only one complaint—a shortage of stock, this shortage applying both to Grafonolas and records.

"I was very much pleased with the progress being made with the Columbia products, particularly the appreciation of the dealers as to the quality of our product and the public demand for Columbia goods. The class of dealers handling our line is a matter of keen gratification, and there is an evident desire on the part of representative dealers to become and remain members of the Columbia family. The outlook, everything considered, is most satisfactory in every respect."

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANOLER BLDG.
ATLANTA, GA.

BEST QUALITY

LOWEST PRICES

RECORD DELIVERY ENVELOPES

PLAIN

PRINTED

1331-33-35 FIFTH AVE.

The ALDINE CO.

PITTSBURGH, PA.

VICTOR CO. MAKING EVERY EFFORT TO INCREASE OUTPUT

B. G. Royal, General Superintendent of the Victor Factories, Outlines Reasons for Curtailment in Production During the War, and Tells of Production Plans for the Future

One of the main objects for discussion among wholesalers and dealers in Victor goods has been that concerning the prospect of getting more goods from the Victor factory to fill the steadily increasing demand for those products. In view of the existing situation, therefore, the following statement by B. G. Royal, general superintendent of the Victor factories, is of special interest. The statement appears in "The Voice of the Victor" for May and is headed "The Outlook for More Victor Goods," and reads as follows:

"It is interesting to learn that the trade does not fully understand exactly what we have accomplished in the way of converting our factories from a veritable beehive of wartime activities to a normal plant for the production of Victor merchandise in large quantities. Considering the problems confronting us we feel, in fact, we know, that our progress in this direction compares most favorably with other manufacturing organizations similarly situated.

"On that never-to-be-forgotten-day, November 11, 1918, we were virtually assured that the Government would require our services only for a short period and that accordingly we might proceed with plans previously formulated to manufacture Victor products exclusively. In this connection we realized fully that we had a big task before us, but even at that we did not anticipate the tedious and tiresome delays that we would be obliged to deal with, delays that were entirely beyond our control. Immediately following the signing of the armistice there was a very marked relaxation on the part of the entire nation, including the personnel of the various Government departments. It was extremely difficult to secure cancelations of contracts or, in fact, definite authority to discontinue work and dismantle equipment. Finally, on January 5, we received disposition orders on the Government materials on hand and in process of manufacture, thus making it possible for us to give undivided attention to our own problems.

"At that time our kiln plant, which was and probably is to-day the largest unit of its kind, was engaged to 90 per cent. of its capacity in drying rifle stocks and a great variety of ash and spruce lumber for use in the manufacture of aircraft.

"In our cabinet factory entire floors were occupied by special machinery installed especially for our Government work and not suitable for any other purposes. Besides this, additional floors had been cleared of machinery to provide ample space for the assembling of aircraft frames measuring more than 100 feet in wing spread.

"Our motor manufacturing department was engaged up to 85 per cent. of its capacity in the manufacture of thousands of different metal parts for aircraft, rifle parts, shell parts, adapters, boosters, etc. Here, too, the normal arrangement of machinery had entirely been done away with to provide the best possible facilities for our war work.

"After completing our Government contracts we had approximately 50 per cent. of our normal quota of workmen. We have since employed enough new men and women to operate our factories in the manufacture of Victor products to their fullest capacity, but many were found unsuited to the work. Our working force now stands at 80 per cent. of normal. However, additional employes are engaged daily, in fact, as fast as they can be instructed in their work.

"In the record factory, where the equipment was intact and only skilled labor needed, it was

possible to increase production very rapidly and inside of three months we were manufacturing more records per day than we had ever done before.

"Victor instruments require four months to manufacture as we insist upon making them. An immediate start at quantity manufacture was made early in January, so that the first instruments of our 'after the war' production are just now coming through. This fact and the unprecedented demand may account for the trade having apparently overlooked a natural increase in the production of instruments of more than 60 per cent. since January 1, 1919.

"Never before have we undertaken an expansion program that has matured as smoothly as the present one, and we are more than pleased with the present outlook. We are bending every effort in an endeavor to operate our plant

to full capacity by July, and are also giving full consideration to every practical suggestion for even greater capacity.

"We have every reason to believe that the decision of the board of directors to concentrate at least for the present on maximum production from our immense plant will prove a far-sighted policy and will insure the trade Victor products in large quantities within the shortest possible space of time."

BRANCH STORE IN FILLMORE, CAL.

R. H. Paulin, who has a large music house in Santa Barbara, Cal., has established a branch store in Fillmore, where a large stock of talking machines and records will be carried. A. Baronda is manager of the local branch.

Harry Swartz has joined the firm of A. Livingston & Sons, Bloomington, Ill., in the capacity of manager of the Victrola department. Business is very good with this concern, with plenty of orders on hand awaiting stock.



FEDERAL ELECTRIC SIGN



—widens Your Zone of Attraction

Suppose you could get a much better location for the same rent you are now paying—you would move.

You can improve your location for the same rent WITHOUT moving by placing a Federal Electric Sign in front of your store, because—

You can reach people a block or two down the street in each direction and also at the cross streets—people who ordinarily never even see your store windows.

YOU HAVE 12 MONTHS TO PAY for this sign and you get the services of an energetic business booster to help you make the final payments. After that, it costs but a few cents a day for current—no other expense. Made of Porcelain-enameled steel, it cannot fade, rust or rot. An occasional washing keeps it sparkling like new.

GIVE NEW CUSTOMERS A CHANCE TO FIND YOU. Send in the coupon TODAY for full information.

Tear off and Mail Coupon Now



Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send full information on Porcelain-Enameled Steel Sign for my Business and explain your 12-months-to-pay plan.

NameCity.....State

Street and No.....Business

Store FrontageNo. of Floors.....

(T.M.W.—6)



ELECTRO-PLATING of PHONOGRAPH PARTS AND MUSICAL INSTRUMENTS
 Silver, Nickel and Antique Finishes
 Specializing in GOLD FINISH
JOSEPH MUSANTE
 125-131 BAXTER ST. Tel. Franklin 3053 NEW YORK



THERE'S a big idea back of Gennett Lateral Records—and it is this idea that makes Gennett Records *sell*. The idea is simply this—to make *the very best phonograph record in the market*. And the result is that every person who hears a Gennett Record acknowledges its remarkable beauty of tone.

Gennett Records are made in New York, the birthplace of all the latest musical hits. If you could watch the care with which they are fashioned in our recording studios there, you would realize why Gennett Records are so wonderful.

Gennett Records may be played on any make of phonograph, and they *improve the tone* of any phonograph.

Dealers who handle Gennett Records are sending us re-orders faster than our factories can fill them. That is why we are now enlarging our plant. Come along with us.

THE STARR PIANO COMPANY

Established 1872

Richmond, Indiana

EVIDENCE OF INCREASING PROSPERITY IN BUFFALO TRADE

Activity in Various Lines of Industry Developing Purchasing Power—Many Sales of High-Class "Talker"—How Advertising Helps—Hengerer and Adam Concerns Adopt Free Insurance Plan

BUFFALO, N. Y., June 3.—Buffalo talking machine dealers are scanning the horizon these days for signs of prospective prosperity. One of the many of these indications of good times ahead is the fact that a local automobile concern employing upward of 7,000 hands during the day shift has been compelled to put on a night force of nearly 800 men in order to keep pace with peace-time business. The high-speed activity at this and many other local plants that are turning out products in demand during the reconstruction period is certainly an inspiration to the talking machine dealers who see plenty of trade in sight. Factory workers employed at good wages are regarded by the dealers as first-class customers. The hourly wages of these men are practically the same as during the war.

The Hoffman Co. recently sold a \$375 Sonora Invincible for cash. This is one of the many sales in this line reported at the Hoffman store. Harry G. Conger, of the Hoffman staff, has designed a beautiful electric sign for the front of the establishment, and a reproduction of the famous Sonora bell is a feature.

L. M. Cole, manager of Hoffman's talking machine department, reports that the public is taking kindly to the new OkeH records for which his firm has the distribution in this territory. Elaborate window signs advertising these records are being distributed, and the Hoffman store has been redecorated throughout and other improvements have been made.

Edward P. Houseal, former advertising manager of the William Hengerer Co., has completed his work as a director of athletics for the Y. M. C. A. in the Bordeaux region in France and is back home again.

Some of the smaller talking machine dealers say they are benefiting indirectly from a high-priced advertising campaign which one of the big firms in the trade is conducting. Many pages of advertising are being used in the newspapers in connection with this drive. The publicity is of the old-fashioned circus type and wartime language is used to express the terrible slaughter of prices. Prospective talking machine purchasers who visit the big store do not all buy there. Some who are attracted to the place by the advertising decide to do a little shopping around. In this way the small dealers line up a number of worth-while customers.

In the trade-boosting excursion recently conducted by the Buffalo Wholesale Merchants and Manufacturers' Association the talking machine industry was well represented. The expedition was not a selling trip, but one of investigation, and business survey during the reconstruction period and order books were taboo. The excursionists traveled in a "million dollar special" train and visited twenty-eight western New York and Pennsylvania towns.

The William Hengerer Co. and J. N. Adam & Co., both Victor dealers, have adopted a plan of free insurance for their employes. In the first-named concern 750 persons are covered and the insurance in force exceeds \$700,000. The number insured at the J. N. Adam & Co.'s store totals 825 and the amount of insurance is \$697,000. According to the firms the insurance plan adds to the tie of friendship that has long existed between these stores and their employes and is another step that evidences the spirit of co-operation. Employes are not required to stand physical examination. One who has been employed for three months is insured for \$300, at six months for \$500 and thereafter \$100 is added for each subsequent year's service until the amount of \$3,000 is reached.

The eighth anniversary of the Goellner Furniture Co. was recently celebrated. This firm handles the Cheney phonograph. Frederick C. Goellner is president of the company and Edwin J. Kreinheder secretary-treasurer.

Much regret was expressed that George W.

Pound, general counsel of the Music Industries Chamber of Commerce, was unable to make his trip to this city. Not only the piano men but many of the talking machine dealers would have attended the reception that had been planned for Mr. Pound. William H. Daniels, of Denton, Cottier & Daniels, received the word that Buffalo would have to be left out of the itinerary.

A VISITOR FROM LOS ANGELES

Sheldon Morris Declares There Is a Big Field for Talking Machine Sales There

A recent visitor to New York and Eastern markets was Sheldon Morris, general manager of the Southern California Hardwood & Mfg. Co., who for some time past has been engaged in the manufacture of talking machines in addition to other activities. Mr. Morris stated that his company had made a number of im-

provements recently in the talking machine product, and one of his missions East was to secure fine cabinet woods.

In the matter of woods, Mr. Morris stated that the recent suggestion that redwood would be found most acceptable for talking machine cabinets was not practical, in his estimation, inasmuch as redwood for the most part, while desirable for many purposes, lacked a figure so desirable for cabinet and furniture work. Occasionally some redwood was found that showed a fair figure, but this finish was in chief demand with those who had their home furnishings in redwood and desired a talking machine to match.

As to trade conditions on the Pacific Coast, Mr. Morris declared they were excellent, and that the opportunities for the sale of talking machines of good quality appeared to be unlimited.

The Knight-Campbell Music Co., Denver, Colo., is featuring the Victor talking machine in the local papers and is carrying on an extensive advertising campaign which, as usual, is conducted along dignified lines.



OUR SCHEDULE

for Season ending
September 15

WE CLOSE	P. M.
SATURDAYS	1
WEEK DAYS	5



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

Wholesale Exclusively
10 East 39th St., New York City



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

NOT only are Sonora phonographs magnificent in tone and wonderfully beautiful in appearance but they are available in a wide variety of styles from which the most exacting customer who enters your store can choose a phonograph that will suit in every way.



Nine different upright styles are offered and the Sonora period models can be secured in the following superb designs: Gothic, Chippendale, Louis XV, Louis XVI, Jacobean, William and Mary, Adam, Colonial and Duncan Phyfe.

The dealer who is interested is invited to correspond with the Sonora distributor operating in his territory.



Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

SONORA PHONOGRAPH CO.

616 Mission Street, San Francisco, Cal.
 Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

STREVELL-PATERSON HARDWARE CO.

Salt Lake City, Utah
 Entire States of Utah, Colorado, Wyoming, New Mexico and Southern Idaho.

MINNEAPOLIS DRUG CO.

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

YAHN & LANGE DRUG CO.

Milwaukee, Wis.
 Wisconsin, Upper Michigan.

WALTHALL MUSIC CO.,

Dallas, Texas
 Western part of Texas.

SOUTHERN DRUG CO.

Houston, Texas
 Southeastern part of Texas.

SOUTHWESTERN DRUG CO.

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

C. D. SMITH DRUG CO.

St. Joseph, Mo.
 Nebraska, Missouri, Northern and Eastern part of Kansas and five counties in Northeast Oklahoma.

C. J. VAN HOUTEN & ZOON

Marquette Bldg., Chicago, Ill.
 Illinois, Kentucky and Iowa.

KIEFER-STEWART CO.

Indianapolis, Ind.
 Entire State of Indiana.

OHIO SALES CO.

Beckman Bldg., 409 Superior Ave., Cleveland, O.
 State of Ohio.

HESSIG-ELLIS DRUG CO.

Memphis, Tenn.
 Arkansas, Louisiana, Tennessee, Mississippi.



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

THE distributors whose names appear on these pages realize that their success is based fundamentally on the success of the dealers who buy from them.

They are ever on the alert to secure the promptest service which energy and watchfulness can make possible and they truly act as the dealers' representatives, in a vigorous, enthusiastic fashion.

The Sonora has deservedly won a wonderful reputation and the man who is thinking of selling



phonographs or is considering an addition to his present line will with profit study the experiences of Sonora dealers.

The Sonora sells easily for cash, keeps up the dealers' bank balances and is the foundation of thousands of substantial retail businesses.

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

SOUTHERN SONORA PHONOGRAPH CO.

Selma, Ala.
 Alabama, Georgia and Florida.

ROUNTREE CORPORATION

Richmond, Va.
 North Carolina and South Carolina.

GRIFFITH PIANO CO.

605 Broad Street, Newark, N. J.
 Northern New Jersey.

I. MONTAGNES & CO.

Ryrie Bldg., Toronto, Canada
 Canada.

MUSICAL SUPPLY & EQUIPMENT CO.

221 Columbus Avenue, Boston, Mass.
 Connecticut, Rhode Island and Eastern Massachusetts.

SONORA PHONOGRAPH SALES CO., INC.

279 Broadway, New York.
 Distributors for Greater New York.

W. B. GLYNN DISTRIBUTING CO.

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

HILLMAN & SON PHONOGRAPH CO.

Wheeling, West Virginia
 Virginia and West Virginia.

C. L. MARSHALL & CO.

Butler Bldg., 82-84 Griswold St., Detroit, Mich.
 State of Michigan.

SMITH, KLINE & FRENCH CO.

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

GIBSON-SNOW CO.

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



Maurel in the marvelous "Rosary," the song that has searched a million hearts! Have you a big stock of A-2724?

**Columbia Graphophone Co.
NEW YORK**

BIG CONVENTION OF EDISON DEALERS IN KANSAS CITY

More Than 270 Dealers and Salesmen Gather at Hotel Baltimore and Listen to a Number of Informing Addresses by Men on the Firing Line—Elaborate Banquet Closed Meetings

KANSAS CITY, Mo., June 2.—The most successful Edison dealers' convention ever held in Kansas City was held on May 19 and 20 at the Hotel Baltimore. More than 270 dealers and salesmen were in attendance, besides their wives and friends, who were also guests of the Edison Shop, wholesale, of this city. A most elaborate and instructive program was carried out during the two-day session. W. L. Eshelman, of St. Joseph, Mo., acted as chairman and presided at all of the meetings.

B. A. Parsons, president of the Kansas City Chamber of Commerce, gave the visitors a hearty welcome and also a very interesting and instructive talk on conditions and the future outlook for the territory around Kansas City during 1919. His statistics and statements were based on his own observations and experiences during the recent five-day trade trip taken by members of the Chamber of Commerce through Kansas, Oklahoma and Texas. Indications point to the largest wheat crop in the history of Kansas for the current season. The estimates are that there will be at least 200,000,000 bushels, which alone means an enormous wealth and money circulation in the Kansas City territory. The territory will have millions of dollars to spend, and the Edison dealers are bound to benefit by it if they have the goods.

Following the address by Mr. Parsons, an open forum was held and a general discussion of many important questions followed. T. J. Leonard, from the Edison laboratories, answered many questions regarding matters at the factories as to the production of instruments and re-creations. One interesting and remarkable quotation from Mr. Leonard was that, though there are thirty-six Edison jobbers in the United States and Canada, the Kansas City territory gets one-sixteenth of the production of the Edison factories. These remarkable figures prove the popularity of the Edison in the territory, but, furthermore, they prove that M. M. Blackman, the Kansas City jobber, is constantly on the job and doing everything in the interest of his dealers in furnishing such a high percentage of goods.

After the open discussion there were three short talks on "Tone Tests and What They Mean to Business," by Frank Runnenburger, of Harrisonville, Mo.; Leslie G. Burkland, Moberly, Mo., and W. A. Vawter, of Marshall, Mo. These talks were enthusiastically received.

Glen Ellison, world-famous singer of Scottish dialect and an exclusive Edison artist, entertained the dealers and friends for more than thirty minutes with songs and musical sketches, which were very much appreciated.

As the afternoon session began, for forty-five minutes the time was devoted to a series of five-minute talks, which were extremely interesting and valuable to every talking machine dealer. The speakers and their respective subjects were as follows: C. S. Hixon, Richmond, Mo., "Get Acquainted With Your Jobber"; W. H. Wimber, Excelsior Springs, Mo., "Is It Well to Recognize Competition?" Fred M. Wells, Ottawa, Kan., "How the Edison Looks to a New Dealer"; W. M. Hinde, "Why I Am Going to Quit the Road and Go Into an Exclusive Edison Shop at Sedalia, Mo."; Claude C. Cosgrove, Wichita, Kan., "My Plans for an Exclusive Edison Shop in Wichita"; C. L. Dosch, Marysville, Mo., "How I Was Converted to the Edison and What It Has Meant to Me"; Clayton T. Cunningham, Hutchinson, Kan., "Let the Owner Call for Service, or Regular Sales Inspection Service"; Mr. Mode, Salisbury, Mo. These various subjects were handled in a masterly way by the speakers.

One of the most interesting and instructive talks of the afternoon was given by C. E. Goodwin, the Chicago jobber, on "The Edison Information Bureau."

Walter Welch, with Welch & Pope, of Macksville, Kan., told how in three months, in a small town of only 600 population, he sold \$8,400 worth of Edison products. This set a new mark for the possibilities in the Edison line. Then followed another period for open discussion, during which the chairman called on several dealers for statistics or specific experiences along the lines discussed.

"Just What Is the Function of Advertising, and What May We Expect It to do for an Edison Dealer" was the subject well handled by W. C. Eckhardt, with the Gundlach Advertising Co. of Chicago.

In the evening in the Francis I room an elaborate four-course dinner was served, after which a theatre party was given for the guests at the Orpheum Theatre. Preliminary to the usual Orpheum bill Glen Ellison demonstrated to a packed house the reproducing qualities of the Edison phonograph. Miss Pauline Lawrence, another noted Edison artist, gave a piano solo also. The theatre party concluded a wonderful day's program and entirely successful from every standpoint.

Tuesday was devoted almost entirely to a get-acquainted conference, and dealers were given an opportunity to get all the personal information about their own business or the Edison business in general from any number of Edison representatives who were at their service during the afternoon.

EMERSON SINGER AT OPENING

Duff's Music House recently opened at Rockaway Beach, N. Y., and on the opening night a concert was held at which Miss Martha Duff, the juvenile Emerson record contralto, sang several selections. James Karp, the famous author of "Dixie Is Dixie Once More," also rendered a pleasing program for the occasion.

1919 Will Be A Banner Phonograph Year

Prepare Now To Give

YOUR CUSTOMERS THE BEST POSSIBLE

By Getting

Pathe Phonographs and Pathe Records

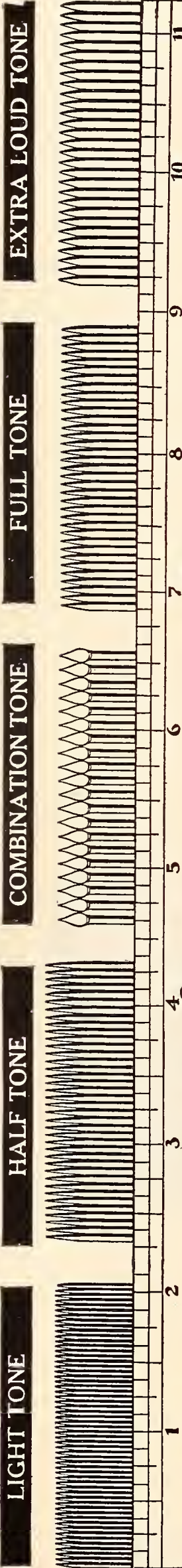
Through

The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.



MADE IN U. S. A. **THE** **RULE** **MADE BY AMERICANS**



Make It Your Rule—

if you seek customer satisfaction—to sell a needle that is uniformly good; one with uniform points, of uniform hardness, and of uniform length; that is the **BRILLIANTONE NEEDLE**.

Try This Experiment
 Take a dozen needles of the kind you are now handling, and arrange them flush against a ruler or other straight line. Now see whether the length of the needles are uniform. Then notice whether those same needles have uniform points. The result of this experiment will doubtless surprise you, but it will account for any dissatisfaction your customers are now expressing.

BEFORE PLACING YOUR NEXT ORDER, TRY THIS EXPERIMENT. Then send to us for samples of Brilliantone Needles, and satisfy yourself that they really are The Best.

When you buy Brilliantone Needles, you do not pay for a pretty envelope, but for superior quality needles.

BRILLIANTONE STEEL NEEDLE CO.

OF AMERICA, INCORPORATED
 Suite 655-659 Marbridge Building, Broadway at 34th St., NEW YORK CITY
 Metropolitan District
EMERSON RECORD SALES CO.
 366 5th Ave., N. Y. City

Chicago District
WALTER A. CARTER
 57 East Jackson B'ldg.
 Chicago, Ill.

Pacific Coast District
WALTER S. GRAY
 530 Chronicle Bldg.,
 San Francisco, Cal.



Have you seen the New Combination—Two Tone-Four Record Brilliantone Needles?

Send for a sample, it will convince you of their merit.

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA, Inc., Marbridge Bldg., N. Y. C.

Please send me samples and prices of your Brilliantone Needles

Name
 Address T. M. W.

TALKING MACHINES AS PRESENTS

Becoming a Popular Gift Suitable for All Occasions—Shows the Trend of the Times Even if Not Strictly According to Our Friend Hoyle

The following story found in the talking machine page of the Boston Advertiser shows the trend of the times in the matter of gifts at least, and shows that the talking machine is competing with the time-honored silver service as a gift of appreciation. One of the Knights of Columbus war workers was given a welcome home dinner at a Boston clubhouse, and the present his friends chose for the occasion was a talking machine. In the old days he would probably have received a loving cup, a silver service or smoking jacket. But new times make new customs.

When the war worker had gone overseas to help keep the soldiers in good spirits the talking machine, which to a large extent replaced the military band within the fighting zone, went with him. The music the men heard for the most part, day in and day out, was the lively lilt of the talking machine, while the band was heard generally around headquarters or upon special occasions. Consequently, the men who gave this dinner to their returning friend chose that musical instrument as the most appropriate gift and felt that it would be a reminder of the historic days spent in France.

In days gone by it would hardly have been according to Hoyle to give a musical instrument to any one but a musician, but the talking machine has changed all that. Now all sorts of folks are glad to have a machine as a present, especially the returning boys, who have become regular talking machine fans.

The Brunswick Shop, conducted by the J. Goldsmith & Son Co., Memphis, Tenn., has removed its showrooms from the ground floor to permanent quarters on one of the upper floors, where the Victor line is also handled in very attractive display rooms.

THE EDISON CONVENTION CHAIRMAN

H. E. Blake, Edison Dealer of Philadelphia, a Wide-awake, Progressive Edison Booster

H. E. Blake, of Blake & Burkart, Philadelphia, Edison dealers, who will act as chairman of the Edison Dealers' convention late this month, is a man with practical ideas, and his store in Philadelphia is one of the most up-to-date in the country. He advertises extensively, not only



H. E. Blake

in the ordinary ways, but in several original ways of his own. He issues a little house organ containing information of interest to his customers, he writes particularly good circular letters, beautifully gotten up and exceedingly interesting, and he utilizes plenty of newspaper space.

Mr. Blake makes a specialty of summer sales. Last summer he moved a great deal of old stock by sending out packages of Re-Creations to customers of his at their summer homes request-

ing that they return within a certain specified period of time those they did not wish to keep. This summer he will probably do the same thing.

One of the important things about this convention will be the open discussion of everything pertinent to the subject of phonograph selling. There will be a question box, of course, and it is none too soon for Edison dealers to finish jotting down questions which they would like to have put before the house at the convention. The open discussion bids fair to be mighty interesting. But aside from the discussion in session, private conversations with other dealers who have to meet identical problems would alone make the trip to New York worth while.

A VISITOR FROM NORWAY

A recent caller at the offices of the Otto Heineman Phonograph Supply Co., New York, was Th. Bjerke Gruner, from Christiania, Norway. Mr. Gruner, who is well known in Norwegian business circles, arrived here accompanied by Mrs. Gruner, and intends to make this visit a combination of business and pleasure.

He called at the Otto Heineman offices in view of the fact that he has recently become associated with a large phonographic enterprise which is rapidly becoming an important factor in Scandinavian commercial and musical life. Mr. Gruner planned to make an extended Western trip, visiting various business institutions in which he is interested.

OPENS SHOP IN YONKERS

The Concerto Phonograph Co., manufacturers of the "Concertola," has opened a shop at 36 Warburton avenue, Yonkers, N. Y., under the name of the Dell Distributing Co., which will be under the management of J. Dresner. A full line of Emerson records is carried.

The Denver Music Co., of Denver, has added the Brunswick to its talking machine department. The Victor and Columbia is also carried.

AMERICAN

In the **AMERICAN** line you will find a model for every prospective buyer, seven models made in mahogany and oak. The **AMERICAN** remains sold when delivered, and plays all records. Guaranteed throughout.

The cabinet, the motor, the tone chamber, the tone arm, the reproducer, and the packing case are all proven and correct.



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

17N. IONIA AVE.

GRAND RAPIDS, MICH.



WILSONIAN VI—\$160.00

*49 in. high 22 $\frac{1}{4}$ in. wide 23 $\frac{1}{4}$ in. deep
Mahogany, Golden and Fumed Oak*

A handsome instrument with lines of distinctive beauty. Every modern

Here It Is!

THE new WILSONIAN is on the market! The talk of the Music Trade Convention in Chicago.

Beautifully designed, with cabinet work of superior quality and tonal excellence that speaks for itself.

And it sells for a moderate price, with a handsome profit for the dealer.

The WILSONIAN is distinctive—the subtle grace of its lines, the master craftsmanship of skilled cabinet makers, and the splendid finish, mark it as a superior instrument. It is truly a masterpiece of phonograph construction, this new

WILSONIAN

But when you listen to it, you will really understand its worth. The sweet, mellow tones, its adaptability for voice, orchestra and piano records will delight you.

Every new improvement is embodied in the new WILSONIAN. Universal tone arm, automatic cover release, perfected silent motor, special record file cabinet, etc.

Write or wire today for agency.



WILSONIAN V—\$135.00

47 in. high 21½ in. wide 22½ in. deep
Mahogany, Golden and Fumed Oak

For style, finish and workmanship this machine is unsurpassed. It combines the best points of all high-priced machines in one. The motor, which is of the latest type and fully guaranteed, is equipped with noiseless bevel gear, making it absolutely silent. Has self-releasing lid and is furnished with six albums.



WILSONIAN IV—\$110.00

45 in. high 20½ in. wide 21½ in. deep
Mahogany, Golden and Fumed Oak

A beautifully designed instrument. Has convenient shelves for records, self-releasing lid and is equipped with silent, heavily constructed bevel gear motor, fully guaranteed.



701 N. Sangamon St. Chicago, Illinois



WILSONIAN III—\$90.00

43 in. high 18 in. wide 20½ in. deep
Mahogany, Golden and Fumed Oak

Artistically designed and beautifully finished. Has convenient shelves for records. Equipped with silent motor of the latest type fully

WILSON & CO., CHICAGO
Sangamon St., CHICAGO
any obligation on my part, please send
for Agency proposition.

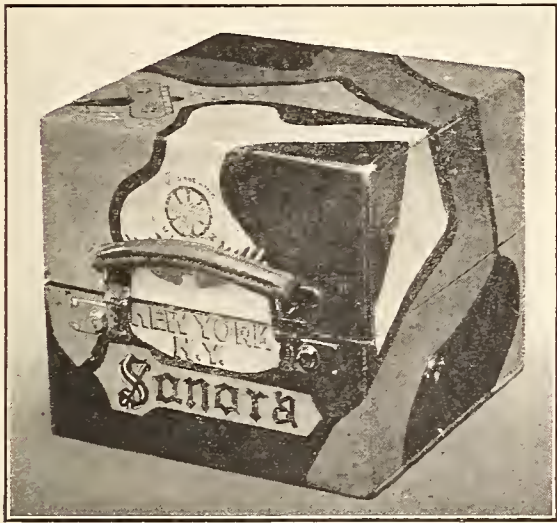
TALKING MACHINES ON THE RHINE

R. R. Souders, Former Columbia Man, Writes of Interesting Experiences in Germany

The World is in receipt of an interesting letter from Robert R. Souders, now in the Y. M. C. A. service with the army of occupation on the Rhine and well known as a talking machine man, having held managerial positions with the Columbia and other companies. He is at present business secretary of the Rhine Valley Leave Area, and sees to it that the boats taking the boys up the river are well supplied with machines and records as well as other necessities which make life pleasurable.

BOASTS OF A WAR RECORD

There recently returned to New York one of the Sonora "Portable" phonographs taken overseas by a New York soldier. This "portable" went away in its usual brown cowhide dress, but came back entirely different. Its present appearance, however, was not so very much of a surprise to those New Yorkers who had seen the War Department's parade of tanks and guns



Sonora Portable Camouflaged

a short time ago. The little "Portable" is a mass of zigzag colored white, blue and brown streaks, and although the camouflage might not be eminently successful when it stands in the display rooms it doubtless would be highly effective if placed out in the open where this Sonora did most of its work in bringing joy and stimulation to our boys.

RECORD MATERIAL FROM WEEDS

Candelilla Wax Obtained From Waste Lands in Texas and Rio Grande Region Valuable

Candelilla wax, which is used in the manufacture of records, can now be obtained from Texas, and the wax industry has grown rapidly in that section of the country. This wax is obtained from the wild candelilla weed, and the commercial possibilities of this waste product were not realized until a few years ago. Since that time the value of the wax obtained from the Rio Grande region is in the neighborhood of a quarter of a million dollars a year. In the near future this region will be extensively developed and plants are now being constructed to obtain this wax.

CASH BONUSES FOR ACCURACY

Errors by Sales Force Cause of Much Loss to Employer—Reward of Accuracy Offers Incentive for Each to Do Good Work

There are many places in the routine of a retail store where slight errors by members of the sales force cause loss of money to the firm and make irritated and dissatisfied customers. The salesmen may write a name or address incorrectly or make a mistake in the price; the clerk may make a wrong entry or copy incorrectly; the auditing department may contribute an occasional error and the shipping clerk may bill the sale to the wrong person. All these errors, although they are as a rule trivial, cause annoyance and endless trouble to the firm and are all the more exasperating because they can be avoided with the exercise of a little care on the part of each individual connected with the sale.

Some stores realizing this fact, have instituted a system of rewards for accuracy; in other words, cash bonuses for the members of the force who make the fewest errors in their work. Given a little ambition, a mark to aim at, and a reward for attaining this goal, will make anyone strive to do the best work possible. It is not always possible to find people who will do accurate work just because they know it is to their advantage, for in the daily grind they often become careless and feel that it will make no difference to them in the end if they do make an error now and then. Cash bonuses for accuracy have proved very satisfactory wherever this system has been used, and is well worth the little expense to the house, for the cost is more than paid by the saving of lost effort and dissatisfaction. Keeping a record of the mistakes made during the month by each employe makes it possible to determine the efficiency of each and his value to the organization. By examining the records individual improvement can be noticed, and this serves as a guide to the management for promotion, because it reveals executive ability.

SOME RECENT PATHE VISITORS

H. E. Morrison, of Wright & Wilhelmy, Omaha, Neb., Pathé jobbers, who was a recent visitor at the factory of the Pathé Frères Phono. Co. in Brooklyn, spoke enthusiastically of financial conditions in his territory, and predicted a period of prosperity with a general increase of business throughout the West.

Mr. and Mrs. O. C. Potts also called at the Pathé factory recently, coming from Unionville, Mo., to inspect this plant. They have just opened a Pathé shop in that city and are making plans for an aggressive campaign.

Percy Hemus, well-known concert singer and Pathé artist, visited the Pathé factory recently and went through the building from roof to sub-cellar. He said that he had been making records so long for Pathé and had heard so much about the factory that he wanted to look at it himself. He was delighted with his visit and promised to call in the near future, when the new factory is completed.

In the illustrated supplement of the New York Times of May 25 there appeared a splendid photograph of Thomas A. Edison, his daughter, Mrs. Sloane, and his young grandson, Thomas Sloane—three generations of Edisons.

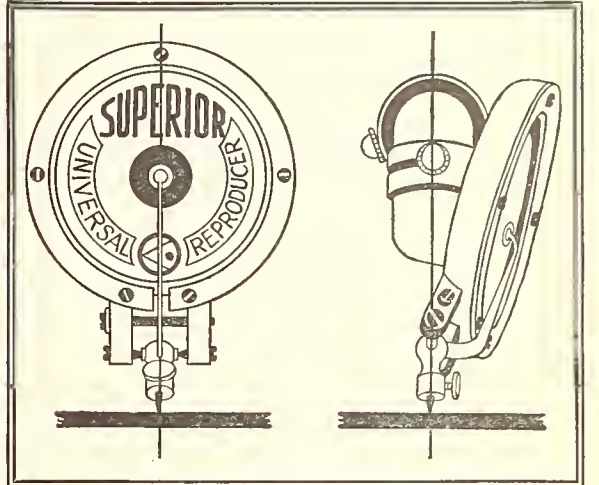
The Scotford Tonearm and Superior Universal Reproducer

The Ideal Combination

Plays All Makes of Records as they should be played

Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75

Adjusted for Cabinet measuring 8 1/2 inches from center of Tonearm base to center of Turntable shaft



Distinctive Features

- ☞ The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.
- ☞ Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- ☞ The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- ☞ The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.
- ☞ Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- ☞ The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- ☞ The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- ☞ The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

From the
DORAN CO.
48 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (at 17th Street)
CLEVELAND

SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA. and N.C.
103 E. BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

—since time began the common people have had an unquenchable yearning for music. Nothing can stop it. Nothing ever will stop it. Emerson hits make an every-day appeal to every-day people. In your community doesn't it pay to sell to the majority of the population?

If you wish representation why not write today to our Vice-President, Mr. H. T. Leeming?



Emerson Phonograph Company INC.

NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Blvd.

Why It Pays Talking Machine Dealers to Handle Accessories and Novelties

By Henry Daimer

For a great many years after the talking machine was first introduced to the American public in a thoroughly practical and musically artistic form there was no special effort made to develop accessories and novelties to sell in conjunction therewith. There was in fact no need for such things, because it took the entire effort and time of the retailers engaged in the talking machine business to promote the sale of machines and records in which the turnover was and is over 95 per cent. of the total sales made.

Within the last few years, however, conditions in the talking machine industry have changed materially. The number of manufacturers of both machines and records has increased to such an extent that to-day the retail dealer, instead of competing against four or five other products, finds himself seeking to sell a market that is also being sought by a great many others. Despite this fact the combined factory production of machines and the combined factory production of records have fallen very far short of satisfying the public demand, and retailers almost universally have been forced to operate in the face of a marked shortage of both machines and records, regardless of the particular brand or brands they might be handling.

This is the status of affairs to-day, and has been the status ever since the great world war first hampered factory production. It is, moreover, a condition that is largely responsible for the tremendous strides that have been made within the last few years in the accessory and novelty end of the talking machine industry. Retailers who normally would give but scant attention and time to accessories and novelties, owing to the comparatively small percentage of their total profit which would come through handling these goods, have found themselves in position, due to the shortage of machine and record stock, where they could not only afford to give time to the consideration of accessories and novelties, but could derive a fair percentage of their total profit from the handling of them.

All this being true, many inventors of great ability have concentrated on giving to the talking machine industry accessories and novelties that will have a popular appeal to the customers of the talking machine dealer and that will at the same time prove of commercial value for the dealer to handle. The results of the efforts made along this line are destined to be remarkable.

This is evidenced by the fact that in traveling around the country one can hardly find a talking machine dealer who does not handle one, and usually several different accessories and novelties.

The talking machine dealers, generally speaking, have been quick to realize the value of handling good, reliable accessories and novelties, as have also many prominent wholesalers. Probably the first thing that has attracted the notice of both retailers and wholesalers is the financial profit which many of these side lines are capable of producing when properly promoted. But

Great Advertising Value Comes Through the Handling of Advertised Specialties

the far-sighted ones have seen beyond this strictly dollar viewpoint, and have recognized a far greater accumulative value that accrues to the retail establishment that wins a local reputation for being the leading house from which to purchase accessories and novelties.

The far-sighted viewpoint is just this: Any retail establishment which establishes a record for being first in the local market with the latest reliable accessories and novelties automatically earns a reputation for being up to date and progressive. This reputation is worth an almost infinite amount to the dealers in an industry where the same impression cannot be conveyed through the main products handled, owing to the fact that the styles of machines and records do not change frequently, and what changes are made, or rapidly in getting out popular hits (as in the case of records), emphasizes the progress and up-to-dateness of the manufacturer rather than the dealer. In the case of accessories, on the other hand, the purchasing public relies

more on the dealers' endorsement than on the original manufacturers, and therefore bestows the credit for progress, etc., on the dealer who first introduces novelties into a community.

Again the promotion of accessories is accomplished without added overhead expenses. They often make admirable features for use in window displays and for use in interior store arrangement. In either place they are brought to the attention of a wide field of buyers—in the case of window display to every passer-by and in the case of interior display to the purchasers and prospective purchasers of machines and records, and also to people coming to make payments on instalment sales.

Good, steady record customers are a particularly profitable field for accessories and novelties, but, discounting entirely the monetary side in the handling of accessories and products, it is doubtful if any dealer can afford to lose the great advertising value which comes through the handling of these specialties. It is indeed doubtful if anything will cause your store to be more talked about than accessories and novelties. Men, women and children love to tell their family and friends about the new this and that they saw at So and So's. It's wonderful advertising for a retail institution.

NEW STORE FOR COLUMBIA DEALER

J. A. Abrams, Columbia dealer of Pascagoula, Miss., has opened in new quarters in the People's Bank Building on Delmas avenue. This building is one of the handsomest in the city and offers an excellent opportunity to display the large line of Columbia Grafonolas and Columbia and Emerson records. Much space is being used in the local papers to advertise the new store where the Columbia is being featured.

CONVERTO CABINET EXPANSION

For over two years orders for Lundstrom Converto talking machine cabinets have been greater than manufacturing facilities could produce, but the C. J. Lundstrom Mfg. Co., of Little Falls, N. Y., have recently completed extensive improvements and have enlarged the facilities for making these cabinets so that the trade's immediate requirements can now be taken care of.

An Excellent List of Victor Records

We Will Gladly Play Any Record For You

18175-18	My Town in the Old Days + My New March	Victor	45
18176-18	Get a Little School Me (55-57)	Victor	45
18177-18	Sweet Little Broomstick	Victor	45
18178-18	Hammerhead Blues	Victor	45
18179-18	Oh My Oh My	Victor	45
18180-18	When I Hear That Jimmie Blue Play	Victor	45
18181-18	Waltz Time + a Waltz	Victor	45
18182-18	Swing Time + a Swing	Victor	45
18183-18	Waltz Time + a Waltz	Victor	45
18184-18	Waltz Time + a Waltz	Victor	45
18185-18	Waltz Time + a Waltz	Victor	45
18186-18	Waltz Time + a Waltz	Victor	45
18187-18	Waltz Time + a Waltz	Victor	45
18188-18	Waltz Time + a Waltz	Victor	45
18189-18	Waltz Time + a Waltz	Victor	45
18190-18	Waltz Time + a Waltz	Victor	45
18191-18	Waltz Time + a Waltz	Victor	45
18192-18	Waltz Time + a Waltz	Victor	45
18193-18	Waltz Time + a Waltz	Victor	45
18194-18	Waltz Time + a Waltz	Victor	45
18195-18	Waltz Time + a Waltz	Victor	45
18196-18	Waltz Time + a Waltz	Victor	45
18197-18	Waltz Time + a Waltz	Victor	45
18198-18	Waltz Time + a Waltz	Victor	45
18199-18	Waltz Time + a Waltz	Victor	45
18200-18	Waltz Time + a Waltz	Victor	45





Art Series Delivery Envelopes

Jobbers get particulars—Very attractive

Also Columbia, Edison and Pathé lists of Records in Art Series

RECORD CABINETS

made with Beecroft's Patent Moulding Pat. No. 1,244,944

SOME NEW STYLES

Correspondence solicited

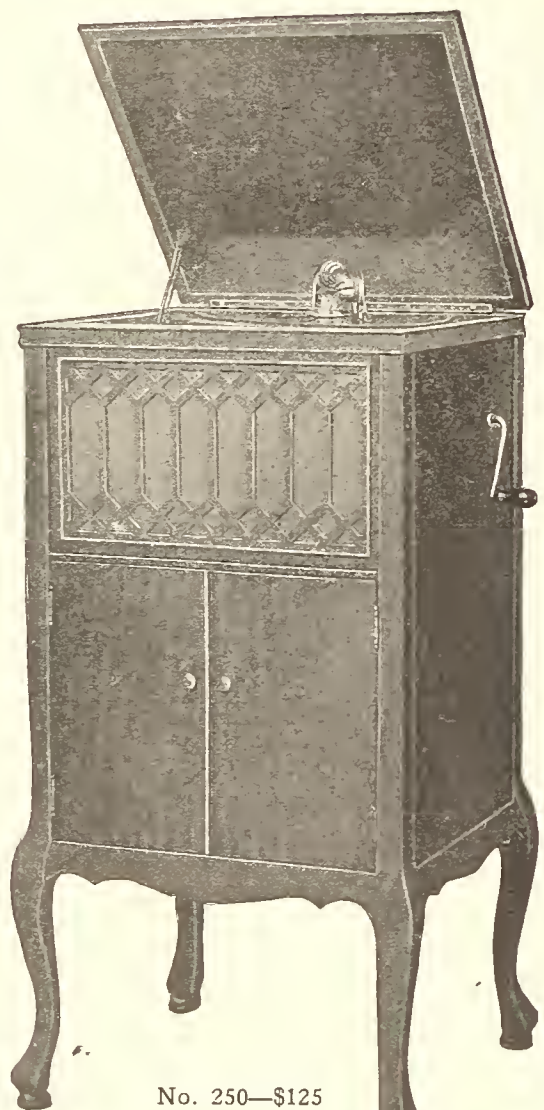
309 W. Susquehanna Ave.

CLEMENT BEECROFT

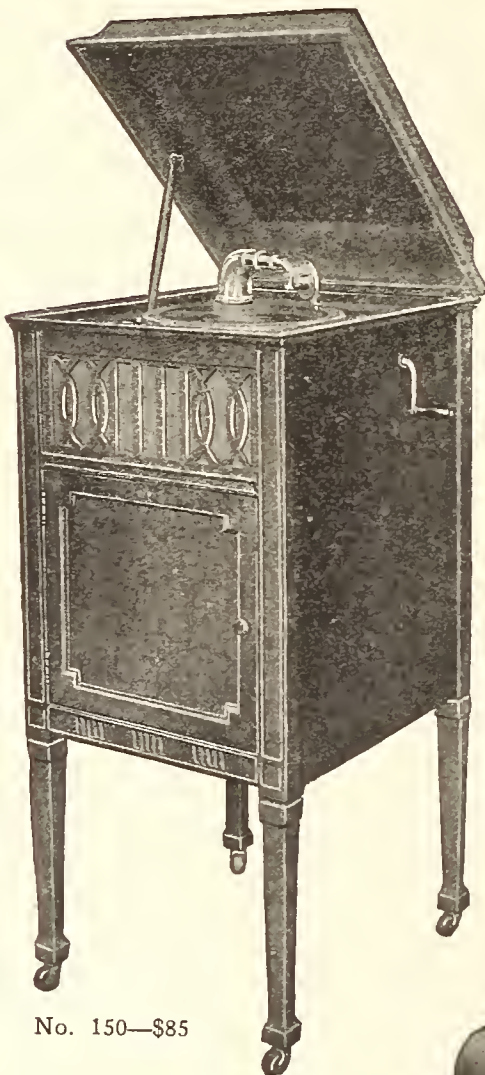
Philadelphia, Pa.

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

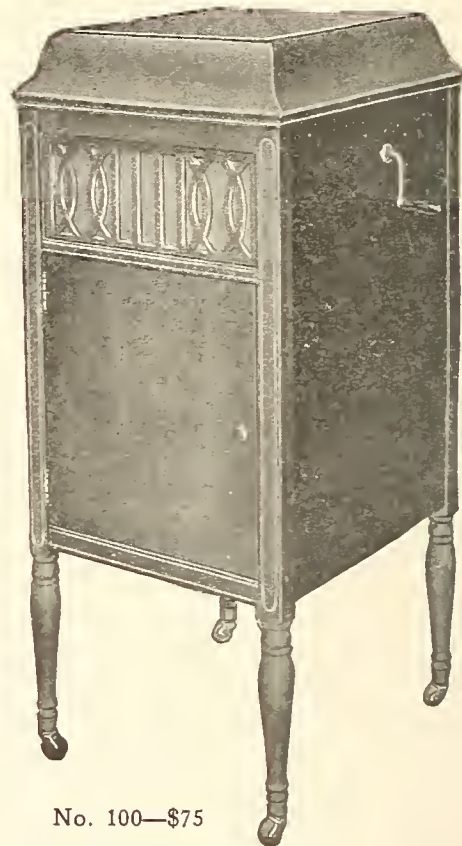
Cleartone
SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

TOPE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.75 per set; No. 6, \$3.50 per set; No. 7, \$3.25 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, 5/8 in., 9 ft., 29c; No. 01A, 3/4 in., 10 ft., 49c; No. 01, 7/8 in., 7 ft., 25c; No. 02, 3/4 in., 7 ft., 25c; No. 1, 3/4 in., 9 ft., 39c; No. 2, 13/16 in., 10 ft., 39c; No. 3, 7/8 in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 1/4 in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c. each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.75 each.

SAPPHIRE POINTS, for playing Edison records, 18c. each.

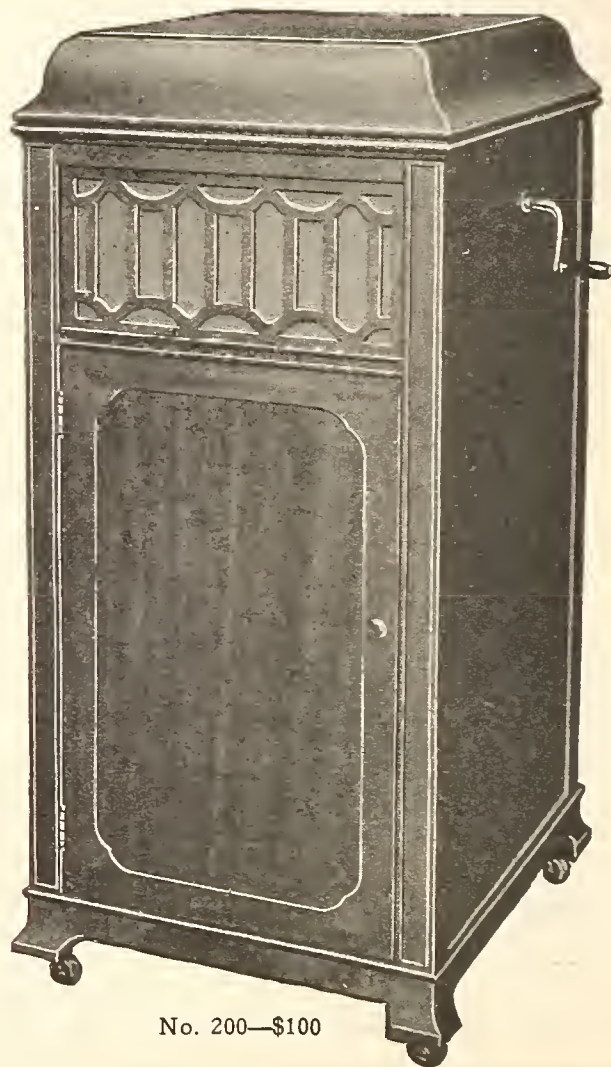
SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 45c. per thousand in 10,000 lot; 42c. per thousand in half million lots.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 200—\$100

Lucky 13 Phonograph Co., 46 East 12th St., New York

EXPORT TRADE INCREASES

Manufactures Now Going Abroad at Rate of \$3,000,000,000 Annually, It Is Said

Since the termination of the war, exports of manufactures from the United States have continued to run at a rate of about three times as much as in the pre-war years, according to compilations of the National City Bank. The value of manufactures exported since the signing of the armistice has been at the rate of more than \$3,000,000,000 annually, as compared with \$1,000,000,000, or slightly less, one year before the war began.

Manufactures exported from the United States in November, 1918, the first month following the armistice, amounted in value to \$272,000,000; in December, \$229,000,000; in January, \$281,000,000; in February, \$280,000,000, and in March, \$259,000,000, an average since the close of the war of \$264,000,000 per month, or at the rate of \$3,168,000,000 per annum, as against an average of little more than \$1,000,000,000 per annum prior to the war.

These figures suggest that the large gains in exportation of manufactures which characterized the war years were by no means exclusively due to the demands for war requirements, but that, on the contrary, the growth in exportation of manufactures was largely due to other causes.

TO OPEN BRANCH IN LOS ANGELES

F. F. Brackett, Just Discharged From Aero Service, Will Represent Walter S. Gray in Southern California and Arizona

A visitor to The World sanctum last week was Forest F. Brackett, who received his discharge after 15 months' overseas service with the 157th Aero Squadron, where he rendered splendid service in behalf of Uncle Sam. Mr. Brackett left at once for Los Angeles, in which city he will have charge of Walter S. Gray's supply depot, and will also act as sales manager for southern California and Arizona for this enterprising San Francisco jobber in talking machine specialties.

Mr. Gray's trade has been developing so rapidly on the Pacific Coast that this new branch is absolutely necessary to meet the demands of his customers. Mr. Brackett will be joined in his work in this territory, at an early date, by Mr. Gray's son, who has been serving with the Army of Occupation in the Rhine sector, and who is expected back from Europe at an early date. Mr. Brackett and the junior Mr. Gray are old-time chums, and it goes without saying that they will make quite a record in developing the Walter S. Gray business throughout Southern California and Arizona.

THEY ARE ALL AMERICANS

How the Melting Pot of Humanity Contributed to Making of Music Through the Grafonola

A Columbia Grafonola lately shipped from the factory to South Africa for use among a British colonial regiment composed of Kaffirs, Sudanese, Hottentots and Egyptians was designed by an American named Smith. The material was selected by a Frenchman named Chagnon. The parts were machined by a Russian named Kuropatkin. Then hardened by an Irishman named Scully. Then plated by a Belgian named LaFeurs. Then buffed by a Greek named Verino. Then assembled by a Lithuanian named Marrowska. Then tested by an Englishman named Harmsworth. Then adjusted by a Bulgarian named Caraynoff. Then inspected by an Italian named Corsano. Then cabineted by a Hungarian named Horvath. Which had been made by a Turk named Kapitaakis. Which was polished by a Canadian named Waddell. Then crated by a Spaniard named Olsini. Then marked by a Scotchman named Christie. Then trucked by a Pole named Likaseski. Then forwarded by a Macedonian named Iamuly. All employed by a Yankee named—Gilhooley—Americans all.

SENDING IN SOME LARGE ORDERS

F. S. Soltin, who recently joined the sale staff of the New York Album & Card Co., has been sending in large orders from the Eastern trade, and to date has closed a number of important contracts for Nyacco albums. Mr. Soltin's extensive experience in the trade enables him to give the dealers valuable co-operation and service, and the results to date indicate that this service is meeting with the hearty approval of the trade. Mr. Soltin will leave shortly for a two months' trip, visiting the dealers in the West.

VICTOR DEALER ACQUIRES STORE

Baas's Victrola Shop, Rock Island, Ill., is now successor to the store of the Baxter Piano Co., and the proprietors of the new concern are R. S. Baas and Miss Elizabeth Roth. The Victor line will be handled exclusively by this establishment.

INSURANCE

Selling life insurance to-day depends chiefly upon the Prospect's ability to pay. He knows it's good.

Selling Cabinets for Record Insurance

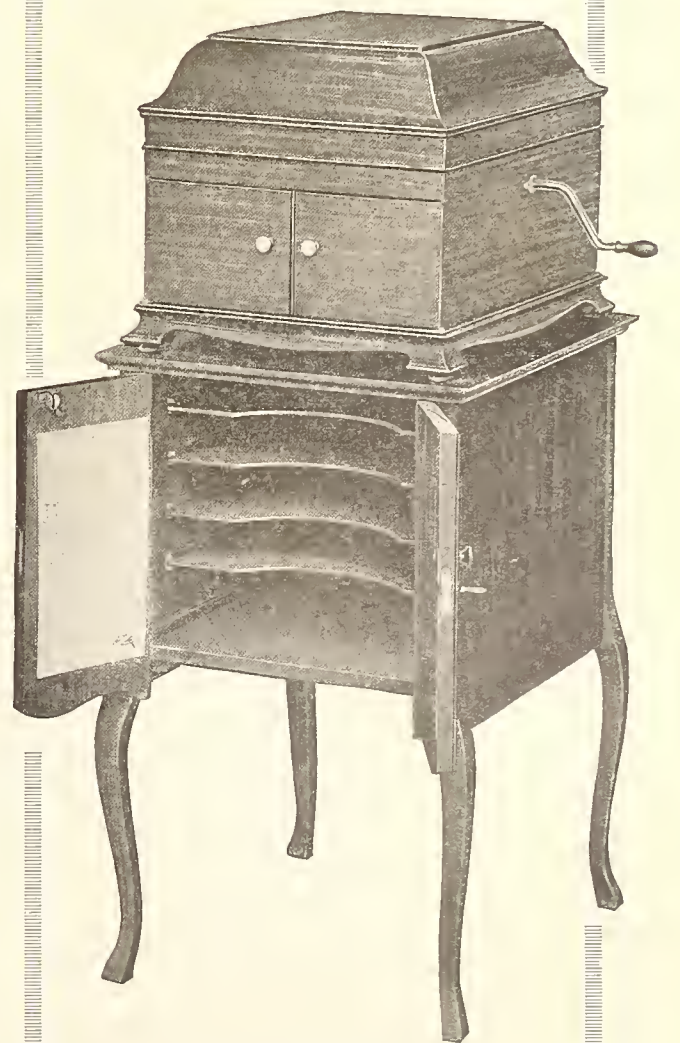
Is getting to be on the same basis.

Customers appreciate record insurance. That's why the demand for

Udell Cabinets

Has increased to such tremendous proportions. They represent the most attractive record insurance in the trade.

Just one of many new models.



No. 1415 [Horizontal Shelves] For Victrola IX-A

Height, 31 in. Width, 19 in. Depth, 22 in. Mahogany. Quartered Oak. Holds 5 Victor albums. Average weight, crated, 60 pounds. [If vertical interior is desired, order No. 415.] [When felt interior is wanted, order No. 415F.]

THE UDELL WORKS
1205 W. 28th St., Indianapolis, Ind.

Important Notice to Dealers

Why Every Dealer Should Handle The Highest Grade Phonograph Steel Needle in the World.

The WALL-KANE

First—Each WALL-KANE needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—Phonograph owners will always purchase WALL-KANE needles, since they eliminate the troublesome changing of needles after each record.

Third—WALL-KANE needles are scientifically prepared, and, by reason of special composition, are beneficial to the grooves of the record, thereby adding to its life.

Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten new, full-tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



BEWARE OF IMITATIONS

Package of 50 WALL-KANE needles, Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, costs the dealer 7½c., 8c. in the Far West.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co.
145 West 45th Street, New York

GREATEST HOST OF HITS

ever gathered on



OKEH RECORDS

Never before have there been as many great song and dance hits recorded on OkeH Records at any one time as **RIGHT NOW**.

THIS MEANS QUICK SALES

Immediate delivery on any number

Let us suggest to you a sample order of sure sellers

CONVINCE YOURSELF

- | | | | |
|------|---|------|--|
| 1158 | { RING OUT! SWEET BELLS OF PEACE
(Tenor)
I SHALL MEET YOU (Tenor) | 1185 | { THAT WONDERFUL MOTHER OF
MINE (Tenor)
FOREVER IS A LONG, LONG TIME
(Tenor) |
| 1159 | { JA-DA (Ja-Da, Ja-Da, Jing, Jing Jing!)
(Tenor)
CAN YOU TAME WILD WIMMEN?
(Tenor, with Orchestra) | 1187 | { JOHNNY'S IN TOWN (Baritone)
ANYTHING IS NICE IF IT COMES FROM
DIXIELAND (Baritone) |
| 1160 | { A LITTLE BIRCH CANOE AND YOU
(Vocal Trio)
GIRL OF MY HEART (Tenor) | 1188 | { MUMMY MINE (Fox Trot)
HOW 'YA GONNA KEEP 'EM DOWN
ON THE FARM? (One Step) |
| 1165 | { MARY (Fox Trot)
BEAUTIFUL OHIO (Waltz) | 1189 | { VANITY FAIR (One Step)
FLUTTER ON BY MY BROADWAY
BUTTERFLY (Fox Trot) |
| 1166 | { TILL WE MEET AGAIN (Waltz)
RAINY DAY BLUES (Fox Trot) | 1192 | { AND THAT AIN'T ALL (Vocal Duet)
BY THE CAMP FIRE (Vocal Trio) |
| 1184 | { THE KISS THAT MADE ME CRY
(Tenor)
SOME DAY I'LL MAKE YOU GLAD
(Tenor) | | |

RISHELL PHONOGRAPH COMPANY

Williamsport, Pa.

MACHINE SHORTAGE STILL RETARDS CALIFORNIA TRADE

Sales Lost Through Not Having Advertised Goods in Stock—Conditions Improving—New Building for Clark Wise—Heine Co. Also Expanding—Trade Prospects Excellent in San Francisco

SAN FRANCISCO, CAL., May 28.—Spring business has averaged large in volume with the leading talking machine dealers of California, notwithstanding the shortage of standard machines. The trade lives in hope that the manufacturers will soon again be in a position to supply goods promptly and steadily on all lines in popular demand. The inconvenience of not having well-advertised goods in stock is evident, and no doubt many sales are permanently lost because not clinched on the spot. High-class records are in steady demand, it being especially noticeable that McCormack records sold readily at the time the singer gave concerts in San Francisco. Small machines are moving well and a still brisker business in these machines and dance and song records is expected now that the vacation season is at hand.

Sonora Business Shows Steady Increase

The business of the Sonora Phonograph Co. on the Pacific Coast has shown a steady increase all along the line in recent months, and it is remarkable how large a proportion of the machines sold are of the more expensive models. Sonora jobbers report steadily increasing interest in Sonora goods. E. C. Johnston, manager of the Sonora Phonograph Shop, says the public appears to be much pleased with the new 1919 Sonora models which arrived here recently and that May business has averaged better than was expected. Several of the new \$1,000 machines have already been sold.

Clark Wise Signs Lease for New Building

Clark Wise, who has been looking for a new location for many months by reason of his having to vacate his present store, has at last signed a lease for a long term on the entire building at 55 Stockton street. He will not be ready to move into the new quarters for some time yet, and the store will have to be remodeled. The new store has a frontage of thirty feet and is three stories in height. The location is exceptionally good, being in the heart of the retail shopping district. The owners of the building have promised to spend \$20,000 on improvements before the tenant moves in. Mr. Wise expects to have his large talking machine department on the main and mezzanine floors, and the demonstration room will probably be located on the mezzanine floor. A new plate glass front will be built and the show window arrangements will be made as attractive as possible.

Eight-Story Building Planned

The Heine Piano Co., now located on lower Stockton street, has concluded a deal whereby it will have a new building on Stockton street, just north of Sutter. The plans call for an eight-story Class A building, which will cost approximately \$125,000. A part of the building will be used as a conservatory.

Stern Corp. Expanding

The Stern Talking Machine Corp., of San Francisco, has completed plans for increasing its capitalization and expanding its business. The San Francisco branch will have an additional capital of \$75,000, and the branch at Richmond, Cal., will have \$15,000 additional. J. L. McInerney, formerly of San Francisco, is in charge of the Richmond store.

Visitors in San Francisco

William F. Stidham, the manager of the Los

Angeles branch of the Columbia Graphophone Co., and Frank Dorian, manager of the Seattle office, were in San Francisco during May conferring with Nathan Milnor, manager of the San Francisco office. The two visitors were entertained by motor trips into the surrounding country as guests of Mr. Milnor.

A Great Record Month

Andrew McCarthy, of Sherman, Clay & Co., head of the wholesale Victor business on the Pacific Coast, says more Victor records were sent out in April than in any other month thus far. Mr. McCarthy expects the machine situation to improve steadily from now on. Otto Rothlin, of the wholesale record department, paid a visit to the northern branches during the month to install an improved system in distributing and ordering records.

News of Wiley B. Allen Co.

The Wiley B. Allen Co. are to make improvements in the talking machine departments of several of their stores this summer. Besides the enlarging of the department in the San Francisco store, the Portland store will be remodeled and the talking machine department enlarged, while the store at San Jose will be remodeled in some departments. The Los Angeles store may also come in for some improvement work. James J. Black, formerly manager of the talking machine department of the Wiley B. Allen Co., is out of the navy after serving about two years. Mr. Black is at present making a trip to the various branches of the company on the Coast. This house is highly satisfied by the way the public takes to the Brunswick machines and a large addition to the stock has just been received. The employes of the San Francisco and Oakland talking machine departments enjoyed a barbecue picnic at Niles Cañon on Sunday, May 25.

Other News of the Trade

Hon. William H. Johnson, a vice-president of the Columbia Graphophone Co., was a visitor in San Francisco during the month.

Mr. Hartley, a Columbia dealer at Mountain View, and James Coffman, of the Modesto Music Co., Modesto, Cal., were in San Francisco on talking machine business last week.

R. H. Paulin, a well-known talking machine dealer of Santa Barbara, reports favorable results from his new store at Fillmore, Cal. A. Baronda is manager of the Fillmore shop.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.
This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

Z. J. Loussac, a talking machine dealer of Anchorage, Alaska, was in San Francisco on one of his biennial trips during the month. He was entertained by Walter S. Gray, dealer in talking machine accessories, and he said business in Alaska was not brisk this year. Workers in the North have not had their wages advanced as fast as in other parts of the country and feel the pinch of high prices.

J. P. Garber, a prominent merchant of Kingsbury, Cal., recently put in a Columbia line and is enjoying splendid success with it in his district.

Mrs. M. Howell, of the Emporium record department, has resigned her position in order to reside at Portland, Ore., with her husband.

ACTIVITY IN LOS ANGELES TRADE

A recent visitor to New York was Sheldon Morris, general manager of the Southern California Hardwood & Mfg. Co., who is visiting the East for the purpose of securing equipment for the production of Hawthorne phonographs. Mr. Morris states that this phonograph is making exceptional progress, and that some of the best-known dealers in Los Angeles are now handling it. He also commented upon the fact that 150 accounts were opened in the past month.

TAKES ON COLUMBIA AGENCY

The Reliable Furniture Co., of Napoleon, O., has taken on the Columbia agency for that section and will feature the Columbia Grafonola and records. The Columbia agency in Napoleon was formerly in charge of C. F. Clay.

REMOVE TO NEW QUARTERS

The Templeman Piano Co., Cynthiana, Ky., has moved into new quarters at 5 Pike street and the building has been altered and demonstration booths installed for display of Columbia Grafonolas and records.

CARVED PHONOGRAPH POSTS, GRILLS, MOLDINGS, ETC.

We manufacture and design carved period posts, grills, moldings, carvings, etc. Can quote from cuts, sketches or samples.

Catalogue on request

KLISE MANUFACTURING CO
GRAND RAPIDS, MICH.

ALBUMS



BUY DIRECT FROM MANUFACTURER

THE BOSTON BOOK CO INC
40-46 W 20th ST NEW YORK



Have you seen the Columbia Magic Mirror Sign? Your customers look in the mirror, see themselves, and then—our trade-mark greets their eyes.

**Columbia Graphophone Co.
NEW YORK**

TALKING MACHINE MEN, INC., ELECT NEW OFFICERS

J. T. Coughlin Again Heads Organization—Other Men Selected—Favor Passage of Stephens Bill—Gold Watch Presented to J. J. Davin—New Committees Appointed—Service Bureau Established

The annual meeting and election of officers of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, was held on Wednesday, May 22, at the Marlborough Hotel, New York. The meeting was preceded by a luncheon and a good attendance was on hand.

According to the constitution of the association the election of new officers should be held in April, but at the April meeting a quorum failed to appear and it was necessary to postpone the election. While there was at first a misunderstanding as to the names of the nominees for the offices as submitted by the special committee appointed for that purpose this obstacle was soon swept away and the following officers were unanimously elected: J. T. Coughlin, president; Sol Lazarus, vice-president for New York; E. P. Perkins, vice-president for New Jersey; A. B. Clinton, vice-president for Connecticut; E. G. Browne, secretary, and A. Galuchie, treasurer. The executive committee will be composed of the following members: J. Schick, E. Leins, John Hunt, Irwin Kurtz, J. Helfer and L. Epstein.

At the luncheon each diner found at his plate a pamphlet containing propaganda in favor of the passage of the Stephens bill, which it is hoped will be passed at an early session of Congress. In the list of those supporting the measure is an imposing number of associations

and individual firms, arranged by States. The pamphlet also contained the opinions of several statesmen who are supporting the measure.

J. J. Davin, who has headed the committees on banquets of 1918-1919, was presented with a gold watch by the association in appreciation of his work. It was presented with appropriate remarks by President J. T. Coughlin, who closed his address thus: "May this token of our respect for you be a source of permanent advantage and happiness to you, your family and friends is the sincere hope and wish of the Talking Machine Men, Inc."

At a recent meeting of the executive committee of the association the following committees were appointed to hold office for the ensuing year:

J. T. Coughlin, permanent chairman; J. J. Davin, chairman of the outing committee. Grievance committee—Messrs. Arison, Helfer and Hunt. The dealers can readily appreciate the value of having a committee of this sort to confide their grievances to, which can be amicably adjusted and unpleasant misunderstandings brought to a quick and pleasant settlement. Law committee—Messrs. Kurtz, Mielke and Kay. This gives the members of the association free consultation on matters of delinquents, "skips," replevins, etc. The membership committee consists of H. Mielke, H. Bersin, Chester Abelowitz, B. Guy Warner, Louis Epstein, Sol Lazarus and A. Huesgen, and is com-

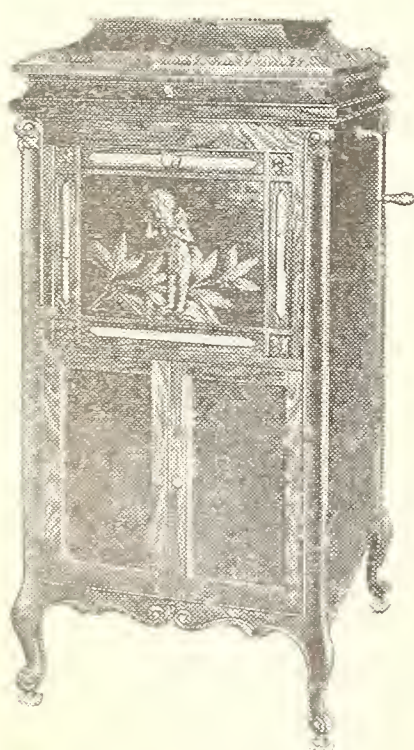
posed of dealers representative of every manufacturers' line who are members in the association. George Millard and M. W. Gibbons were appointed as auditing committee.

A service bureau has been established under the chairmanship of Irwin Kurtz and Messrs. Velie and Davin have been appointed to assist, and the following will be the proposed duties of this committee, as outlined at the executive meeting:

"This committee is now in a position to render any service within their power that the dealers are in need of. The experience of the three members of this committee, together with the data they have collected for the past number of years, puts them in a position to answer and give advice on the majority of the dealers' problems, and such questions as they are unable to answer they will go out and dig up the information for the dealer in need. There is absolutely no charge for this service and the dealers should immediately avail themselves of this new bureau."

The month of July has been designated as "Membership Month." The drive will start July 1, with a luncheon, at which a very prominent speaker well versed on the subject of organization will address the members and prospective members. The lieutenants and their aids for the various sections of the city will be given their literature and instructions at this luncheon.

The Kerr & Smally Music Co., Phoenix, Ariz., opened on May 12. The store has been remodeled and additional demonstration booths have been installed.



The Wonderful Tone Production of PHON D'AMOUR

is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

PHON D'AMOUR

**THE FRITZSCH PHONOGRAPH CO. N. W. C. & Canal
CINCINNATI, OHIO**



Otto Heineman Phonograph Supply Co.



INCORPORATED
25 WEST 45th STREET, NEW YORK
FACTORIES, ELYRIA, O.—NEWARK, N. J.
PUTNAM, CONN. SPRINGFIELD, MASS.

CHICAGO

TORONTO

SAN FRANCISCO

YOU KNOW THAT
The Motor is the Heart of the Phonograph

YOU KNOW
The Tone-Arm is the Musical Throat

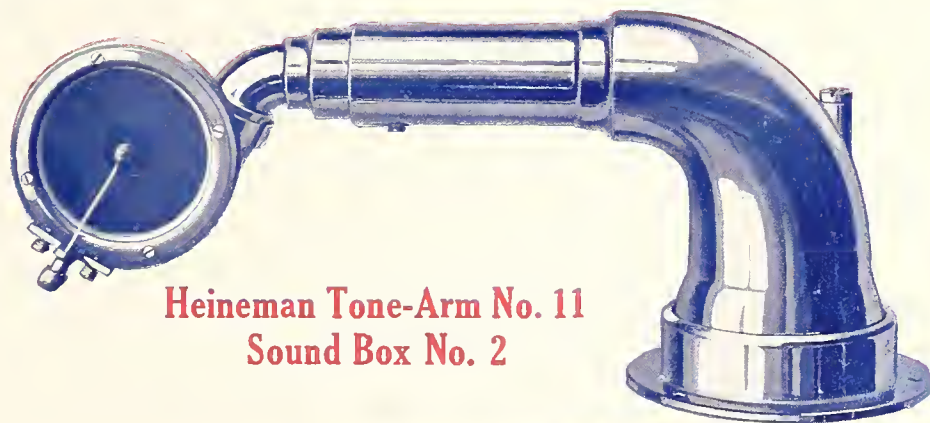
YOU SHOULD KNOW

THAT TO ACHIEVE

PERFECT TONE PRODUCTION

You Must Use the World-Wide Known Combinations
of

HEINEMAN-MEISSELBACH TONE-ARMS and SOUND BOXES



Heineman Tone-Arm No. 11
Sound Box No. 2



Meisselbach Tone-Arm No. 97
Sound Box No. 6

Gold or Nickel Plated

Immediate Delivery


MEISSELBACH

TONE ARMS MOTORS SOUND BOXES

COLUMBIA MAGIC MIRROR SIGN

Specialty Put Out by the Dealer Service Department of Columbia Co. Meets With Favor

The dealer service department of the Columbia Graphophone Co. has produced recently a Columbia magic mirror sign which is meeting with



considerable success. The face of the sign displays a perfect circular mirror, and when the current is off reflections are produced as in any ordinary looking-glass. When the light flashes the Columbia trade-mark glows through this mirror in an unusual multiple-repeating effect, fading indefinitely into the distance. The automatic flasher alternates the brilliant sign with the plain mirror. These incessant flashes are unusually penetrating and hit the eye with a positive result.

The face of the sign is framed in a one and one-half inch polished mahogany molding, fourteen inches in diameter, fitted with two wooden feet. The body is seven inches over all, including the cornucopia-shaped housing with vent holes, equipped with wire easel and adjustable to any height or angle.

\$141,000 FOR CLEAN ADVERTISING

Associated Advertising Clubs of the World Extend Scope of Their Campaign Against Misleading Advertising—Advocate the Establishment of Standards of Practice

As the result of plans which have just been perfected the work which the Associated Advertising Clubs of the World have been doing for the prevention of unfair competition through misleading advertising is to be multiplied several times, says a bulletin which comes out of the association's offices in New York City.

The plan calls for the raising of a special fund of \$141,000 a year (on a three-year basis) and the selection of five prominent business men to act as trustees for the fund. These trustees are: F. A. Seiberling, president of the Good-year Tire & Rubber Co., Akron; Festus J. Wade, president of the Mercantile Trust Co., St. Louis; S. C. Dobbs, vice-president of the Coca-Cola Co., Atlanta; David Kirschbaum, president of the A. B. Kirschbaum Co., manufacturing clothiers, Philadelphia; Henry L. Doherty, president of Henry L. Doherty & Co., investment bankers, New York.

The bigger work will take four chief directions, (1) the establishment of a force of special investigators working out of the headquarters offices of the association in New York City, (2) intensive work for the establishment of additional local vigilance committees, this branch being under the supervision of William P. Green, who recently returned to the association from Washington, (3) the establishment of a bureau to do in foreign markets what has been done for the protection of trade in North America, and (4) intensified work in co-operation with various trade associations, representing important lines of business, toward the establishment of "standards of practice" by leaders in these various lines for the elimination of evil practices which have been allowed to grow up.

Local vigilance committees of advertising clubs are organized and their work is guided under the direction of the international office in New York City, and it has been found that the adoption of such standards has tended to eliminate much misleading advertising before it is published, for there are many practices among local advertisers which have grown up through

competition and which each advertiser would be glad to eliminate if others would.

Simultaneously with the announcement that the \$141,000 fund is to be raised and the work enlarged comes the further announcement that considerably more than a tenth of the fund is in hand.

HISTORICAL WINDOW DISPLAY

A window display showing the evolution of the talking machine from the most primitive model to the present-day machine was recently shown by McLellan & Stagg, Edison dealers, in Frederick, Okla. It attracted a great deal of favorable notice and praise.

INCORPORATED

The Dixola Phonograph Investment Corp. has been incorporated at Norfolk, Va., at a capital of from \$5,000 to \$25,000 to deal in musical instruments. The officers are C. A. Everhart, president, and W. A. Brown, secretary, both of Norfolk.

USE AS MUCH CARE

In the selection of the Reproducer or voice of your Phonograph as you do in its design or finish.

The "BLISS" Reproducer, with its treated silk diaphragm, is successfully meeting the most exacting and critical comparative tone tests.



THE BLISS REPRODUCER IS DIFFERENT

The EJECT-O-FILE has been designed to meet the growing objections to albums. They are furnished in sectional cases for cabinet type owners and for the Victor and Columbia table type Phonographs in standard cabinets.

Write for prices and send us order for a sample

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any Phonograph; the "Phono-Lite," an automatic lighting attachment for the New Edison; also Diamond and Sapphire Points, Lakeside Rotometers, B & H Fibre Needles, B & H Fibre Needle Re-pointers, Vallorbes Semi-Permanent Needles and Steel Needles.

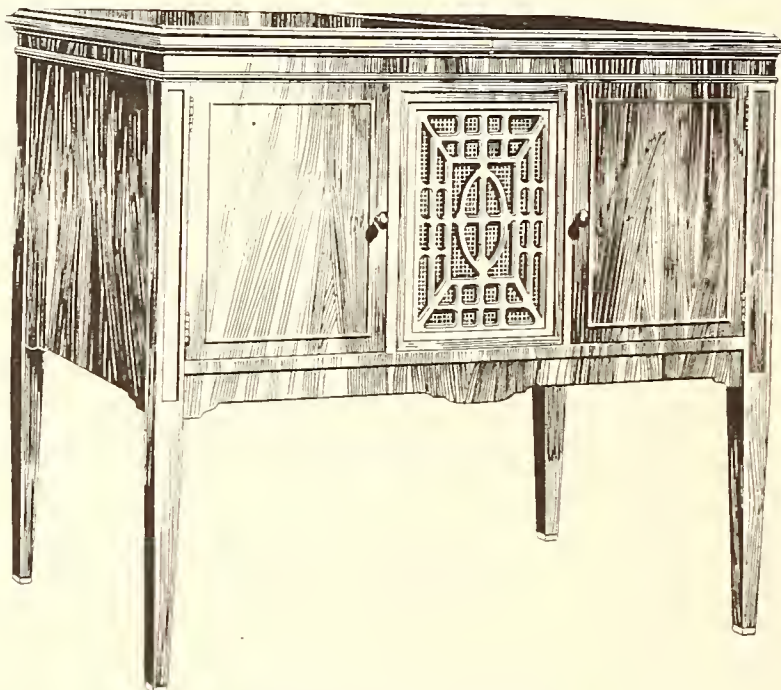
Write for our dealers' price list

BLISS REPRODUCER, Inc.

80 FIFTH AVENUE
NEW YORK

Successors of
D. M. Bliss Co.
Wilson-Laird Phonograph Co.

Manufacturers and Distributors of the
Bliss Reproducer & Phonograph
Specialties



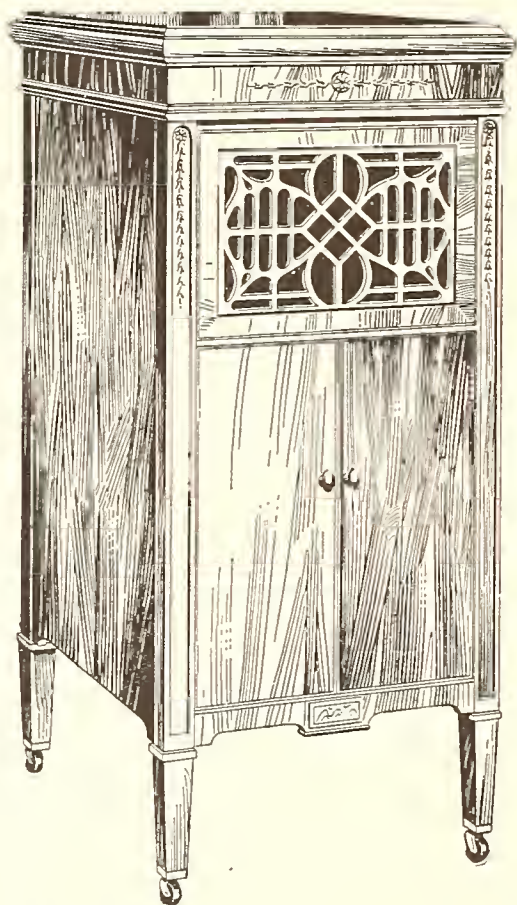
No. 10 Sheraton
 \$150.00 list
 42x37x24
 Oak or Mahogany
 Meisselbach Motor
 L'Artiste Tone Arm
 L'Artiste Reproducer
 L'Artiste Automatic Stop
 (perfect)

Other
 Table Types
 \$200
 \$250
 \$300

TO SHORTEN A LONG STORY

Until we are able to organize a high class sales organization to call and demonstrate THE ARTIST we will ship any model illustrated in our catalog to any well rated dealer who is in the market for considerable quantities with the understanding that if L'Artiste does not reproduce any record particularly the Piano, Violin or Soprano Voice with more naturalness, with better tone quality and with less surface noise than ever before heard

The instrument is to be held at our disposal



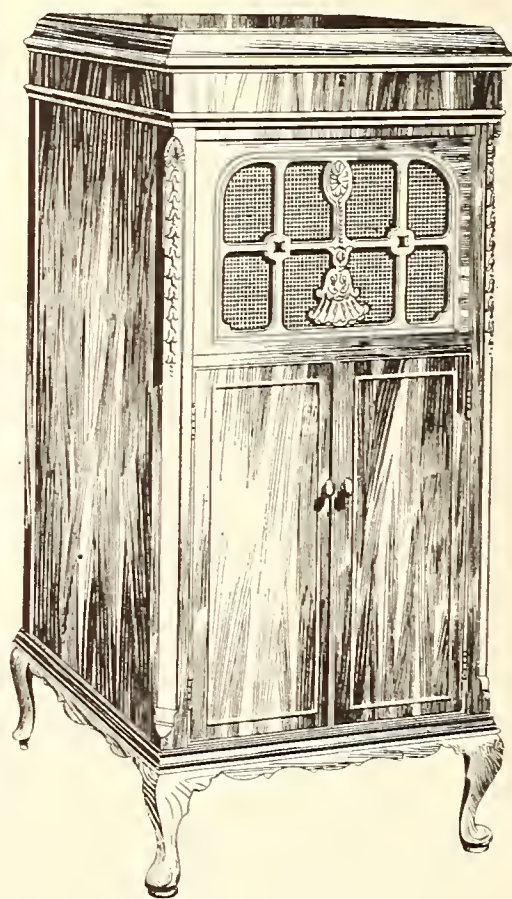
No. 2 Adam
 \$150.00 list
 48x22x23
 Oak or all Mahogany
 Meisselbach Motor
 L'Artiste Tone Arm
 L'Artiste Reproducer
 L'Artiste Automatic Stop (perfect)

Catalogue Now Ready

Other upright cases
 \$100 — \$125 — \$250

Quantity
 Deliveries in August

We are able to handle
 contracts of any size and
 guarantee prompt de-
 liveries.



No. 3 Queen Anne
 \$175.00 list
 48x22x23
 Selected Walnut or Mahogany
 Meisselbach Motor
 L'Artiste Tone Arm
 L'Artiste Reproducer
 L'Artiste Automatic stop (perfect)

GRAND RAPIDS PHONOGRAPH COMPANY

Fourteen hundred Block Front Ave.

Grand Rapids, Mich.

Owned and Operated by Grand Rapids School Equipment Company. References: R. G. Dun Co., Bradstreet's, Red Book, Old National Bank.

The Columbia Saxophone Sextette prances through "Chong" as a medley fox-trot. You'll prance, too, when you count your receipts from this record. A-2730.

**Columbia Graphophone Co.
NEW YORK**



ENTHUSIASM IS A VALUABLE ASSET TO THE SALESMAN

This Is Universally Conceded, But Its Practical Application in Securing Results Is a Matter of Distinct Importance—How Music Has Ever Exercised a Stimulating Influence for Good

There is no question but that enthusiasm is one of the biggest assets of any salesman. This fact is admitted. The practical application of the enthusiasm, however, is distinctly an important matter, and the manner in which this factor may be used to advantage in the selling of records is set forth as follows in "The Voice of the Victor" for May:

Have you ever had a friend come to you fresh from a fishing trip with his sunburned face alight, his eyes sparkling and radiating enthusiasm as he tells you about the big fight he had with a particularly scrappy, silvery denizen of the water? If so, you responded in sympathy and formed a mental picture of the sizzling line, the splash, the glitter of the silvery fins, the bent rod, the final plunge, and that crowning achievement—the landing. If the same friend told how his fishing trip had merely consisted in unsuccessful efforts to keep dry in pouring rain, and no fish biting, you would at once experience through sympathy and fellow-suffering a sense of dampened ardor and drooping discomfort.

This immediate response to the mood of others, so natural, so insistent, is an important factor in the Victor business. Your customers respond in exactly that way to your own enthusiasm over any record. If you have an enthusiasm for a certain record, and paint its glories in glowing terms, you may be sure your customer will enjoy a similar enthusiasm; while if you seem apathetic and indifferent, you will cast a similar blight upon him.

This is perhaps especially noticeable with dance records. Dancing is the prerogative of the young—the young of all ages. Dancing is indeed but an outward manifestation of inward sparkle and enjoyment; and this enthusiastic spirit is in a large measure engendered by the music and the manner in which the music is presented.

Enthusiasm is a kind of fire; it takes fire to kindle fire, and more fuel on the flames to make fire grow. The initial enthusiasm of the salesman and the joyous spirit of the music are to the customer as fuel is to fire. He burns with a like enthusiasm and both become enthusiastic through sympathy.

Have you ever questioned why music has from time immemorial been a part of religion? Why, for instance, were the Pilgrim Fathers compelled to add music to their worship after they had condemned it as an agent of the Evil One? The answer is that music engenders the fire of enthusiasm, without which mankind is almost incapable of perceiving the greater spiritual truths.

The same quality in music impels us to use music for dancing, mourning, soothing—for anything, in fact, which involves emotion.

For its fullest effect, however, music depends on the enthusiasm of those who present it to the audience. This is done to some extent—to a great extent—by the artist who makes the record. But if the salesman helps, if the salesman,

too, responds to the spirit of the music, and awakens the enthusiasm of the customer, the enthusiasm engendered all around is immeasurably greater. The customer responds as you responded to the fisherman's tale; he glows with your enthusiasm.

Artists who perform in public will tell you that half the battle lies in winning the audience. Unless the artist can make his listeners share his

enthusiasm for the music his best efforts will fall flat.

The late Evan Williams told us that he depended as much for success upon his own magnetic personality as upon his voice. Sometimes he would go into Victor dealers' stores and tell the salesmen something about his more difficult records. Such visits, he said, always increased the sales of his records, for, after hearing him, the salesmen would share something of his own enthusiasm in demonstrating the records to customers. Never again could they hear his records without seeing him as he stood before them with eyes alight describing the music he loved.

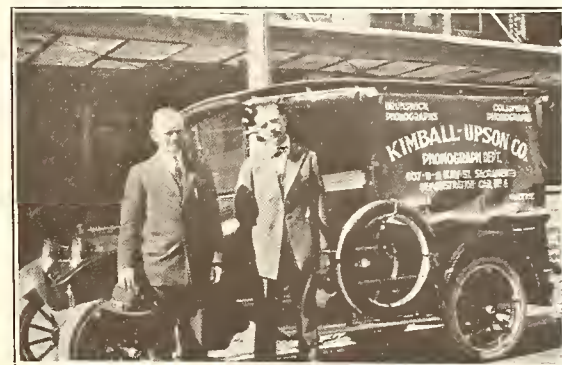
KIMBALL-UPSON CO. BUSY

New Demonstration Car Has Been Added to Improve the Repair and Service Work

The Kimball-Upson Co., of Sacramento, Cal., had added to its force demonstration car No. 6, which will be used in the service of supplying spare parts for all kinds of talking machines. The repair and service department is in charge of W. Z. Pay, a well-known factory expert. A large supply of spare parts is kept on hand at all times, and many dealers throughout California, Nevada and Oregon have been availing themselves of this service. The talking machine department of the Kimball-Upson Co. is in charge of C. A. Moore, who says that the past month has been a very prosperous one.

The picture herewith shows John L. Taten and

S. M. Johnston leaving the store with a load of machines. This house carries the Brun-



Gets After Trade With an Auto
wick, Columbia and Pathé lines of machines and records and are persistent and enthusiastic developers of business.

He Wouldn't Buy the New Machine Without a VEECO MOTOR

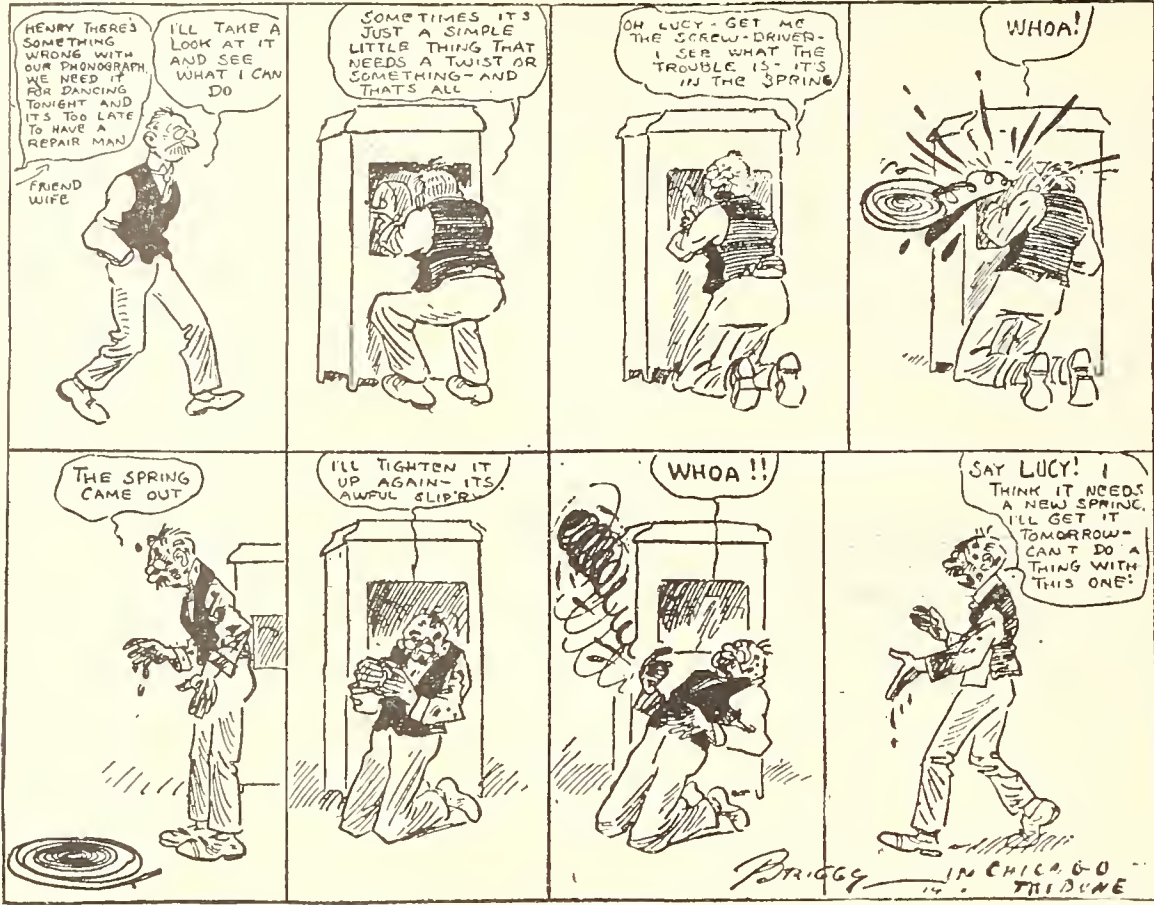
That is why a private owner who had used a VEECO ELECTRIC MOTOR in his talking machine for 3 years and was going to sell it (including VEECO MOTOR) and purchase a high-class phonograph of another make refused to buy it until we assured him that a newest type VEECO MOTOR could be installed therein—that's satisfaction.

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

THE VEECO COMPANY 248 Boylston St. BOSTON, MASS.
THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE

A HANDY MAN AROUND THE HOUSE



Why Talking Machine Repair Men Make Money

CHOW RECORD THE LATEST

Still Another Use of the Talking Machine as a Preventive of Loneliness—This Time China Gives Us the Latest Fad in Records

Still another use for the talking machine! This time the latest wrinkle has its origin as far away as China, and the story was brought to light by the arrival of one of the big passenger ships from the Orient. Emmet W. Loree and his eight-year-old son who arrived in Manhattan from China the other day, brought with him a cherished record on which was recorded the conversation of the lad's favorite chow dog. When he was told that he would have to leave China the lad was very disconsolate at the thought of leaving his little friend behind. It was quite a problem to know just what to do, and the talking machine offered the solution. The boy's father had a record made of the dog's cheery "good morning" in his original barking style. Thus there was a complete record to bring to America, and now when the boy gets lonesome he takes out the record, hears his dog's voice, and is properly cheered up. This might be called a reversal of the well-known "His Master's Voice."

OCCUPY NEW STORE IN WATERBURY

WATERBURY, CONN., June 1.—The M. Steinert & Sons Co. has just moved its store into a new location which is in every way better adapted to meeting the needs of its rapidly growing business in this city. The store is still in North Main street, not far from the old location, and is 100 by twenty-four feet in dimensions. The interior is handsomely decorated and equipped with six up-to-date Unico booths, and is lighted by the indirect system. The store is under the management of Morton Probvensen, who is thoroughly familiar with the Victor line, which the store handles.

NEW HOME FOR HOWARD PIANO CO.

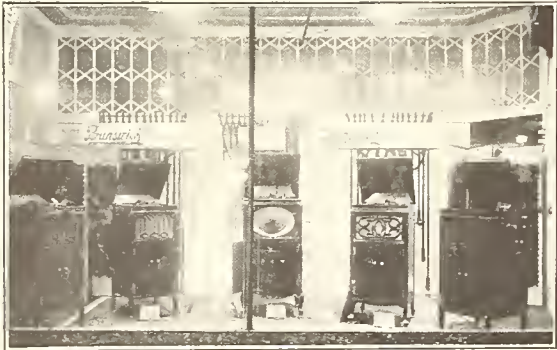
The F. C. Howard Piano Co., Syracuse, N. Y. has removed to 119 West Onondaga street, and in the new store will be carried the Pathé and Columbia talking machines, as well as a full line of records.

FOREIGN TRADE OPPORTUNITY

The following trade opportunity has been reported by the American Consular office in India: 29533.—Talking machine parts, motors, sound boxes, tone arms, etc., are required by a manufacturer in India. Terms, payment through banks in New York. Reference.

ATTRACTIVE BRUNSWICK DISPLAY

LYNN, MASS., June 1.—The accompanying picture shows the window display arranged by the Hill & Welch Co., whose large store runs through from Monroe to Oxford streets. E. A. Moulton is



Hill & Welch Co.'s Artistic Window

the manager and he recently entered upon a progressive Brunswick campaign which brought this line of instruments conspicuously before the public of this city. The window contained all the latest models of Brunswick instruments and was most attractively arranged.

SUFFER SEVERE DAMAGE BY FIRE

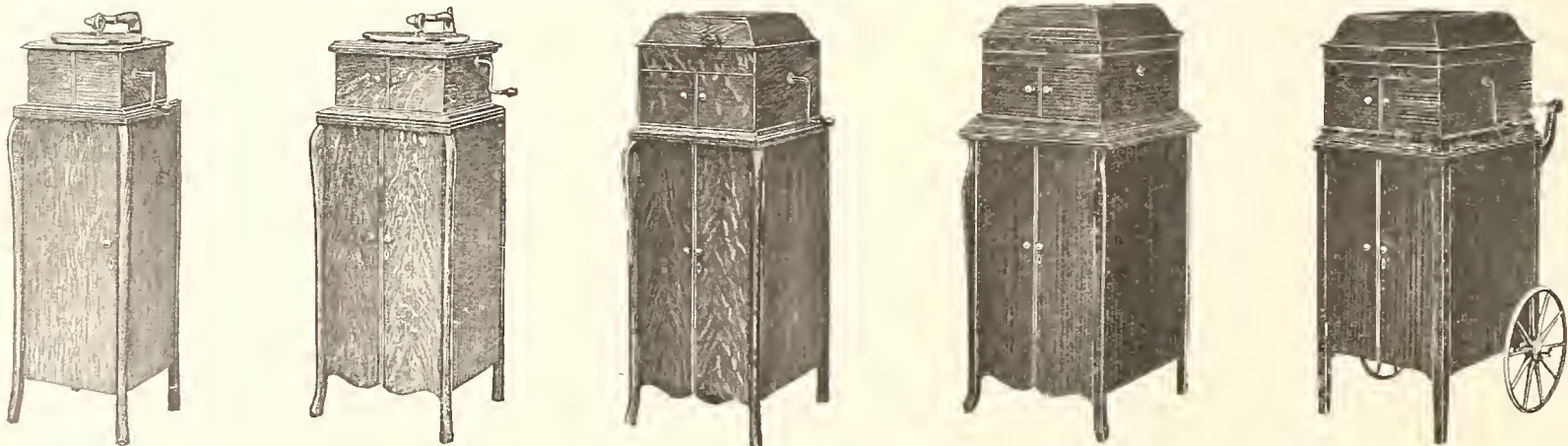
PITTSFIELD, MASS., June 1.—Rice & Kelly, of this city, whose establishment has been located at 285 North street, suffered severely from fire on May 14. This is a large furniture house, four stories in height, and one of its important departments was its phonograph, in which the Brunswick line was featured. Here particularly there was a severe loss. The total fire damage is estimated at \$35,000.

PATHE DEALER IN NEW BEDFORD

John Alexander, of New Bedford, Mass., Pathé dealer, has opened a new store at 866 South Water street. At the formal opening a pleasing musical program was offered to the public. In addition to the Pathé phonograph and records this concern also carries musical supplies and musical instruments of all kinds.

The Griswold, Richmond & Glock Co., Meriden, Conn., has arranged with Frank Baker to take a newly created position as traveling representative for its Victrola department.

CABINET SUPREMACY



- 501. Matches Victrola IV
- 506. Matches Victrola VI
- 508. Matches Victrola VIII
- 809. Matches New Victrola IX
- 702. Matches New Victrola IX
- 502. Matches Columbia A
- 505. Matches Columbia B
- 507. Matches Columbia C
- 800. Plain Top 19 1/2" x 23", Columbia D. All Machines
- 701. Matches Old Victrola IX
- 703. Matches Columbia D

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance. **QUALITY, PRICE AND SERVICE** are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

Write today for our Catalog and be Prepared for Your Spring Business

SCHLOSS BROTHERS, 637-645 West 55th Street, New York
PHONE, COLUMBUS 7947

The Modernola

*A Home Delight
to Ear and Eye*

JUST as surely as there is inspiration in music, there is magnetic appeal in an artistically designed instrument producing it.

Summed up in one word today's phonograph buyer wants "looks."

Richness and evenness of tone are assured in The Modernola. Its equipment is of proven merit. The Saxophone Horn Chamber is original with The Modernola. It's a superior musical instrument.

Prospective buyers turn away from popularized instruments of conventional design to admire the more beautiful Modernola. *And they buy it.* For this "different" Circular Instrument, with its beautiful Silk Lamp Shade, has an appeal that is irresistible.

The Modernola gives life and color to the dealer's window and floor displays. It brightens and cheers in the home—when silent as well as when entertaining.

United States Government Patents granted on the designs and exclusive Lamp Shade feature of the Modernola greatly enhance its value as a selling proposition—make its sales rights particularly inviting alike to jobber and dealer.



The Lamp is Detachable.

WRITE US

Good territory still open for jobbers as well as dealers. Write—Right NOW. Be prepared to handle the Modernola in your territory.



THE MODERNOLA CO.
JOHNSTOWN, PA.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

Same Governor Featured

Repair Department, Talking Machine World:

Does the shape of the governor ball or length of the governor springs make any difference in the running of a motor? Will a long governor spring tend to make a motor run smoother than a short governor spring?—M. B., Newark, N. J.

ANSWER.—No difference, it being understood

that the balls and springs on governor are the same size, weight and shape. The shape of the ball in some cases will depend upon the amount of space you have in which to place governor, in relation to the casting, and should be determined at the time of designing the motor.

Why the Producer Blasts

Repair Department, Talking Machine World:

I have a machine of foreign make on which the reproducer worked very well when it was new. Recently, however, the reproducer blasts on ordinarily high notes and otherwise proves unsatisfactory. It has not been dropped or otherwise damaged, to my knowledge. Will you kindly suggest what may be the trouble with this sound box?—C. J. S.

ANSWER.—Blasts in reproducers are caused as follows: The rubber insulators or gaskets become dry and hard, leaving the diaphragm loose in its setting; the screws holding the needle arm to frame work loose, permitting the arm to become loose on its bearing points, the wax which is placed at the point of contact of the needle arm to the diaphragm may become cracked or the

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

Q R S Rolls

Emerson 7 inch Disc Records

Wall Kane Needles

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

Albany Was Chosen

as the

Capital of the Empire State because of its central location

The Gately-Haire Co.

Chose Albany for its headquarters for the same reason

*Seven Railroads
Two Barge Canals
One River*

are within a stone's throw of Gately-Haire headquarters



This makes

Gately-Haire Service Possible

Paraphrasing a well-known advertising slogan

"Ask the Dealer Who Uses It"

Remember—

ALBANY

"for capital service"

NEED WE SAY MORE?

THE GATELY-HAIRE CO., Inc.

Victor Distributors

121 N. Pearl St.

JOHN L. GATELY, Pres.

Albany, N. Y.

screws holding the metal back (or in some cases a face ring is used which presses against the gasket) may not be tight. If you look over all these points carefully, replace gaskets if necessary and tighten all screws, I would say the sound box should reproduce perfectly.

Spring Lubrication

Repair Department, Talking Machine World:

I have made several experiments in regard to spring lubricants, and have as yet found none that gives satisfaction.

No doubt you are familiar with the spring barrel in question, which is the new style Edison. There is an extra disc inside of the spring barrel cover which I cannot find the reason for using. Do you think this disc rubbing against the edge of the spring would cause a pounding sound, or jumping spring?

What do you think of dry graphite as a lubricant?—R. P., Indianapolis, Ind.

ANSWER.—For a spring lubricant for use in new style Edison motors would suggest that you try Dixon's Graphitoleo, which can be obtained in small cans and is manufactured by the Jos. Dixon Crucible Co., Jersey City, N. J.

As to the extra disc inside spring cage, do not think the same could cause trouble unless the side in contact with spring had become rough or cut in some way.

Think your trouble is more in the graphiting. I never use dry graphite for spring lubrication.

SOME INTERESTING LITERATURE

The Hoffay Talking Machine Co., Inc., manufacturers of the Hoffay "Airtight" talking machines and the "Resurrectone," a patented sound box, are issuing a new pamphlet describing the Hoffay machine and especially featuring the fact that the Hoffay tone arm is airtight in playing either the hill and dale or the lateral cut type of records.

Included in this publicity material are illustrations of a young lady demonstrating that by blowing through the tone arm when the sound box is either in the lateral cut or hill and dale position the tone arm remains airtight. The Hoffay Co. state this is an exclusive feature of the tone arms of their machines and they intend to give this and other features of their product much publicity.

The Melodious Phonograph Corp., of Delaware, has filed a notice of revocation.

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York



The More Operatic Records You Sell, The More B & H Fibre Needles—

and vice versa, too—if you tell your customers how Fibre Needles protect their investment in records.

Yes, it works both ways. A new patron buys high priced records from you. You remind him or her, casually, of the Fibre Needle and its many virtues. No wear on the records, ever. No hiss. Only the “pure” music, beautifully subdued in volume. Result: a Sale of Fibre Needles.

Then what happens? Friend patron, at home, “loves” the effect. Recalls your statement regarding “no wear”. Figures naturally that so long as the investment is thoroughly safeguarded, more fine records ought to be added to the just-started collection. And then—back to you for the records!

Constructive salesmanship, isn't it? See how it works out for you.

And, by the way, have you plenty of B & H Fibre Needles on hand?

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

EQUIPMENT GREATLY INCREASED

Thomas Mfg. Co. Add Materially to Their Manufacturing Facilities—Almost Every Department Expanded—Additional Inspectors and Engineers Cover Progress of Work

DAYTON, O., June 5.—The great increase in the demand for Dayton motors has compelled the Thomas Mfg. Co., of this city, to add materially to its manufacturing facilities. Recent additions to the factory equipment include a battery of multiple spindle drills, carrying from twelve to sixteen spindles, and more Brown & Sharpe automatic machinery, capable of working to close limits at high speed. This equipment is all under the direction of the inspection, engineering and experimental departments.

The inspection department has been reorganized with a thoroughly experienced chief engineer in charge. Additional inspectors have been stationed at various points covering the progress of the work, and any part having more than one operation is inspected between each operation. Limits are established as close as .0005 on certain parts, and other parts having more liberal allowances are held just as rigidly to the limit. The engineering department is complete in every detail, having a chief engineer and his assistants, and a department set aside for their work of designing, drafting models, improvements and adjustments.

A completely equipped experimental department is in operation with high grade machinery, tools and testing equipment. New motors are built in this department, torn down and rebuilt, in order to give the motor the advantage of the most severe tests. All suggestions from the users of Dayton motors are referred to this department for study and final adoption as standard factory practice. The men in this department have the advantage of working in soundproof booths, so that the Dayton motors are being developed constantly along the lines of noiselessness. The playing capacity is also being increased by studying and eliminating friction and loss of power at all points.

Another development in connection with the Dayton motor is the establishment of a practical service department. Service men are being trained constantly and are available for the use of any manufacturer desiring technical help

ATTRACTIVE WINDOW DISPLAYS DEVELOP PUBLIC INTEREST

A Recent Display of Talking Books and Dolls by G. Schirmer, Inc., the Prominent New York Music Publisher, the Subject of Much Commendation for Its Attractiveness

The Emerson Record Sales Co., 6 West Forty-eighth street, New York, metropolitan distributors of Emerson records and "talking books" and "talking dolls," is establishing a chain of window displays throughout the metropolitan district featuring these "talking" records.

Forty-third street, New York, one of the best-known music publishers in the country. Every item of "talking book" production is distinctly emphasized in this display—"talking books," "talking dolls" and "talking animals."

The Emerson Record Sales Co. states that



G. Schirmer's Artistically Arranged Window That Merits Praise

This display is creating considerable interest, and the accompanying photograph was taken in the window of G. Schirmer, Inc., 6 West

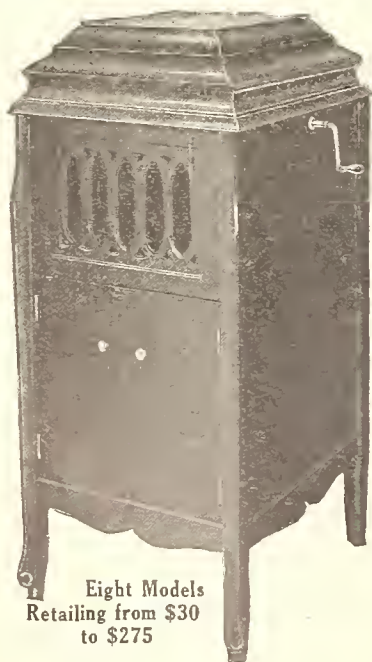
this series of window displays is producing substantial sales and gratifying results, and dealers are enthusiastic regarding its practical value.

in the installation of his motors. These men are sent to the talking machine factories completely equipped with everything necessary to demonstrate the most economical methods of installing Dayton motors in their cabinets.

Final inspection of all details of the motor is made in the shipping room, insuring customers against any annoyance caused by the lack of a screw, bolt or other small accessory when motors are received. Extraordinary care is devoted to the motor power plant—the springs.

All springs used in Dayton motors are manufactured on a detailed specification not only as to size, thickness and length, but as to pulling power at various stages during the unwinding. The factory tests all springs on specially constructed testing equipment, and they are retested in the Thomas laboratory.

The Thomas Mfg. Co. also report an increasing demand for their tone arms and sound boxes, as well as their universal tone arm which is manufactured in several designs.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

*Sona-Tone Steel Needles and Jewels
are the Best on the Market*

SONA-TONE PHONOGRAPH, Inc.

110 West 40th Street

New York City

DISTRIBUTORS AND EXPORTERS

W. REED WILLIAMS, INC.,
160 Broadway, New York City.

HANDELMAATSCHAPPY "TRANSMARINA," INC.,
62 William Street, New York City.

WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

GEORGE A. CALDWELL, Distributor,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.

SONA-TONE DISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.

DE VAUSNEY & TAYLOR,
Newark, N. J.

VAN WIRT & BROMLEY,
Fairmont, W. Va.

SONA-TONE MUSIC COMPANY,
Glens Falls, N. Y., Hudson Falls, N. Y.

Everybody Is Asking: "How Is It Possible?"

HOW?!

The Answer is Very Simple

HEAR



RECORDS

Then You'll Know Why They Became Popular
in a Briefer Period Than Any Other Record

THEN YOU'LL REALIZE WHY

JOBBERs, DEALERS and MUSIC LOVERS
ALL OVER AMERICA

Found Them the Greatest Combination
in the Record Industry

- 1—Beautiful Full Tone
- 2—On the Dot with Popular Hits
and
- 3—Never Late Deliveries

YOU GET ALL THIS WHEN YOU BUY



They Thrive by Comparison

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES:	Elyria, Ohio	Newark, N. J.	Putnam, Conn.	Springfield, Mass.
BRANCH OFFICES:	Chicago, Ill.	San Francisco, Cal.	Toronto, Ont.	

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., June 2.—It does one good to see the enthusiasm that is everywhere manifest in the local talking machine business. Those who have been asleep have suddenly waked up to the opportunities that await them in this line of endeavor; and those who were afflicted with apathy or indifference have suddenly realized that there is big business to be had if only they exercise the accepted methods of seeking business. Everywhere there is a revival of interest and no better proof of the faith and confidence that the Boston trade has in the future of the industry is to be had than to note the changes, renovations, improvements and enlargements that everywhere are going on among the dealers and jobbers. Nobody is questioning about what is to come; all seem to know, to be convinced that there is a great future and those whose vision carries them into the period of next fall see something way beyond anything that ever was known even in the best days of the business. Already one hears of a phenomenal growth month by month, and May with some of the retail houses showed a 100 per cent. increase or more over previous months. The business is pushing along with a mighty rush and no mistake about it.

Prepared for a Busy Season

The Arch street establishment of M. Steinert & Sons Co. is making great preparations for a busy season, and the whole establishment from Robert Steinert, the manager, down to the most inconspicuous employe is fired with a zeal and enthusiasm that augurs well for prosperity.

It was about nineteen years ago that the Steinert house first became interested in the Victor proposition and beginning in a small way to demonstrate to a musically-inclined public that here was something that eventually must find its place in every home, the business has

been developed to such a degree that today M. Steinert & Sons Co. not only has been able to build up a big local business but a similarly successful condition obtains at the firm's several branch houses throughout New England. One of the secrets of the success of the Steinert house is service in all that the word means—service that is prompt, service that is courteous, service that plays no favorites. At no time perhaps in the history of the Steinert business was there so severe a test of the company's real disposition toward dealers as during the late war and that its entire output was diverted to its dealers indicated that under the stress of emergency the house could be depended on to do its utmost to keep the trade in a satisfied mood. With conditions now vastly improved the best service possible is given dealers, who are getting a far larger proportion of their orders than in a long time.

Great Welcome for Mrs. Frances E. Clark

Mrs. Frances E. Clark, manager of the educational department of the Victor, was in Boston May 27, the guest while here of the Eastern Talking Machine Co. She came over for the special purpose of giving a talk before some of the music supervisors and teachers of music in the schools and it was her first visit here in several years. The recital hall of the Eastern's retail establishment, occupying almost the entire third floor of the Tremont street building, was used for the conference. Warren Batchelder, retail manager, was in charge of the arrangements, and Miss Grace Barr assisted in planning the afternoon's program.

There were thirty-five men and women present, including John O'Shea, head of the music department of the Boston public schools. Mr. Horning, who has general supervision of the Victor business in the New England territory,

was present, and Mrs. Horning presided over the tea table. Following the afternoon's program Mrs. Clark was entertained at Pemberton Inn, whither the company of six, which included Retail Manager Batchelder, Miss Barr, Mr. and Mrs. Horning and Herbert Shoemaker, general manager of the Eastern's business here, went by motors. Mrs. Clark was brought back to Boston in time to take the midnight train for New York.

Install Unit Construction Exhibit

The Eastern Talking Machine Co. has aligned itself with the Unit Construction Co. of Philadelphia, which is arranging to install a model booth, 9 by 15 feet in dimensions, at the Essex street headquarters. There will be a record alcove with racks and wrapping counters, and eight panels will illustrate the different methods of booth construction, finishes and equipment. The Eastern Co. will be the New England headquarters of the Unit Co., and when Harry Baish of this latter house comes to town he will use this as his headquarters.

Conference of Columbia Dealers

Another of those delightful dealers' conferences was held by the Columbia in the Swiss room of the Copley-Plaza on May 13. Marion Dorian, the auditor of the Columbia, gave a talk, telling some facts about the early beginnings of the company and tracing its development down to the present time, giving special emphasis to the various factors which have been conspicuous in bringing the Columbia to where it stands to-day. It is safe to say that the Columbia dealers went away with a new fund of information regarding the really brilliant history of the company. For special entertainment there was Irving Kaufman, tenor, one of the Columbia artists, who contributed several songs.

(Continued on page 52)

The Vision of Eastern Service

"New England Service for New England Dealers"



BUSINESS is just starting. You'll be selling more Victrolas and Victor Records every month. Our vision of your increased sales is proved by our creating New England's greatest distributing headquarters. Let Eastern Service work with you. Our vision on *your problems* (we concentrate in New England territory) will be of tremendous assistance.

Send your next order to

Eastern Talking Machine Co.

Victor Wholesalers

85 Essex Street

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

Some of the out-of-town dealers present at this conference were the Misses Burns and Jeffery and Mr. McFee of F. W. Peabody Co. of Gloucester; Mr. Kingsbury of the G. H. Tilden Co., of Keene, N. H.; Mr. Hooper, manager of the graphophone department of the W. G. Brown Co., of Gloucester, and his associate, Mr. Johnston, and Mr. Steele of the Steele Furniture Co., of Derry, N. H.

Changes in Steinert Branch Personnel

The Steinert Company's Arch street store is soon to have the third floor equipped with Unico booths and there is to be a general rearrangement of the whole establishment with the one idea of increasing the quality of service and placing goods before the public in the most attractive way possible. Through its ingenious exhibits the company hopes to educate dealers as to the most efficacious way to advertise their goods.

Changes have been announced by the Steinert Co. in some of the personnel of its branch stores. Frank Cunningham, who was paymaster in the merchant marine, and who was formerly in the employ of the Steinert Co., is now in charge of the Bridgeport, Conn., establishment; Jerry Spillane, who formerly was with the Eastern Co. before he entered the nation's service, is now with the Springfield store; and Ed Welch, also with the Eastern before the war, is with the New Bedford warerooms. Emmet Ryan, after two years in France, is back with the house, devoting his time to the outside wholesale end of the business.

Sign Up Many New Dealers

The new Sonora phonographs that Manager Joseph H. Burke is receiving at the warerooms of the Musical Supply & Equipment Co. incorporate some of the important changes on which the Sonora Co. has been working for some time, and dealers have been quick to pick them up. Manager Burke has signed up several new contracts, these including G. W. Marsden, of Lawrence, and J. E. Bostock, of Taunton. Big business is the report that one gets from this house. A new advertising campaign is soon to be inaugurated in and around Boston, one that will show up the Sonora proposition to a new following. Business in the Silvered-toned needles is reported by Manager Burke as being very large, and several Boston houses are disposing of quantities of them.

Install New Service Department

Manager Burke is about installing a new service department in his Columbus avenue headquarters. This department will be under the supervision of Robert A. Powers, who comes here with a wide knowledge of what dealers

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.



BOSTON

WHOLESALE HEADQUARTERS

DEVELOPMENT

is the keynote of our policy. We aim to give our trade *prompt delivery* and *courteous and efficient attention*.

need and should have in their business. The department will be completely equipped with signs and such accessories as a live dealer should possess by way of focusing attention on what he has to offer his clientele.

Makes Encouraging Report for Month

Manager Oscar W. Ray, of the Emerson New England, makes a most encouraging report of what the month just past was able to show, for there was a marked increase in all the products which the house carries. This of course was especially true of the Emerson records, the call having been especially heavy for some of the new reproductions.

Mr. Rosenfield, of the Emerson International, was in town about the middle of May and gave a talk to the salesmen. Another who was here and was entertained by Manager Ray was Mr. Porske, the sales representative of the Emerson International. While here Mr. Porske closed up with the West End Phonograph Co. at 74 Leverett street, this city, and with the Conclave Co. at 95 Staniford street, also in the

West End. Arthur H. Cushman, president of the Emerson New England, was another caller, but he makes quite frequent visits to this city to consult with Manager Ray.

Manager Ray went over to New York over the double holiday (which included Memorial day) and he was obliged to go by rail, as his handsome new motor car has not yet arrived, though ordered some time ago. On his way home he made several stops to survey the business condition, these including places in Connecticut and Massachusetts.

The Boston Vocalion Chapter of the Aeolian Employees' Association was created here during the early part of May, and the organization bids fair to be an important factor, promoting the business and social interests of all who are members. At the regular gatherings the members of the families of the employes and their friends always will be welcome. The next meeting will be held on June 19, and by that time the organization will have been pretty well under way. An especially good time is antici-

— **Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons**

W. H. BAGSHAW CO., Lowell, Mass.

toes are human in Portland and Providence—

Feet in Portland and Providence are no different from feet elsewhere in the U. S. A. They all start shuffling to the irresistible persuasion of Emerson dance hits.

Speaking of dance hits—have you sent for the latest Emerson dance records? Don't wait till some one asks for this or that new "Blues"—put in your order now. We fill a large order as cheerfully as we do a small one. Try us.



Emerson New England INC.

68 Essex Street, Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 52)

pated. The officers of the chapter are the following named: President, A. E. Ferris; vice-president, Charles T. Foote; secretary, Miss Margaret Cullen; and treasurer, Miss Charlotte Frediani. There is an executive board of which T. W. Hindley, the manager of the Boston Vocalion store, is chairman.

John Alsen, formerly with George Lincoln Parker before entering service, has accepted a good offer from the Edison Co. to attach himself to its Springfield store, which has been lately taken over and moved from Worthington street to Main street. The store has been handsomely decorated and all the latest appliances for the better handling of business have been installed.

Some Personal Notes

Manager Fred H. Silliman, of the Boston quarters of the Pardee Ellenberger Co., is planning to go over with all his staff to the Edison convention which is to take place late this month in New York City.

Mr. Horning, general supervisor for the New England territory of the Victor, went over to Camden toward the end of the month, taking advantage of the double holiday. Another who went to Camden was Manager Shoemaker, of the Eastern, who, besides conferring with Victor officials, had the pleasure of spending the weekend with his family.

Paul Baerwald, sales manager for the Otto Heineman Co., was over here from New York the latter part of the month calling on the trade.

Arthur Chamberlain, manager of the phonograph department of the Iver Johnson Co., was away from his headquarters the middle of the month because of a trouble which affected his eyes.

Harry Fox, one of the Columbia artists, was lately in town and was taken about and introduced to some of the leading Columbia dealers by J. F. Carr, of the dealers' service department of the Columbia forces

Charles Shriber, a live young man, conversant with music in its various branches and especially familiar with Columbia records, has been appointed assistant manager of the Song Shop, one of Jerome H. Remick's enterprises.

Welcome for Wm. G. Gaston

A local visitor whom the Victor trade was glad to see the latter part of May was William G. Gaston, who is now the Victor traveling representative for the States of Maine, New Hamp-

shire and Vermont. Mr. Gaston is just out of service, where he was an ensign in the United States navy for eighteen months. During that time he was on the Battleship "Montana" stationed in the North Sea. Before entering service he was the Victor representative in New York City.

The Talking Book Corp., whose products, largely of the nursery type, have made a pro-

(Continued on page 54)

The Brunswick

ALL PHONOGRAPHS IN ONE

A MUSICAL INSTRUMENT OF CHARACTER FOR THE CRITICAL DEALER

IF LOCATED IN NEW ENGLAND WRITE

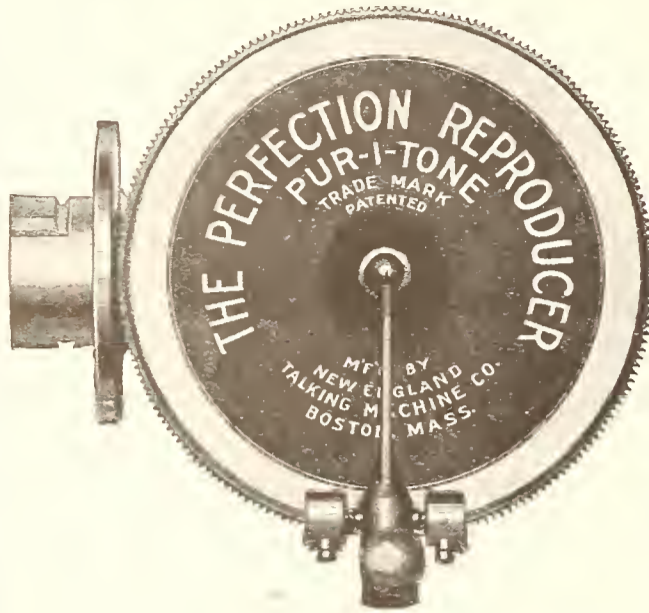
KRAFT, BATES & SPENCER, INC.
156 BOYLSTON ST. BOSTON, MASS.

"THE COMPLETE BRUNSWICK DEALER SERVICE STATION"

The "PERFECTION" REPRODUCER

No. 11a

"PUR-I-TONE"
TYPE



reproduces all makes of hill and dale records on Columbia machines, especially Edison Disc records. The reproduction of sound through the medium of this reproducer is the most perfect that may be desired on the part of Columbia owners who wish to play Edison Disc records on their machines.

These reproducers are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY
Chronicle Building, San Francisco, Cal.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 53)

nounced hit with the dealers who are aligned with the Hallet & Davis Co., many of whom handle the Pathé line.

Mrs. Rogers, formerly manager of the Brookline Talking Machine Shop, in the town of that name, is now in charge of the phonograph department at Butler's store in Tremont street.

Samuel Katz, who manages the Conclave Phonograph Co.'s shop at 48 Cornhill, is to be

a benedict on June 17. His bride will be Miss Rose Goldkrand, daughter of Mr. and Mrs. Hyman Goldkrand. The couple are to reside in Lawrence avenue, Roxbury.

J. E. Pollard, manager of the United Talking Machine Co., of Rutland, Vt., was a Boston visitor a short time ago, making his headquarters at the Columbia's Federal street establishment. His special visit here was to confer with Manager Mann relative to an extension of the

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.

No. 3 Carrying
Strap Shown in
Cut



These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the originator of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and
descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

Columbia business in his important territory.
To Handle Pathé Line

Manager R. O. Ainslie, of the Pathé, has just signed up the Happy Home Furniture Co. of New Bedford, which has installed a good-sized Pathé department, which will be under the joint management of H. J. Magnant and George Jusseaume. A large initial order for machines and records was placed. Another to take on the Pathé line is William Cuff, of South Braintree.

J. A. Tidmarsh in "Our Midst"

A new Pathé expert soon to appear in the local field is J. A. Tidmarsh, who comes to Boston from Chicago at the earnest solicitation of Manager Ainslie, who was associated with him in that Illinois city before coming East. Mr. Tidmarsh is coming to assist Mr. Ainslie in the New England headquarters, his special wish being to educate dealers in the use of Pathé superlatives backed up with a sound knowledge of the line. Mr. Tidmarsh has been associated with the Pathé goods for five years.

Busy Times With Ditson Co.

Business with the Victor department of the Oliver Ditson Co. continues good, and there is an increased demand for the higher-priced outfits. Manager Henry Winkelman is pleasantly anticipating the return of one of his faithful employes, Joseph Carlson, who has been at the front about a year and who is expected to arrive in New York in a few days. Mr. Winkelman is going as usual this summer to his farm at Athol, whither he goes and comes daily during the warm weather.

E. E. CLARKSON EXPANDS BUSINESS

BURLINGTON, VT., June 1.—E. E. Clarkson, of this city, having sought other fields to conquer, has opened Columbia shops at both St. Albans and Barre, this State. They have been fitted up most attractively and the business from the day of opening has been most encouraging.

J. F. ROLFE INSTALLS NEW BOOTHS

SALEM, MASS., June 1.—J. Frank Rolfe, of this city, has a well-appointed and centrally located Columbia store. He has added three new booths and generally remodeled the interior of his music store.

HIGHLY OPTIMISTIC FOR OUTLOOK

MALDEN, MASS., June 1.—The Perkins Music Store here is one of the new establishments making a bid for Columbia business. The store is located in the Auditorium building, right in the center of the city, and A. M. Perkins, who is in charge, is highly optimistic over the future of his business.

The New England Talking Machine Co., of Boston, Mass., report exceptional business in their line of talking machine accessories. Present orders are in excess of those for the same period of last year.

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited
77-79 North Washington St., Boston, Mass.

REPAIRS AND REPAIR PARTS
Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston

EDISON DEALERS FOR MICHIGAN CONVENE IN CLEVELAND

Convention of Edison Dealers for Michigan and Northern Ohio Discuss Many Topics of Interest—Warm Weather Helps Trade—Recent Important Grinnell Bros. Move—News of Interest

DETROIT, MICH., June 5.—It has been mighty warm for the past two weeks and indications point to a continuance of warm weather. It has been a stimulant in many lines of trade—in fact most lines, and this ultimately results in better business for the talking machine dealers. Record business is good, many people buying in large quantities to take to their summer homes. Especially popular are the dance numbers, one-steps and fox-trots.

There is a great tendency for better music, not the too classical selections, but the tuneful selections from the operas and musical shows. Dealers say they are selling more Red Seal records than ever and the same statement comes from those who are handling the various lines of talking machines.

The Phonograph Co. was host to about seventy-five Edison dealers from Michigan and Northern Ohio recently, who came to participate in the fourth annual convention. The meetings were conducted by R. B. Alling, general manager of The Phonograph Co., Detroit jobbers for the Edison, and the business sessions morning and afternoon were held in the recital room of the Edison Shop, 254 Woodward avenue. The entertainment was most lavish, comprising a luncheon at noon at the Hotel Pontchartrain grill room and a banquet and dinner dance at the same hotel starting at 6.30, at which there was also considerable entertainment. There were many subjects discussed pro and con at the business sessions, among them canvassing, salesmanship, advertising, tone test, new models, handling accessories, etc. T. J. Leonard, sales manager at the factory, was present and he delivered a talk on the new period models which will be in the dealers' hands during the summer months. Charles C. Fogarty, of Chicago, explained a special dealers' advertising service for Edison retailers which had been prepared by his agency. J. J. Callahan, now territorial supervisor for the Edison Co., was on hand. All in all the convention was very successful, both from a business and social standpoint. We are glad to mention that every dealer present expressed himself optimistically on trade conditions, declaring that if they could get the merchandise when they wanted it there wasn't any question that 1919 would easily be

a banner year for dealers in this State.

A. A. Grinnell, treasurer of Grinnell Bros., who looks after the wholesale Victor departments of the firm, assisted by Charles H. Grinnell, announces the engagement of his daughter, Miss Lola Marion, to Lloyd G. Grinnell. The wedding will take place June 25.

During the convention of the Edison dealers here a few weeks ago there was a special display of the new Edison period models which caused a great deal of interest and comment. Dealers were most enthusiastic over the new designs and all seemed to feel that they could sell large quantities of them. The Edison Shop has been pushing the new Simplicity motor of late, with good success.

Sam Lind, manager of the Columbia wholesale branch here, says he is already near his quota for the year and that he expects to be on "velvet" by the first of August.

Charles H. Grinnell, manager of the Grinnell Bros. wholesale Victor business, says there has been some improvement in the arrival of merchandise from the Victor factory, but that they will certainly have to "step more lively" to keep pace with the demand.

Roy Dupraw, of the Manophone Corporation, who is in charge of sales for Michigan, including the retail store on Broadway, has been enjoying a very brisk trade at the local store and says that dealers handling the Manophone have been ordering most liberally. The Manophone is made in Adrian, Mich.

The Leeds Phonograph Co. has opened a retail store at 234 Griswold street.

Dealers report a very brisk demand for small talking machines for use at summer resorts.

The Hudson store has carried some very interesting advertising lately on the Cheney talking machine, which has been proving a big hit at the Hudson institution. Several big shipments were received during the past sixty days, but the machines were disposed of almost as fast as they were received.

It seems to be generally true with dealers that it is not a question so much as to what a talking machine costs, providing it is not too high, but rather of how much down and how much per week, according to Wallace Brown, who is extremely busy operating his two retail stores, in addition to supervising the Brunswick wholesale department of the Brunswick.

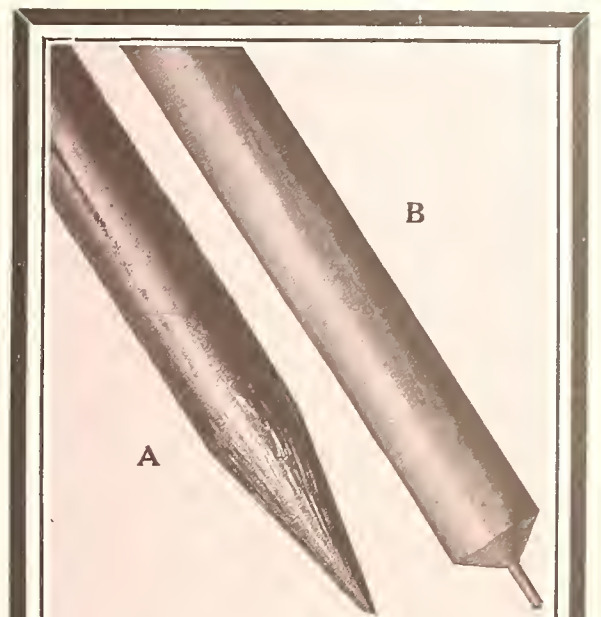
Max Strasburg is enjoying the best year he ever had—and he is also doing more golfing than ever. He is one of Detroit's ardent golfers.

The Pathé Shop, Broadway, operated by H. N. Ness Co., has been doing considerable advertising of late and it is getting a lot of business as the result. The Pathé phonograph has come into great prominence during the past year and the Pathé records are at least 100 per cent. more popular to-day than a year ago.

The Sonora has a select list of Michigan dealers, and is very careful in signing up new dealers. They would prefer to have fewer dealers thoroughly responsible and who will push the line than dealers who simply buy the merchandise but who do not push it.

REMOVE TO NEW QUARTERS

The Culp Phonograph Co. have moved to their new and greatly enlarged quarters at 298 Broadway, New York City, where they are surrounded by a number of the leading companies in the field, and therefore convenient to the visiting trade. Their new quarters afford exceptional facilities for manufacturing, and finishing touches are being placed on their attractive new showroom which will provide a harmonious setting for the eleven styles of the Culptone machines which constitute the line. A. Culp, president of the company, reports an increasing demand for the products of this company, whose slogan is "Made Up to a Standard, Not Down to a Price."



AFTER an ordinary steel needle plays one record the needle point is worn off (Photomicrograph A). But after playing one record with the remarkable



Semi-Permanent
Silvered

NEEDLE

there is no perceptible wear (Photomicrograph B). Sonora Needles are used on ALL MAKES of steel needle records, increase the life of the records, are more convenient, more economical and play 50 to 100 times.

Heavy advertising is developing a big demand for Sonora Semi-Permanent Silvered Needles and orders should be placed at once to secure prompt delivery.

No matter what make or makes of phonographs you handle you'll want to have these Sonora Needles. Your customers are asking for them. Stock them—they bring you an excellent profit.

Three Grades: Loud, Medium, Soft
30c per Card of 5—40c in Canada

Sonora Phonograph Sales
Company, Inc.

George E. Brighton, President

279 Broadway, Dept. Y, New York
Toronto: Ryrie Bldg.

CAUTION! Beware of similarly constructed needles of inferior quality

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices: 711 MILWAUKEE AVENUE, CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.



Grey Gull Records Boston



Revolution! Opportunity!

The Talking Machine Industry is facing a great Transition Period—almost a Revolution—especially in the production and marketing of RECORDS.

We believe that **right now** there is a greater opportunity for distributors and dealers to lay the foundation of a great business, or greatly to increase an already established business, than there has been for the last 15 years, or will be for many years to come.

Grey Gull Records are taking a part in this revolution; building **broad and deep**, with a greater regard to business **ten years from now** than to the **immediate future**.

Within 30 days we will be manufacturing enough records, in both Lateral and Hill and Dale, to meet the needs of our present distributors, and **also to take on a few more**.

We will be glad to communicate with strong, progressive concerns in any part of the country, whether or not they have previously been closely associated with the Talking Machine industry, who are willing to represent us in their territory.

Grey Gull Records

General Offices 693 Tremont Street

Boston



Everyone knows the Marseillaise. Everyone wants to hear it in English superbly sung by Louis Graveure. A-6106.

Columbia Graphophone Co.
NEW YORK



EXCLUSIVE SONORA SHOP IS OPENED IN INDIANAPOLIS

Charles Mayer & Co. to Handle This Line Exclusively With Ernest L. Arthur in Charge—Pathé Expansion—Edison Shop Publicity—Pearson Club Organized—Demand for Victors Is Active

INDIANAPOLIS, IND., June 6.—Charles Mayer & Co., conducting one of the best-known stores in the State, have opened an exclusive Sonora talking machine department. Ernest L. Arthur, who was formerly in charge of the Music Shop, of Kokomo, is manager. The Kiefer-Stewart Co., distributors of the Sonora in Indiana, for more than a year carefully studied the Indianapolis field with the idea of getting a high-class representation for the Sonora here, and chose the Charles Mayer & Co., which was established in 1840, and has a large store building in one of the finest locations in the city. The Sonora department fits into the business ideally and an aggressive newspaper advertising campaign will be started. The Sonora department has four large booths finished in gray enamel inside and with mahogany outside. Floor lamps in the booths add to the attractiveness. All the Sonora models are carried from the \$100 to \$1,000 styles.

E. R. Eskew, manager of the Pathé Shop, is encouraged over the improvement in the shortage condition in machines and records. Business is good, and Mr. Eskew is confident that the Pathé will make a record in sales in Indianapolis this year. He has delivered to the city recreation department the three Pathé Army and Navy models that will be taken around to the city recreation centers during the summer.

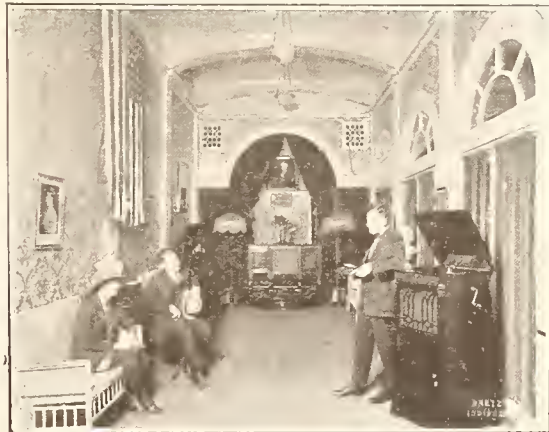
The Victrola department of the Fuller-Ryde Music Co. continues to enjoy a good business, C. J. Fuller reports.

T. H. Bracken, manager of the Starr Piano

Co., says that the Starr phonograph and record sales are keeping up a good record, and the rainy weather during May did not affect the business seriously.

Photographs of views of the Edison Shop were used effectively in newspaper advertising by A. H. Snyder, manager, in featuring the new Edison. The entire force of the advertisement and window display was to emphasize the fact that the Edison phonograph is the result of experiments in perfecting the New Edison, which cost \$3,000,000.

One of these photographs showed the window of the Edison shop in which the new Edi-



Showrooms of Edison Shop

son machine occupied the center of the stage. On one side was a large poster showing the portrait of Thomas A. Edison and on the other was a dollar bill with the statement that it took 3,000,000 of them to perfect the new Edison. The record department of the store was featured in a special picture showing the record racks and arrangement of stock. The third picture is reproduced herewith and shows the display of the machine itself in the beautiful sales rooms.

The talking machine department of the Pearson Piano Co. has organized a club known as the A. M. Club. Miss Lola Glasscock is president; Miss Mildred Mason, vice-president; Miss Ethel Hankins, secretary; Miss Frieda Ruth, society editor, and Miss Hazel Thomas, treasurer. Mrs. J. Ellison Fish, in charge of the department, and Mrs. Blanche Mitchell are honorary members. The purpose of the club is to stimulate co-operation among the department employes. What the initials A. M. stand for is a deep secret as The World correspondent learned when he asked for the full name of the club.

George Kadel, one of the crack Edison salesmen at the Edison Shop, who was in the tank service in France, is back on the job. A. H. Snyder, manager, reports that business during May was fine. The shop has bought a new delivery truck.

W. G. Wilson, manager of the Grafonola Shops, Inc., reports that business in May was ahead of the preceding month. Miss E. L.

Schneider, who has made a nice record as a saleswoman in the shop, is to marry Morris Huber, an advertising man, in June.

"Business is keeping up better this spring for a longer time than I have ever seen it," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, which handles Columbia and Windsor machines.

H. E. Whitman, of the Circle Talking Machine Shop, which handles Victrolas exclusively, visited the factory last week. Mr. Whitman said that when one sees the hundreds of machines the factory is turning out he is forced to wonder where they all go and why there is such a shortage.

Miss Minne Springer, manager of the Victor department of Taylor's, says that business is very good. The seal system of selling records, not permitting any to go out on approval, is making a hit with the customers of the store.

The Kipp Phonograph Co., Edison distributor, has rearranged its offices, increased its storage space and fitted out a room especially for visiting dealers. Walter E. Kipp, president of the company, is proud of the claim that he now has the best equipped wholesale house among Edison distributors. He is working hard for the Edison dealers' convention.

Back orders are being caught up with slightly at the Mooney-Mueller-Ward Co., Pathé distributors. Records are coming in better.

At the Stewart Talking Machine Co., Victor distributors, business is still limited to the supply of machines and records, but the company is expecting soon to handle all its demands.

W. A. Wilson, general manager of the Columbia Co., visited the wholesale branch here recently. At the last regular monthly meeting of Columbia dealers Capt. Fuelcher, of Winton & Livingston, New York, spoke on the co-operation the dealers could give in arranging for the Columbia artists to appear in concert here. C. P. Herdman spoke on the value of co-operative advertising. Ben Brown, manager of the wholesale branch, discussed general conditions.

The Mutual
TONE ARMS & SOUND BOXES

Dealers

If you want the best, be sure that the machines you handle are equipped with

MUTUAL
TONE ARMS AND
SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

LANGUAGE RECORDS



Progressive Dealers sell
LANGUAGE
Phone Method
and ROSENTHAL'S
Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.
THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

CLEVELAND TRADE MAKING DRIVE FOR SUMMER BUSINESS

More Stock Now Available—Inauguration of "Dry" Period Destined to Help Business—New Wurlitzer Home Nearly Ready—Dealers Attend Piano Convention in Chicago—Trade of the Month

CLEVELAND, O., June 5.—Talking machine dealers are making an unusually hard drive for mid-summer business. More stock is now available than has been supplied in many months and the outlook for a good season is especially bright. Members of the Talking Machine Dealers' Association of Northern Ohio are enthusiastic over the business outlook, according to Herman Wolfe, president of the organization. A prosperous summer season is also expected by R. E. Taylor, district manager of the Starr Piano Co.; the Fischer Co.; W. F. Young, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co., and E. M. Buel, head of the Cheney Phonograph Sales Co.

The Cheney Sales Co., 4400 Euclid avenue, reports an ever-increasing demand for Cheney talking machines and records. This enterprising Cleveland concern has developed a big business since it was organized several months ago.

Cleveland went dry May 26, when more than 1,300 saloons closed their doors under an amendment to the constitution adopted by the State's voters last November. Hilarious scenes marked the closing days of the "wet" period.

Business men are not worried over the outcome of the city's going dry. Piano, player-piano and talking machine dealers generally say they are glad "booze" has been eliminated, believing that better business will result in the end. They reason that salesmen who drank will now be better qualified during business hours to wait on patrons and that "mornings after" will no longer affect good salesmanship. Thus far none of the saloon sites have been let to music dealers. Cleveland will be out \$1,000,000 a year by reason of there being no saloons, as each paid \$1,000 a year license.

The Wurlitzer Co.'s new home in the six-story Euclid Building, 1015 Euclid avenue, will be ready for occupancy within a few months. The

Wurlitzer Co., through Rudolph Wurlitzer, vice-president of the Cincinnati concern, recently acquired this new store site in the heart of the city on a twenty-year leasehold, rentals for the entire period aggregating about \$1,000,000. The Euclid building property will be remodeled into one of the most complete music stores of the Middle West. Pianos, organs, talking machines, records, string and band instruments, music rolls, and other articles will be handled. The Wurlitzer Co.'s quarters, 600 Huron road, have been outgrown. The new site is more advantageous from a retail viewpoint, it being in the most valuable realty section of Cleveland's downtown business and shopping district, just a short distance east of what is known as "Gold Row," where the leading banks and other financial institutions are located.

The Collister & Sayle Co., Victor talking machine dealers, had a fine window display of stock for Memorial Day.

The Heuter Jewelry Co., 5372 St. Clair avenue, is one of the enterprising Cleveland concerns which sells Victor records and Victrolas as drawing cards.

"A Good Man Is Hard to Find" is a Victor record the C. C. Lipstreu & Son, 4025 Payne avenue, are pushing. Claus & Schroeder, 4124 Clark avenue, are booming OkeH talking machine records, among them being "Sundown in Birdland."

The Hippodrome Song and Gift Shop, 740 Euclid avenue, is one of the neatest places Columbia phonograph record seekers find in Cleveland when looking for novelties. This store, operated by Jerome H. Remick & Co., is full of everything interesting to music lovers.

"I'm Forever Blowing Bubbles" is a Cheney record the Caldwell Piano Co. is pushing in show window displays and advertisements.

Cleveland dealers in Columbia talking ma-

chines and records are featuring Graveure, declared to be the "pre-eminent baritone." Columbia records reproducing pantomime dances by Colonel Read's Band are also featured.

The Aldrich-Howey Co., East Fourth street furniture dealer, is among the latest to add Victor records to the firm's general stock.

The Fischer Co., Pathé distributor, is featuring music rolls in window displays and pushing this class of stock with splendid results.

Many of the Cleveland talking machine dealers were visitors to Chicago the first week of this month, going to attend the series of conventions held there in the interest of the music trade business. The attendance of retailers and distributors was the largest on record, talking machine retailers who handle player-pianos and pianos joining the straight-out piano merchants, giving zest to this national gathering.

Among the visitors to Chicago were Charles K. Bennett, general manager of the Eclipse Musical Co., and former president of the Talking Machine Dealers' Association of Northern Ohio; Herman Wolfe, head of the Wolfe Music Co. and president of the talking machine men's organization; Henry Dreher, head of the B. Dreher's Sons Co.; R. E. Taylor, district manager of the Starr Piano Co.; Harlan Hart, manager of the musical instrument department of the May Co.; A. L. Maresh, secretary of the Cleveland Music Trades Association; A. B. Smith, head of the A. B. Smith Piano Co. and president of the Cleveland Music Trades Association; Walter S. Raeder, head of the Harmony Music Shoppe; Otto Muelhauser, of the Muelhauser Brothers Piano Co., dealers in Corona talking machines; G. M. Ott, head of the Ott Piano Manufacturing Co., and several sales managers of other concerns as well as those just mentioned.

Walter Logan, vice-president of the McMillin Music Co.; Robert L. White, head of the Robert L. White Co.; M. O. Matlin, head of the Home Piano Co.; E. M. Buel, president of the Cheney Sales Co., distributors of Cheney phonographs; W. B. Ulrey, manager of the Cleveland branch of the Wurlitzer Co.; Irving H. Buescher, manager of the Buescher Co.; J. O. Raeder, secretary-treasurer of the Caldwell Piano Co.; W. F. Young, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co.; E. L. Lyon, sales manager of the Eclipse Musical Co.; Samuel Bruck, of H. B. Bruck & Sons; W. W. Wirth, head of the W. W. Wirth Co.; and Rex C. Hyre, attorney for the members of the Cleveland Music Trades Association.

Among the current popular talking machine records in Cleveland are these:

Columbia—"By the Camp Fire" and "Mammy o' Mine," by the Sterling Trio; "Bring Back Those Wonderful Days," by Bert Williams; and "The Music Box," by the Columbia Miniature Orchestra.

Starr—"An Old Sweetheart of Mine" and "Out to Old Aunt Mary's," by Harry E. Humphrey; "How Are You Going to Wet Your Whistle?" by Henry Frankel; "Eyes That Say I Love You," by Sam Ash; and "One and Two and Three and Four," by Irving Kaufman.

Victor—"Twilight," by Amelia Galli-Curci; "You'll Find Old Dixie in France," by Pietro; "When You Look in the Heart of a Rose," by Joseph C. Smith's Orchestra; "The Royal Vagabond" and "Canary" fox-trot, by Joseph C. Smith's Orchestra; and "When the Shadows Softly Come and Go," by Vivian Holt and Lilian Rosedale.

Pathé—"I've Got a Pair of Swinging Doors That Lead Right Into My Heart," by Arthur Fields; "I'll Say She Does," by Ernest Hart; "Round the Town," by Joseph Samuels' Orchestra; and "Everybody Shimmies Now," by the Synco Jazz Band.

Edison—"Dear Old Pal of Mine," by Thomas Chalmers; "Life's Dream Is Over," by Marie Rappold and Carolina Lazzari; "Night Time in Little Italy," by the Frisco Jazz Band.

Dance music at present is making a particularly strong appeal to devotees of terpsichore and to music lovers generally, according to statements of talking machine dealers.

PHONOGRAPH CASES

Reinforced 3 ply veneer
THE STANDARD CASE
for Talking Machine and Records



Made by

PLYWOOD CORPORATION

GOLDSBORO, N. C.

8 Mills in Va., N. C., and S. C.

New York Office, 103 Park Ave.

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and
Plywood
Cases

ARE SYNONYMOUS

For 10 years phonographs have travelled in plywood cases and have reached destination in perfect condition.

Our capacity and experience in manufacturing insure you getting good service and well made cases.

We make record cases too.

Let us figure on your requirements.

CABLE ADDRESSES
"REWILL" NEW YORK
AND
"TONOFONE" CHICAGO

R. C. WADE CO

MAKERS OF

"Tonofone"

THE TALKING MACHINE NEEDLE SUPREME
THE NEEDLE THAT'S DIFFERENT

BRANCHES
IN ALL IMPORTANT
COMMERCIAL CENTERS
THROUGHOUT THE WORLD

EXPORT DEPARTMENT
160 BROADWAY
NEW YORK CITY
U. S. A.
TEL. CORT. 8586

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE
CHICAGO, ILL.
U. S. A.
TEL. RANDOLPH 2045

YOU are cordially invited to visit our newly appointed offices (Chicago or New York) and hear a talking machine played as never before. Tonofone is absolutely different—it improves all phonographs. It makes all records better—makes good records great.

Remember this, no phonograph or record can possibly be one bit better than the needle with which it is played. Inferior needles are a positive injury to the phonograph business.

Tonofone is musically and scientifically right—it is to the ordinary needle what the nightingale is to the blue jay. The purity of its tone is marvelous—more marvelous still, it plays all kinds of records and all kinds of machines.

A single Tonofone will play fifty or more records and bring out every tone, loud or soft, high or low,—each one clear and pure and in its right volume. The nuisance of constantly changing needles is ended.

Tonofone makes the phonograph like "a thing with a soul"—makes it sing and talk like the human voice—makes it play instrumental music like the instruments themselves in master hands. Critics are amazed.

Tonofone is not an experiment—it has run the gamut and stood the test. It is the needle supreme—the needle that helps to sell all records and phonographs. It has set a new standard in "phonography"—it has come to stay.

Don't be without Tonofones—you need them. Our big broad business policy is indicated by subjoined order blank.

BETTER FILL OUT THIS ORDER BLANK AND SEND IT TO OUR NEAREST OFFICE OR DISTRIBUTOR—TODAY.

CABLE ADDRESSES
"REWILL" NEW YORK
AND
"TONOFONE" CHICAGO

DEALER'S ORDER BLANK

BRANCHES
IN ALL IMPORTANT
COMMERCIAL CENTERS
THROUGHOUT THE WORLD

R. C. WADE CO

MAKERS OF

"Tonofone"

THE TALKING MACHINE NEEDLE SUPREME
THE NEEDLE THAT'S DIFFERENT

EASTERN AND EXPORT DEPT.
160 BROADWAY
NEW YORK CITY
U. S. A.
TEL. CORT. 8586

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE
CHICAGO, ILL.
U. S. A.
TEL. RANDOLPH 2045



Please send us _____ cartons of Tonofone Needles, each carton containing 100 packages of 4 needles each, to retail at 10 cents per package.

Regular retail price, per carton	-	-	-	\$10.00
Dealer's trade discount, 40%	-	-	-	4.00
Net dealer's price, per carton	-	-	-	\$6.00

BE CAREFUL TO STATE NUMBER OF CARTONS WANTED

NOTE: This order is given and is to be accepted under your eminently fair TONOFONE "MONEY-BACK" GUARANTEE, which we understand to be a distinctive feature of your general business policy and by the terms of which, if needles are not satisfactory and as represented, we may return them without cost or expense to us.

DISTRIBUTORS

World Phonographic Sales Co., 237 Fifth Avenue, Pittsburgh, Pa.—Home Music Co., 9 No. Queen St., Lancaster, Pa.—Smith Bros., Sandusky, Ohio—World Phonograph Co., Chicago—W. A. Carter, Cable Building, Chicago—The OkeH Record Distributing Co., OkeH Bldg., Grand Rapids, Mich.—World Sales Corporation, 1340 Lawrence St., Denver, Colo.—Walter S. Gray, Chronicle Bldg., San Francisco, Calif.—M. D. Swisher, 115 So. 10th Street, Philadelphia, Pa.

Signed _____

Date _____ Address _____

THIS ORDER SHOULD BE SIGNED AND MAILED TO OUR NEAREST OFFICE OR DISTRIBUTOR



Now Irving Kaufman's brother Jack helps him sing "Eyes That Say I Love You." The record will help your receipts. A-2726.

Columbia Graphophone Co.
NEW YORK

TWIN CITY TRADE STILL COMPLAIN OF STOCK SHORTAGE

Vocalion Formally Introduced in the Local Trade—Work Started on New Columbia Quarters—Trade Expansion Limited by Supplies—Talking Machine Men Joining New Merchants' Association

MINNEAPOLIS and ST. PAUL, MINN., June 7.—The Aeolian Vocalions swarmed into the Twin Cities at the first of June with a blare of trumpets (in the newspapers) and already have become an institution. C. R. Stone, who is the Northwestern sponsor for the Vocalion line, was present to give it the right start, but expects to leave the local management to Col. Gerlach, one of the veterans of the trade in this territory.

The Aeolian headquarters at Nicollet and Ninth, Minneapolis, is one of the best equipped and advantageously situated music houses in the Northwest. The building, which is brand new, is nearly all plate glass and cannot be excelled anywhere for light and display purposes. In addition to a fine retail plant the headquarters will be devoted in part to distribution, as the Stone Piano Co. will control Minnesota, the Dakotas, Montana and western Wisconsin. The New England Furniture Co., Minneapolis, and The Emporium, St. Paul, have taken on full lines of the Vocalion instruments and make liberal use of the daily papers to make it known.

Work began June 2 upon the new headquarters of the Columbia Graphophone Co. for the Northwest at 18-20-22 North Third street. This will be the largest talking machine plant in this territory and will be as complete and modern as the skill of the company's engineer can devise. Manager W. L. Sprague hopes to be installed about August 1, but fears that the contractors will disappoint him.

The only phonograph on the special train provided for the big trade tour of Northern Minnesota was a big fine Edison supplied by Laurence H. Lucker. He was represented by George H. Compton, the widely known traveler for the Edison lines.

Henry Doerr, of the Minneapolis Drug Co., Sonora distributor, also was aboard the train.

It may be reported here that dealers in talking machines continue to complain of the shortage of goods. Machines, particularly certain desirable and quickly selling types, are exceedingly hard to get, say the dealers, and they are full of reproaches and bitter complaints. There is little question but that many dealers are throwing business away every day, particularly such as hold to one line, solely because of their inability to obtain the goods wanted. The purchasers in these days of art furniture and period furniture and harmony have a rather clear idea of what they want and woe to the dealers that can't supply the want.

Jay H. Wheeler, who handles the Pathé department for G. Sommers & Co., after a personal visit to the home office, is much better satisfied with the treatment accorded him. It is possible to gather a stock for the big fall run and to accumulate several hundred thousands of records. He reports that the travelers are establishing Pathé agencies right along in various sections of the Northwest.

"Sales are fine, but production is poor," was the summary of the Sonora situation presented by Sewall D. Andrews, Sonora manager for the Minneapolis Drug Co.

One thousand Brunswick machines would salve E. L. Kern, director of the Brunswick-Balke-Collender Co., while 2,000 would transport him to the Seventh Heaven. He knows that the parent company is moving heaven and earth to enlarge the Dubuque plant, but while the work is progressing nicely phonograph business is going over the dam every day. The fact that he is no worse off than others does not relieve his feelings very much.

Although it is impossible for the Victor dealers to supply the cravings of their fellowmen for canned music they are advertising heavily in the twin city papers to show the readers where to buy Victrolas. Foster & Waldo, the L. S. Donaldson Co., the Powers Mercantile Co. and the Golden Rule have patronized the press very freely of late, while at the same time complaining that it is impossible to get machines. Naturally shipments are coming through right along and each dealer doubtless is sharing equally in the distribution, so that no injustice will be done, but the Victor representatives, whether retailing or jobbing, are having a hard time.

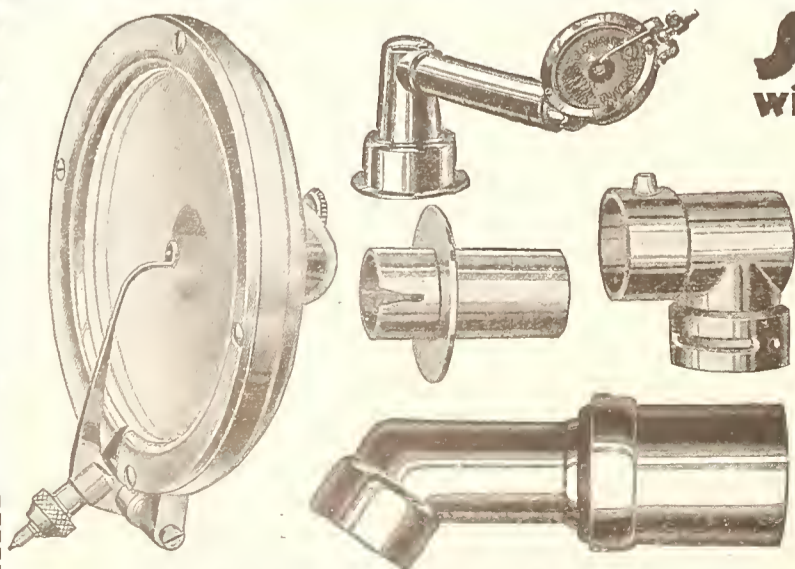
Northwestern dealers generally are affiliating with the newly organized Minnesota Music Merchants' Association. They rather feel that their branch of the trade has been somewhat slighted in the division of offices. While it is quite true that no exclusive talking machine dealer has obtained preference, it should not be forgotten that all the officers are very extensive dealers in machines, among the very largest in fact.

RETURNS FROM SERVICE IN FRANCE

Homer B. Johnson, formerly of the Haverty-Rustin Furniture Co., of Columbia, S. C., is now with the Haverty Furniture Co. in Charleston, S. C. He has just returned from several months' active service in France, and is doing very well with the Columbia line. He says that the Columbia machine was as well known to the members of the A. E. F., as it is in the United States.

TO HANDLE PATHE ACTUELLE

William Turner, Columbia dealer, at 1401 Main street, Buffalo, N. Y., will also handle the Pathé Actuelle in the future. He secured the new agency from the Buffalo Wholesale Hardware Co., Pathé jobbers.



Superior Die Castings will Cut Your Costs and Increase Your Sales

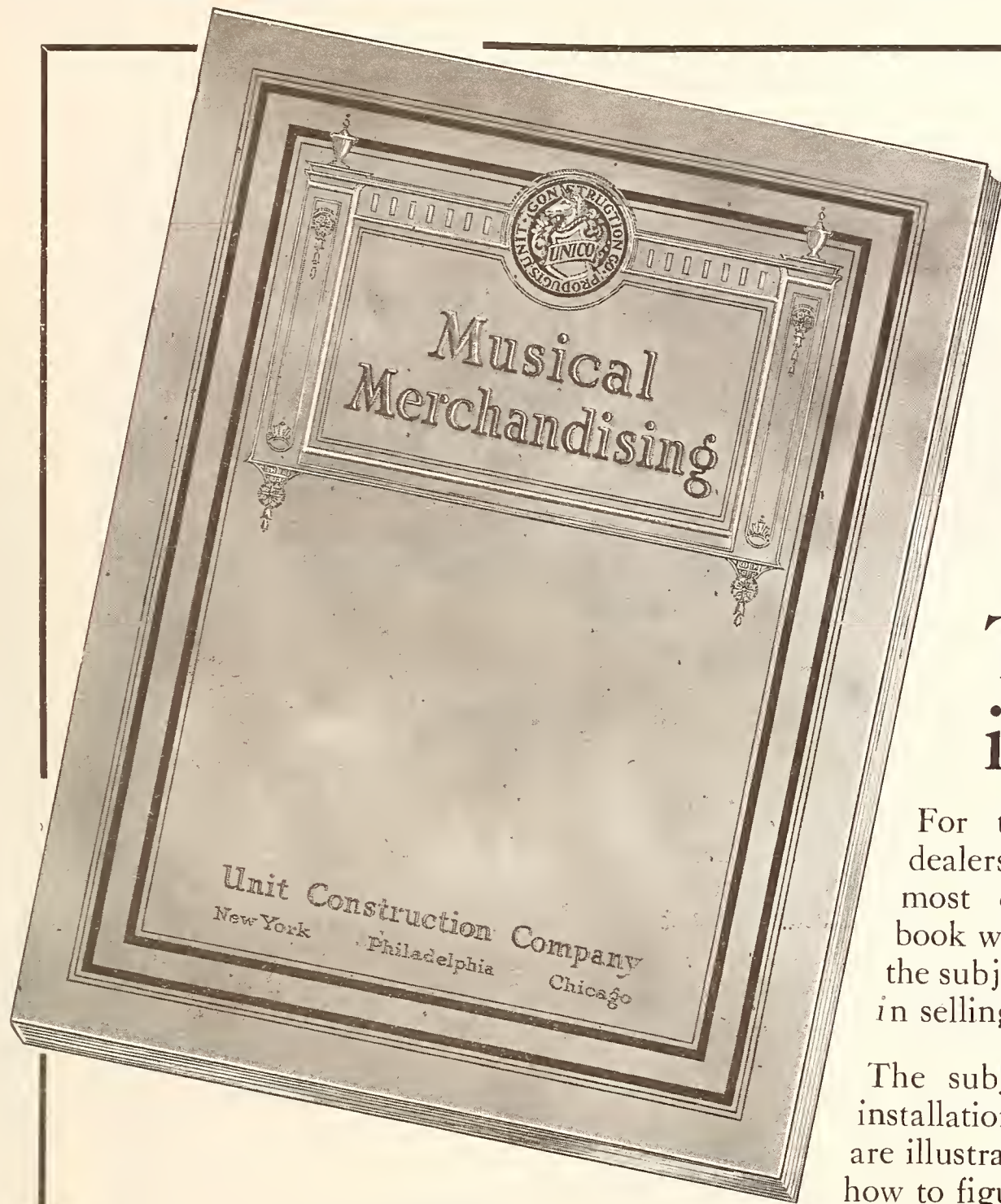
Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for
Samples of Work we
are doing in
this line



Send us
your Specifications
or Models for
quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois



Though FREE This Book is Valuable

For the benefit of progressive dealers, we are now issuing the most complete and informative book which has ever appeared on the subject of environment as an aid in selling musical merchandise.

The subject is fully discussed; the installations of many leading dealers are illustrated and you are shown just how to figure your own requirements.

Examples are shown of the designs of different periods of decorations—methods are suggested of handling your record business more efficiently and with less waste of salesman's time.

There is no talking machine dealer but will find in this book some new idea and for most dealers it will prove a revelation in selling methods.

The edition is limited and we have already had a good many requests for this book, so, if you wish to make sure of yours, please write us at once and we will send you a copy with our compliments. If you wish, you can simply fill out the coupon and attach it to your letterhead in writing us.

Please address the office nearest you.

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Please send a copy
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The Backing of the Factory Goes With Every Mandel

Truly, a Quality Phonograph

The maker's name on each instrument is our guarantee that every ultimate owner will be satisfied.

Dealers selling MANDEL phonographs may exert every ounce of their selling energy in *selling*. We back them with a manufacturing organization that *knows* how to build good phonographs.

Learn more about the new MANDEL line. Let us tell you why it will be to your interest to become a MANDEL dealer.

Model No. 3

\$125⁰⁰

None better at \$200. Our leader. Being sold by over 3000 dealers.

In cabinet design—
In tone—In mechanical efficiency—
it will fulfill every wish for a good phonograph.



Our Co-operative Selling proposition will interest every Phonograph dealer.

WRITE!

Mandel Mfg. Co., Inc.
501-511 S. Laflin St.
CHICAGO, ILL.

BIRMINGHAM A THRIVING TALKING MACHINE TRADE CENTER

This Progressive Southern City Contains a Live Bunch of Dealers Constantly on the Alert to Expand Their Business Just as Soon as They Can Get Needed Stock

BIRMINGHAM, ALA., May 29.—L. C. Parker, president of the Badger Talking Machine Shop, Milwaukee, was a visitor in this city during the past week, being a delegate to the International Kiwanis Convention, which was held here May 21 and 22, and expressed himself as highly pleased with the outlook for Victrolas and Victor records for the immediate future. He was for years manager of the talking machine department of Gimbel Bros. in Milwaukee and greatly assisted Mrs. Clark, of the educational department of the Victor Co., who at that time was musical supervisor of schools in that city.

Manager Lowshe, of the Atlanta Talking Machine Co., paid Birmingham a visit the past week in search of Vocalions. This line has recently been taken on by his house.

The C. C. Holcombe Co. is now in process of making extensive alterations in its store. Several new booths have been installed, and the store front has been changed, making the general appearance much more attractive.

J. E. Cain, "The Little Furniture Man," bought a solid car of Vocalions of different styles for immediate delivery, and he is very optimistic regarding labor conditions in this section.

Oster Bros., Vocalion and Columbia dealers, bought last week a car of the former make in the higher-priced instruments, which is an indication that the demand generally is for the better grade machines.

The Talking Machine Co., Victor distributors, report business on school machines extremely active owing to the fact that one of the Victor Co.'s educational representatives is working in Northern Alabama and Southern Tennessee.

B. G. Powell, local representative of the Columbia Graphophone Co., is now actively engaged in organizing the talking machine dealers of this city with the idea of bettering con-

ditions in connection with terms, interest and contract business generally. Mr. Powell will have the support of the better class dealers.

Williams Music House report the purchase last week of \$20,000 worth of Supertone talking machines ordered through Nestor Roos.

Frank Clark, of Clark & Jones, Knoxville, Tenn., spent several days here with the Emerald Co., and reports a difficulty in securing Vocalions. His visit here was largely for the purpose of securing machines for his Chattanooga and Knoxville stores.

Nestor Roos, representing the Supertone Talking Machine Co., reports business very good all through the South. Accessory business, Mr. Roos states, is exceptionally good.

The friends of C. C. Holcombe were glad indeed to see him again in his store after an absence of over a year. Mr. Holcombe was a member of the Tank Corps and recently returned from France.

R. B. Broyles has recently taken on the Pathé line and is opening up in a businesslike way. His opening announcement was made up of a full page ad in the local papers and his subsequent advertisements have every indication that he intends to "do it right."

Sales Manager Tracey, of the Vocalion department of the Aeolian Co., New York, was a visitor in Birmingham during the past week. Mr. Tracey is very much impressed with the outlook here and expressed himself as highly pleased with the work done by the company's representative in this territory—the Emerald Co. Better machine shipments in the future were promised.

F. W. Bromberg has moved his Edison Shop to the mezzanine floor of his jewelry store. He feels he can give better service having the department where it will be under his personal observation at all times. Heretofore the phono-

graph department was conducted two doors from the main building and was connected by a rear passage.

Clark & Jones Piano Co. have been featuring the past month the No. 150 and No. 75 Vitanolas. The management reports a very heavy business for this time of year on the latter type. The Victor and Widdicomb lines are also handled by this house and practically everything of these two lines that can be secured is sold in advance of its arrival. The new model Widdicomb machines are now being received, over which the salespeople are very enthusiastic. The regular monthly banquet to the employes of the talking machine department of this store will be held at the Tutwiler on May 30. The management set a certain amount of business which, if done any month, would entitle the employes to a banquet. A banquet has now been won for eleven consecutive months.

H. S. Jones, president of the Clark & Jones Piano Co., attended the Piano Dealers' Convention in Chicago last week. During his stay North he will visit several Victor distributors, as well as the Widdicomb factory in Grand Rapids, in an effort to get goods.

VICTOR RECORDS INTEREST MANY

BOSTON, MASS., June 4.—There was a large audience in Steinert Hall on the afternoon of Monday, June 2, to listen to a demonstration of the June Victor records. The records were played with the assistance of the Duo-Art. On request from persons in the audience any number desired was played.

POPULAR IN CANADA

The "Violaphone" talking machine needles, manufactured by the Fred Gretsch Mfg. Co., Brooklyn, N. Y., are proving very popular in Canada, and dealers are steadily increasing their orders. H. A. Bemister, of Montreal, is the Canadian wholesale agent for the "Violaphone" needle.

HASKELITE

Waterproof Plywood

the ideal material for talking machine cabinets, can now be furnished in large quantities for early delivery. Gumwood exclusively—America's most beautiful cabinet wood.

Plants at Grand Rapids and Ludington, Michigan

Total plant capacity thirty million feet a year

Write or wire for quotations to

Haskelite Manufacturing Corp.

Chicago: Chamber of Commerce Bldg.

New York: Equitable Bldg.

George R. Meyercord, President

120 Broadway

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., June 4.—The talking machine business in the month of May was a little more satisfactory than it was in April, the increased production of the Victor, the Brunswick and the Sonora helping out the dealers in those lines, while the shipments of Edison, Columbia and other machines which have felt less the great drain have been able to satisfy their dealers nearly to the extent of 100 per cent.

The general feeling here is that the worst is over, and that from this on the situation is going to be a great deal more easy, but it also looks as if there was going to be a tremendous business in Philadelphia this fall and dealers in every line of talking machines are straining every possible way to get as much stock on hand to meet the wants of the dealers.

Columbia Co. to Occupy New Quarters

To show how this coming condition is impressing the dealers is shown in the improvements that are being arranged for among a number of the large jobbers and wholesalers. The chief change in this respect will come to the Columbia, at present at 210 North Broad street but which firm will move about the first of July, to much larger quarters in the Central Realty Corporation Building, located at the corner of Sixth and Filbert streets.

Manager Nelson J. Wilcox, who is in charge of the Columbia's interests here, has found such a move absolutely necessary. He went to New York last week for several days to discuss the situation with the Columbia people, for he not only wants much more room, but he wants to have one of the finest talking machine jobbing establishments in the country.

During the month the Columbia offices have been visited by the following: A. R. Harris, a representative of the Columbia record depart-

ment; J. C. Ray, who came to this city to interview a cabinet factory to see whether it would not be possible to speed up work on cabinets; William Koburn, a representative of the Dictaphone Co.; X. H. Jarvis, a dealer of Milville, N. J.; H. H. Brown, of West Chester, Pa.; Mr. Kades, of Miller & Kades, Harrisburg Columbia dealers, who came down to get sufficient stock for the opening of their new warehouses at Steelton Pa.; L. D. Cameron, of the Cameron Piano Co., of Allentown, Pa., who have a large Columbia following in their section, and Mr. Fink, of Fink & Corbett, of Pottstown, Pa.; R. F. Bolton, sales manager of the International Record Department, New York; F. T. Bloom, manager of the Lauter Piano Co., of Trenton, N. J.; F. W. Zercher, of the Regal Umbrella Co., York, Pa.; Mr. Isaacs, of the Scranton Talking Machine Co.; O. F. Benz, of the Columbia general sales department, and Mr. Anderson, the Wilmington, Del., dealer.

Larger Wholesale Quarters for Weymann

H. A. Weymann & Son are at present rearranging their building to give much more attention than ever before to their Victor talking machine wholesale department. They are going to remove their offices from the second to the fourth floor, and will give over the entire second floor to their wholesale business, now that the Victor is beginning to get a sufficient stock to them to warrant such a move. H. Power Weymann, who has just returned from war service in France for more than a year, will assist his father in this Victor wholesale department.

Mr. Weymann states that the Victor Co. were so good to them in May that they have been able to get out a good percentage of their orders and the company promises them in June stock sufficient to fill from 80 to 90 per cent. of all orders.

Harry Weymann says: "Such a condition has not prevailed with us for more than a year." He is very much gratified at the number of dealers who remained loyal to the firm, and says: "Dealers who have confined themselves to the Victor line exclusively will no doubt receive the benefit, now that the Victor goods are becoming more plentiful. A great majority of our dealers remained loyal during the scarcity of machines, due to war conditions, and, notwithstanding their loss of sales, we feel sure that they will more than make up for this in the position it will give them as Victor representatives in their localities.

Semi-Annual Meeting of Edison Dealers

The Edison dealers of Philadelphia had their semi-annual meeting and banquet at the Bingham House on the evening of June 3. Forty dealers were present, besides a number of guests. The chief speaker of the evening was T. J. Leonard, of the Edison Sales Corporation, who spoke on production, the output of the factory, etc. C. G. Gardner was also a guest, and R. B. Cope, of the Girard Phonograph Co.

Herbert E. Blake, the leading dealer here in the Edison, says that his business in May was larger than in May of last year, and he says that June looks very good to him on account of the large amount of goods that is being received. The June list of records numbers sixty. Mr. Blake says they are doing very well at the 11th street store with the Columbia and Steger, although they are short of stock on the latter instrument.

Anxious to Get More Sonora Goods

Manager E. S. White, of the local Sonora jobbing house, says that while their business has been good they have been handicapped in the securing of stock. They have been unable to fill their orders on account of the shortness of

ANNOUNCEMENT

Emerson Philadelphia Company

Parkway Building

BROAD and CHERRY Streets :: PHILADELPHIA, PA.

Has been appointed distributors for Eastern Pennsylvania,
Southern New Jersey and State of Delaware, for

Emerson Gold Seal Records

(LARGE SIZE)

The Company is organized for efficient and prompt service and will carry a substantial stock of all releases for immediate delivery.

Send in Your Order



9153 { Mickey, Baritone Solo.....Arthur Fields
Heart of Wetona,
Baritone Solo Arthur Fields

9155 { Don't Cry, Frenchy, Don't Cry,
Baritone Solo Arthur Fields
I'm Forever Blowing Bubbles,
Tenor Solo George Gordon

9154 { Wait and See, You'll Want me Back,
Tenor Solo Sam Ash
Tears of Love, Tenor Solo . Henry Burr

9184 { Everybody Wants a Key to my Cel-
lar, Prohibition Song . Irving Kaufman
Golden Wedding Jubilee, Baritone
Duet Irving and Jack Kaufman

Immediate service on all tones of Brilliantone Needles, and Albums.

Ever cull your prospects?

SELL quantity orders to quality people. Instead of sending two pieces of mail monthly to your entire list, send *one* piece to *every name*, and *four pieces* to the *prosperous prospects*.

You'll find this plan prolific of greater sales, larger profits and an increased satisfied clientele. It keeps those able to buy interested in new records.



The Louis Buehn Co.

VICTOR WHOLESALERS

P H I L A D E L P H I A

stock. But they see a big change for the better in machines, and expect some substantial shipments in June and July, and they hope by fall to be able to supply all orders on demand. Francis J. Coupe, of the Sonora, was over from New York this week.

To Open Solutone Warerooms

By next week the new Solutone warerooms at 1727 Chestnut street will be opened with J. A. Scott in charge. They have a finely equipped building for the handling of talking machines, both wholesale and retail, and with very little altering, as the entire first floor is broken up into attractive rooms. They are getting in quite a lot of stock from their factory at Tenth street above Columbia avenue.

Join Estey Co. Forces

Bessie L. Bromley, long identified with the talking machine trade in this city, has joined the forces at the Estey Piano Co.'s talking machine department, where the Victor and Sonora are sold extensively. The firm are very

much handicapped at present in having very little to sell.

Cheney Phonograph Progress

The Cheney is continuing to make rapid strides here under the direction of G. Dunbar Shewell. Mr. Shewell states that he is not able nearly to supply his demands. He has been having many applications for the opening of new accounts, but is unable at present to consider any of these, it keeping him busy to keep his old customers supplied. F. Marion Cheney, who has been in France as a sergeant major of the 108th Infantry, has returned to this city. He will resume work at the Cheney offices. He is a son of the inventor of the Cheney phonograph.

Charles E. Robinson, of 3851 Lancaster avenue, is making extensive improvements in his store in the way of building additional booths.

Harry Wilson Appointed Manager

Herbert E. Blake has taken on several new salesmen, including Charles Held, and he has

made Harry Wilson, who has been with the firm since they started in business, the manager of his Eleventh street branch store.

Pathé Shop Improvements

Extensive improvements have just been completed at the Pathé Shop on Chestnut street by Walter E. Eckhardt. He has increased his booth rooms by ten, and has now one of the largest retail shops in Philadelphia in this respect. He has been able to get all the machines and records needed, in spite of a tremendous business, and in the record line especially fine results have been brought out of the Lieut. Jim Europe's band numbers.

Brunswick Shipments Increase

The Brunswick concern is in considerably better shape to begin the month of June than they were to begin the month of May. They have been getting some fine shipments. Manager F. J. Lyons, the local manager, is very much encouraged at the outlook. But the ship-

(Continued on page 66)



A VICTOR DOG IN EVERY HOME

WE HAVE JUST PRODUCED A NEW MODEL OF THE MINIATURE DOG of His Master's Voice—a splendid novelty. It was modeled by an eminent Philadelphia sculptor. It is the best selling Victor novelty or the best souvenir you can give away at some special event in connection with your Victor department and the most attractive feature you can secure for your window display.

It is the *smallest big thing* ever offered the Victor dealer.

Write for Particulars

PENN PHONOGRAPH CO., 913 Arch St., Philadelphia, Pa.

Victor Distributors

Wholesale only



Don't forget the Children's Stories so well told on Columbia Records. Have you one of the new translucent decalcomania signs showing all the children's familiar story friends?

**Columbia Graphophone Co.
NEW YORK**

TRADE NEWS FROM PHILADELPHIA
(Continued from page 65)

ments are not yet sufficiently large to warrant them in accepting the many new dealers who are clamoring to become Brunswick handlers in this territory. C. P. Chew, formerly a traveling representative of the Brunswick, is no longer connected with the firm.

Returns From Florida Trip

William F. Lamb, the popular talking machine dealer of Pottstown, Pa., has just returned from a two weeks' trip to St. Petersburg, Fla., to which place he was accompanied by Mrs. Lamb. They have remodeled their talking machine department, to which they added a number of booths.

Penn Co. Report Gratifying Business

The Penn Phonograph Co. report a gratifying business in May. They have gone considerably ahead of last year, and while neither machines nor records have anywhere nearly equaled the demand upon them, yet they have been able to satisfy their trade by a considerably greater percentage of both. Both Mr. Miller and Mr. Barnhill, of the firm, are enthusiastic golfers, and they take alternate periods on the links. Mr. H. F. Miller and several other men recently purchased a tract of land in Roxborough district, which has been laid out as a golf course, bearing the title of the Roxborough Golf Club. Lawrence Moore, who was with the Twenty-eighth Division in France, returned the middle

of May, has been mustered out and has taken up his old position with the firm.

The miniature dogs, duplicates of "His Master's Voice," are being sold in large quantities by the Penn Co. Recently it was suggested that the firm is "going to the dogs," but don't you believe it, or don't you have any feeling that they are trying out the business on the dog, for the Penn "His Master's Voice" is the greatest thing in the way of an advertisement ever gotten out by a local firm, in fact by any firm for the advertising of the Victor.

Raphael Levy & Sons have recently started to handle the Pathé machine at 726 Arch street. They have gone extensively into the business.

Pathé Line With F. A. North & Co.

One of the most important deals "pulled off" here in a long time has just been consummated between Walter Eckhardt, of the Pathé, and George Miller, head of F. A. North & Co., whereby F. A. North & Co. here, and at all the branch stores of the firm, will handle the Pathé extensively. "When I say 'extensively' I mean that nothing will be left undone to give the machine a satisfactory representation. F. A. North & Co. will devote considerable space on their first floor to the display of Pathé, and will devote all of their space in the mezzanine section to the talking machine business. They are erecting an additional story to their building at 1306 Chestnut street, and will move all their offices to the seventh floor of the building. The

North firm have arranged to 'organize every one of their branches with the Pathé machines," said Mr. Eckhardt, who added, "This is probably one of the most important phonograph accounts in this city, as North & Co. are among the largest and most successful firms in this district."

Buehn Co.'s Interesting Report

The Louis Buehn Co., through its officials, report a gradual bettering of conditions among its dealers in Philadelphia, Pa., New Jersey and Delaware. Dealers are about completing unfilled machine orders left over from the Christmas season. Record stocks are still much depleted, but good monthly record shipments and sales have alleviated to a great degree losses being suffered by its Victor dealers. The Buehn Co. further report an optimistic and aggressive attitude being taken by its dealers, many of whom are completing or planning improved facilities for taking care of the business that inevitably is bound to come—providing sufficient quantity of Victor goods can be had.

Thousands of new homes are being built in this section and thousands more are in the process of planning, yet at the present time there is a shortage of over 30,000 homes in Philadelphia alone. Good wages and steady employment being enjoyed by the workmen of this section are making hundreds of new Victor customers. Dealers are but waiting the chance to get sufficient stock of machines and records so that they can change from the role of order-takers to salesmen and planners of constructive sales methods. Indications are that the time for this is not far distant.

Ensign L. D. Callahan, having been discharged from the service, is now back with the Louis Buehn organization, covering the prosperous coal region section. Ensign Edward P. Bliss, after a year in France, is covering the principal points along the main line of the Pennsylvania. William H. Nolan, who has been covering these combined territories for the past year, is now giving his attention to the city dealers in Philadelphia, and assisting Mr. Buehn on the inside. Aside from Mr. Buehn's many personal duties he has been placed in charge of the arrangements for the Victor jobbers' convention at Atlantic City from June 30 to July 2. In spite of all this he has managed to top off all this by a golf score of 93 on Memorial Day at the Seaview Golf Club, at Ocean City.

The Much Prized Dog

The Penn Phonograph Co. have given over one section of their building to "dog kennels," where their little "His Master's Voice" dogs are being decorated by a number of young ladies, many of whom are skilled artists from a local art school.

During these summer weeks attention of vacationists is being turned toward the portable type of talking machine which is finding much favor among devotees of seashore and mountains. The fact that it so completely combines pleasure and utility makes it more than a luxury and establishes it as a vacation necessity which no one desiring comfort can overlook.

Your orders filled immediately for

TALKING MACHINE NEEDLES



Keystone State—Full Tone Needles
per M. at 60c

Keystone State—Half Tone Needles
per M. at 60c

When ordering in 100 M. lots
per M. at 55c

Fibre Needles, at 30c per hundred

L & H Fibre Needle Cutters at 81c each
 Record-Lite Fibre Needle Cutters at 81c each
 Lundstrom Cabinets
 Record Cleaner Brushes, etc.

H. A. WEYMANN & SON

Victor Wholesalers **1108 Chestnut St.
Philadelphia, Pa.**

Established 1864



OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.




DEAN

For nearly a quarter of a century this name has stood for the highest quality of the Phonograph Steel Needle.

Known all the World over




SELF SHARPENING NEEDLE

One Needle With Three Distinctly Different Tones
Loud - Medium - Soft
PETMECKY MULTITONE NEEDLE

PERFECT TONE REPRODUCTION



Good for Ten Records

1. For **LOUD** Tone

2. For **MEDIUM** Tone

3. For **SOFT** Tone



Play with Flattened Side Facing Record

Play at Intermediate Angles

Play with Edge Facing Record



Good for Ten Records

PITTSBURGH TALKING MACHINE DEALERS PLAN BIG TIME

Dinner and Business Meeting at the Pines Will Be Victory Jubilee Session—"Mickey" Makes Big Hit—Why Fisher Figured!—Buehn Co. Removes—Starr Co. in New Offices—Other News

PITTSBURGH, PA., June 7.—The most interesting feature of the talking machine market here the past few weeks was the tremendous hit made by the celebrated motion picture film "Mickey," which opened at the Nixon Theatre May 19 and is still having a very successful run. As a result of the wide advertising, which was both novel and original, practically all of the talking machine dealers have had a very excellent business in disposing of "Mickey" records. The Victor, Columbia, Pathé, Emerson, Gennett, Edison and OkeH record dealers had very tasty displays of the "Mickey" scenario in their show windows in which the "Mickey" records were a prominent feature. Some of the more elaborate window displays were those of the W. F. Frederick Piano Co., C. C. Mellor Co., S. Hamilton Co., the Pathé Shop, Star Music Co., Spear & Co., Lechner & Schoenberger, the J. M. Hoffmann Co., May, Stern & Co., and the Mentzer Victrola Shop.

The S. Hamilton Co. and May, Stern & Co. issued several hundred free tickets of admission to the Nixon Theatre to their patrons, the tickets calling for any seat in the house on payment of the war tax. This was a very commendable feature and was much commented on in music and show circles as a live advertising feature. T. E. Shortell, manager of the Hamilton talking machine department, and Manager Barry of the May, Stern & Co. talking machine department, both reported large sales of "Mickey" records.

What promises to be a red-letter event in the chronicles of the Pittsburgh Talking Machine Dealers' Association, and one which will mark a sort of a Victory Jubilee session, is fixed for Tuesday evening, June 17, at "The Pines." This will be the regular business meeting of the association, but mirth and good fellowship will be the dominant notes at the gathering, which will not only include the entire membership of the association but also representatives of each of the talking machine shops in the city.

The committee in charge consists of John Henk, chairman; Leo Half, J. E. McCormick, J. H. Phillips and W. J. Wright. The personnel of the committee is proof positive that there will be a very lively evening and that dull care will not even have "a look in." The affair will be marked by an elaborate dinner, the first big one that the association has had for some months and then will follow a novel program for the amusement and entertainment of the party. The members and their guests will meet at a central point and be conveyed to "The Pines" in automobiles.

John Fischer, the versatile and popular manager of the Victrola department of the C. C. Mellor Co., was in the business limelight quite prominently the past few days. On the occasion of the recent trade-boosting tour of the Pittsburgh Chamber of Commerce he was a member of the delegation of business men who used a special train on a 600-mile trade extension trip through Western Pennsylvania and Eastern Ohio. Then, on May 22, at a special meeting of the Kiwanis Club he was the "Silent Booster," and in that manner showed the beauty and advantage of having a Victrola. Despite this Mr. Fischer still is on the job and kept busy filling orders for Victrolas and Victor records.

P. W. Simon, the well-known Victor dealer of Uniontown, Pa., was in Pittsburgh on a business trip and incidentally scouting around for more Victor machines and records. He reports business as very brisk in the Fayette county metropolis, where he has a very busy shop.

W. O. Williams, head shipper of the C. C. Mellor Co., who went overseas with the American Expeditionary Forces, is back from the front and is on his old job again.

J. C. Roush, president of the Standard Talking Machine Co., and French Nestor, also

of the Standard Co., spent several days recently in the East on a business trip.

G. L. Israel has succeeded H. C. Hornberger as manager of the Kaufmann & Baer Co. talking machine department. The firm has a very large section of the sixth floor devoted to the sale and display of the Victrola, Columbia Grafonola and the Aeolian-Vocalion. Sales of records are reported to have been very brisk during May for all three machines.

J. A. Endres, sales manager of the Brunswick phonograph in the Pittsburgh district, reports trade conditions as good and only limited by the number of machines. Mr. Endres has just returned from a business trip to Central Pennsylvania and reported the outlook as excellent for brisk business.

According to Manager A. N. Ansell, of McCreery & Co., the Victrola department of this concern is enjoying unusually good business in machines and records.

A. B. Smith, assistant manager of the Pittsburgh Columbia Grafonola offices, was a business visitor to Youngstown, Ohio, recently.

The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The

second floor is devoted to the show and sales-rooms, which are in charge of H. C. Niles, secretary-treasurer of the company. A very attractive booth has been erected, in which the Starr phonograph and Gennett records are demonstrated. The fourth floor is devoted to stock and repair room purposes. Mr. Niles is much elated over the success he has achieved in placing Starr business in the Pittsburgh territory.

The Rudolph Wurlitzer Co., who are opening a large piano and stringed instrument establishment at 615 Liberty avenue, will also establish a Victrola department where a full line of Victrolas and Victor records will be placed on sale. The booths are now in process of completion. They are located on the first floor and will be very attractively decorated. Mrs. L. Voltz, formerly with the W. F. Frederick Co., will be in charge.

Miss T. Green, who left the Buehn Phonograph Co. to enter war work during the war, is now a member of the talking machine department staff of Rosenbaum's, who handle the Columbia and Victor machines.

The Buehn Phonograph Co., Edison phonograph distributors, have moved the wholesale department from the Wood street building to the Stevenson building on Seventh avenue, adjoining the Chamber of Commerce building. A. A. Buehn, general manager of the company, stated that press of business and the need of


(Continued on page 69)



NEEDED

ON EVERY

Victrola and Grafonola



No. 10 FOR VICTOR PRICE 35c

No. 20 FOR COLUMBIA PRICE 25c

The *Cleanrite* RECORD BRUSH

TRADE MARK RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET



BRUSH IN OPERATION

Saves Records and Labor of Cleaning

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman

TALKING MACHINE Co.

81 Reade Street Near Church St. New York

Victor Distributors






*Sit Down
Here in
our office
—we want
to talk to
you—*

WHY don't you do better advertising?

WHY don't you write better advertising copy—the kind that strikes fire and burns a hole in the people's pocketbook?

WHY don't you use high-priced art work, more attractive cuts that give your store character and personality?

WHY don't you get up eye-catching window displays—originate more effective sales ideas?

Well, why don't you? Speak up!

Your answer is "No single retail store can afford to hire the talent that can do all these things."

You're RIGHT!

But listen—Did you ever think what could be done by Syndicating?

You know what syndicating is. The Associated Press is an example. Syndicating means dividing the big initial cost of a service into very small equal portions or shares, each subscriber paying only one por-

New and Untried? NO!

Do not think this syndicated advertising plan is new and untried. In the dry goods, hardware and other trades, similar services have been established for more than ten years. But this is the first time, we believe, any service has been so thoroughly and comprehensively prepared for any line.

tion. If 100 subscribers, each pays 1/100 of the cost — if 1000, each pays 1/1000; yet each receives the complete service, as if he had paid the entire cost himself.

Talking Machine World Dealer Service

Means

It means a syndicated advertising and merchandising service.

It means *copy for your advertising* written by men who have spent a lifetime learning one thing—how to write copy that can and DOES sell talking machines and records.

It means *illustrations for your advertising* that catch the eye, that have the appeal, the charm, the punch—the kind of art work that costs Real Money.

It means *prepared layouts for your advertising* that stand right up on printed pages and talk out loud. The man that makes them spent eight years here and two years abroad learning how.

It means *merchandising plans and ideas* that have been tested and proved—no blanks—every one a winning number.

It means this *EVERY MONTH*—12 months in the year.

It means a complete merchandising and advertising service that costs thousands of hard dollars to prepare, but only a few dollars to you, because it is *syndicated*.

For the Live Dealer in Each Territory— First Come—First Served

This is not "canned advertising." Talking Machine World Dealer Service is so arranged that you can get personal attention to your individual problems. The copy is written only a short time ahead of the publication, so that it keeps step with the changing conditions and late developments.

It represents the vast fund of experience and knowledge gathered in this industry by the Talking Machine World:

It represents the unlimited resources of capital that can go out and get the best

there is, and pass it on to you—if you ask for it FIRST.

THE combined salaries of the men who create this service amount to \$21,000 yearly—a figure no single dealer could maintain on his payroll for this purpose. The men composing Talking Machine World Dealer Service are the best we know about. In short, the Talking Machine World has not launched this new plan until it was ready, prepared and equipped to have it set a standard in keeping with the standard of the magazine itself.

Talking Machine World Dealer Service is open to any dealer, big or little, regardless of what make of talking machines he handles

Talking Machine World Dealer Service

373 Fourth Ave., N. Y.

I want to know more about your advertising service.

I want to know how much it will cost me per month under your syndicate plan.

I want to see the goods—send me specimens and an outline of the complete service.

The population of my city is.....

I handle these lines.....

Firm name.....

By

Address

CLIP AND MAIL THIS COUPON NOW



THIS advertisement is not planned to sell you anything. It is solely to inform you that such a service is now available, and to urge you to investigate it. We believe every talking machine dealer will want to investigate it carefully.

Obviously, it can be awarded to only one dealer in a territory.

The first dealer in your territory who inquires, and later signs up, gets the rights to Talking Machine World Dealer Service in his territory.

The post mark on your letter counts as the date of your inquiry.

NEWS FROM THE PITTSBURGH TRADE

(Continued from page 67)

more space made the change necessary. The retail department, under the direction of Mark M. Mitchell, will remain at the Wood street quarters.

Mrs. D. M. Clemson (Christine Miller), the well known Edison artist, was one of the Pittsburghers who went to New York last week to welcome home sons of Pittsburgh from the war zone. Mrs. Clemson made many friends at the training camps, where she sang so frequently before the men went to France.

H. J. Brennan, manager of the Pathé interests in the Pittsburgh district, stated that business conditions were very brisk and that new agencies were being opened for the sales of Pathé-phones and Pathé records in various sections in his territory. Two new Pathé dealers are A. Berman, at Altoona, Pa., and Joseph G. Gaal, at East Brady, Pa. D. P. Spance is the latest addition to the Pathé traveling force. The Trip-litt Pharmacy at Laurelville, Ohio, will hereafter be a regular retail agency for the sale of Pathé machines and records.

O. M. Kiess, of the general offices of the Pathé Co., with headquarters in Brooklyn, N. Y., is spending several days in Pittsburgh on business.

H. Milton Miller, manager of the Pittsburgh district of the Smith, Kline & French Co., Sonora distributors, reports a very strong demand for Sonora phonographs. Mr. Miller stated that he had a good-sized "waiting list" of dealers who wished to handle the Sonora Phonograph, which has been making quite a sensation in local talking machine circles. He said that the Sonora machines were practically all sold before they actually arrived in the Pittsburgh office. The Pittsburgh Sonora headquarters is also a distributing agency for the OkeH records, and sales of this popular line of records are reported to be very brisk.

Earle S. Miller, a son of Manager Miller, who served twenty-three months in the United States

Navy, will in the future be connected with the Pittsburgh offices as salesman.

W. W. Parsons, special representative of the Pathé Frères Co., Brooklyn, was in Pittsburgh the past week demonstrating the "Actuelle" reproducer at the Pathé Shop. The difference between the "Actuelle" and the ordinary reproducer is that the tone is diffused in the same manner as one hears the voice or instrument itself, and it is heard in every part of the room instead of in front of the machine only with the effect of hearing the reproduction through a megaphone. The "Actuelle" plays all makes of disc records by simply turning the diaphragm and its accompanying arm.

MAKE AUTOMATIC COVER SUPPORT

NEWARK, N. J., June 2.—The Automatic Cover Support Mfg. Co. has been formed in this city to manufacture and market a new automatic cover support, the invention of A. F. Zega. Manufacturing quarters have been secured at 54 Jones street, and Mr. Zega will be directly in charge of the marketing of his invention. A large number of the new cover supports were manufactured before their introduction to the trade, which permits of immediate attention to orders received. One of the many interesting claims of this new invention is that it will operate equally well no matter from what angle it is placed.

PLAN FOR SUMMER OUTING

The Entertainment Committee of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, is now making plans for the summer outing of the association, which will probably be held in August.

E. H. Lansing, of Boston, reports that the demands for his khaki moving covers are continuing briskly with every indication of a continuance of these good conditions.

LIBERTY PHONOGRAPH CO. PLANS

Distributors With Exclusive Territory Are Being Appointed to Handle the Liberty Line of Records—The Proposition Is Briefly Stated

CLEVELAND, O., June 5.—The Liberty Phonograph Co., of this city, manufacturer of Liberty lateral cut records, is making splendid progress in developing its merchandising and manufacturing plans. In a recent chat with The World J. DeK. Hill, assistant to the president of the company, stated that distributors with exclusive territory are being appointed to handle the Liberty line of records. The company will not try to supply the entire country at once, but plans to have its output for the first year average between three and five thousand records per day. These records will be confined to the territories embraced by New York City, Philadelphia, Chicago, Pittsburgh and Cleveland, expanding to new territory as factory facilities increase.

There will be one distributor in each of the five territories named, and part of these territories has already been taken. The first catalog of Liberty records will be released in August, although the company expects to get actively into production and supply the distributors in July.

OCCUPYING NEW FACTORY BUILDING

BOSTON, MASS., May 24.—Frank B. Curry, manufacturer of the Curry Sound Proof Booths and record racks, is now established in his new factory building, 72-74 Dedham street, the entire space of which he will occupy. This building provides greatly increased facilities. A model display room is being fitted up on the second floor, to which a private elevator will give convenient access. Among the Curry installations of the month was a particularly attractive one for the Grafonola Co. of New England at their Tremont street warerooms, which has been very highly praised.

THE LAST WORD
IN TONE REPRODUCTION

Achieved by men who have made
a Life Study of Musical Sound.

The
BUSH & LANE
PHONOGRAPH
*is a Perfect Musical
Instrument*



BUSH & LANE PIANO Co.
HOLLAND, MICH.

Leaders of Victor Distribution
From the North, South, East, West
 WILL MEET AT THE
VICTOR
Jobbers' Convention

Atlantic City, June 30-July 2

Cool ocean breezes will be surcharged with pointed thoughts—ideas—plans and virile suggestions emanating from this gathering of the leaders of the Talking Machine Industry for a better and bigger business.

Prominent men of affairs will speak on topics timely and important—analyzing from an outside point of view opportunities and problems which will be ours.

Besides, the leisure moments will be spiced with a lot of good fellowship—golf, bathing, boating, musicales, dancing, open night parties, hydroplane flights for the flighty, etc.

Then a day de luxe—guests of the Victor Company.

GENERAL PROGRAM

Sunday and Monday, June 29-30	- - - -	Register.
Monday, June 30—A. M.	- - -	Executive Meeting.
“ “ 2:30 P. M.	- - -	General Meeting.
“ “ 3:00 P. M.	-	Sailing Party on Bay and Ocean for the Ladies.
“ “ 5:00 P. M.	-	Hydroplane Flights.
“ “ Evening	- - -	Open Night.
Tuesday, July 1—A. M.	- - - -	Surf Bathing.
“ “ 2:30 P. M.	- - -	General Meeting.
“ “ 12:00 Noon	-	Auto Ride for the Ladies to the Country Club, where Luncheon will be served at one o'clock.
“ “ 7:00 P. M.	- - - -	Banquet.
Wednesday, July 2—A. M.	- - -	Golf Tournament.

Then to Philadelphia for a delightful evening of unusual pleasure as the guests of the Victor Talking Machine Co.

ARRANGEMENTS COMMITTEE

LOUIS BUEHN, *Chairman*, Philadelphia, Pa.

LESTER BURCHFIELD, Dallas, Texas
 FRED P. OLIVER, New York, N. Y.

BURTON J. PIERCE, Kansas City, Mo.
 FRED H. PUTNAM, Peoria, Ill.

SOUTHERN STATES MAKE ENCOURAGING BUSINESS SHOWING

Atlanta Dealers Report Best Month in Trade History While News From Alabama, Tennessee, South and North Carolina and Florida Is Cheering—Looks Like Busy Summer and Fall

ATLANTA, GA., June 5.—Conditions in general among the fraternity in this city have been very fine during May. The outlook is very bright and sales are at a new high mark. The wholesale branch of the Columbia Graphophone Co. report through Manager Terhune that May, 1919, was the largest month in the history of the branch business, largely exceeding any previous month since the opening of the Atlanta branch.

The Elyea Co., Victor distributors, are quoted as having broken all records, and with the opening up of a more liberal supply of product this company expects to continue to reach and surpass previous high records.

Phonographs, Inc., Edison jobbers, are doing the largest volume of business since their opening here some four or five years ago. The New Edison has certainly made a dent in the talking machine market, and it is in greater demand than ever before.

The report of the dealers' convention in the last issue of *The World* contained an error in regard to the number of guests entertained by Phonograph, Inc., Edison distributors. About 200 dealers attended this convention, and T. J. Leonard, general sales manager of Thomas A. Edison, Inc., and E. H. Phillips, credit manager, were among the guests.

The Haverty Furniture Co., Columbia dealers and who also sell the Pathé, say through J. J. Haverty, Jr., manager of the talking machine department, that May was the largest month's business that this old and well-known firm ever sold in his department, and with a better supply of machines being received he hopes and expects to break this record. Rosa Ponselle's records are in large demand, and her recent visit here did worlds for the sale of her records.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia and a pioneer among

talking machine dealers in the South, have just closed the finest month's business that they have ever sold. Their excellently organized and splendidly equipped store, under the guiding hand of Harvey Phillips, president and local director, has established a reputation for good service and together with the reputation and fine quality of Victor product is entering new high marks in the retail field each month.

The Atlanta Talking Machine Co., Columbia and Vocalion dealers, continue to sell to the limit of their capacity to get stock. Their trade in records is particularly gratifying and is proving a wonderful help at a time when it is hard to get talking machines. This company anticipates no slackening during the summer as the

LAWSON UNIVERSAL PHONOGRAPH

Many Orders Already Received for Machine Announced by Lawson Piano Co.—Built by Men of Long Experience in Piano Field

The Lawson Piano Co., whose executive offices are at 372 East 149th street, New York, are now making considerable progress with the Lawson Universal Phonograph, which was announced last month in *The World*. By way of standardization, which always works out materially for the benefit of the dealer, the Lawson Piano Co. is producing three models known as No. 1, No. 2 and No. 3, and ranging in price from \$95 to \$150. The company has had the Lawson Universal in process of construction for some time, and have not announced it until they became thoroughly convinced that the machine would give the dealers absolute satisfaction.

The company has been manufacturing pianos for many years, and its executives are men who have been associated also with manufacturers

South's great staple, cotton, is on a heavy advance and millions of dollars will be in circulation this summer on account of the old crop coming on the market in an otherwise off season at a good price.

The Cable Piano Co., Victor exclusively, say through Manager Salter of the Victrola department that their best expectations and anticipations are being fully realized and that the outlook is fine for continued large business. The Evans-Salter "All Star Concert Series" is bringing the best talent in the United States to Atlanta.

Reports from travelers in Georgia, Alabama, Tennessee, South Carolina, North Carolina and Florida show that in each and every case in every city and town the volume of business in all standard lines and in records is larger than ever before in history, the volume as indicated by wholesale orders being from two to three times that of 1918.

of artistic instruments at all times. The Lawson Universal is equipped to play any make of disc record, and has a noiseless motor. It is also equipped with a tone modulator and automatic stop. Great care has also been taken in the cabinet work, which is of the same high grade quality found in the finish of other instruments manufactured by this concern. An attractive catalog is being distributed for use of dealers.

IN NEW YORK TO GREET HIS SON

The president of the Fletcher-Wickes Co., of Chicago, Ill., recently spent several days in New York City, where he came in order to greet his son returning from overseas service with the U. S. Army. While in town he called on a few members of the trade, and incidentally reported to *The World* that the demand for the sound boxes made by his company is particularly heavy at the present time, and that his company expects to offer a new tone arm in quite large quantities to the trade within the near future.



SUMMER-TIME SALES STIMULATORS

Develop Your Accessories Sales Increase Your Profits

Magnedo Steel Phonograph Needles

Each Needle Plays 10 Records

Magnedo means big profit to you. Easy Sales—Repeat Sales—Large Sales. There is a steady demand for Magnedos—Cash in on it. Price 6½ cents per box (\$3.90 per carton). Retail at 10 cents. Special Quantity Prices.

Perfection Record Albums

None More Durable At Any Price

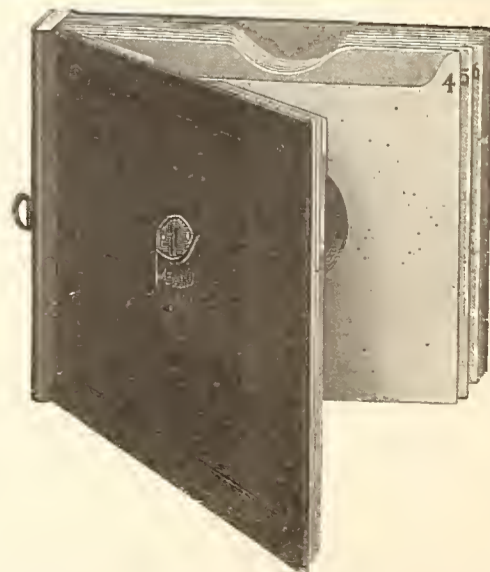
These Albums are constructed to give maximum service under constant use. The leaves are made of heavy glazed green kraft paper, protected by metal ends, bound in best grade linen cloth.

10-inch Albums 62½c each 12-inch Albums 72½c each Better Prices in Quantities

"ALL FROM ONE SOURCE HOUSE"

PLAZA MUSIC CO., 18 West 20th St., New York City

Ask for quotations on Plain Steel Needles, Sapphire Needles, Fibre Needles and Cutters, Delivery Envelopes, Stock Envelopes, Record Cleaners



Handled by the Leading Dealers and Distributors

Lundstrom
CONVERTO

PATENTED DEC. 11, 1917

Talking Machine CABINET



Converto Cabinets serve a distinct purpose in the up-to-date stock of talking machines. Experience has proved this for a large number of the country's largest and most successful dealers and distributors.

The Converto is a standard product. It displays itself, is easy to sell—in combination with small Victrolas and to present owners of those models—and, after the sale, there is no service required on your part.

It converts the Small Victrola into an enclosed cabinet type with dust-proof compartment, etc. Its combined cost—cabinet and machine—is *lower* than even the cheap, unknown cabinet machines of equal size.

Most of the leading Victor Distributors handle the Converto Cabinet as a STANDARD product.

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

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

**CONVERTO
DISTRIBUTORS**

- Atlanta, Ga. Phillips & Crew Piano Co.
- Austin, Tex. The Talking Machine Co. of Texas.
- Baltimore, Md.... Cohen & Hughes
E. F. Droop & Sons Co.
- Birmingham, Ala. Talking Machine Co.
- Boston, Mass. ... The Eastern Talking Machine Co.
Oliver Ditson Co.
- Buffalo, N. Y.... W. D. & C. N. Andrews
- Burlington, Vt.... American Phonograph Co.
- Butte, Mont. Orton Bros.
- Chicago, Ill..... Lyon & Healy
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. The Collister & Sayle Co.
The Eclipse Musical Co.

- Columbus, O. The Perry B. Whitsit Co.
- Dallas, Tex.... Sanger Bros.
- Denver, Colo. The Knight-Campbell Music Co.
- Des Moines, Ia.... Mickel Bros.
- Elmira, N. Y.... Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- Kansas City, Mo.. J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
- Memphis, Tenn... O. K. Houck Piano Co.
- Milwaukee, Wis... Badger Talking Machine Co.
- Mobile, Ala. Reynolds Music House
- Newark, N. J.... Price Talking Machine Co.
- New York, N. Y.. Emanuel Blout
The Cabinet & Accessories Co.,
Inc.
Knickerbocker Talking Ma-
chine Co.

- Omaha, Neb. Mickel Bros. Co.
- Peoria, Ill. Putnam-Page Co., Inc.
- Philadelphia, Pa.. The George D. Ornstein Co.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa. .. W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen, Inc.
- Richmond, Va. ... The Corley Co., Inc.
W. D. Moses & Co.
- St. Paul, Minn.... W. J. Dyer & Bro.
- Syracuse, N. Y.... W. D. Andrews Co.
- Toledo, O. The Toledo Talking Machine Co.
- Washington, D. C. Cohen & Hughes.
E. F. Droop & Sons Co.

MILWAUKEE ENJOYING ENORMOUS VOLUME OF BUSINESS

Local Dealers Tell of Largest June Demand in History—Difficult for Jobbers to Supply Stock to Satisfy Demands—This Applies to All Makes of Machines—New Wisconsin Association

MILWAUKEE, WIS., June 12.—The early part of June this year has been by far the most active period of trade that local dealers have ever known at this particular time of year. The return of thousands of our soldiers and sailors from overseas and camps in this country during this and last month seems to have been largely responsible for a marked stimulation of the demand not alone for the instruments, but records, needles and other supplies and the labor-saving accessories that are being marketed. Every home desires music, especially the homes to which service men are returning. It seems that nothing satisfies quite so well as the talking machine or phonograph.

To meet this relatively enormous demand, the output of the factories has made only a percentage of gain, compared with requirements. While the shortage of instruments today is considerably relieved, the production still is far from being adequate. Dealers at this time of year desire not only to have sufficient stock in hand to fill current orders, but to begin to lay up stocks for the brisk trade of the fall and holiday season to come. In view of this desire, the present situation in respect to supplies of merchandise is not wholly satisfactory.

"We are still confronted by an unfavorable situation in regard to keeping our dealers supplied with instruments and records," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and Upper Michigan. "The Victor factories have been bending every effort to bring production up to requirements, but despite the marked success the company has achieved in enlarging output the demand is so very broad and pressing that every increase attained in production has been more than outweighed by the increase in requirements. There is now, however, a good prospect that supply and demand will become more equalized, although experience has taught us to refrain from making any predictions."

Almost every other wholesaler and jobber in this territory reports that the demand for instruments is greater than the ability of the makers to supply. While the stocks of some models or styles are apparently adequate, certain types cannot be had in anywhere near sufficient quantity, creating the impression of a general shortage.

"Although we are particularly fortunate in being in close proximity to the source of supply and have no long-distance shipments to contend with, we are not able to get nearly enough instruments to keep our trade amply supplied," said W. H. Heiss, of the wholesale department of Charles J. Orth, distributor of the Puritan in Wisconsin and Upper Michigan. "For instance, the favorite 'bulge model' of the Puritan is far short of our needs, both locally for retail trade and throughout the territory for wholesale trade."

That the popularity of the Sonora has grown much faster than the available supply is the condition reported by H. M. Hahn, of the Yahr & Lange Drug Co., Wisconsin and northern Michigan distributor of this line. Mr. Hahn says that expansion of Sonora production which is being effected at this time by the acquirement of extensive production facilities will serve to place Sonora distributors and retailers as well in a most favorable position.

The Phonograph Co., of Milwaukee, distributor of the New Edison, has been able to make excellent progress in providing a fairly liberal supply of instruments and records to its retailers during May, but still is behind on its orders. Factory output is increasing, however, and the Wisconsin trade is to-day in a better position to make deliveries than it has been in a year and a half or longer. On certain styles, of course, back orders still form a considerable volume.

The Brunswick phonograph continues to make great forward strides in this territory, judging from the insistent and broadening demands made by dealers upon the Wisconsin wholesale branch of the Brunswick-Balke-Collender Co. in charge of Manager Thomas I. Kidd. While it has not yet become possible for the house to fill all orders up to 100 per cent., the factory is rapidly gaining in output and Brunswick dealers will have little or no complaint to make concerning shortage of goods by midsummer.

Milwaukee dealers in the Pathéphone say there has not been the least let-up in demand, although as summer approached in former years a quieter market was experienced. This, of course, was true of all musical instrument business in years gone by. This year, however, as the coming of summer is merely a matter of a few days, the tone of trade is sustained at a high level reminiscent of the best periods of the year and a most gratifying volume is being done by all Pathé dealers.

The Aeolian Vocalion, represented by the Edmund Gram Music House, is experiencing steady and substantial growth, which is making it necessary for the Gram company to provide larger facilities for sales and stock purposes. At this time Mr. Gram has under consideration plans for the remodeling of a part of the store to bring this about. The plans contemplate also the installation of a new record counter at the front of the store, flanking the main entrance and situated directly behind the large display window at the right, which will relieve the congestion in the present record sales department. Miss Julia Wolff, one of the few women managers of phonograph departments in this part of the country, is making the Aeolian Vocalion section at Gram's a real headquarters for music-lovers, which is adding materially to the large volume of trade already enjoyed by this big music house.

The organization of the first society of music dealers of Wisconsin at Milwaukee on May 12 exceeds in importance only the fact that one of the most prominent figures in the talking machine and phonograph industry of the State was the unanimous choice for president. When the Wisconsin Association of Music Industries came into being, Richard H. Zinke, president and general manager of the Record Needle & Mfg. Co., was elected its first executive. Until March 1, this year, Mr. Zinke was general manager of the Badger Talking Machine Shop, one of the largest Victor retailers in the country. When the Badger Shop was purchased by Leslie C. Parker Mr. Zinke assumed charge of the Record company, which manufactures needles, the Record-Lite, several other accessories and general supplies for the trade.

The new Wisconsin association starts with a

charter membership of more than fifty dealers, practically every one of whom deals in reproducing machines. It was formed through the efforts of the Milwaukee Association, regarded as one of the most successful dealer organizations in the United States. Besides Mr. Zinke, the officers are: Vice-presidents, Albert E. Smith, Madison; Ralph E. Wilson, Oshkosh; secretary-treasurer, C. LeRoy Dennis, Milwaukee; directors, A. F. Schneider, Kenosha; Fred Leithold, LaCrosse; Lambert E. Gronier, Lancaster.

The new association plans to hold a big convention in Milwaukee during the week of September 8 to 13, at which time the annual Wisconsin State Fair will be held. Plans have not yet taken definite shape but arrangements will be made to provide activities that will attract the attention of the music industry of the entire nation.

Wisconsin industries devoted to the manufacture of complete instruments or cabinets and other parts continue to increase their outputs at the greatest possible rate because of the pres-

(Continued on page 75)

Equipped to Take Care of Your Cabinet Needs



Your own designs

and specifications can be accurately and completely manufactured by our organization.

Phonograph cabinet building is our specialty.

Skilled workmen who have been with us for years are here to interpret your ideas and requirements to the last detail.

We are consulting phonograph engineers.

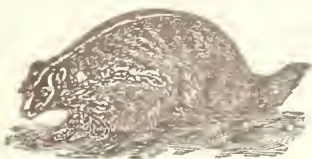
Our wide experience can solve your problems. If desired, we will submit designs, which will allow a wide variety of prices to fit your selling propositions.

Cabinet woods, purchased in large quantities, enable us to give you maximum quality within specifications.

Let us do your manufacturing.

Let us show you how our facilities enable us to quote profit-to-you prices and insure prompt deliveries. A word to us and you will find out.

Singer Talking Machine Co.
Milwaukee, Wis.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

CONDITIONS IMPROVE IN MILWAUKEE

(Continued from page 74)

sure of the demand everywhere. The Wisconsin Cabinet & Panel Co., New London, Wis., which is a part of the Thomas A. Edison group, is adding 16,000 to 20,000 square feet of manufacturing space and also has taken an option for the outright purchase of an additional plant.

The Standard Accessory Corporation of Milwaukee has been incorporated with a capital stock of \$50,000 to manufacture parts, accessories and supplies for the talking machine and general musical instrument industry. The guiding spirit is George E. Bernecker, formerly with the Record-Lite Co., now part of the Record Needle & Mfg. Co.

TRADE CONDITIONS IN NASHVILLE

All the Leading Dealers in This Progressive Tennessee City Report an Excellent Business

NASHVILLE, TENN., June 6.—Bond's Graphophone Shop, Columbia dealer, through E. E. Hyde, store manager, tells your correspondent that its trade in May was excellent. Stock from the Columbia Graphophone Co., in Atlanta, is arriving in better quantities and the record business continues in large volume. Mr. Hyde reports that the prospect for future fine business is good, and expects that the coming months will show a decided increase over any previous similar period. He has been particularly successful recently in selling symphony records, and Rosa Ponselle's records are in great demand. The Alcoholic Blues is selling in larger volume than any popular-priced record ever released by the Columbia Co.

Castner-Knott Co., Victor and Columbia dealers, report through Forest Taylor, manager of the music department, that their business is progressing in excellent shape. The demand for talking machines and records is growing as each week passes, and the volume of sales is expected to increase in an ever-ascending ratio. The Nashville territory is in a very prosperous condition, owing to large tobacco and other crops and the public is in a buying humor, and it has the money, too.

Claude P. Street Piano Co., Victor dealers, and who also sell the Vocalion, announce that Edward Brotherton, formerly manager of the talking machine department of Chamberlin-Johnson-DuBose Co., Atlanta, Ga., is now in charge of their talking machine department, and that under his skilled guidance their business has grown in the past sixty days in exceedingly gratifying proportions. Their sale of Victor Red Seal records has increased to a marked degree and with the probability of larger stock deliveries from the Victor distributors in the near future the outlook is altogether encouraging.

H. Brown & Co., Columbia dealers, and who also sell the Pathéphone, are quoted through Herman Stelver as doing a nice business. Their trade in Columbia records has increased very decidedly and this branch of their business is regarded as more important and valuable than ever before.

M. F. Shea, Edison dealer, is having a fine business, and the New Edison and Edison Recreations are in greater demand and more sought after than at any time in the past. The outlook couldn't be better.

Reports from travelers covering the Nashville territory are to the effect that business in twenty or thirty nearby towns is very active, and efforts are being made constantly by various parties to qualify as dealers in one of the leading lines.

INCORPORATED

The National Phonograph Co., Pittsburgh, Pa., has been incorporated by H. H. Fleishman, with a capital stock of \$50,000.

The Scott-Kelly Furniture Co., of Memphis, Tenn., has recently added the Mandel talking machine to its line.

RETURNS FROM SERVICE IN FRANCE

L. H. Crabtree, Jr., Who Was Wounded in the Battle of Chateau-Thierry, Convalescent—Son of President of the International Mica Co.

PHILADELPHIA, PA., June 4.—L. H. Crabtree, Jr., son of the president of the International Mica Co., has returned, wounded, from France and is visiting his friends throughout the trade. Mr. Crabtree's experiences throughout the great war are very interesting. He received his wounds at the battle of Chateau-Thierry, and was taken prisoner in a semi-conscious condition after only a very few were left out of his company. Company M, of the One Hundred and Ninth Infantry, had been completely surrounded, thus cutting off ammunition, communication and reinforcements, and their wonderful fight to the finish has been especially mentioned in official reports. Mr. Crabtree was fortunate indeed, as he was one of the twenty-two men who survived of the 250 men of his company who entered this particular battle.

Mr. Crabtree is still taking treatment for gas from specialists, but he is also devoting some time to the selling department of the International Mica Co. When he has recuperated sufficiently it is his intention to make a complete trip among the phonograph manufacturers and take up all details of the work which he so efficiently handled before entering the service of his country.

MAKES NEW TALKING MACHINE

J. M. Waddell, of the Waddell Woodware Co., Greenville, O., has produced a new talking machine. This machine was made following several experiments for the improvement of a music table which was being made by this concern, and after making further tests the machine will be manufactured in large quantities and brought to trade attention.

The New York Album & Card Co., Manhattan, has increased its capital stock from \$10,000 to \$50,000.


THE PHONOGRAPH THAT BUILDS DEALERS' BANK BALANCES

LAWSON UNIVERSAL

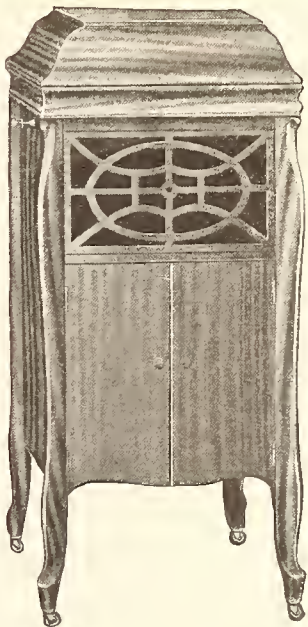
BACKED UP BY

A Powerful Organization of Experts
A Reputation of 40 Years of Great Achievement
A Gold Bond, Money-Back Guarantee of Quality


Personality
 and the
Lawson Universal




CHAS. B. LAWSON
 Founder and President
*Formerly Vice-President
 Weber Piano Co.*




Delight in Every Tone
 Art in Every Line
 Skill in Every Detail



WM. W. LAWSON
 Vice-President and
 General Manager



GEO. A. GRIFFIN
 Secretary and Factory
 Director
*Formerly Superintendent
 Wheelock Piano Co.*



ARTHUR M. LAWSON
 Treasurer and Sales
 Director

Sold Direct to Dealer at Jobber's Prices

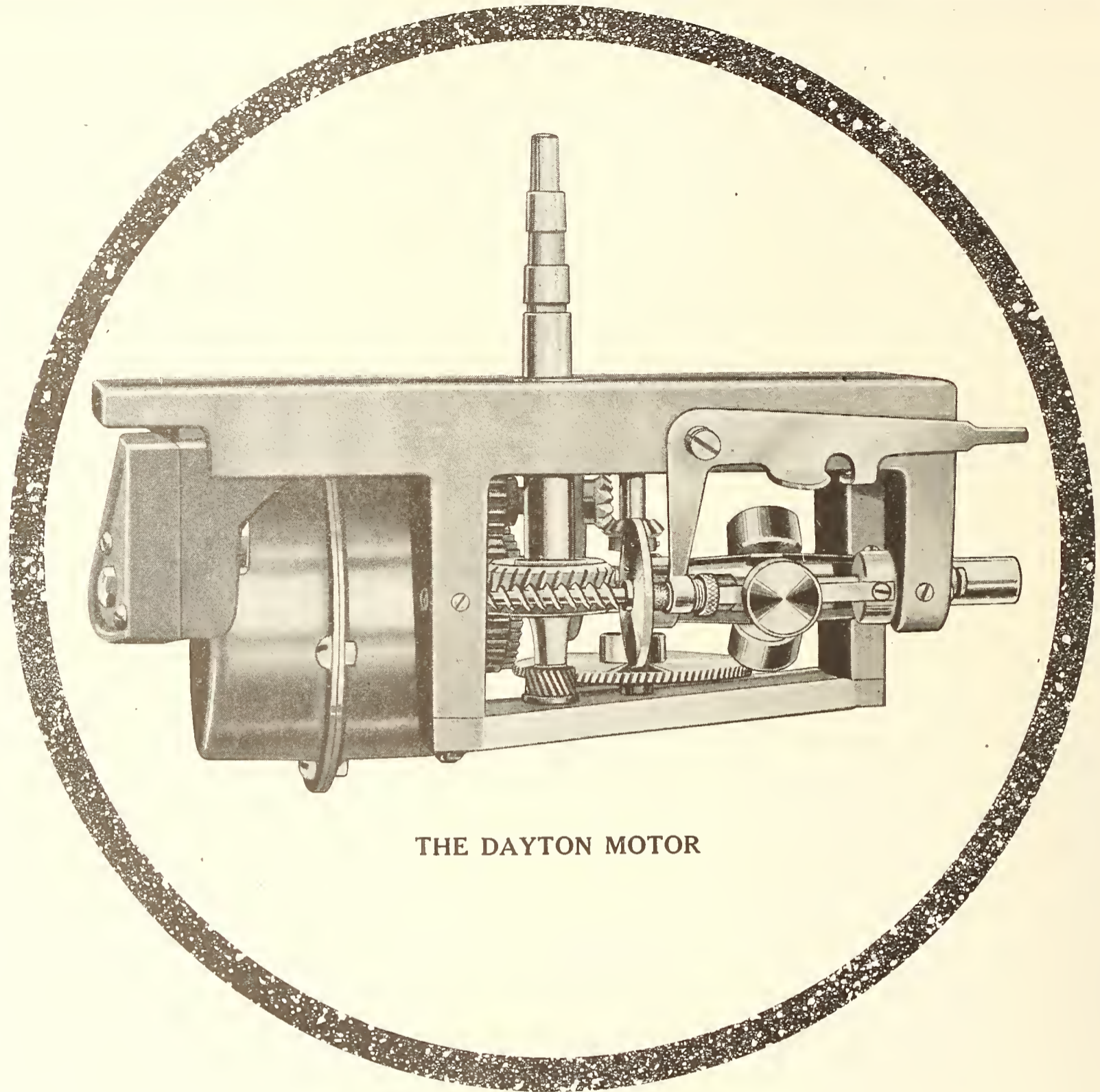
Write today for Agency Proposition

Lawson Piano Co.

Executive Offices
372 East 149th Street

NEW YORK

Factory
2572-74 Park Ave.



THE DAYTON MOTOR

Dayton Motors Make Good

Solid Construction Means No Vibration

OBSERVE the Solid Construction of the Dayton Motor, which, coupled with Infinite Accuracy, means Freedom from Vibration and Power Waste. The Dayton Motor is free from friction and bind. It has the Velvety Action of Perfect Mechanical Balance.

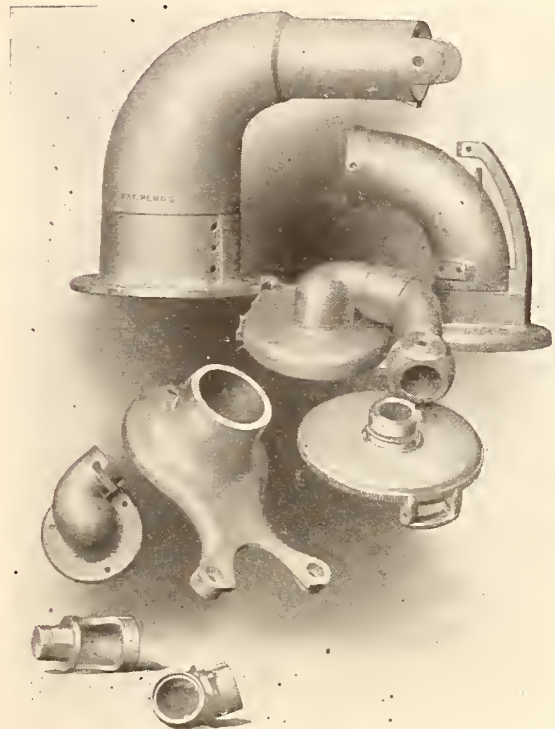
So Reliable has this Scientifically Refined Motor proven in its widespread use that a constantly increasing number of Talking Machine Manufacturers are adopting the Dayton Motor as Standard Equipment.

This material recognition of its Superiority obligates and encourages us to make the Dayton Motor everything that owners and manufacturers have come to expect.

In brief, we build Enduring Satisfaction into every Motor that leaves this plant, and results have shown that the 30 per cent. of manufacturing cost that is represented in Testing and Inspection of the Dayton Motor is appreciated by those who are building for Permanency.

Made in various Sizes for Full Line of Cabinets—from Lowest Priced to the Highest Grade Talking Machines

The Thomas Manufacturing Company
Dayton, Ohio, U. S. A.



DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying, and as a result of formulas especially developed for their use all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.

DOEHLER DIE-CASTING CO.

Main Office and Eastern Plant
BROOKLYN, N. Y.

Western Plant
TOLEDO, OHIO

SALES OFFICES IN ALL PRINCIPAL CITIES

C. L. MARSHALL & CO. EXPANSION

Michigan Distributors of Sonora Phonograph
Now Occupying New Quarters in Detroit—
Ohio Sales Co. Also Open Offices in Cleve-
land—Interesting Chat With Mr. Marshall

DETROIT, MICH., June 4.—C. L. Marshall & Co., Michigan distributors of the Sonora phonograph, are now located in their new quarters in the Butler Building, 82 Griswold street. This is a very desirable location in the heart of the wholesale district, and the company was fortunate in securing this space, as during the past few months the demand for space of this kind has been much in excess of what Detroit has to offer. The third floor of this building is being fitted into offices, with space for display of the entire Sonora line, including period models. At the rear of the floor is a service and stock-room.

The Ohio Sales Co., Inc., Ohio distributors for the Sonora Co., of which Mr. Marshall is also president and general manager, will open their Cleveland office in the Beckman Building, 409 Superior avenue, N. W., about the middle of the month. The company's suite in this building is now being decorated and furnished and will consist of sales, service and display rooms. Fred N. Wyatt, who has had charge of the sales department for the past three years, will have his headquarters at the Cleveland office.

In a chat with The World Mr. Marshall commented as follows regarding the general busi-

ness situation: "While we have not been able to nearly supply the demand for our machines the progressive and aggressive policy of the Sonora Phonograph Sales Co. will relieve the situation before long, and we are making preparations to be in shape to handle all the business



C. L. Marshall

we can secure when the time arrives. We have not been able to take on any new dealers for the past four months, but have a very encouraging application list, and a large amount of

orders for immediate shipment. The important thing now is a stock of Sonoras. The Sonora semi-permanent silvered needle is meeting with great success in our territory, and the advertising has produced wonderful results."

NEW STRADIVARA AGENCY

A new Stradivara agency has been opened by H. C. Barenstecher, at 1503 Fourth avenue, Seattle, Wash. The latest records will be on sale, and a full line of needles and other accessories will be carried. Mr. Barenstecher has had a wide experience in the talking machine field, having been for eleven years manager of the talking machine department of one of the largest concerns in the city.

REAL LIVE PATHE ROOSTER

During Centenary Week in Memphis, Tenn., the T. J. Beasley Furniture Co., South Main street, gave a special exhibit of the Pathé line and arranged a very effective window display. The famous Pathé trade-mark was represented by a real live rooster dyed red for the occasion and placed on a record at the main entrance of the store. This attracted much interested attention from passers-by and aided greatly in the increased sale of Pathé goods and a knowledge of their musical possibilities.

INCORPORATED

The Majestic Phonograph & Cabinet Co., Chicago, Ill., has been incorporated with a capital of \$10,000, by Louis L. Gould, Jacob Kom-encky, and Nathan Mendels.

WESTERN VENEER PRODUCTS CO.

3900 CHOUTEAU AVENUE,

ST. LOUIS, MO.

**Largest Manufacturers of 3-ply Water-
proof Veneer Phonograph Shipping Cases**

Ask for Prices and Samples

DIAMOND POINTS and SAPPHIRES

In Any Quantity

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street, New York

The People's Phonograph

Made by the makers of the Great American Piano for the Great American People



Here is the phonograph that is making friends all the way from New York to Los Angeles, and from Portland, Me., to New Orleans. It fills every requirement that you place upon a phonograph that must make good musically.

The Stodart Phonograph is made in all woods and all finishes, all models, and in every range of price.

STODART Phonograph

It is made by the makers of the Stodart Piano, an all American product, bearing the same splendid reputation that the Stodart Piano has carried for over a century. The Stodart Phonograph has been making good for a long time, making sales for hundreds of dealers, keeping thousands of families musically happy.

The Stodart Phonograph is equipped to play any record without attachment. Its tone is rich and mellow, and has what critics declare to be the most perfect reproducing device ever conceived.

The enunciation is perfection itself. No phonograph, no matter what its advertising or its reputation, can surpass the Stodart for excellence of every kind of musical production. Violin, piano, voice, orchestra, band, etc.

THE STODART PHONOGRAPH CO.
100 Southern Boulevard, New York, N. Y.

Happenings in Dominion of Canada

MONTREAL ONE OF OUR LIVE TALKING MACHINE CENTERS

T. R. Crayson Lectures on Evolution of Talking Machine Industry—Victor Agency for Mulhollin—Twilight Recitals Popular—Layton Bros. Expand—Views on Advertising—News of Month

MONTREAL, CAN., June 1.—An interesting talk upon the inception, growth and development of the talking machine industry in America and Canada was delivered last week by T. R. Crayson, sales manager of the Columbia Graphophone Co., at the regular luncheon of the Kiwanis Club at Queen's Hotel. Mr. Crayson traced the first ventures in the field from 1850, when the initial attempt to record sounds by means of smoked glass was made, up to the present time, when gramophones and dictaphones had become one of the most important factors in the social and business life of the community.

Mr. Crayson dealt at length on the remarkable strides made of late years by the dictaphone in supplanting the shorthand systems in business, and of the inestimable value of this instrument to the blind—in particular to blinded soldiers, who through it were enabled to earn their living.

In conjunction with their ever-increasing business the Mulhollin Piano Co. have remodeled their present quarters at 786 St. Catherine street West, and the same now presents comfortable and modern talking machines and piano parlors. They have lately been assigned the Victor agency and with increased facilities at hand for displaying and demonstrating machines and records they anticipate big results.

Foisy Frères, Inc. (O. Paquette manager), are handling a large number of Victrola sales, and the past month the greater proportion was of a cash nature. In records they have enjoyed a phenomenal run on the popular hits in vocal and instrumental and dance records.

In the hands of the Phonograph Shop of Montreal, Regd., the McLagan and Pathé lines are making rapid strides and are making new converts every day.

The final twilight recital in the piano salon of the N. H. Phinney Marble Building, Halifax, N. S., took place last week. To the regular numbers, which have always consisted of Edison diamond disc records, were added instrumental solos by local artists. These twilight recitals held weekly during the winter and spring months have proved a genuine success. They will be resumed in the fall and several new features will be introduced.

Owing to the rapid growth of their business, Layton Bros. are forced to extend their Edison and Columbia department to their own adjoining property, 552 St. Catherine street West. After extensive alterations have been made they will have ten additional record booths. Special care is being exercised in the appointments, so that they will be quite restful and comfortable. Their show windows will also be increased by an additional twenty-five feet frontage on St. Catherine street.

One representative local dealer who is noted for his particular style of advertising remarked that the average talking machine manufacturer in his advertising ran altogether too much copy to make an impression on the consumer, and in his opinion it should be devoted more along the lines of educational copy telling the public why their particular machine excelled other makes, and by so doing would greatly facilitate and help the selling of their line, as the consumer would know some of the selling and salient points of the machine when he came in to buy or look around.

Charles Culross reports a big business in Sonoras and Aeolian-Vocalions.

Anna Case, the Edison artiste, completely won the hearts of all at her brilliant recital in St. John, N. B., the past month, and while in that

city expressed a wish to sing to the soldiers in the hospitals, a kindly and thoughtful attention

that was appreciated more than it is possible to express. After visiting the various hospitals, including the military ones, a reception was held in her honor.

New incorporations in the Province of Quebec include the Cassavant Phonograph Co., Ltd., St. Hyacinthe, Quebec, capitalized at \$75,000.

PROTEST FEATURES OF PROPOSED COPYRIGHT ACT TRADE

Talking Machine Interests of Toronto Object to Proposed Measure, Particularly to Retroactivity and Percentage Basis of Fixing Royalty Charges on Records—Confer With Senate Committee

TORONTO, ONT., May 30.—Following the conference with the Senate Committee at Ottawa in regard to the proposed copyright act, the talking machine interests had a second session with the committee. A strong brief was presented and the objections of the industry to retroactivity and to the percentage basis of fixing the royalty charges on records were again impressed upon the committee. At this date it would appear that a copyright act for Canada is temporarily in abeyance.

The Starr Co. of Canada, London, Ont., are out with a list of lateral cut records in addition to their catalog of the hill-and-dale type. For months there has been considerable speculation in trade circles regarding the possible appearance of lateral cut records, of which type the Victor and Columbia have been the sole exponents for many years, both in Canada and the United States.

In addition to the list announced by the Starr Co., other selections will be available at an

early date. Already the firm report a remarkable business in their new records and have booked orders for regular monthly shipments.

The Starr Co. have received some very encouraging letters and wires from dealers who, in sending in repeat orders, have complimented the firm on the quality of the recordings and the records, which are made in Canada.

George Madden, for the past few years with the Rymal music store, is now connected with the Hamilton Piano & Music Co., 267 King street, East, in the capacity of assistant manager. This firm specializes in Columbia Grafonolas, Edison phonographs, and other lines.

The Virgil Phonograph has been put on the market by a concern in Oshawa, Ont.

Arthur K. Kempton, Montreal, P. Q., "the specialty specialist" for the talking machine trades, after a visit to a number of Ontario centers, passed through Toronto en route to Winnipeg.

WINNIPEG DEALER DISCUSSES DAILY PAPER PUBLICITY

Robert Shaw Tells of "Tie-Up" Campaign on Photo-Play "Mickey"—Tone-Test Concert Attracts Crowds—J. H. Ashdown Makes Some Interesting Points Regarding Publicity—Other News

WINNIPEG, MAN., June 6.—Robt. Shaw, of Cassidy's, Ltd., Columbia distributors, was very enthusiastic over the "tie-up" preparations for the photo-play, "Mickey." The following firms each gave a window for the display: Ashton's, Banfield's, Murphy Bros., the Phonograph Shop, T. Eaton Co., Hudson's Bay Co. and the National New Agency. In the Province, Bijou and Gaiety Theatres a Columbia Grafonola was placed on the stage playing the "Mickey" record, A2662, while in the entrance other machines were playing the "Mickey" fox-trot. Cards calling attention to the records had been hung in the entrance; 25,000 circulars were distributed containing a reproduction of the picture which appeared in the October Columbia record, giving the names as well of the firms who furnished the windows, and stating where "Mickey" records could be purchased. The billboards were taken up with "Mickey" posters, the daily papers with "Mickey" advertisements, and on the surface Winnipeg would appear to be "Mickey mad."

F. G. Schrafield, who has returned to Winnipeg to take charge of the Western Gramophone Co.'s business here, has taken off his coat and got down to brass tacks. Mr. Schrafield is looking forward to a busy season in "His Master's Voice" products, all indications pointing to an

unusual summer demand for really good music.

The Winnipeg Columbia Dealers' Association, which aims to entertain all Columbia stars who visit Winnipeg, recently gave dinners to Percy Grainger, the noted Australian pianist, and Morgan Kingston, grand opera tenor, both of whom were here with the Minneapolis Symphony Orchestra. The association also entertained the celebrated Deiro, original master of the piano-accordion, here on the Orpheum circuit.

Lieut. W. A. Albert, who returned from overseas a few weeks ago, is now on the staff of the Phonograph Shop.

Lilian Durkin, Winnipeg operatic singer, figured in a tone test concert in the Phonograph Shop, 322 Portage avenue, Saturday evening, which was unique in musical annals in Winnipeg. Taking phonograph records of the five better known makes, she sang in accompaniment to them indiscriminately, all being played on the same machine. Perhaps the most searching test was when she sang with a record of her own, "In the Land of Sky-blue Waters." The quality of tone which has made her voice could be caught with equal distinctness when she sang and when the machine reproduced her singing.

Which is the best way to produce results when

(Continued on page 82)

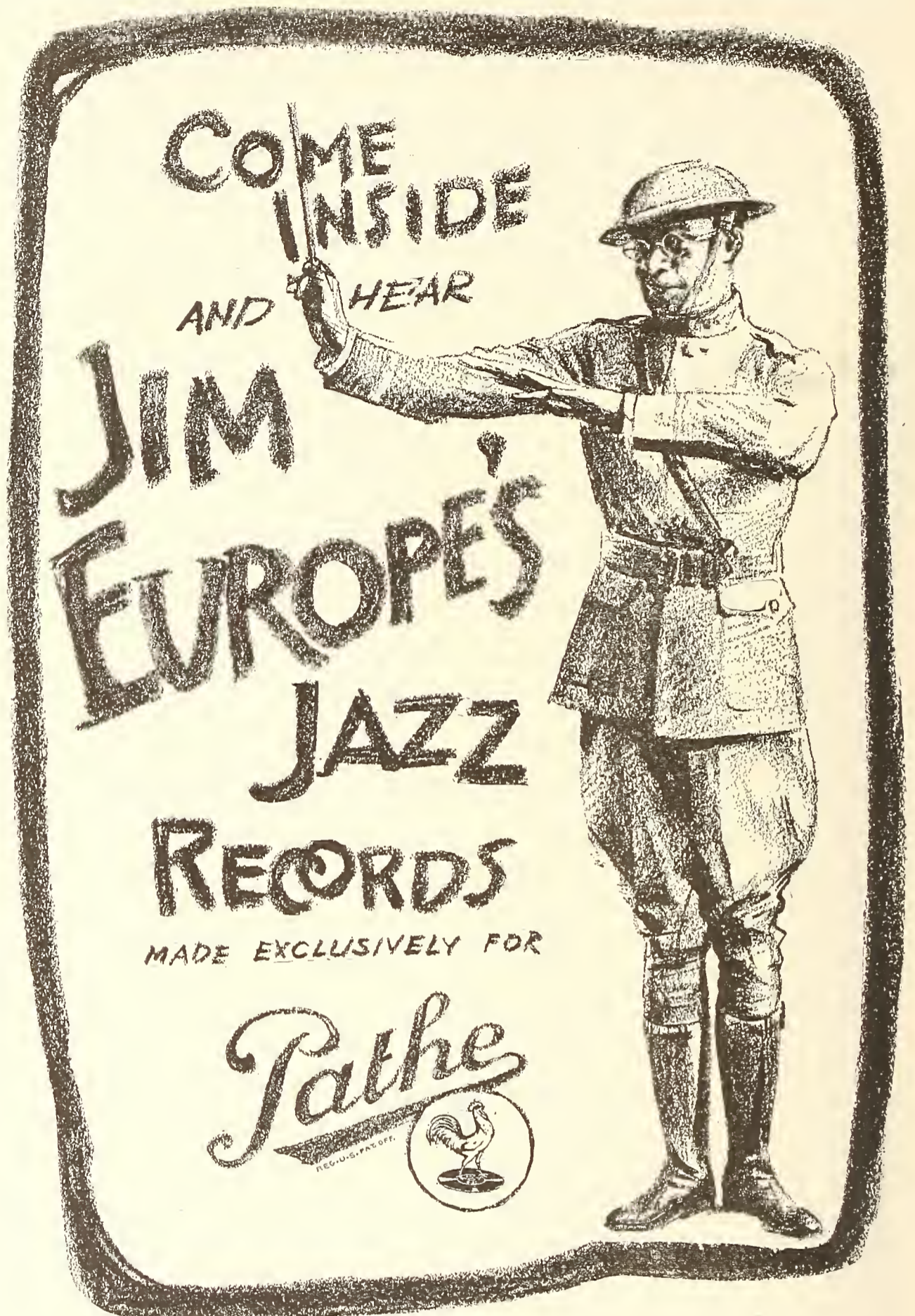
Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

Paste
The
Two
Color
Poster
(It came by mail)
on
Your
Window
and
Sell
More
Records



PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 to 56 Grand Avenue

Brooklyn, N. Y.

These Pathe distributors are ready to give you real Pathe service

- | | | | |
|---|--|---|---|
| BALTIMORE, MD.
<i>National Piano Co.</i> | DALLAS, TEX.
<i>Harbour-Longmire Co.</i> | NASHVILLE, TENN.
<i>Gray & Dudley Co.</i> | PORTLAND, ORE.
<i>M. Seller & Co.</i> |
| BOSTON, MASS.
<i>Hallet & Davis Piano Co.</i> | DENVER, COLO.
<i>W. A. Hover Co.</i> | NEW YORK CITY
<i>Bristol & Barber Co., Inc.</i>
111 East 14th Street
<i>Pathe Freres Phonograph Co.</i>
(City Sales Dept.)
18 East 42nd Street | ROCHESTER, N. Y.
<i>Rochester Phonograph Co.</i> |
| BUFFALO, N. Y.
<i>Buffalo Wholesale Hardware Co.</i> | DETROIT, MICH.
<i>Williams, Davis,
Brooks & Hinchman Sons</i> | OKLAHOMA CITY, OKLA.
<i>Harbour-Longmire Co.</i> | ST. LOUIS, MO.
<i>Hellrung & Grimm</i> |
| BURLINGTON, IA.
<i>Churchill Drug Co.</i> | HOUSTON, TEX.
<i>William Volker & Co.</i> | OMAHA, NEB.
<i>Wright & Wilhelmy Co.</i> | ST. PAUL, MINN.
<i>G. Sommers & Co.</i> |
| CEDAR RAPIDS, IA.
<i>Churchill Drug Co.</i> | INDIANAPOLIS, IND.
<i>Mooney-Mueller-Ward Co.</i> | PEORIA, ILL.
<i>Churchill Drug Co.</i> | SALT LAKE CITY, UTAH
<i>Salt Lake Hardware Co.</i> |
| CHICAGO, ILL.
<i>Fuller Morrison Co.
W. W. Kimball Co.</i> | JACKSONVILLE, FLA.
<i>John A. Futch Co.</i> | PHILADELPHIA, PA.
<i>Interstate Phonograph Co.</i> | SAN FRANCISCO, CAL.
<i>Western Phonograph Co.</i> |
| CINCINNATI, OHIO
<i>Lowry & Goebel</i> | KANSAS CITY, MO.
<i>William Volker & Co.</i> | PITTSBURGH, PA.
<i>Pittsburgh Talking Machine Co.</i> | YORK, PA.
<i>Weaver Piano Co.</i> |
| CLEVELAND, OHIO
<i>Fischer & Co.</i> | LOS ANGELES, CAL.
<i>Western Phonograph Co.</i> | | TORONTO, CANADA
<i>Pathe Freres Phonograph Company
of Canada, Ltd.</i> |
| | MEMPHIS, TENN.
<i>Armstrong Furniture Co.</i> | | |

THE *BEST SELLERS* OF THE YEAR ARE JIM EUROPE'S *Pathe* JAZZ BAND RECORDS

"EUROPE'S BAND"

"One of the boys of our office went to war.

"On his return I asked him what American effort most impressed him and he answered JIM (Lieut.) EUROPE'S BAND.

"He said that the French and British bands would play and one would say to himself, 'what beautiful music!' But when Europe's Band came along, no one, whatever his race, could keep still. There was that pep, that something of life and animation that made everybody want to do something."

Reprint from R. L. Stillson & Co.'s "Work."

Telegraphic Repeats Come Every Hour

Get these latest hits played and sung by Europe's Band and Soloists Exclusively for Pathe

No.		Size	Price
22080	{ How 'Ya Gonna Keep 'Em Down on the Farm? (One Step). Chorus sung by Lt. Noble Sissle..... { Arabian Nights (One step).....	10 in.	\$.85
22081	{ Darktown Strutters' Ball (Medley) (Fox Trot)..... { Indianola (Fox Trot).....	10 in.	.85
22082	{ Broadway "Hit" Medley. Intro. (1) I've Got the Blue Ridge Blues; (2) Madelon; (3) Till We Meet Again; (4) Smiles..... { Ja-Da (Fox Trot).....	10 in.	.85
22085	{ Moaning Trombones (One Step)..... { Memphis Blues (Fox Trot).....	10 in.	.85
22084	{ Little David Play on Your Harp. (Negro Spiritual.) Lt. Noble Sissle and Lt. Jim Europe's Singing Serenaders..... { Exhortation. (Jubilee Song.) Creighton Thompson and Lt. Jim Europe's Singing Serenaders.....	10 in.	.85
22086	{ Plantation Echoes (Coates). Vocal chorus by Singing Serenaders..... { Hesitating Blues (Handy) (Fox Trot).....	10 in.	.85
22087	{ Russian Rag (Cobb) (Fox Trot)..... { St. Louis Blues (Handy) (Fox Trot).....	10 in.	.85
22089	{ Mirandy (Sissle-Europe-Blake). Lt. Noble Sissle, Tenor..... { On Patrol in No Man's Land (Sissle-Europe). Lt. Noble Sissle, Tenor.....	10 in.	.85
22103	{ Jazz Baby (Sissle-Europe-Blake). C. Creighton Thompson, Baritone..... { When the Bees Make Honey (Donaldson). Lt. Noble Sissle.....	10 in.	.85
22104	{ All of No Man's Land Is Ours (Sissle-Europe). Lt. Noble Sissle..... { Jazzola (Robinson-Morse). Lt. Noble Sissle, Tenor.....	10 in.	.85
22105	{ Roll, Jordan, Roll. Lt. Jim Europe's Singing Serenaders..... { Ev'rybody Dat Talks 'Bout Heaven Ain't Goin' There.....	10 in.	.85

Wire Your Repeat Order Now

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 to 56 Grand Ave., Brooklyn, N. Y.

Pathe Freres Phonograph Co. of Canada, Toronto



HAPPENINGS IN CANADIAN TRADE

(Continued from page 79)

advertising these machine records? Dealers all over the country have tried various methods of advertising in their local dailies. The J. H. Ash-down Hardware Co., Ltd., after doing considerable experimenting, have found that it pays them to run a small separate advertisement on talking machine records and to advertise the name of only one Columbia record.

This firm has found that its results from this type of advertising have proven most satisfactory. They state that to advertise fifteen different records results only in confusion, whereas to pick on a very desirable title invariably brings a large number of people to the store, and very few of them leave with only one record. In other words, they draw people to the store to buy a single record and sell them a larger number.

R. H. Williams & Sons, Ltd., Regina, Sask., are now handling the entire list of Columbia records.

EQUIPMENT OF THE "STANDARD"

Praise for Meisselbach Motor Used in Equipment of Standard Player-Piano Phonograph

The Standard Pneumatic Action Co., New York, one of the country's largest manufacturers of player-piano actions, which introduced some time ago the "Standard" player-piano-phonograph, also publishes a valuable house organ entitled the "Standard Player Monthly," and in a recent issue of this publication it gave detailed information regarding the mechanical equipment of the instrument. It is interesting to note that the motor, tone arm and sound box commented upon so approvingly in the following excerpt are manufactured by the Meisselbach division of the Otto Heineman Phonograph Supply Co.:

"This player-piano phonograph is equipped with a Meisselbach spring motor. We consider

this the best and most reliable motor for the purpose. It is especially designed to do most efficiently the work required, and all of the gears and pinions and even the frame itself if especially heavy. Nothing but cut gears are used. The worm gear is hand-made, and the fiber gear in which the worm runs is especially cut to give the best results. The sulpho-bronze bearings, micromic adjustments and nickel trimmings place this motor at the head of its class.

"The turntable in this phonograph runs nearly vertical, but is set at such a plane that it absolutely prevents the record from falling over.

"The tone arm is especially designed to give a full, round, deep tone, free from the scratch that is so annoying in many phonographs. It is of the universal type, and with its black die-cast base swings freely on its pivot bearings. The tone arm is so balanced that the needle runs firmly and smoothly along the sound waves.

"In the selection of the sound box great care was taken to select one that gives a pure, rich, full tone. The sound box will not easily get out of adjustment and will give the best results on all styles of records."

NOW "AT HOME" IN NEW BUILDING

BOSTON, MASS., May 24.—The Jaquith Machinery Bureau, designers and builders of special machinery, are now established in their new building at 77-79 North Washington street, which affords considerably greater facilities. A. S. Jaquith, president of the company, reports that business is increasing steadily and that plans are under way to add many new machines. With the new facilities available the working force of the company has been increased five times over that of their former quarters.

FOREIGN DEPARTMENT ACTIVE

The foreign record department of the Pathé Frères Phono Co. is steadily gaining recognition throughout the country among Pathé dealers and their clientele. This library now in-

WE WILL MAKE YOUR RECORDS
FOR YOU



IF you wish to make vocal or instrumental records of solos, quartets, choruses, orchestras, bands, etc., either for your own use or to sell, we are at your service.

Ask Us About It

American Recording Laboratories
56 W. 45th St. New York, N. Y.

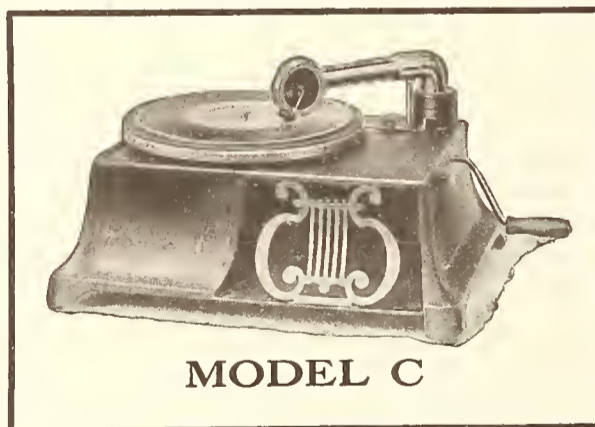
cludes a comprehensive list of records in practically every foreign language, and new supplements are being issued each month.

Dr. Joseph Kalman, manager of the Pathé foreign record department, with headquarters at the executive offices, 20 Grand avenue, Brooklyn, N. Y., is giving the Pathé jobbers and dealers valuable assistance and co-operation, and the sales of these records are increasing rapidly under his able direction.

GARFORD PHONOGRAPH

MODEL C

Retails
at
\$15.00



MODEL C

Retails
at
\$15.00

TO THE TRADE

We wish to thank the trade for the remarkable reception given the

Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a

durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

GARFORD Agencies have been placed throughout the country and dealers who have any demand for a phonograph,

Retailing at \$15.00,

will find the **GARFORD** agency profitable and valuable.

THE GARFORD MFG. CO., :: Elyria, Ohio



Otto Heineman Phonograph Supply Co.

INCORPORATED

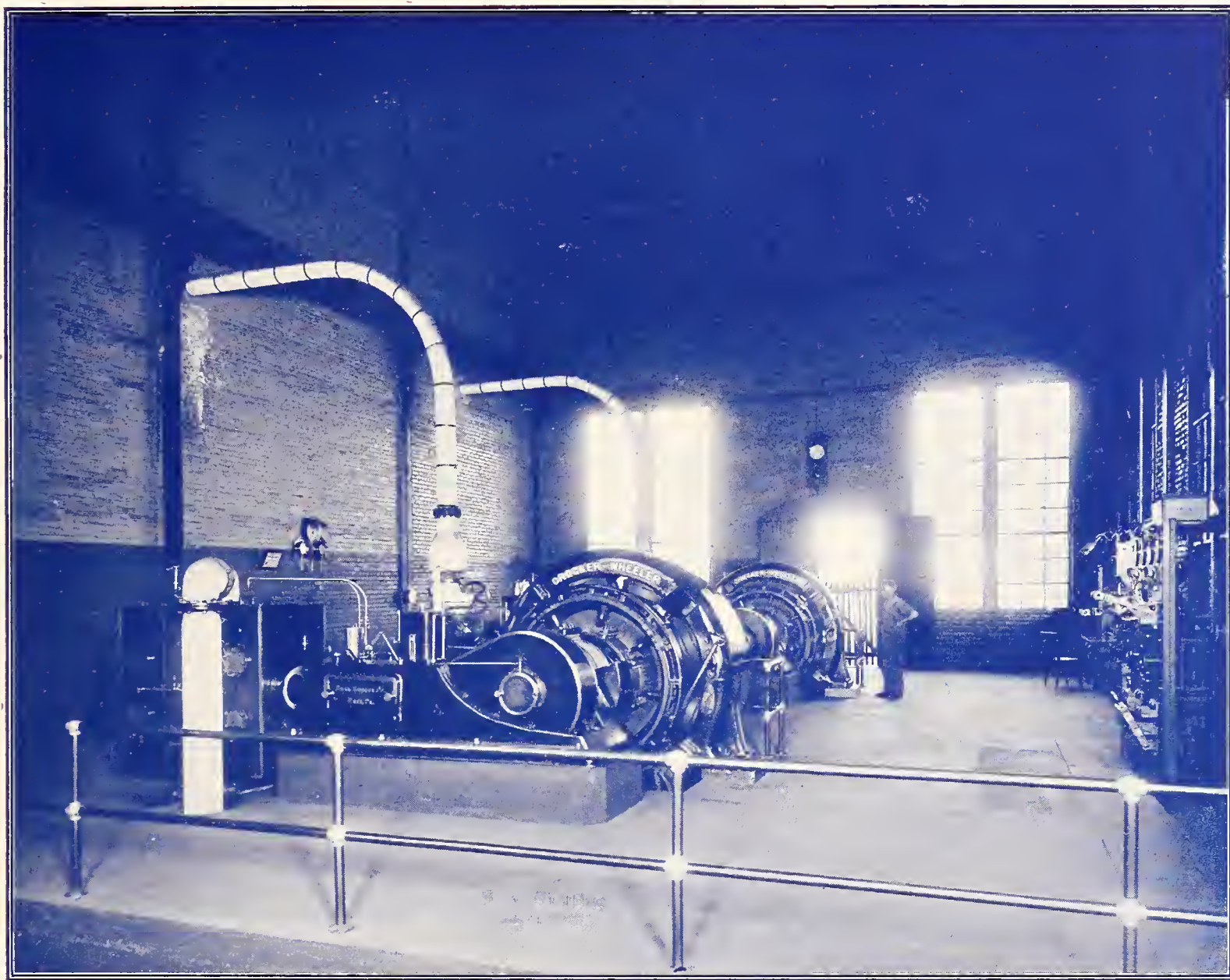
25 WEST 45th STREET, NEW YORK

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

CHICAGO

TORONTO

SAN FRANCISCO



View in Power House at Elyria Works



Two 450 Horse Power Crocker-Wheeler Units
Are Working Day and Night Producing the

MOTOR OF QUALITY



Heineman-Elyria Phonograph Motors Are Famous the World Over

OVER A MILLION IN USE

At Your Service for Quality and Quantity

Otto Heineman
President

	<h1>MEISSELBACH</h1>	
TONE ARMS	MOTORS	SOUND BOXES



Columbia Display Fixture No. 7 sells records for you while you're away. It does the whole job except wrapping them up.

**Columbia Graphophone Co.
NEW YORK**



DEALERS' ASSOCIATION OF PORTLAND SELECTS OFFICERS

E. B. Hyatt Re-elected President at Recent Meeting—Miss Larson Becomes Manager of Meier & Frank Co.—Visiting Artists Help Record Sales—Stradivara Recitals

PORTLAND, ORE., June 7.—The Talking Machine Dealers' Association of Portland held its monthly meeting on Tuesday evening, May 20, at the Hazelwood Restaurant. There were forty-four present at the meeting, which was one of the most enjoyable ever held. The purpose of this meeting was the election of officers, and E. B. Hyatt, president of the association, was re-elected. C. F. Johnson was nominated for president, but declined. Paul Norris was elected vice-president and C. A. Alphonse secretary. The speaker of the evening was E. W. Barlow, manager of the Stradivara Talking Machine Mfg. Co., who gave a very interesting talk on "Constructive Salesmanship." L. D. Heater, of the Columbia Co., also gave a brief talk, explaining the new policy of his house in regard to establishing its base in Seattle.

There are now thirteen demonstration rooms and two large machine rooms in the handsome new store of the Hyatt Talking Machine Co. The Brunswick is a big seller at this house; the demand as exemplified in sales by C. A. Alphonse and W. A. Bartlett is for high-priced goods.

A number of changes have been made in the talking machine department of the Meier & Frank Co. J. H. Matney, who has been manager of the department for some time, has resigned,

and Miss Madeline Larson, who has been a saleswoman in the department for six years, has been made manager. Miss Larson is one of the most efficient young women in the business, and will probably make a successful manager. Mrs. Z. Baker, who was formerly with Sherman, Clay & Co., is now in the Meier & Frank record department, and her experience will be of great benefit to this house.

The Foley & Van Dyke Piano House has a talking machine department whose sales average up well. The World's correspondent visited the store during the last week. An expensive Victrola and a \$215 Pathé of the William and Mary period design were among the several sales closed. The record department, under Miss Lydia Metzger, is doing a splendid business.

A shipment of Edisons and a shipment of Columbia Grafonolas have just been received by the Reed-French Co. Miss E. Reils, who is in charge of the record department, is making a fine reputation for herself as a saleswoman.

Mrs. Olga Moreland has resigned her position in the talking machine department of Foley & Van Dyke to take a similar position at the Remick Song Shop.

J. H. Matney, who recently resigned as manager of the talking machine department of the Meier & Frank Co., is now with the Reed-

French Co. He will look after the outside sales.

L. D. Heater, who looks after the interests of the Columbia Graphophone Co. here, recently entertained F. K. Pennington and Frank Dorian, of the Seattle branch.

A handsome new office has been fitted up for James L. Loder, who is in charge of the Sonora department of the Bush & Lane Co.

There is a demand at the talking machine houses for sacred records—selections from oratorios, hymns, especially old-fashioned hymns; choir music, sacred music of all kinds.

The employes of the Bush & Lane Co. had a picnic at Shepherd Springs last month, being the guests of the manager. The party went in automobiles, and after luncheon at Shepherd Springs various points of interest were explored on the Highway and a supper was enjoyed in the evening at Eagle Creek.

The G. F. Johnson Piano Co. is receiving shipments of Cheney phonographs, but not enough to meet the demand. Very interesting advertisements of the Cheney are issued by Mr. Johnson, and the record "ads" of this house are among the most conspicuous and interesting in the daily papers.

John McCormack gave a concert on Wednesday evening, May 21, at the Public Auditorium and his records have been in demand to a greater extent than ever. It is very noticeable that the visits of popular record artists are exceedingly stimulating to the sales of their records. Madam Alda, Anna Case, Mabel Garrison, Lucy Gates, Pablo Casals, Galli-Curci and other artists who have sung for the Victor, Columbia and Edison talking machines and who have visited Portland this season have become more popular than ever before. The taste of the great mass of the people has been improved by the talking machine, and many who cannot afford to go to the concerts or who are prevented from going for other reasons find great satisfaction in the records, which so faithfully and artistically reproduce the music and which otherwise many could never hear.

M. W. Davis, manager of the talking machine department of Edwards Furniture Store, has placed on the market a liquid for cleaning, reviving and preserving phonograph records. This is an interesting development.

N. C. Collins has returned from a successful business trip in Eastern Oregon.

The Stradivara Co. gave a recital at the Powers Furniture Co. on Wednesday evening, May 21. This company carried the Victor, Brunswick and Stradivara machines. Wheeler Dodds has resumed his old position as manager of the talking machine department, and W. B. Maxwell, who managed the department so well during Mr. Dodds' absence, is now in the receiving department of the store.

The DeLuxe Stylus

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

PLAYS 100 TO 300 RECORDS

No Scratch

No Hiss

Perfect Points—Perfect Tones

The DeLuxe is experiencing a Wonderful Sale
You can't afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list

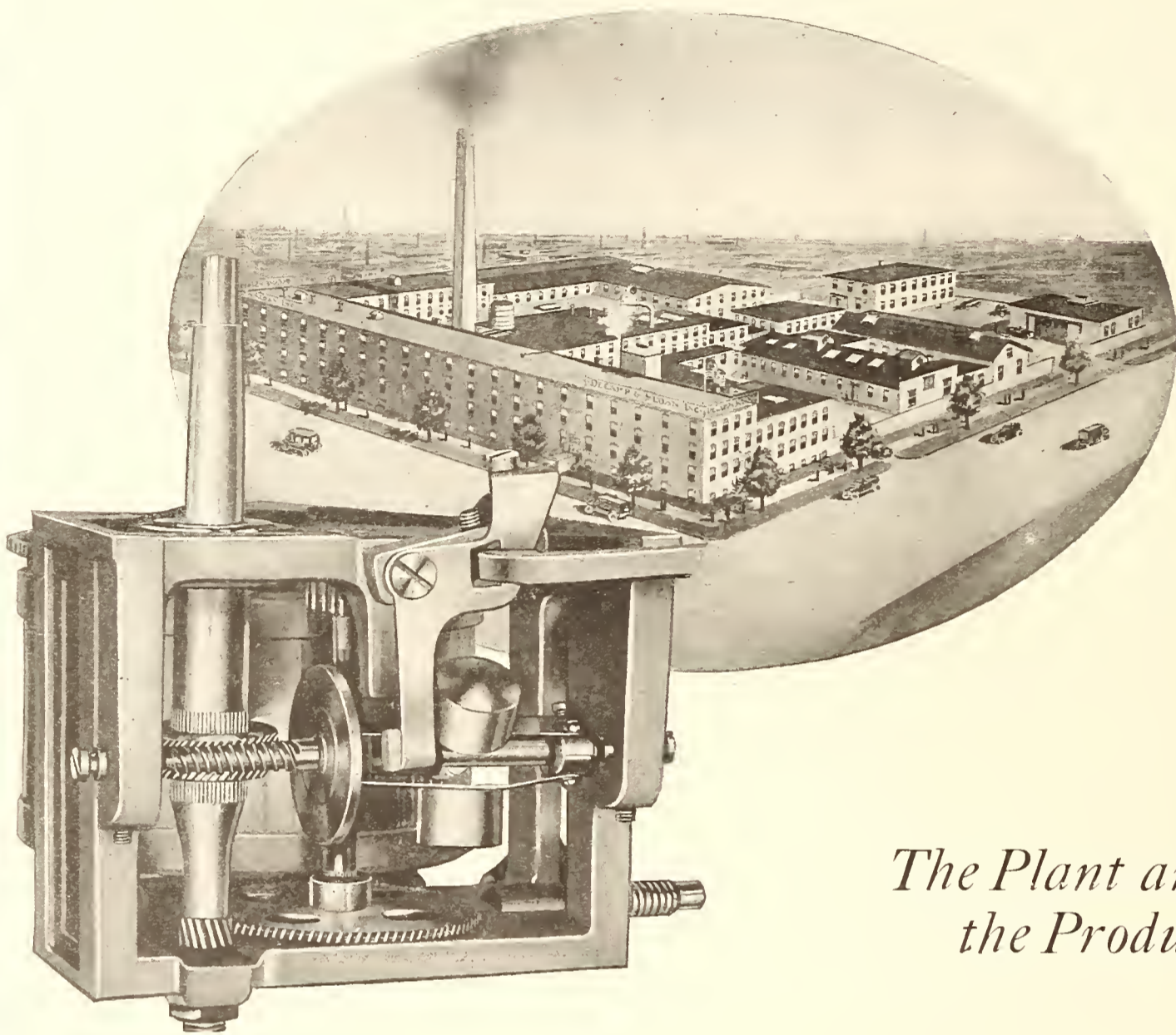
The Duo-Tone Co.

ANSONIA, CONN.

GEARS FOR MOTORS

OUR SPECIALTY

ACME ENGINEERING & MFG. CO.
1622 FULTON STREET - CHICAGO, ILL.



*The Plant and
the Product*

BEHIND the Stephenson Precision-Made Motor there is a plant, modern in every possible way. And every part of the Stephenson Precision-Made Motor is made here; no parts are manufactured in outside shops away from the supervision of the men who stand behind the business. And always in this plant, now in one department and now in another, is one of the principals of the business. Always watching

out that every operation will be done as carefully, as painstakingly as he would do it himself; always instilling in the minds of the men in the factory that their work has earned for the Stephenson Motor an enviable reputation; that a standard has been established.

The Stephenson Motor is a Precision-Made Motor—and performance has earned for it that title.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

TALKING MACHINE WORLD SERVICE

A department devoted to promoting retail sales — conducted by Robert Gordon

Editor's Note—This new department will be devoted exclusively to helping retailers in the talking machine industry to solve the merchandising problems with which they may from time to time be confronted. Whenever in doubt or subject to worry, write to Robert Gordon, care of The Talking Machine World, 373 Fourth avenue, New York City. Let him help you out of your difficulties. Robert Gordon, be it said, has under his direction a large coterie of experts, including the complete staffs of The Talking Machine World and Talking Machine World Service. Communications will be treated in confidence if so requested, but in any event you will have at your command the advice and counsel of experts who have specialized in every phase of modern merchandising, and who couple with this a vast practical experience in the talking machine industry. And now that we know each other, here's hoping we're all going to be the best of friends, and that Robert Gordon will prove a wonderful boon to you in the conducting of your business. He can if you will give him half a chance.

EACH year \$500,000—yes, nearly a million dollars—is being spent by manufacturers in the talking machine business on sales literature, window material and dealer helps alone.

Mere printing and paper—the mechanics of the business-tools for the dealer to work with.

A million dollars—to help you sell the goods they have already sold you.

If this sort of material is so valuable, certainly there would be still greater value in furnishing dealers with concrete assistance, in meeting their own problems of merchandising and advertising.

The aim of this department is to enable the dealer to use to greater advantage the assistance furnished him by the manufacturer, especially to help him meet his individual problems of advertising and merchandising, in order that he may not only build a large business, but build it upon a solid and substantial foundation.

Effective advertising offers a very difficult problem for the dealer. It is an art requiring a high degree of special skill and training in order to obtain maximum results, and generally the dealer finds it impractical to engage a specialist in this field, or to lay out money for good illustrations, cuts, etc.

Likewise, in the domain of merchandising, good ideas, like all things of great value, are scarce and hard to obtain. If an idea is good, it will sell merchandise in California as well as in Maine.

To meet these two needs of the talking machine industry, The Talking Machine World inaugurates this month two new features: a complete dealer's advertising service, and a dealer's clearing house for merchandising ideas.

An announcement of the advertising service appears elsewhere in this issue. The merchandising side of the service will be developed monthly on this page, and also in more complete and detailed form in the advertising service, of which it forms a part.

* * * * *

SMOKE is pouring out of the factory chimneys. Day and night, in great, thick clouds, it mounts heavenward and spreads across the industrial sky in giant characters that form a word which the seeing eye can read—a word that portends great changes in conditions—

“PRODUCTION”

Clouds, not of war smoke, but peace smoke; not war production—that is out of the way at last—but peace production—talking machines, records, needles, motors, accessories, a thousand and one things you've been yelling for. The great manufacturers are at it again, 100 per cent. The factories are making smoke.

What about you? Are you burning up the business boulevard with your smoke—or, with your feet on the mantelpiece, are you lolling back in your easy chair smoking a pipe?

This is a seller's market—true enough, but the dealer who is clever enough to keep wearing out his shoe leather instead of the seat of his trousers is doing a whole lot more these days than merely taking orders. He is squeezing every drop of juice out of the present, and at the same time putting stuff away in his cellar against the days to come.

There is more than one kind of smoke. There is the heavy, blue kind that trails a benzine buggy struggling up the hillside and means half-baked fuel and wasted energy. Then there is the smoke that follows a big limousine—nearly invisible, but redolent of power and speed.

This is not a time to be content with flivver trade. Now, when the “dear public” is fighting to get your few machines away from you—now is the time to go after Mr. and Mrs. Limousine. Now shoot at the big game, on broad avenues and boulevards, your gun loaded with high-priced models and wadded with cash sale blanks. Then when “tomorrow” you have to dive down the side alleys, you can tell Mr. and Mrs. Flivver about how you bagged Mr. and Mrs. Limousine, and the argument has WEIGHT—to say nothing of the golden ballast added to Friend Bank Account.

When you can't make more than so many sales, beat the game by jacking up the horse power of each and every sale. Let the small fish go till leaner times—just now, harpoon the whales and take the fat. By doing this you'll be building up a business in records that will be a comfortable back log to prevent “cold feet” during wintry storms.

Don't let your selling machinery lie down and go to sleep because of that hypnotic word “shortage.” Keep it oiled up and running, ready to drop into high the minute you shift gears.

* * * * *

PROBABLY to a great many dealers, it seems at first a rather inopportune time to create a department which will specialize on the promotion of retail sales. Many, in fact most, dealers are today confronted not so much with the necessity of finding ways and means to sell as of finding ways and means to keep customers satisfied who require a particular model of machine or a particular record until it is possible to deliver the thing especially desired.

The great demand which to-day cannot be met has caused the average dealer to be little more than an order taker.

Such a state of affairs is intolerable for the merchant who is duly concerned over the future. The wise merchant starts his thoughts like all the others, but carries them through to a rational conclusion. He argues something like this:

“Confound it, we could do a \$30,000 larger turnover if only the Blank Company would get us a few hundred machines of the models we need—of the models which we now have twenty sold, but can't deliver and therefore have to substitute a bastard machine. And if only the Blank Company would ship us the right quantities of the right records. I'll tell the whole world, it hurts to see so much A-1 business walk right by my door.”

* * * * *

And then having worked himself up into a frame of mind that would make any manufacturer or jobber feel as though he were on the Hun end of a Yank charge, this same WISE merchant cools down and calms himself into a soliloquy of sound reason, which runs like this:

“After all, have I got any right to upbraid the people upon whom I depend for machines and records? Are they really to blame?”

“The more I think about it the less reason there seems to justify my being a chronic kicker. I may be losing perfectly good business, but anyway it is ‘order taking’ transactions and not real sales that I am producing. Before I start assailing the sources of my supply, it is up to me to get out and energetically push, promote and close sales on models of machines and record selections that I have got and can get.”

* * * * *

It is sufficient for the purpose of this article to seek one end, viz., the inducing of talking machine dealers to drop the hackneyed and non-profitable course of complaining about shortages and to take up the formation of sales promotion plans calculated to insure a good live, profitable business when stock of all kinds is quite plentiful. That time is not now far distant, and it behooves every dealer to prepare by spurring up sales efficiency throughout his entire organization. More of this next month, when this department will be devoted to concrete suggestions on how to buck up merchandising efficiency in the face of a seller's market. In the meantime, get your mental airplane sailing above the fog, not through it.

"THE TRAINING OF A SALESMAN"

Volume on This Subject Written by William Maxwell, Vice-President of Thomas A. Edison, Inc., Attracting Considerable Attention

William Maxwell, vice-president of Thomas A. Edison, Inc., recently issued a volume entitled "The Training of a Salesman," which is attracting considerable attention not only in our industry, but every business man can find in it scores of ideas applicable to his own affairs. One of the most interesting reviews of this book recently appeared in the Boston Commercial under the caption, "Head of Selling Branch of Edison Concern Writes on Selling." The article read:

"The success of Thomas A. Edison is as often attributed to his ability in collecting the right kind of men around him for associates and co-workers as to his wizardly genius in electricity. The author of 'The Training of a Salesman' is one of the men Edison has gathered around him. He was selected because the great inventor believed that he could assemble and direct a selling organization that could find a market for the many various specialties that are continuously coming out of the New Jersey laboratories and factories.

"Selling Edison products, especially the newer ones, has always required something more than an 'order taker.' A man is not truly a salesman till he has broken new ground and opened new accounts. A good salesman creates the demand and the 'order taker' merely fills the demands that he finds already waiting for him. Mr. Maxwell is by necessity as well as by choice a salesman of the first order. This is why he holds down his job as head of the Edison selling organization.

"'The Training of a Salesman' is written in a very simple, easy manner. It does not have any of the characteristics of a text book except that it teaches you something on every page. Its purpose is to help salesmen increase their value to themselves and to their companies, but

it is so entertaining as to never become irksome.

"The book is full of incidents that have come to the attention of the author during his years of experience. These add a human interest so fascinating and refreshing as to make the reader forget that he is trying to improve his selling ability. The 221 pages of large, clear type pass off in a single evening's pleasure reading. After discussing how to size up a customer, the author goes on to suggest means of approach that he has found valuable, as well as different ways of overcoming indifference. He gives a chapter on closing the order which fairly sparkles with new ideas.

"The book should be bought by a salesman for the purpose of getting a close-up view of Mr. Edison if for no other reason. The study of the great wizard of electricity presented in the pres-

ent volume is probably the most valuable that has even been written. It is made by a constant companion and employe from close-up observations. Edison is presented as being as great a business man as inventor, a man with wonderful power of inductive and deductive reasoning and a student of the first order. He has a sublime confidence in his own infallibility which the author seems to think is wholly warranted. He has no confidence in others' writings or theories till he has checked them up with his own ideas and experiments. He has a system of his own for the judgment of men that seldom fails to secure the correct estimates of character and of ability.

"Every salesman should own this book. It contains words of council handed down from a man who has been able to sell himself to an astute judge and keep his account open."

KESSELMAN-O'DRISCOLL PROGRESS

Prominent Milwaukee Talking Machine Co. to Handle Pianos and a General Line of Musical Instruments—To Occupy New Building

MILWAUKEE, WIS., June 9.—The progress of one Milwaukee retail talking machine company which soon will branch out to embrace a line of pianos and general musical instruments is noteworthy. It is the Kesselman-O'Driscoll Co., which a few years ago established a Victor store on the northwest side of the city. The business grew so large that two years ago the company moved to the heart of the city, occupying a three-story building. Last fall the Edison line was added. Now the company will become a piano dealer as well. Arrangements have been completed for the erection of one of the finest music stores in America on the three-cornered property bounded by West Water, Wells and Second streets, and known for many years as "The Triangle." On this most advantageous location the Kesselman-O'Driscoll Co. is building a three-story music temple with foundations adequate for five additional stories

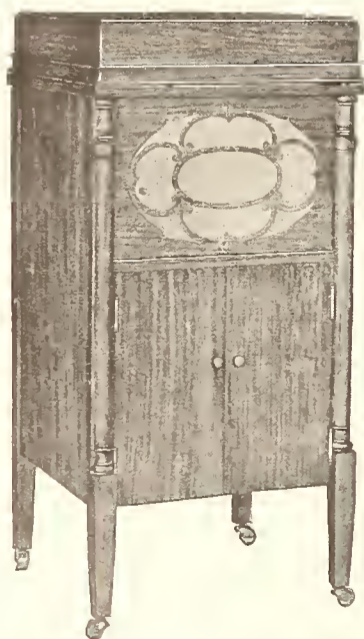
when these become necessary. The design is classic and embodies the very best and foremost ideas gained from a survey of the greatest music houses in the country by L. M. Kesselman, president of the company. The exterior will be built in white enameled terra cotta and tile with art glass trimmings. When finished the building will be one of the show places of Milwaukee. It will be completed about August 15 or September 1, at which time the piano business will be added to the present Victor and Edison lines.

NEW DEALER IN BROOKLYN

A recent addition to the talking machine dealers in Brooklyn is L. Everett, manager of the Flatbush Talking Machine Shop, 1135 Flatbush avenue. This concern carries the Columbia Grafonola and the Sonora, as well as a full line of records in all languages.

A new talking machine shop has been opened in Akron, O., by Cramer & Perrine, at Market and Arlington streets. Columbia Grafonolas and records will be featured.

The "LAUZON" Phonographs



STYLE C—\$115.00

are works of art and harmonize with the better types of period furniture—beauty of case design is commensurate with beauty of tone.

"Lauzon" motors and mechanical equipment are of the very highest class and most expensive made.

Nine Models from \$80.00 to \$450.00

Write for discounts and territory

NOTICE:—During the Grand Rapids Furniture Market—June 23rd to July 25th, "Lauzon" Phonographs will be shown in the ground floor, corner room of the National City Bank Building opposite the Pantlind Hotel. All models will also be on display in connection with the exhibit of Lauzon living room furniture, 5th Floor of the Keeler Exhibition Building.



STYLE G—\$300.00

Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES
705 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY
Monroe Ave. and 6th St.

TRADE HAPPENINGS IN IOWA

Plans for the Victor Dealers' Convention in Des Moines Now Under Way—Death of E. E. Hobbs—Bauman Buys Schlick Stock

DES MOINES, IA., June 7.—Arrangements are forming for the Iowa Victor Dealers' convention to be held here on August 26 and 27. The executive committee, consisting of L. E. Spencer, Iowa City; J. Donohoe, Ft. Dodge; Jos. Britt, Boone; L. E. Cohe, Waterloo; W. H. Stoaks, Grinnell, and R. McGregor, of Creston, will soon meet in this city and make definite arrangements for an interesting program.

Lieut. E. W. Lundquist has just returned from the service and taken up his work of traveling for Mickel Bros. Co. in Nebraska and western Iowa.

Arvid Nelson, for several years assistant manager of the Tri-City Piano Co., Moline, Ill., has taken over the management of the Davenport store.

E. E. Hobbs, manager of the Victor department of the Peacock & Baxter Furniture Co., Atlantic, and a member of the executive committee of the Iowa Victor Dealers' Association, passed away recently as a result of a severe case of Bright's disease.

Iowa Victor dealers are extending their sympathy to L. H. Hockspeier, New Hampton, on the loss of his wife.

H. A. Schlick, proprietor of the Schlick Music Store, Charles City, has sold his Victor stock and small goods to E. C. Bauman, who will continue the business under the old name.

W. H. Stoaks, president of the Iowa Victor Dealers' Association, has moved into larger quarters and installed a fine new Victor department, consisting of two soundproof booths and a modern record room.

H. L. Peters has taken charge of the Victor department of the Duncan-Schell Furniture Co., Keokuk, to succeed H. A. Duncan, who becomes assistant manager of the store. Business with this company is brisk.



TONE ARM AND REPRODUCER

Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

No Springs
Nor Weights
To Adjust



Made in
Four
Lengths

PATENTED
MAY 13, 1919
Plays any Make
Record Perfectly

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL. Factory: CLEVELAND, OHIO
Address all inquiries to Chicago Office

USE AIRPLANE TO BOOK ORDERS

Marionville Dealer Places Order for World Phonographs With Airplane Representative

The appearance of the airplane used by L. E. Lines, of the Lines Music Co., Springfield, Mo., to advertise the World phonograph, caused quite a sensation in Marionville when it arrived on a Saturday afternoon. The town had been well circularized before the event, giving

publicity to the fact that a representative of the L. E. Lines Music Co. was coming to book an order for these machines with the local dealers, Burney & Biddlecome. On the automobiles, which were used by the dealers to bring their friends to the landing field, were appropriate signs bearing on the qualities of the World phonograph and the merits of the airplane over all other means of transportation. The entire affair was, in every respect, a stupendous success.

ANNOUNCEMENT TO THE TRADE

We take pleasure in announcing that on and after this date we will operate as

Exclusive Wholesale Victor Distributors

CRESSEY & ALLEN

534 CONGRESS STREET

PORTLAND, MAINE

GREAT GATHERING OF EDISON DEALERS IN CINCINNATI

Annual Meeting of Representatives of Phonograph Co. of Cincinnati Attracted Large Assemblage—Important Matters Transacted—Vocalion Trade Expands—Stock Shortage Still in Evidence

CINCINNATI, O., June 7.—One of the events in the local talking machine trade recently was the annual meeting of the representatives of the Phonograph Co. of Cincinnati held in this city the middle of last month, with Manager L. H. Oelman, of the local trade store, as master of ceremonies. Many subjects of exceeding interest to the Edison dealers, and to the trade as a whole, were discussed in a most enlightening way, and everyone present seemed to be well pleased with the results of this gathering. The meeting was one of the largest ever attended by Edison dealers in the Middle West, and among the houses represented were: Alma & Doepke Co., Cincinnati, O.; Anderson-Newcomb Co., Huntington, W. Va.; M. N. Billings, Chillicothe, O.; Balyeat Funeral Co., Van Wert, O.; J. A. Beatty & Son, Xenia, O.; C. F. Brower & Co., Lexington, Ky.; Louis Burkart, Newport, Ky.; Louis Burkart, Covington, Ky.; J. S. Case, Logan, O.; George H. Cox Co., Owensboro, Ky.; Comstock Drug Co., Horse Cave, Ky.; Earhart's Drug Store, Franklin, O.; G. A. Frenzler Piano Co., Cincinnati, O.; A. T. Fitzwater & Son, Cynthiana, Ky.; George P. Gross, Cincinnati, O.; Greenfield Piano Co., Greenfield, O.; Goodykoontz Drug Co., Bluefield, W. Va.; Hibbard's Music Shop, Athens, O.; Howard R. Huston, Bremen, O.; W. E. Heskett, Columbus, O.; C. H. Hutchison, Ripley, O.; Hildebrand Book Store, Wilmington, O.; Matthew Horen, London, O.; Fred Imfeld, Hamilton, O.; Jellico Furniture Co., Jellico, Tenn.; George Krebs' Sons, Hamilton, O.; J. T. Kackley & Co., Maysville, Ky.; George H. Link, Cincinnati, O.; Leech & Davis, Glasgow, Ky.; Riley I. Miller, College Corner, O.; Morehouse, Martins Co., Columbus, O.; Maxwell & Hunt, Franklin, Ky.; Richard A. McKee, Charleston, W. Va.; Niehaus & Dohse, Dayton, O.; People's Music Store, Dayton, O.; Pence & Hill, Stanford, Ky.; Sam Pushin & Bro., Bowling Green, Ky.; Radebaugh Music Co., Columbus, O.; Rike-Kumler Co., Dayton, O.; R. W. Rowland, Ironton, O.; R. Rogers & Son, Frankfort, Ky.; Smucker Bros., Bellefontaine, O.; L. C. Smith, Monticello, Ky.; E. Sensenbrenner, Circleville, O.; Spring Brothers Co., Easton, O.; E. J. Stevens, Middletown, O.; Herbert Schulenberg, New Bremen, O.; J. A. Swoveland & Co., Rockford, O.; J. A. Swoveland & Co., Ohio City,

O.; Scott Brothers Piano Co., Ashland, Ky.; Sawhill-Dolbeer Co., Springfield, O.; A. B. Simpson, Hillsboro, O.; E. A. Searls Co., Huntington, W. Va.; Strosnider Drug Co., Williamson, W. Va.; D. W. Williams, Lebanon, O.; Wolfe's Music Store, New Lexington, Ky.; A. F. Wheeler, Lexington, Ky.; Wadlington Furniture Co., Shelbyville, Ky.; Winn Furniture Co., Winchester, Ky.; Thedieck Dept. Store Co., Sidney, O.; J. A. Tedrick, Plain City, O.; L. C. Tiller, Nashville, Tenn.

The local branch of the Aeolian Co. reports a 100 per cent. increase for May in Vocalion sales over any other May in the history of the store. Mr. Byars says there has been an unprecedented demand in the last few weeks for the Art Style instruments. One of the officials of the Southern Railroad purchased one of the larger styles in the Duncan Phyfe period, and there was also a handsome blue lacquered Chipendale sold to a prominent Cincinnati family. From indications it seems that this coming fall will see a tremendous demand for the various Art Style Vocalions. There is no question but what it is policy to push these styles, inasmuch as it will create a demand among certain folks who are opposed to the conventional designs.

F. W. Darden has rented the storeroom, 915 Race street, where he will specialize in talking machines and accessories.

The Huss Bros. Phonograph & Piano Manufacturing Co., successor of Huss Bros., the latter having undergone a complete reorganization, will soon open a combined retail store and factory at 6, 8 and 10 West Canal street, the corporation having taken a ten-year lease on considerable space. Much attention is to be paid the talking machine end of the new house.

Manager T. Sigman, of the Victor department of the Rudolph Wurlitzer Co., says:

"The shortage in both Victrolas and records continues; however, we are living in hopes that the month of June will bring forth larger shipments from the factory. Many \$25 and \$35 Victrolas were sold, both wholesale and retail, as they were really the only ones available in quantities. Many sales were also lost because larger cabinet-sized Victrolas could not be procured. The attractive window display in our retail department during the week that Ohio went dry helped us to sell a talking ma-

Specialized Manufacturing Production for
the Phonograph Trade

H.K. Lorentzen

"They buy at a place where prices compete, where Quality must always excel."
Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER
SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need ?

Correspondence invited—
Orders promptly attended to

60 Grand Street New York City

chine which we called the Hauckola, after one of Cincinnati's famous breweries. The records advertised were 'How Are You Going to Wet Your Whistle When the Whole Darn Town Goes Dry?' and 'Alcoholic Blues.'

Among the many out-of-town visitors to the local Columbia branch during the past two weeks were Louis Horwitz, Lockland, O.; Mr. Polasky, Georgetown, O.; Mr. and Mrs. A. B. Simpson, Hillsboro, O.; A. D. Kirk, Winchester, O.; Mr. Kleeman, People's Outfitting Co., Springfield, O.; A. F. Hibbard, Athens, O.; Mr. and Mrs. Elmer Woodhead, Falmouth, Ky.; Mrs. Lang, of Lang-Harover Co., Manchester, O.; L. S. Adams, Vevay, Ind.; W. J. Crutcher, of the Island Creek Stores, Holden, W. Va.; H. B. Hutson, Bethel, O.; Fred Bailey, Washington Courthouse, O.

The feature film "Mickey," which is being shown at the Grand Theater June 1 to 14, is giving the dealers in Cincinnati an admirable opportunity to connect up with a live publicity stunt. C. L. Crandall, of the Big Feature Rights Corporation, of Pittsburgh, has been in town for several days co-operating with the local Columbia management in featuring "Mickey" in all the music stores in town. The Mabley & Carew Co. have given up one of their large windows on Vine street directly opposite the Grand Theatre for "Mickey" displays. The Grafonola Shops have a unique window dressing, and many other dealers in downtown Cincinnati are also going the limit with window trim, newspaper advertising, etc. As a result the demand for "Mickey" Columbia records is growing rapidly and dealers are placing large stocks to take care of the demand.

Miss Lucy Gates, the distinguished coloratura soprano, who, by the way, records exclusively for Columbia records, was a visitor to Cincinnati on Tuesday, May 27. Miss Gates came to town for a conference with Manager Thiele, of the Cincinnati Symphony Orchestra, and obliged the local Columbia branch by visiting them and several Columbia dealers in downtown Cincinnati. A. F. Greenwood accompanied Miss Gates on her visits to the various dealers.

Mrs. Janet Furniss, formerly in the sales department of C. C. Baker, Columbus, O., has been added to the sales department of the local Columbia branch. Manager Dawson selected Mrs. Furniss for the position formerly occupied by the late Miss Carrie Althaus, inasmuch as her record experience particularly fitted her for the position. She is now making a trip among dealers of Central Ohio and spending considerable time with each one, instructing them in the many phases of record selling.

Improvements in the local Columbia branch are still under way, and they are being pushed rapidly to completion, due to the fact that General Sales Manager E. W. Hopkins has



Southern Texas

We are prepared to make immediate deliveries of the Dusonto—the Master Phonograph—to dealers in this territory.

The Dusonto gets the best out of all makes of records. Its design, elegant cabinet work and finish, its clear and natural tone, made possible only by the scientifically constructed tone chamber—these are some of the features which make the Dusonto the "Master Key of the Record." Prompt, efficient and courteous attention will be given to all orders by our distributors.

SOUTHERN TEXAS DISTRIBUTORS
SMITH-WOODWARD PIANO CO.
1017 Capitol Avenue, Houston, Texas

The Belcanto Company, Inc.
2007 Bush Terminal Sales Building
130 West 42nd Street, New York



COTTON FLOCKS

.. FOR ..

Record Manufacturing

THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.

promised a visit to Cincinnati when the improvements are completed.

General Manager H. L. Willson, of the executive office, New York, stopped over in Cincinnati a day or two last week.

The Grafonola department of Mabley & Carrow Co. has been considerably improved by the addition of a fountain in the center of the department. The water plays over colored lights, and small turtles and fish disport themselves much to the enjoyment of the small children who accompany their parents to this popular music department for Columbia records.

The Grafonola Shops, Inc., 117 West Fourth street, the exclusive Columbia dealers, have made a push on children's records during the present and past months. Manager Fantle put some of his original ideas into his window trim and tastefully arranged several small chairs and tables in the window in such a way that it invited the admiration of all passersby.

New Columbia dealers listed during the past two weeks are the Kermit Pharmacy, Kermit, W. Va.; Miller Bros., Malta, O., and J. Tiller & Sons, LaFollette, Tenn.

R. B. Foster, formerly of the Corona Sales Co., Columbus, O., has been appointed Dictaphone sales manager for the local Columbia branch. He succeeds Mr. Arrington, who resigned. Special Representative W. C. Kabin, of the New York office, has been in Cincinnati introducing Mr. Foster to the trade.

PRIZE CUP FOR HEINEMAN SALESMAN

S. A. Ribolla, Manager of Chicago Branch of Otto Heineman Co., Wins Prize for Greatest Volume of Sales Made During Past Year

About a year ago Adolph Heineman, vice-president of the Otto Heineman Phonograph Supply Co., Inc., was the guest of honor at a dinner given to celebrate his sixtieth birthday. At this gathering there were present the managers and traveling representatives of the company, together with several of the presidents and directors of the financial institutions which handle the vast Heineman interests.

Among the latter was H. Rosen, a director of the Harriman National Bank, who, in addition



Prize Cup Won by S. A. Ribolla to his prominence in financial circles, has also won fame as one of the greatest salesmen this country has ever known. The sale of \$5,000,000 worth of life insurance in one year is one of Mr. Rosen's enviable records. Appreciating good salesmanship and recognizing its importance, Mr. Rosen during the course of this dinner offered a "cup of success" to the Heineman salesman who sold the most goods during the year.

This year has now closed, and S. A. Ribolla, manager of the Chicago branch of the Otto Heineman Co., has been awarded the prize. Judging by the tremendous growth of Heineman business in the States covered by the Chicago office, Mr. Ribolla will soon be due to win another cup or two.

JOIN IN TRADE PROMOTION TOUR

Fred E. Yahr, One of Ninety-five Leading Business Men of Milwaukee Who Recently Made Interesting Trade Promotion Tour

MILWAUKEE, WIS., June 9.—Fred E. Yahr, president of the Yahr & Lange Drug Co., 207-215 East Water street, Milwaukee, distributor of the Sonora phonograph in the Wisconsin and Northern Michigan territory, was among the ninety-five leading business men of the city who participated in the seventeenth annual trade promotion tour conducted June 2 to 9 by the Jobbers' Division of the Milwaukee Association of Commerce. The party traveled in a special train and covered 1,000 miles in the six days, reaching into virtually every part of the State. The excursions were instituted in 1901, but were omitted in 1917 and 1918 because of the war. The object is to enable Milwaukee wholesalers and jobbers to meet retailers of the State on their own thresholds and form or renew intimate acquaintanceships which will result in tying the merchants closer to the jobbers than

would be possible in any other manner. The plan has proven very successful.


Harry T. Young, representing the Chicago Hinged Cover Support & Balance Co., spent several days in the Milwaukee trade during the latter part of May. Mr. Young was able to add several manufacturers to the list of those who use the Chicago device as regular and standard equipment on their reproducing instruments.

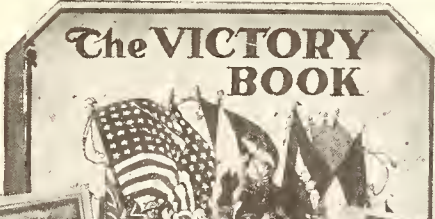
TO HONEYMOON AT ASBURY PARK

Oscar Zepernick, of the Cabinet & Accessories Co., Inc., will spend the latter part of June at Asbury Park. The vacation will immediately follow Mr. Zepernick's marriage. The honeymooners will return to their attractive new home on Long Island.


A DELAWARE INCORPORATION

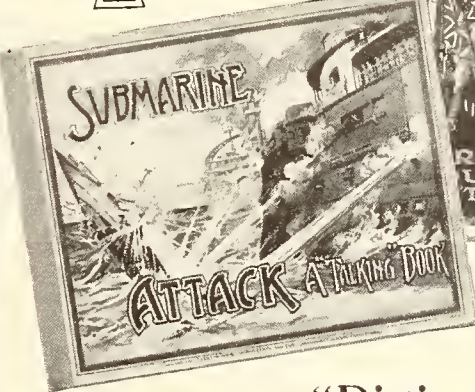
The Stratman Talking Machine Co. has been incorporated in Delaware with a capital stock of \$200,000. The incorporators are M. M. Lucey, C. Heilg and Ferris Giles, of Wilmington.



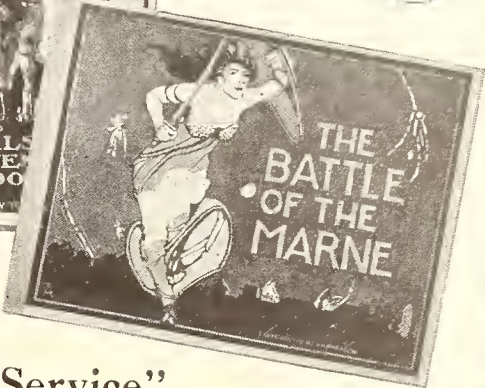


The VICTORY BOOK





SUBMARINE ATTACK



THE BATTLE OF THE MARNE

"Distinguished Service"

to talking machine dealers is rendered by these 3 patriotic "Talking Books"

SUBMARINE ATTACK—A U. S. transport, attacked by the sea pirate, defeats and sinks the enemy. A thrilling story! . . . 50c.

THE BATTLE OF THE MARNE—The record gives the bugle call, the cannon's roar, the infantry and cavalry attacks and victorious onslaught. A wonderful description of civilization's triumph. . . . 50c

THE VICTORY BOOK—An epic of America's glorious part in the Allied triumph—story by Dr. Newell Dwight Hillis—recitation by Russell Hunting on two large size records, with full military band. . . . \$1.50

TALKING BOOKS

are earning real MONEY for the Dealer

A story book, in full color, with phonograph records attached. The book itself goes on the machine, telling its own story to the child. A money-maker—a business getter—a feeder for your other lines. Get it first in your territory.

TALKING ANIMALS and FIGURES

25c. each

With record attached—Talking Parrot, Mocking Bird, Uncle Sam, Watermelon Coon, etc. Regular releases issued monthly. Write for illustrated catalog and full information.

TALKING BOOK CORPORATION

1 West 34th St., at Fifth Ave., New York

Exclusive Export Distributors
EMERSON INTERNATIONAL, Inc., 160 Broadway, New York

TRADE IN LOS ANGELES SCORES HIGH-WATER MARK

The Past Month Showed Steady Advancement in All Branches of the Business—Stock Is Coming in More Plentifully and Dealers Are Commencing to Get After Trade—News of Month

LOS ANGELES, CAL., June 4.—The talking machine dealers of this city have just wound up another very satisfactory month of business. There were, however, in May, short periods of slight dullness, but the net results, nevertheless, are found to be quite satisfying. In fact, several of the houses are again announcing that a new high-water mark has been established. Record sales have been especially good. The three concerts given here during the early part of the month by John McCormack naturally helped to boost the sales of the artist's records considerably, and there is also a big local demand for the late popular numbers. The month has found the dealers particularly liberal in the use of newspaper advertising space. The establishment of new agencies and new firms has also been a rather notable feature of the past month.

Talking Machine Dealers Meet at Dinner

The regular monthly meeting of the Retail Talking Machine Dealers' Association of Southern California for May, which as usual was held on the evening of the second Tuesday, took the form of a banquet at the Hotel Clark, with twenty-two of the members present. The dinner was followed by an open discussion of various matters pertaining to the trade.

New Phonograph Jobbing Company Organized

Founded for the purpose of conducting a jobbing business in phonographs, records and accessories, the Western Jobbing & Trading Co. has recently been organized in this city, with offices at 724 South Broadway. The company, formed on a partnership basis, is owned by Clarence A. Barker, Lawrence Barker and Earle Barker, and is under the general management of John W. Boothe, who is also manager of the music department of Barker Bros., furniture dealers. The firm enters business as the Southern California distributor for Sonora phonographs and needles and Mandel phonographs, and as jobber for the State of California for Emerson records. Other lines will probably be arranged for later. G. S. Love is assistant to Manager Boothe, and H. E. Berryman, formerly with the Victor branch here of Sherman, Clay & Co., has been employed as traveling representative.

Dealers Greatly Exceed Victory Bond Quota

The music dealers of this city exceeded the quota of Liberty Loan bonds allotted them in the recent drive by about 48 per cent. The

"A Million A Year"

WHAT'S YOUR SHARE OF

MICA DIAPHRAGMS OF BEAUTY

—Phonographically Speaking—They Talk for Themselves—

Manufactured for over ten years for the larger consumers by the

INTERNATIONAL MICA COMPANY

Factory and Sales Dept. { 37th & Brandywine Sts. W. Philadelphia, Pa.	Mines, Amelia Co., Va.	Executive Dept. { 1228 Filbert St., Philadelphia, Pa.
--	------------------------	--

Send for samples and quotations now and eliminate your diaphragm difficulties

amount expected from the trade was \$75,000, and the amount actually subscribed was \$112,000, or about \$37,000 above the quota. The largest amount taken by the trade in any previous drive was \$85,000, in the fourth.

Glockner Co. Adds Mandel Line

The Wm. L. Glockner Music Co., in addition to representing the Edison line of phonographs and records, has taken the agency also for the Mandel phonographs and the Emerson records. The new agencies were arranged for through the Western Jobbing & Trading Co.

Herman Beck Joins Platt Music Co.

Herman Beck, who for a number of years has been manager of the Victor department of the Geo. J. Birkel Co., severed his connection with this company on May 31, and has become the new manager of the talking machine department of the Platt Music Co. Mr. Beck was one of the organizers of the Retail Talking Machine Dealers' Association of this city and its first president, his term expiring in January of the current year. He is regarded as a most capable talking machine man.

Geo. J. Birkel Co. Adds Columbia Stock

The Geo. J. Birkel Co., in addition to maintaining its Victor department, has put in a complete line of Columbia Grafonolas and records. The initial stock amounts to about two hundred machines. The added department was first announced to the public on May 11, through the local newspapers with an ad five columns wide and about fourteen inches deep. The company anticipates doing an especially good lot of business with the Columbia art models.

New Music House to Handle Columbia Line

Richardson, Inc., is the name of Los Angeles' newest music house, which is located at 607 West Seventh street. The store opens for business early this month. It is centrally located, and the quarters are most attractive. The company has arranged to carry a complete line of Columbia Grafonolas and records, and also has the agency of the Baldwin line of pianos. The talking machine department contains seven attractively designed soundproof demonstrat-

ing rooms, besides a great deal of shelving for records. The organizer and general manager of the firm is Wm. Richardson, who until a few weeks ago was the manager of the talking machine department of the Southern California Music Co., and who is one of the best-known phonograph men in Southern California. Associated with him in the management of the store is Joseph Carter, also extensively known in the talking machine trade.

Starr Piano Co. Completes Improvements

Alterations and improvements have just been completed by the Starr Piano Co. by which the phonograph space has been materially enlarged and partitioned off into four attractively finished demonstrating rooms and a long record room. The rooms are finished in old ivory, with the upper part of the walls consisting very largely of glass.

Remick Song Shop Adds Phonographs

The Remick Song Shop, which recently moved from 522 to 427 South Broadway, has opened a phonograph and record department, as agent for the Columbia line. Seven demonstrating rooms, besides a large record room, all attractively finished in oak and glass, have been provided in the rear part of the store. W. Salveter is the general manager of the shop.

Advertises Sales of Used Phonographs

The music department of Barker Bros. has been advertising during May, with an ad four columns wide and ten inches deep, a special sale of used phonographs—Victor, Edison and Sonora lines excepted. The first ad of the series announced "over forty different phonographs of various well-known makes which we have taken in as part payment on Victors, Edisons and Sonoras."

Trio Music Co. Gets New Phonograph Stock

The Trio Music Co., which began business here at 832 West Seventh street, about two months ago, has just received its initial stock of talking machines, which, manufactured for it by an Eastern company, it has named the Trio-Craft line. Gennett records are also car-

(Continued on page 91)



HERE IT IS

The

FLETCHER UNIVERSAL TONE ARM and REPRODUCER

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

•• SAMPLES \$8.00 ••

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

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

LOS ANGELES TRADE MAKES STRIDES
(Continued from page 90)

ried, while in its piano department it features the Poole line. The officers of the company are R. H. Hart, president; C. E. Cronkite, secretary, and Mrs. V. E. Des Autels, treasurer.

Johnston Store Alters Name and Interior

The general music store of T. J. Johnston, by admission to partnership in the firm of Mr. Johnston's son, Harold E. Johnston, who was recently released from service in the Marines, has had its name changed to Johnston's Music House. Alterations have just been completed by which the store, which is located at 408 South Broadway, is partitioned into two sections, with separate entrances. One of these divisions will henceforth be devoted exclusively to Victor and Columbia machines and records and the other division, under the name of Ye Harmony Shoppe, will handle only music.

Personal Notes

George Haigh, formerly with Landay Bros., Victor dealers, New York, has joined the talking machine sales force of the Wiley B. Allen Co.

Manufacturers

of

PHONOGRAPHS

and

**PHONOGRAPH
CABINETS**

are invited to write us for samples of Trimmings and Parts such as

*Catches, Sockets,
Pulls, Knobs,
Escutcheons,
Sliding Shoes,
Lid Supports,
Automatic Stops,
Tone Rods,
Needle Cups, Etc.*

Our line of such hardware is complete and with our increased facilities we are in a position to give reasonably prompt service to a few more desirable customers.

**GRAND RAPIDS
BRASS CO.**
GRAND RAPIDS, MICHIGAN

Edgar D. Sloat, formerly with the music department of Barker Bros., has become the new manager of the Pathé phonograph department of the Goodan-Jenkins Furniture Co.

Jack Borris, who has just returned from nine months' service in France with the 316th Engineers, is back in the employ of the phonograph department of the Starr Piano Co.

STORIES OF THE STUDIOS

Two Happenings Full of Human Interest That Might Be Picturized to Advantage

The advertising department of the Otto Heineman Phonograph Supply Co. recently received two humorous accounts of incidents at the OkeH recording studios, which Advertising Manager Schwartz relates in the following interesting way:

Sam Ash brought his little tot to the OkeH recording studios, assuming that the kind young lady in the office would watch over his junior while he would record "Girl of My Heart." The little one had other plans and began to plead:

"I'll be good, Daddy, honest I won't move—I'll just shut up"—Hager, the music director, Hibbard, the recorder, and Daddy Ash were all so moved by the fervent plea that the little Ash was ushered in. The child was all eyes and ears—but no mouth until—yes, until his father changed a part of the song as per understanding with Mr. Hager.

The little one, who knew the song by heart, as Daddy sang it at home, could not see the celebrated Daddy go wrong, so he jumped down from his seat, ran over to the surprised artist and yelled above the orchestral accompaniment: "It's wrong, Daddy! It's all wrong!"

Next moment the kindly young lady in the office was mothering the tot. "Never mind, sonny, never mind." The child boohooed full force, and, while he insisted that "Daddy is wrong—I know he is," inside Daddy sang another record for "Girl of My Heart."

They were recording "A Little Birch Canoe and You"—the Sterling Trio—of course. Each man was minding his own business and getting along splendidly when, just before the beginning of the beautiful chorus, Burr, who has gotten the habit of doing a bit of humorous paddling stunt at that point, unconsciously began to go through the motions. No one dared to whisper "stop it," so he went on paddling his own canoe same as he did in public renditions of the song.

The stunt caused such mirth that eventually grins turned into smiles and finally the smiles developed into a roar of laughter, musicians, artists and director all joining in the chorus of mirth—all except—except Burr, who for a few seconds kept on paddling unconscious of the joke on him. That's another OkeH record which never saw daylight.

CO-OPERATING WITH THE DEALER

Peerless Album Co. Tells of Its Plans in Stimulating a Demand for Record Albums

The Peerless Album Co., New York, manufacturer of "Peerless" albums, has completed a practical system of co-operation whereby it gives the dealer assistance in stimulating the demand for record albums. The company recently prepared an attractive circular containing suggestions which if utilized by the dealer cannot fail to produce inquiries and sales for record albums. Philip A. Ravis, president of the company, has been associated with the talking machine industry for a number of years, and his practical knowledge of the dealers' requirements is proving an important factor in the success achieved by Peerless albums.

**Die Cast Tone Arms, Reproducers
and Attachments in any Quantity**
PARKER WHITE-METAL & MACHINE CO.
ERIE, PENNSYLVANIA

VAN VEEN

**"Bed Set" Booths
Sectional Record Racks
Record Sales Counter**

How We Serve the Dealer

¶ We give individual service to the dealer and prefer to lay out a plan that will meet his exact conditions rather than make his business fit our plans. We study the dealer's needs and requirements, bearing in mind that local conditions and surroundings may not always conform to fixed plans and specifications. *Individual Service* has been the key-note of our success.

¶ Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

Van Veen Booths, Record Racks and Counters Ready for Prompt Shipment

Why Van Veen Booths Are Better

- No. 1. Built of best kiln-dried lumber.
- No. 2. Correctly constructed by skilled craftsmen.
- No. 3. Embody Economy, Simplicity and Efficiency.
- No. 4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
- No. 5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
- No. 6. Moderate in price and most economical in comparison with any other booths manufactured.
- No. 7. Easily erected, no complicated attachments requiring adjustment.
- No. 8. Handsome in design and high grade cabinet finish.

Write, wire or phone for our representative

Arthur L. Van Veen & Co.
Marbridge Bldg.
47 West 34th St., New York
Tel. Greeley 4749

STEGER
The Finest Reproducing Phonograph in the World

The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records *correctly*, with no change of parts.

Whether you prefer the charm of some singer or some colorful orchestral number, the patented Steger tone-arm and Steger tone chamber insure perfect reproduction of every tone. This Phonograph is encased in the beauty it deserves.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete—and are in a position to ship all styles in the various woods *immediately*.

PHONOGRAPH DIVISION
STEGER & SONS
PIANO MANUFACTURING COMPANY
Founded by John V. Steger, 1879
Steger Building Chicago, Illinois

Distributors
IVER JOHNSON SPORTING GOODS CO.
155 Washington St., Boston, Mass.
SMITH & NIXON COMPANY
306 W. Walnut St. Louisville, Ky.
STEGER & SONS
Steger Bldg., 867 Broad St.
Newark, N. J.

MODEL 506 \$250
MODEL 605 \$175
MODEL 604 \$165
MODEL 603 \$135
MODEL 602 \$115
MODEL 501 \$80
MODEL 507 \$340
MODEL 500 \$60
MODEL 508 \$390

TRADE GROWS IN KANSAS CITY DESPITE SOME HANDICAPS

Shortage Now Confined to a Few Single Styles—New Concerns Opened Up—Messrs. Jenkins and Pearce on "Victory Special"—Edison Interests Expanding—News of the Month

KANSAS CITY, Mo., June 6.—The talking machine trade in this city and territory has been exceptionally large during the past month, according to the dealers. The trade has shown a tendency to continue to increase, but the dealers are not experiencing the handicap that at first manifested itself when a shortage of stock became apparent. Shipments are arriving in good time and very little difficulty is being experienced. The shortage now is almost entirely confined to a few single styles of machines of many different makes, although there is some difficulty in keeping a sufficient supply of the more popular records in stock.

The remarkable feature of the trade here during the past month is that, despite the fact that the weather conditions were very bad, business continued to increase. The month of May this year brought a greater precipitation of rain than it has for many years and the entire month from a weather standpoint could be characterized as a gloomy one, indeed.

The Victor and Columbia department at the Smith, Barnes & Strohber Piano Co.'s branch has been increasing rapidly during the past few months. This is practically a new addition to the company's business here, and, of course, has not been developed to the extent that the piano business has. However, W. J. Simonson, manager of the branch, reports that the business has grown remarkably, and that he is planning to feature it in such a way as to encourage its growth that it may become something of a separate institution in connection with the piano business, and a special sales force may be assigned to that business entirely. Up to the present time the sales force of the Smith, Barnes & Strohber Piano Co.'s branch has been handling both the piano and the talking machine business. The talking machine business at the present time is nearly large enough to justify a change in the method.

W. J. Watkins, of the Watkins Music Co., Independence, Mo., recently acquired the Metropole Hotel in that city. He has already made arrangements for the remodeling of the structure and plans that it shall house his business, which is now cramped by small quarters on the north side of the Square. Mr. Watkins has one of the largest Victor agencies in this part

of the country in proportion to the size of the town.

Fred C. Comer, assistant manager of the Starr Piano Co.'s branch, is an enthusiastic sportsman and declares that a man can find recreation in fishing and hunting, and also a philosophy that is of a helpful nature to any one engaged in the talking machine business.

J. W. Jenkins, III, and Burton J. Pierce, of the J. W. Jenkins' Sons Music Co., recently returned after representing the firm on the "Victory Special," which was the twenty-eighth annual trade extension tour of the Chamber of Commerce of Kansas City. The trip took the representatives of most of the leading business houses and industrial corporations of Kansas City through many towns of Kansas, Missouri, Oklahoma and Texas, where many stops were made for luncheons and speaking engagements.

The new establishment of the J. C. McDonnell Music Co. has been completed. The interior of the store is done in white enamel and is particularly attractive. William R. Berry, manager of the company, reports that the business has been a great deal better than the company anticipated. The concern is placing on the market here the "Donola," which is made in two styles, both of cabinet design. The cabinet work is done in this city and the machine is assembled and finished at the McDonnell Music Co., a Sol motor being used. Up to the present time the company has confined itself strictly to a small retail plan, but intends to branch out into the wholesale business about July 1.

The Smith, Barnes & Strohber Piano Co.'s branch has been exhibiting in its large display window a machine which the company accepted in trade. It is one of original design, though of apparent amateur construction. The cabinet has been made of branches, and a small electric light placed in the top of the machine makes it ready for use at night or in a cabin in the woods. A small Columbia machine was dismantled and installed in the cabinet.

Nellie Williams, manager of the Victrola department at the Jones Store Co., reports that the business the past month has been active.

The Edison Shop during the past month has met with an extremely gratifying situation in its business. This is attributed directly to the recent meeting of the Edison dealers held in this city for a discussion of general business principles. The meeting seems to have brought forth a greater understanding among the dealers, and with such an understanding it is apparent that the work is going to be characterized by more harmony and co-operation.

ATTRACTIVE WINDOW DISPLAY

The Wiley B. Allen Co., Portland, Ore., has been advertising the popular song, "How Ya Gonna Keep 'Em Down on the Farm," with novel window decorations which answer the question. The window at the corner of Broadway and Morrison street has been made one of the most attractive in the city by Manager Case, and is arranged to represent a scene in the hay fields on the farm showing a farmer lad listening to the strains of the song on the Victrola. The Victor dog is used to good advantage in the display.

An Excellent List of Victor Records



**We Will Gladly Play
Any Record For You**

1827-10	My Time in the Old Town (Victrola)	45
1828-10	My Time in the Old Town (Victrola)	45
1829-10	My Time in the Old Town (Victrola)	45
1830-10	My Time in the Old Town (Victrola)	45
1831-10	My Time in the Old Town (Victrola)	45
1832-10	My Time in the Old Town (Victrola)	45
1833-10	My Time in the Old Town (Victrola)	45
1834-10	My Time in the Old Town (Victrola)	45
1835-10	My Time in the Old Town (Victrola)	45
1836-10	My Time in the Old Town (Victrola)	45
1837-10	My Time in the Old Town (Victrola)	45
1838-10	My Time in the Old Town (Victrola)	45
1839-10	My Time in the Old Town (Victrola)	45
1840-10	My Time in the Old Town (Victrola)	45





Second Series

of our New Service on Envelopes For Selling Victor Records

C. Bruno & Son Incorporated

Victor Distributors to the Dealer only

351-353 Fourth Avenue
NEW YORK

We do not Retail

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

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General Offices
711 MILWAUKEE AVENUE
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Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Phonograph Posts, Domes, Moldings, Etc.

Cabinet legs, domes, etc., standard size shipped from stock. Special sizes made to order.

Ask about our new cast Amplifier. Quickly installed, splendid natural tone. Eliminates phonograph twang.

Cabinet hardware, hinges, lid supports, needle cups, knobs, etc.

Indiana Phonograph Supply Co.

Baldwin Block Indianapolis, Indiana

C. BRUNO & SON, Inc. CLIP AND MAIL TODAY
351-53 4th Ave., New York

Send Me Details of Your Record Envelope Service.

Name _____

Address _____

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[NOTE.—This is the twenty-seventh of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

ENVIRONMENT AND REPRODUCTION

Coming from the rooms where all sorts of talking machines are being exhibited in connection with the annual meetings of the Music Industries Chamber of Commerce and of the constituent societies thereof in Chicago, one is struck once more, and more than ordinarily, with the very obvious fact that environment has everything to do with the success or non-success of talking machines. The statement may appear rather too completely obvious, but it covers more than would at first be implied by a hasty consideration. In a word, there is enough concealed within to make a worth-while appeal to the retailer for further consideration of a matter to which too little attention is usually directed.

I am well aware that every modern talking machine store which assumes to do a good business in any way goes in for small recital or demonstration rooms intended to reproduce the atmosphere and acoustic conditions of the home in which the prospective customer is to place the machine when the same has been purchased. But that does not alter the fact that there is a good deal more to the question of getting the most out of the reproductive possibilities of talking machines than the mere enclosure of them in individual demonstration rooms. The whole question of environment is one which merits the most careful study and which the retailer who attends to it will realize

has the most important of possibilities for his own success.

The Individual Room

The object of demonstrating a talking machine is, of course, to impress the prospective customer with the machine's actual work, in circumstances as nearly as possible those of the home in which it is hoped the machine will ultimately be placed. But since we cannot reproduce the circumstances of the prospect's own home, save by accident, it follows that we must choose some ideal representation. This we do by means of the demonstrating booth or room.

The Home Environment

But in point of fact the home environment means a good deal more than just this. The demonstrating booth is not only indeed convenient; it is absolutely necessary. But there is more to the question of environment than just this.

Those who have studied the science of acoustics are well aware that the relation of this science to the art of architecture has not yet been entirely cleared up. It still remains that the vastly greater number of buildings are badly designed for the purpose of hearing, whilst business buildings are nearly always extremely bad in this respect. Echoes, reverberations, external and internal noises of all sorts abound, and even when the store building is fitted with individual rooms for demonstration its primitive vices of construction are only lessened, not at all cured.

Studying the Acoustics

Now I am firmly of the opinion that the retail talking machine store which is to show off the tone and the reproducing capacities of its machines to the best advantage must be studied in respect of its acoustic qualities much more close-

ly than is usually thought necessary. The very first thing needful is to banish, as far as possible, all external noises from the talking machine department. This cannot be done by rugs and hangings alone, although rugs and hangings are useful enough in their way. They have, however, the disadvantage of muffling sound, and a room in which they are very prominent is never a good room for the display of talking machine reproduction.

Building Construction

The foundation of the acoustic plan of a store should be seen in the solidity of its construction and in the avoidance of the kind of construction which lends itself to external noise, echoes, etc. Such construction is found in many conditions of the ordinary building. Wood floors with thin partitions are extremely bad for acoustic purposes, and whenever possible cork filings, sawdust or other fillers should be used to block off noises from room to room and from partition to partition. Concrete floors are more solid, but are decidedly echoish, and should be dulled by the use of rugs and matings of soft texture. Leaky windows must be made solid and similar precautions taken.

Booth Design

When the store has been so treated as to render the amount of unnecessary incidental and externally-leaking noise as little as possible, attention may be turned to the design of the demonstration booths. Nothing can be added here to improve in any way the already excellent methods of construction adopted in the well-known Unit System booths so often largely used in modern retail stores for demonstration purposes. But it may be well to add, for the sake of those who propose to make their own demon-



Emerson

INTERNATIONAL RECORDS

Double Disc—SUPERIOR QUALITY

Play all Phonographs—No Attachments.
Clearest Recordings—Foremost Artists.
Prompt Delivery—Merchandisable Couplings.

**NOW READY—Polish, Italian, Hebrew-Jewish, Czecho-Slovak (Bohemian), Russian-Ruthenian
IN PREPARATION—Spanish, Portuguese
NEW RELEASES in all languages from time to time.**

A special "International" catalogue, containing the most wonderfully recorded instrumental and operatic records, is now being prepared—records that will sell anywhere and any time.

EMERSON DISTRIBUTERS:

EMERSON RECORD SALES CO., INC.,
6-8 West 48th Street,
New York, N. Y. (Metropolitan District.)

EMERSON EMPIRE STATE,
214 So. Warren St.,
Syracuse, N. Y.
New York State.

EMERSON PHILADELPHIA CO.,
Parkway Building, Broad & Cherry Sts.,
Philadelphia, Pa.
Pennsylvania west to Altoona; Washington, D. C.; Delaware and southern
New Jersey.

ROUNTREE CHERRY CORP.,
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Richmond, Va.
Virginia, West Virginia, North Carolina, South Carolina, Mississippi, Ala-
bama, Kentucky, Tennessee, Louisiana.

EMERSON RECORD SALES CO.,
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EMERSON SALES COMPANY,
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and southern Wisconsin.

MARSHALL WELLS CO.,
Duluth, Minn.,
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Write to the Distributer in your territory today for Catalogues and information and send him your order.

EMERSON INTERNATIONAL, Inc.
366 Fifth Ave., New York, N. Y.
LOUIS D. ROSENFELD, Mgr. of Repertoire

EXPORT OFFICE
EMERSON INTERNATIONAL, Inc.
160 Broadway, New York, N. Y.

"THE FOREIGNER WILL FIND WHAT HE LIKES ON EMERSON RECORDS"

The Russian Balalaika Orchestra plays the Columbia Novelties this month. Everyone is watching Russia. E-2860.

**Columbia Graphophone Co.
NEW YORK**



stration rooms, a few remarks on securing proper reproduction from the machines placed in them.

In the first place, the rooms should not be too small. If they are too small there is not left around the machines a sufficient air space to filter, as it were, the sound waves emitted from the horn into an agreeable result for the hearer. In precisely the same way the utmost care should always be taken to arrange the chairs so as not to bring the prospective customer right up against the machine. Ten to one the customer wants to hear a clear, soft and mellow tone. Women, generally speaking, will prefer to listen to violin, voice or harp music rendered with just the effect mentioned.

Minimizing Scratch

Now it must be remembered that the wise demonstrator will always do everything possible to minimize the mechanical scratch which, in some form or another, or to more or less of an extent, is always heard in talking machine reproduction. Let the room be large enough, the chairs placed as far away from the machine as possible and the construction such as rigidly to exclude outside noises. Then, if the demonstrator sees to it that the prospective customer is placed always in a position to keep his ear from the direct line of the horn, the best results will be obtained.

Some of the above may appear to be childish, but experience proves that every recommendation here made has its basis on proved facts.

Furnishings

The furnishings of demonstration rooms should be chosen with the greatest care. Too much attention simply cannot be lavished upon the details. Each machine should be placed in a room where the color and style of the furnishings agree with it, and every effort should be made to reproduce the general outline of the ordinary prosperous home. We do not want pomp and luxury shown, for these strike a jarring note which should be avoided. The vast majority of one's customers are persons of moderate income who do not live in palaces.

What is wanted, as said before, is to make the prospect feel thoroughly at home and to awaken the feeling, "How nice this machine looks in this room and how much I should like to see it in our room at home. It would look just like it does now." From look to sound is but a short step.

These recommendations and observations may seem to some to be unimportant, but a little thought will soon lead to the reflection that they are, on the contrary, very important indeed. The environment is everything in selling music. That is the one most important fact to be considered. Everything we can do to render the acoustics of a store better adapted to the purposes of the talking machine, every precaution we can take to keep out interrupting sounds and other interferences, every idea we can put in operation to bring the talking machine before the prospect in a manner which will center attention upon its virtues without interruption or disturbance, will make for better business. Environment is everything. Keep this fact in mind.

ISSUES TIMELY JUNE POSTER

The window display material which the Sonora Phonograph Sales Co. is offering to its dealers is attracting much favorable comment



Sonora Co.'s June Poster

both from dealers and the public. It is impossible here to show the beautiful colorings of the June poster, which is a symphony of moonlight, roses and a summer lake, but the accom-

panying illustration will give some idea of its attractiveness.

As one Sonora dealer stated: "There is only one trouble with the Sonora posters. They are so remarkably good that we won't want to accept anything less beautiful if it should be later offered to us by someone else."

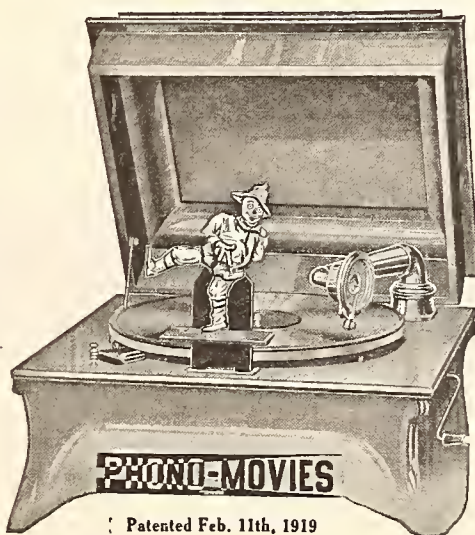
COLUMBIA DELEGATES IN CINCINNATI

Recent Convention Largest in History and Attended by Delegates From Four States

CINCINNATI, O., June 5.—The convention of Columbia dealers in this city yesterday was a great success and was the largest in the history of the trade. Delegates from four States were present in large numbers and were enthusiastic over the prospects for a banner year. Many expressed their appreciation of the work done by the co-operation of all branches of the trade in making this the best convention ever. This meeting was held under the direction of F. F. Dawson and R. N. Smith. Addresses were delivered by George W. Hopkins, general sales manager of the Columbia Co.; W. A. Willson, educational manager of the Columbia Co., and H. E. Book, of the repair department.

The Music League of America was recently organized in New York, which has for its aim the furtherance of the public good through music.

The Phono-Movie



Patented Feb. 11th, 1919

Complete attachment, with two actors, retails for . . . **\$1.50**

Attractive wholesale proposition to dealers. Send \$1.00 for Sample outfit

which made its debut before the trade last month has been accepted as the most clever novelty in the talking machine field. Have you secured your supply?

A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the records are played. Most entertaining to watch because of its ever-changing action. Adds greatly to the "pep" of the present "jazz" records. As a novelty it sells itself, by placing it on the machine when playing dance records to customers.

**PHONO-MOVIE & SUPPLY CO.
36 East 23rd Street New York**

Two Largest Cities

**NEW YORK
TALKING MACHINE C^o
CHICAGO**

**Two Largest Victor
Wholesalers**

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen
William Braid White
A. Snyder

Eugene F. Carey
Arthur E. Nealy

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., June 9.—The general wholesale situation cannot be said to have been materially changed by any event of the past month. The preponderance remains on the side of demand, with supply lagging more or less painfully in the rear. That such an abnormal condition is not to be permanent is, of course, already an axiom, but one notes that dealers at least are less concerned about a reversal to old-time conditions than are manufacturers. In a way this is natural, for the dealer cannot be much blamed for wanting to find the traveler camping on his doorstep again begging him to take his goods. Of course, the condition in this respect has never been in the talking machine industry what it has been in other branches of the music trade, especially in the piano business. Still, the retailer would like to see the day of "demand less than visible supply" once more dawning; nor has he lost hope that this event will come into existence before so very long.

Meanwhile, one observes a most interesting tendency to increase the number of retail stores throughout the Chicago district. The new and rapidly growing Northwest residential district is blossoming out in all directions, and a number of new talking machine stores have been opened within the last few weeks in this large district. The fashionable Wilson avenue region is likewise showing a remarkable increase in the number of its small exclusive talking machine retailers, and other districts are not slow to follow. What all this portends is clear enough when we add the further observation that a number of the recent stores are branches of established downtown houses. This shows that the established Chicago merchants perceive plainly that the growth of demand on the part of the public for talking machines and records is a natural phenomenon and certain to become a permanent one. Chicago, it is true, has not exactly showed, up to date, the same abounding retail prosperity which has characterized the rest of the country, but this is due to purely local conditions which are, even now, in process of remedy. That the retail prospects for the summer and fall are splendid can be judged from the policy described above, which plainly indicates that merchants of established repute are going into the matter of expanding their

equipment to tap the domestic demand which is beginning to show so strongly throughout the residential districts of Chicago.

This city is just now experiencing a great revival of residential building. A year ago, with the Government putting the lid on building of all sorts, Chicago found herself with a terrible shortage of housing facilities. The ban has now, of course, been lifted, and the outlying districts are witnessing a grand carnival of lot-selling and house-building. This means the addition of hundreds of homes in the suburban regions this summer, and every one of these means a talking machine. Hence the logic of the policy of expanding the retail talking machine business throughout these districts.

That retail merchants are interesting themselves more acutely in the intensive promotion of record selling is another observation worth making, since it is undoubtedly founded on fact. The tendency of all industries which have a specialized and detailed element in them, as subsidiary to a generalized and broad element, is to neglect the former in favor of the latter. The specialized feature of the business needs study, preparation and skill. Hence the smaller dealers tend to neglect it always. That is why the record business has not been so intensively promoted by the smaller merchants. But with the wonderful increase in the demand for talking machines and in facilities for the supply of reliable records it is to be hoped that we shall see an enormous improvement shortly along these lines.

Welcome Dealers in Daily Papers

During the recent trade conventions in Chicago some of the local talking machine men made excellent use of the daily newspapers in welcoming visiting dealers to the city and their plants. Lyon & Healy inserted large advertisements throughout the week, extending a cordial invitation to call and inspect whatever part of their extensive line of musical instruments interested them most. Merchants with their families and guests were invited to make use of the facilities provided in the Lyon & Healy waiting room on the mezzanine floor. Also a number of the visitors accepted the invitation to have their mail addressed in care of this concern. Theatre tickets and travel information

were obtainable at the store and numerous other conveniences provided. In the talking machine department L. C. Wiswell received the visitors. Those who visited the Lyon & Healy service department were greeted by Messrs. Jefferson, Bennet and Motteyshead.

The Emerson Phonograph Co., manufacturers of Emerson records, used full-page advertisements in Chicago's leading papers telling dealers of the latest Emerson "hits" and inviting the merchants to call at their Jackson boulevard headquarters. Vice-President H. T. Leeming, of the Emerson New York office, and F. W. Clement, manager of the Chicago branch, welcomed trade visitors.

Enlarge Vocalion Warerooms

H. B. Levy, Western representative for the Aeolian-Vocalion, is now located in his new sales and stockrooms on the fourth floor at 525 South Wabash avenue. The Vocalion quarters have been extended an appreciable degree and a complete display of Vocalion instruments installed. Mr. Levy also has a complete catalog of Vocalion records at the Chicago ware-rooms. Hereafter, he states, shipments of these records to Middle Western Aeolian-Vocalion dealers will be made direct from the Chicago office.

Appoint Canadian Agents

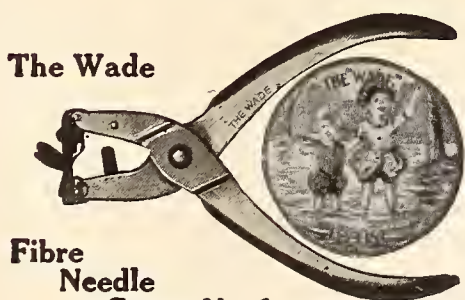
The Fletcher-Wickes Co., manufacturers of reproducers and tone arms, at 6 East Lake street, Chicago, announce the appointment of the George McLagan Furniture Co., Stratford, Ontario, as exclusive Canadian agents for Fletcher-Wickes products. Business with this house remains as it has been for months past, with demand far exceeding supply and a stack of orders piled up so high that they form a rampart in front of the desks at the offices. Otherwise, as one might say, everything is lovely.

Home Study With the Talking Machine

During the past month Mrs. Oberndorfer, Western representative of the National Bureau for the Advancement of Music, has appeared before 150 women's clubs of Chicago and vicinity lecturing on the "Place of Music in the Life of the Clubwoman of the Future." Mrs. Oberndorfer believes that the greatest development of the world's music is coming to America in the

(Continued on page 99)

THE "WADE" FIBRE NEEDLE CUTTER Is Proud of Its Years



The Wade
Fibre
Needle
Cutter No. 1
Price \$2.00

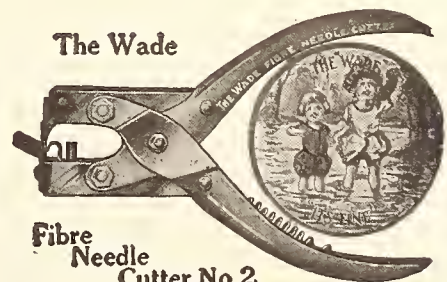
—of satisfactory service to the Distributor, the Dealer and the Public.

Distributors and Dealers, who are vitally interested in "stock turn-over" tell us the Wade Fibre Needle Cutter is the "best seller" among all cutters now on the market.

There's a reason—the "WADE" perfectly repoints each fibre needle 18 to 20 times.

The "WADE" plier principle was finally adopted as the simplest, strongest and best for the purpose, after exhaustive tests of all other known principles of cutting, shaving, trimming, etc., and is fully protected by letters patent.

YOU SELL MORE "WADES" BECAUSE THEY GIVE MORE FOR THE MONEY



The Wade
Fibre
Needle
Cutter No. 2
Price \$2.50

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



Co-operative Victrola Advertising

which cannot be duplicated

Lyon & Healy offer to the most aggressive Victrola dealer in each community the opportunity of securing these sales developing advertising services at savings to you of from \$700 to \$3000 per year. Send for Samples No charge.

Newspaper Advertising

Victrola Newspaper Advertising Service consists of one illustrated Victrola advertisement each week, including matrix of the illustrations, proof sheet and copy. Price \$8.33 per month.

Newspaper Half Service

Victrola Newspaper Advertising Half Service consists of 26 advertisements per year, complete, at \$4.17 per month.

Window Cards

Victrola Art Window Cards. Printed in colors; four per month, i. e., two 14x22 inches in size; two 11x14 inches in size. They feature the new Records, \$1.25 per month.

Art Letter Warmers

Four beautiful colored enclosures to be sent out with your letters and bills. They will call forth favorable comment and bring in orders.

Monthly Art Covers

Victrola Art Covers. Use them instead of envelopes for mailing the monthly Victor supplement; beautifully printed in colors. Tell us how many you need; we will quote prices.

Posters—24-Sheet

Victrola Record Fairy, 24-sheet Poster, \$2.30 each in lots of five or more. Specify quantity.

Victrola Galli-Curci, 24-sheet Posters. Lithographed in colors with name strip, \$2.30 each in lots of five or more. Specify quantity.

Keep Smiling Victrola Poster. 24-sheet. Printed in 4 colors with name strip. \$2.30 each in lots of five or more. Specify quantity.

Silent Salesmen

They increase your business from each customer who enters your store. 12 revolving double-faced panels—12 illustrated lists of records printed in colors. Place them on your counter, they sell the records. Three changes of cards \$9.

Victrola Calendars

An Art Calendar designed exclusively for Victor Dealers. Your name will be imprinted on the calendar and each is inclosed in an envelope. Order now for November delivery. Tell us how many you need; we will quote prices.

LYON & HEALY

Victor Distributors

CHICAGO

*Everything Known
in Music*

*World's Largest
Music House*

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

near future, and her watchword is "Prepare." She believes in the study of good music through the medium of mechanical instruments in homes where there are no talented pianists. The talking machine and player-piano she believes to be especially valuable in this respect. The talking machine will probably prove most valuable, as it has a place in the greatest number of American homes.

Outlines for club music study prepared by Mrs. Oberndorfer have been accepted by the General Federation of Women's Clubs as their regular course of study next season. Programs on "Americanization Through Music," in which are specified selections on the talking machine and player-piano are used as illustrations, strongly demonstrating the value of this instrument as an aid to the study of music.

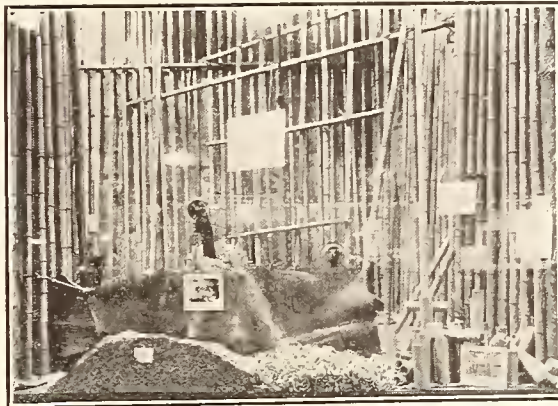
Wurlitzer Exhibits War Trophies

Within the past month the windows of the Rudolph Wurlitzer Co., Victor retailers and jobbers in this city, have been exhibiting a most interesting collection of war trophies, the property of Sergeant C. S. Lathurby, Sixtieth Artillery. Directly in front of a display of Victor records are placed gas masks, bayonets, helmets, canteens, ammunition pouches, belts, shells and even a queer-looking German pipe. In another Wurlitzer window appears a framed panel of the American divisional insignia.

A Remarkable Window Display

A display of B. & H. fibre needles in the making appeared during the last fortnight in Lyon & Healy's most prominent show window which faces upon the corner of Jackson boulevard and Wabash avenue. The needles were shown in process of manufacture from the original bamboo poles of the Far East to the finished talking machine needles, sharpened and packed for the American music-lover. Facing upon the Jackson boulevard side was a splitting machine operated by one of the B. & H. Fibre Mfg. Co.'s expert workmen. As the needles were split from the sectional bamboo

blocks they fell down a chute onto the floor and piled up by the thousands against the window. Seated at a table on the Wabash avenue



Showing sectional blocks from which needles are split, splitting machine and needles ready for pointing.

side were three young ladies pointing, sorting and packing the needles. It was decidedly a "live" window display bringing the factory to the eyes of the public, and, judging from the

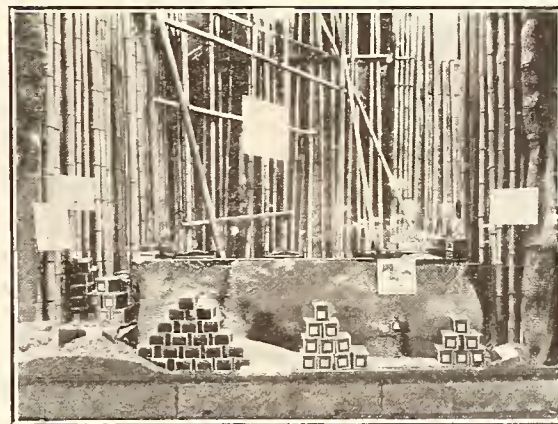


Table at which pointing, weighing and packing were demonstrated. Pointing machine is shown at right end of table.

crowds surrounding the Lyon & Healy window from morning till night the public was very interested. A large placard hung towards the rear of the window announced that "These fibre

needles, made in America by Americans, assure perfect tone reproduction and give longer life to your records." Setting off the rest of the display and forming a most excellent background were a number of long bamboo poles of a diameter and size larger than most Chicagoans had ever seen.

New Wymann-Babb Store

Wymann-Babb & Co., retail piano and talking machine dealers of Chicago, announce the opening of their large new store at Chicago avenue and Leamington street. They have been located a few doors down the street. The new location on the corner is expected to prove doubly advantageous. A. F. Wymann states that the manager of the new store will be Andrew Benson, formerly superintendent of the Morenus Piano Co., of Chicago, and before then with the Bush & Lane Piano Co., of Holland, Mich. Wymann-Babb Co. handle the Packard, Bond and Hallet & Davis pianos and the Brunswick and Columbia lines of talking machines.

The Value of Service!

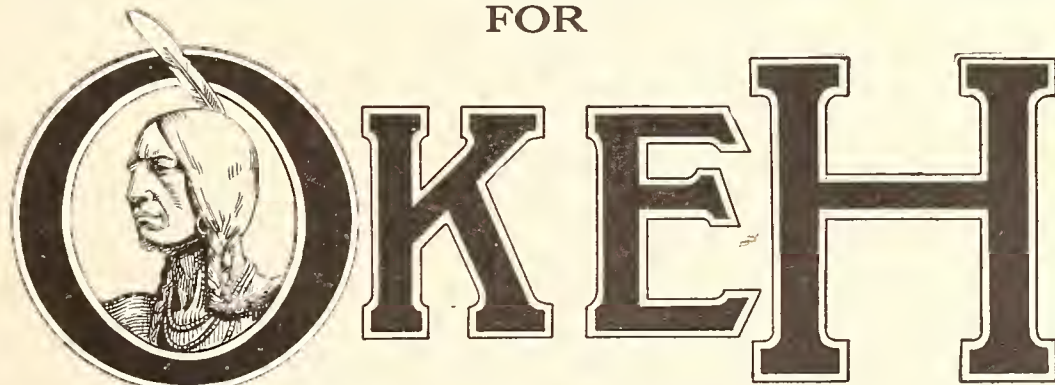
The fact that two heads are better than one when it comes to selling an unusually high quality article would seem to be evidenced by a recent Sonora sale in Marshalltown, Ia. L. Golder, in charge of the Chicago Sonora office, tells the story, and it's a mighty good example of cooperation between the wholesale and retail elements in a talking machine sale.

Hubler's Phonograph Parlors are located in Marshalltown, Ia., and it seemed that this concern had their hands on a rather doubtful prospect for a \$1,000 Sonora. S. R. Christoffersen, wholesale Sonora representative in Iowa, got wind of the fact and straightway hustled off to Marshalltown to see if he couldn't aid the dealer in making the sale. He succeeded, and here's a few lines Mr. Golder received from Walter T. Hubler, proprietor of Hubler's Phonograph Parlors:

"I wish to thank you for the services which
(Continued on page 100)

Your Account With Us

FOR



RECORDS

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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

your Mr. Christophersen has rendered to us, especially in conducting the concert of last week. He came to us a stranger, but left a friend. He not only is of a strong personality, but is able to give a dealer many good ideas which, if followed, will surely be of benefit to him. The fact that he is in this territory is going to mean that Sonora will forge ahead and will eventually reach the highest sphere.

"He sells the goods himself and can also show others how to sell the goods. This is a point where many a good salesman falls down. He knows how to sell goods, but when that is done he is done. To impart that knowledge to the retailer is beyond him; he is not capable, in fact, in many cases he thinks it is not in his line to educate the dealer. If he only knew it that is where his future profits lie—in educating the man he sells, giving to him the fundamentals and also the enthusiasm which does not die the week after the salesman leaves."

Oro-Tone to Move to Larger Quarters

The Oro-Tone Co., now located at 20 East Jackson boulevard, is planning to move to larger quarters at 1808-1810 Irving Park boulevard. Leigh I. Hunt, treasurer of the Oro-Tone Co., stated that this move is necessitated by their comprehensive plans for enlarging the business and in order that the offices of the company might be close to the factory. At their new address the Oro-Tone Co. will occupy some

3,000 square feet of floor space. The assembling room will also be here. Within a block of the new place is the factory.

Unit Construction Co. Active in West

The Unit Construction Co. is planning an energetic campaign throughout the Central West for the improvement and modernizing of talking machine departments, which have outgrown their facilities for the efficient handling of increased business. It opened a Chicago office last March with E. E. Morton in charge and has been on the jump ever since. This gentleman believes that if a talking machine department isn't paying big dividends right now there are reasons, and one of these reasons is the failure to have a modernized, attractively constructed interior. Just now, however, the type of merchant who demands most of his attention is not the one doing too little business, but the one doing too much. The "overgrown" talking machine department with built-in booths that cannot be shifted form a large percentage of the retail stores of the country at the present time, and it is these Mr. Morton most wants to reach. The entire Central West will be covered intensively by Mr. Morton and his assistant, H. R. Mirick, who is out on the road most of the time calling upon the trade. Mr. Mirick was previously associated with Lyon & Healy in the talking machine business as wholesale representative and is well known.

E. E. Morton comes to the talking machine trade from the United States Air Service. It is a coincidence that he first became associated with the Government air work in the city of Chicago as far back as the early part of 1917. Later, on account of trouble with his eyes, he



E. E. Morton

went to France as an ambulance driver, again transferred to the air service and was sent to Paris to the Aviation headquarters. After serving eight months in France he came back to take part in the production end of the aircraft program and was sent to the aircraft factories at League Island, Philadelphia, where he first came into association with the Unit Construction Co. This concern made wing sec-

A CHART OF MONTHLY SALES

How the Average Annual Business Is Divided Up Into Monthly Portions, Prepared by H. B. Bibb, of the Brunswick-Balke-Collender Co.

CHICAGO, ILL., June 3.—A chart showing the average normal proportion of the sales throughout the year has been prepared by H. B. Bibb, sales manager of the Brunswick-Balke-Collender Co. talking machine division. It will be examined by the trade with great interest, as the chart is representative of the average business, not of one or two States, but of all the States in the Union. Particular care has been taken in the compilation of the figures received, and dealers from every part of the country have assisted in its preparation.

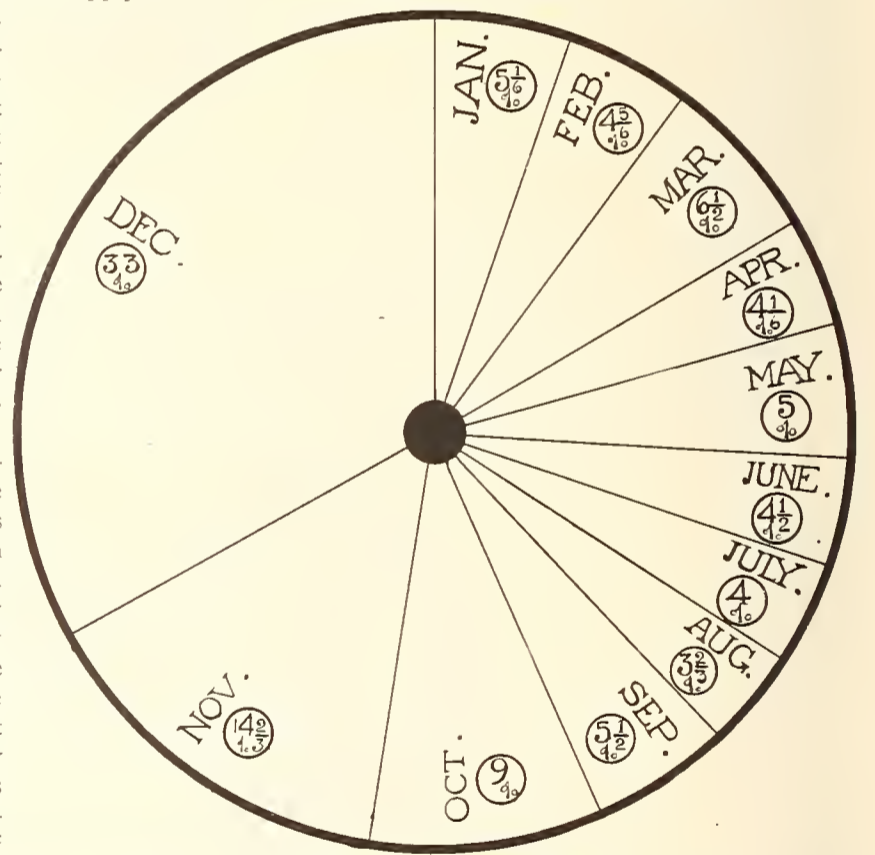
"I have corresponded with a large number of dealers," said Mr. Bibb, "and the figures from which the chart has been prepared are secured from all parts of the country from merchants selling various makes of talking machines. Individuals may be able to disagree with these figures, but they give a fairly good idea of business as a whole."

It will be noticed that almost one-half of the annual business was done in the last two months of the year, November and December, and considerably over half was accomplished in October, November and December. Probably one-third of the entire annual trade was encompassed between December 1 and 31. Of

course, the chart is based on normal conditions and does not take into consideration the present unusual operation of the law of supply and demand. The chart shows business as it would be distributed if the dealer maintained a complete stock throughout the year and put the same amount of selling energy into every month of the year. Under present conditions, with supply considerably under demand, the business of each month will become more equalized, the business of the larger months carrying over into the smaller.

Here are cold facts, eloquent in their appeal. The necessity for getting stocks on the floor sufficiently in advance of the busy season to preclude the possibility of a shortage is strongly apparent. If the last three months of the year are the months for selling then it would seem to be equally true that the middle months are the months for ordering—especially in view of present conditions.

Mr. Bibb has had a large replica made of the accompanying chart and placed it over his desk for the benefit of Brunswick dealers.



An Interesting Sales Chart

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of DECALCOMANIA Transfer Name-Plates

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

tions, hulls and propellers for the large naval flying boats.

Mr. Morton is possessed of mechanical talent, which should aid him materially in his association with the talking machine trade. He brings to his latest work appreciation of the value of decorative art and display merchandising methods gained in six years' previous experience in the advertising and sales field.

Trade Conventions Interest Public

The recent conventions in Chicago of the various music industries aroused quite a degree of interest in the minds of the newspaper reading public. Several local dailies gave events publicity in small but interesting items, and the fact that representative music dealers from all parts of the country were gathered here created, of itself, not a little interest. An article published in the Daily News was entitled "Sick? See Dr. 'Ragtime,'" and following this came a few pungent phrases dealing with music as a cure-all medicine. "Does the rheumatism bother you these wilting days? Get out the talking

machine and slap on a record with lots of jazz in it. Think the heat will give you nervous prostration? Don't worry. Just hum to yourself a few catchy bars from a Strauss waltz."

"But," murmured a skeptical talking machine and piano dealer, "what good is it going to do us if they go around humming?—and how you gonna hum jazz, I'd like to know? I say, let 'em slip a snappy talking machine record on a good talking machine. That'll do the work."

Chicago Puts Victory Loan Over

Trade team No. 30, made up of the music industries of Chicago, reached and passed its quota of \$1,100,000 at the end of one of the most exciting and hardest fought of all the five liberty loan campaigns. James F. Bowers, president of Lyon & Healy, was chairman of Team 30. He and his assistants all the way down the line deserve the greatest credit for their consistent and enthusiastic efforts. Pep and "stick-to-it-iveness" characterized the trade workers from the start to finish. It is difficult to mention the names of any of the salesmen who did

such excellent work without mentioning all of them, but the talking machine man who piled up the largest total was Leslie C. Wiswell, who turned in subscriptions amounting to \$106,900. Mr. Wiswell was in charge of all the talking machine divisions and was tireless in his work of rounding up subscribers.

W. F. Stevens, acting for the War Loan Organization, as captain of Team No. 30, wrote the following summary to James F. Bowers at the close of the campaign: "I want to express my extreme pleasure for the many courtesies received at your hands in serving with those veterans of the old battalion with whom I went through the fourth campaign, and the many new and attractive faces in the replacement battalion. It was a source of pleasure, and in spite of the considerable work was a lot of fun."

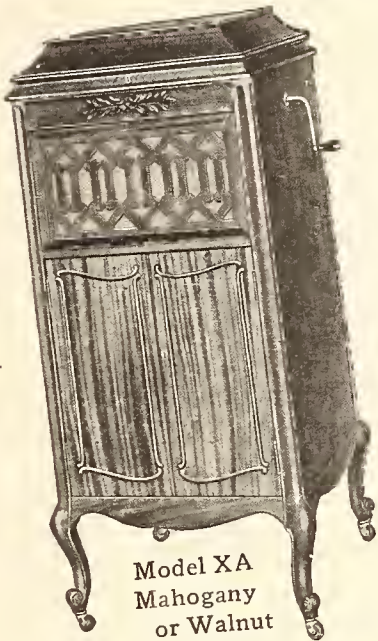
Steger War Record

In the Steger Journal, a newspaper published in the town of Steger, Ill., where the well-known (Continued on page 102)

EMPIRE UNIVERSAL CUT
Records can be played
on any phonograph using
a steel needle



See List of July
Records in the Record
Bulletin of this Paper



Model XA
Mahogany
or Walnut



Model B
Mahogany
or Oak

EMPIRE UNIVERSAL CUT
Records can be played
on any phonograph using
a steel needle



No Attachment Needed
No Sound Box
to turn



The Machine
that Plays
any Record

PHONOGRAPHS
and RECORDS

The Machine
that Plays
any Record

HERE is a splendid line of talking machines and records that will appeal instantly to your patrons. The fact that Empire universal cut records can be played on any phonograph using a steel needle should interest you. See our list of July records in the record bulletin of this paper.

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

Empire talking machines are unexcelled in quality and are all equipped with high grade motors. There are ten models in the line—prices at retail are from \$35.00 to \$500.00.

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

The Oro-Tone

QUALITY FIRST

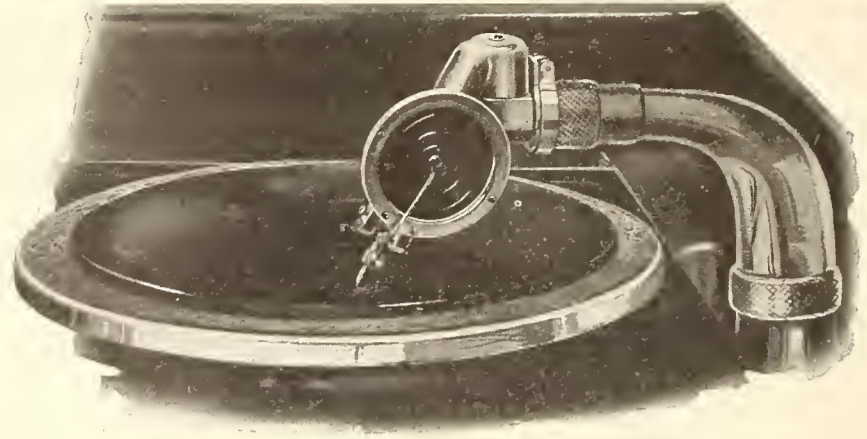
FOR THE PERFECT REPRODUCTION OF ALL DISC RECORDS ON THE SUPERB EDISON

Has received the endorsement of the largest Edison dealers. It operates with the lever the same as the regular Edison reproducer. To see it is to admire. Hear it and be convinced.

Shall we send sample on approval?

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.50

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

20 EAST JACKSON BLVD., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

Steger talking machines are made, a recent issue summarizes the war activities of the town and puts the amount invested in various war services at \$500,000. This is of unique interest to the talking machine trade, as the town is made up almost entirely of piano and talking machine workers.

Open New Music Store

The Linn & Scruggs Dry Goods and Furniture Co., of Decatur, Ill., opened their new music store at 129 North Water street, that city, on June 10.

Directions for Convention Visitors

The Lakeside Supply Co., 416 South Dearborn street, handed out to visitors during the recent convention of piano men attractive cards with diagrams on them showing how to get from the hotels to the Lakeside offices. Sachs & Co., makers of the Saxola talking machines, gave out small maps of the Loop district showing the location of their offices at 425 South Wabash avenue, as well as the railway stations, hotels, etc.

Tonofone Shipments to China and Cuba

R. C. Wade Co. report that they have just shipped a case of twenty-eight cartons of Tonofone needles to Shanghai, China, and five cases of one hundred and forty cartons to Havana, Cuba. Their foreign business is increasing all the time, in fact, is becoming one of the important factors in the exploitation of the Tonofone.

Chicago as a Musical Center

In a recent interview with a representative of The World S. A. Ribolla, general manager of the Otto Heineman Phono. Supply Co. of Illinois, whose headquarters are in Chicago, gave interesting and informative data relative to the importance of Chicago as America's greatest musical industrial center. Mr. Ribolla is thoroughly familiar with the growth of the talking machine industry in Chicago, and the remarkable success he has achieved with the Heineman organization may be attributed in a considerable measure to his intimate familiarity with every phase of the industry. Mr. Ribolla said:

"Some people are surprised at the unheard-of growth in the volume of business done by the music trades in Chicago. To me it's no surprise at all—it is as natural as it is for 'b' to follow 'a' and 'c' to come after 'b.' Anyone who has studied the commercial and industrial development of America must have noticed that Chicago by all the laws of nature and geography was destined to become a great trade and cultural center for the Middle West, Northwest, Southwest and for a good share of the Far West.

"The greatness of Chicago as a musical industries market was greatly enhanced by the fact that the States which it serves as a trade pivot are a happy combination of industrial-agricultural States.

"It is a well-known fact that in such territories

not only is wealth more evenly distributed, but prosperity is also not as spasmodic as in parts of the country where the majority of people depend mainly upon certain industries for their source of income. This prosperity throughout the States whose buyers seek Chicago as a music trade center has brought about the result that the average man not only owns his own home in greater proportion than is the case throughout the Eastern States, but that he is also in position to acquire more and better fineries which make for a cozy and beautiful home.

"Some of the leading men in the musical industries were quick to grasp the above-mentioned wonderful advantages, and as a result within the space of two generations some of the most powerful musical industries grew up in Ohio and Illinois, also Indiana and in some of the other States.

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' SERVICE**; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line **IS NOT A THING OF THE PAST.** It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each

Cash with order

State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

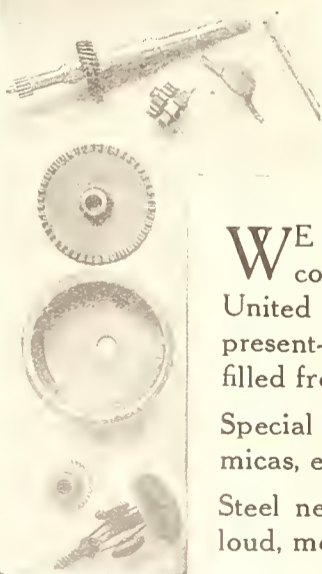
Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Repair Parts

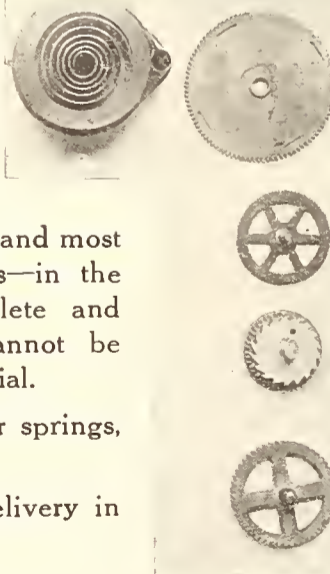
For All and Every Motor That Was Ever Manufactured



WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.



INCORPORATED UNDER THE LAWS OF ILLINOIS

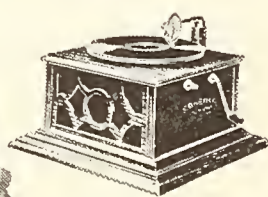
Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

TELEPHONE

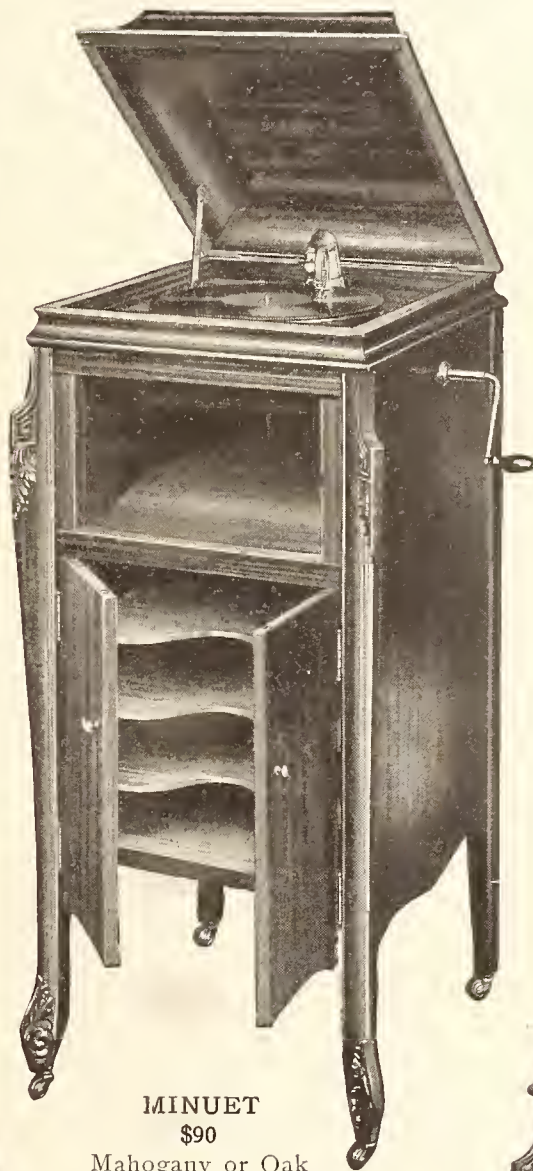
(Reg. U. S. Pat. Off.)

The Most Talked About Phonograph In America

— AND —



ETUDE
\$120
Mahogany or Oak



MINUET
\$90
Mahogany or Oak



MINUET
\$90
Mahogany or Oak



MATINEE
\$140
Mahogany or Oak



ENCORE
\$170
Mahogany or Oak

Retail prices shown here are subject to regular Trade Discount.

**The Most Remarkable
Musical Instrument
Now Before the Public**

— We —

Invite Dealers

Alive to

REAL OPPORTUNITY

to get

Inside Information

about this biggest Selling Sensation of the Industry—and to join our

Enormous Output Plan

Write us To-Day, we'll gladly tell you Full Particulars in a personal letter by return mail. Illustrated Catalog.

Prompt Deliveries

Exclusive Territory

Powerful Co-operation

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 102)



Talking Machine Dealers

everywhere now have an excellent opportunity to make big money on this exceptionally good proposition.

HERE IT IS



Seeburg's Style "X" "Midget Orchestrion" (Coin-Operated)

It's an entire orchestra all by itself, which

Fits in Nicely

where a larger instrument would occupy too much space. It's the best little money-making side line that was ever offered to the talking machine dealer.

Write us today and we'll tell you why.

J. P. Seeburg Piano Company

419 West Erie Street
CHICAGO, ILL.

"The men at the head of those great institutions were quick in grasping the magnitude of their opportunity, and have sought trade more intensively and have created a demand for musical instruments more systematically in the homes of the Middle West and in the surrounding States than one finds recorded in any other part of the land.

"Of course, the unheard-of prosperity of our farmers has also had much to do with the tremendous growth in Chicago's share of music trading. After all, the farmer is in greater need of music in the home than the city dweller. First, because the man in town can hear music rendered by professionals in theatres, churches, cafes, etc.; second, because home life in the rural districts blossoms out in its full glory after sundown—and it goes without saying that a home can well afford to get along without Persian rugs and cut glass, but few farmers would think of living their life of solitude without the good cheer that a musical instrument will spread in their midst day after day."

Brunswick Traveler in Ohio

The Brunswick-Balke-Collender Co. have recently added to the list of their traveling representatives Jack Kennedy, who will represent



Jack Kennedy

them in northern Ohio. Mr. Kennedy is an old hand at the talking machine business, having been connected with the Eclipse Musical Co. of Cleveland for a number of years. The Eclipse Musical Co. are well-known Victor jobbers, and it was while connected with this concern that Mr. Kennedy became extensively acquainted with the talking machine merchants of Ohio. He brings to the Brunswick Co. an enthusiastic personality and the advantage of a personal acquaintance with practically every dealer in his territory, an asset that is of tremendous value.

Announce Their Removal

Consolidated Talking Machine Co. announce their removal to the building at 227 West Washington street, opposite the great Chicago Telephone Building. They have taken the entire building of three stories, with a retail store on the street level.

Have Developed Surprisingly

Cole & Dunas, of this city, who modestly started in the talking machine business a short time ago as jobbers of new and "second" records and who inaugurated the idea of selling records in batches according to retail price instead of according to catalog number, have developed most surprisingly during the last few months. In quick succession this concern has added to their line talking machine hardware, tone arms, motors and complete machines. A comprehensive catalog of talking machine hardware has just been issued for the convenience of the trade.

This has been prepared in the loose-leaf form, because of expected addition of new items from time to time. Cole & Dunas last month increased their wareroom space and are now shipping direct from the downtown office. They have also added to their force to permit of quicker shipments.

A Visitor From Tacoma

A recent caller on the local talking machine trade was Benjamin A. Almvgig, manager of the Victrola department of Sherman, Clay & Co., Tacoma, Wash., who was on his way to the East on a trip combining business and pleasure. Mr. Almvgig will call at the Victor factory in Camden, N. J., and will also visit New York, Boston and other cities before returning to the Coast. Regarding conditions in Tacoma, he stated that they are practically the same as those existing in other sections of the country, with the demand far in excess of the supply. Machines, and particularly records, however, are coming through in larger quantities, and in anticipation of further improvement in that direction plans are already under way for increasing the number of demonstrating booths in Mr. Almvgig's department from eight to twelve to take care of future demands.

Enlarging Manufacturing Facilities

The Krasberg Engineering & Manufacturing Corp., this city, are enlarging their manufacturing facilities to the extent of a seven-story building adjacent to their present large and attractive plant along the lake shore at Ohio street. This new building is 200 by 109 feet, so that the increased floor space will be very considerable. The construction and equipment of this additional plant will be of the same high quality and up-to-dateness that so plainly marks the present plant. As was announced in these columns last month, the Krasberg Corporation are now turning a considerably larger part of their production over to the manufacture of phonograph motors than they have heretofore, and it is reasonable to suppose that this new addition is in a way to take care of this increased pro-

(Continued on page 106)

YOU GET THE CABINET WE DO THE REST

For the Manufacturer who
Wants the Best Equipment
at the Lowest Price We
Can Supply Complete the

MOTORS TONE-ARMS HARDWARE

in Lots All Ready to make
Your Cabinet a Phonograph

ALSO

RECORDS and ACCESSORIES

*Our Merchandise Guaranteed
Write for New Catalog*

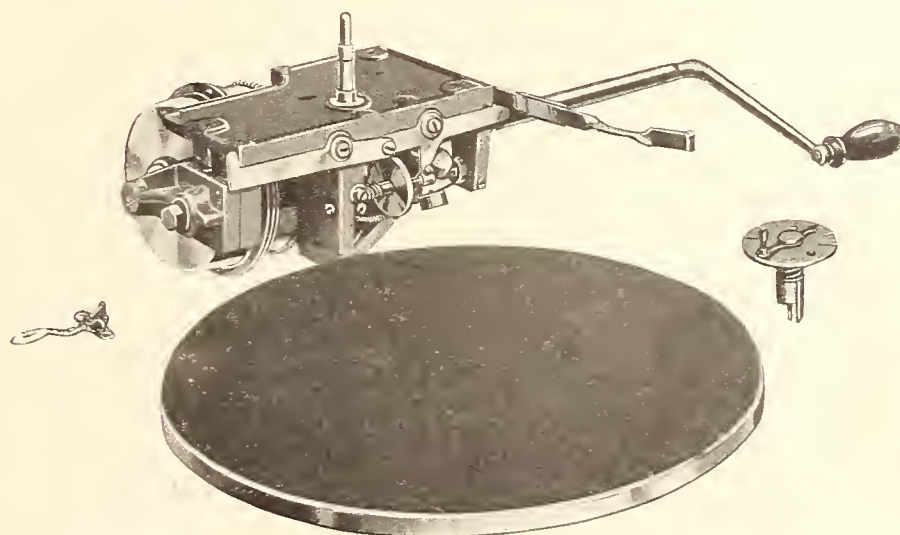
COLE & DUNAS MUSIC CO.
54 W. Lake St. Chicago, Ill.

UNIVERSAL

THE MOTOR YOU WILL EVENTUALLY BUY

PERFECT
IN
MECHANISM

NOISELESS
IN
WINDING



QUIET
IN
RUNNING

IMMEDIATE DELIVERIES

ALSO MANUFACTURERS OF
UNIVERSAL AUTOMATIC STOP — STAR STOP — SURE STOP

SAMPLES and PRICES on REQUEST

Universal Stamping and Manufacturing Co.

1917-1925 SO. WESTERN AVENUE

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

duction. In a short time production is to be started on a new enclosed motor which is an exclusive design of Mr. L. P. Valiquet's and will come out under letters patent. Mr. Valiquet is an expert and authority on technical matters, and acts in a direct advisory capacity on all the products of the Krasberg Corporation.

Sonora Men Visit Factory

L. Golder, manager of the talking machine department of Van Houten & Zoon, Sonora jobbers of the Middle West, and P. E. Gilbert, of the service department, have just returned from a visit to the Sonora factories at Saginaw, Mich. Walter J. Hamlin, general manager for Van Houten & Zoon, also has been out of the city visiting Sonora headquarters in New York.

Mr. Golder reports that extensive plans are in contemplation for the enlargement of the Saginaw factories in the immediate future. This is necessitated by the inability of the company to keep abreast of present orders and to enable them to adequately take care of the fall business. No new accounts will be accepted now, says Mr. Golder, for a period of at least ninety days. The Chicago warerooms are absolutely bare, Van Houten & Zoon not having a single instrument in their possession.

Enlarging Factory at Geneva

The Hiawatha Phonograph Co., with general offices at 209 S. State St., Chicago, is building an additional story to their three-story factory at Geneva, Ill. This step is rendered imperatively necessary by the tremendous demand for Hiawatha phonographs, which has for months taxed the company's capacity, although they have been working almost entirely on their old customers. Only to-day they had a cash order from a new man from the South for a carload of Hiawatha phonographs, but they were compelled to turn it down. Therefore the new addition brings good news to the loyal Hiawatha dealers. It will increase capacity far more than 25 per cent., perhaps will double it, as it will permit the development of processes which will increase pro-



502 SPRINGER BUILDING

duction to a far greater extent than the new floor space itself would indicate.

While making no changes in design or equipment the company is increasing the dimensions of all their styles, thus giving the dealer more for his money. This is the established policy of the Hiawatha Co.

Visitors During Convention Week

C. H. Morris, manager of the Velvetone Phonograph Sales Co., of Minneapolis, Minn., was a visitor during the convention and received some excellent orders. Mr. Canavan, who conducts their Los Angeles, Cal., branch, was also a visitor.

Closed Some Large Deals

Phil Ravis, president of the Peerless Album Co., New York, was a visitor during convention week and reported having closed some large deals on Peerless record albums. A Chicago branch was recently opened in charge of W. A. Carter at 57 East Jackson boulevard, and is already producing a fine volume of business.

The talking machine industry as a whole in the West gained considerably from the recent conventions of the piano manufacturers and merchants in this city.

WHAT ARE WE DOING ABOUT IT?

European Nations Already Planning to Get Grip on Future German Trade

English, French and Belgian manufacturers are apparently not awaiting the signing of the peace treaty before endeavoring to get a firm grip on German trade. Reports from Cologne indicate that British commercial agents are steadily arriving in Germany with a view to securing the business available along the Rhine. A significant fact is that representatives of some seventy British firms are reported to have formed a British Chamber of Commerce in Cologne. It is estimated, in a cable dispatch from that city, that French and English manufacturers have secured \$150,000,000 of business. All this points to the fact that America's overseas trade endeavors will be too late unless rapid forward strides are made within a short time. Waiting for the peace treaty doesn't pay.

Joseph I. Carroll, sales manager for the Emerson Phonograph Co., New York, recently returned from a trip to Richmond, Va.

Five Remarkable Money Makers

Remarkable money makers because they sell fast and stay sold and become a standing advertisement for the dealer who handles them. These instruments are equipped with the best quality motors and universal tone arms obtainable. Reproduce all makes of records. They compare with the best.



No. 5



No. 1

IMMEDIATE DELIVERIES

No waiting. Orders shipped the same day received. Our production is sufficient to take care of your business promptly.



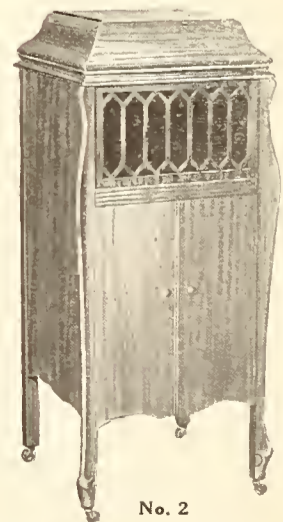
No. 3

LOW PRICES

The volume of our business enables us to give you the lowest possible prices. We prepay all freight charges. This means all the more profit for you.



No. 4



No. 2

BEAUTIFUL IN DESIGN—WONDERFUL IN TONAL QUALITIES

You can make a real sensation with your trade by offering these machines at remarkably low prices made possible by our extremely liberal offer to you.

Write Us for Particulars Without Delay

MODERN PHONOGRAPH SUPPLY CO. 107 Springer Bldg. 313 S. Clinton St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

GREAT SUPPLY FACTORY SECURED BY CHENEY CO.

Cheney Talking Machine Co. Begins Plans for Expansion With Acquisition of Accounting Machine Co. Plant at Grand Rapids, Mich.

Announcement of what is believed to be only one of several steps taken toward a rapid increase in production of Cheney phonographs comes from Grand Rapids in the form of a statement that the Cheney Talking Machine Co. has purchased the plant of the Accounting Machine Co. in that city, and that this plant will within a short time be devoted entirely to the production of parts for the Cheney phonograph.

For the past few months the Accounting Machine Co.'s factory has been devoted partially to production of parts for this phonograph, but in line with its policy of perfecting its production, both in quality and quantity, the Cheney Talking Machine Co. accepted the opportunity to purchase the property, and has now added this to its other factory equipment in Grand Rapids.

The arrangement with Berkey & Gay Furniture Co. under which this famous furniture concern manufactures cabinets for the Cheney phonograph only will be continued, as will the operation of the Cheney plant on Mill street, Grand Rapids. With the co-ordination of these two plants and the Berkey & Gay plant it is believed that within a few weeks the production of Cheney phonographs will be materially increased over its present maximum.

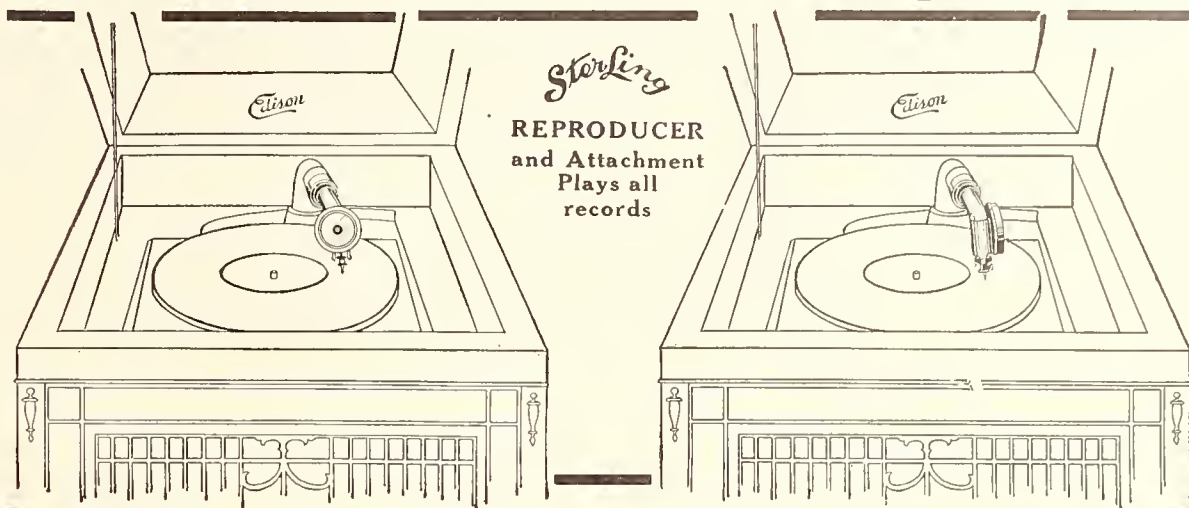
It is announced that with the coming increase of production it will probably be possible to include in the company's trade extension plans several States in which the Cheney Co. now has little or no representation.

In connection with the annual convention of the Allied Music Trade in Chicago, June 2 to 7, the Cheney phonograph line was on display in rooms Nos. 708 and 710, Auditorium Hotel, and in the company's wholesale offices, eighth floor, Marshall Field Annex Building, and also in the phonograph department of Marshall Field & Co. retail, Burton Colver, Eastern representative, was in charge of the Auditorium exhibit, and several other representatives were in the city during the convention.

Plans for trade extension, including announcements in reference to new equipment features and aggressive advertising campaigns, will be given in detail to the trade in the course of a few weeks.

See how the jobbers in *The World* can supply your wants.

New exclusive features—a big success



Sterling Reproducer in position for playing Edison or other "Hill and Dale" records.

Sterling Reproducer in position for playing Victor or other lateral records.

Among the features that make it best

Volume of tone.
Faithful reproduction of both high and low pitch tones.
Tones brought out that are not heard distinctly, if at all, from other reproducers.
Records any kind of playing faultlessly.
No extra elbows—no removing from machine in

changing from "Hill and Dale" to lateral records and vice versa.
Less wear or cutting of records than caused by any other reproducer.
Attractive appearance and design make it an ornament to any phonograph.
Enclosed Stylus Bar prevents breakage; adds greatly to smooth appearance.

Write for descriptive circular and price list

STERLING DEVICES CO., Dept. 100, 467 E. Ontario, Chicago

SOME SUMMER SELLING ARGUMENTS

Edison "Diamond Points" In Editorial Makes Some Live Suggestions Along That Line.

An interesting editorial in the current issue of Edison "Diamond Points" says in part, regarding summer sales:

"You can sell skates in winter, because that is when people skate. You can sell bathing suits in summer, because that is when people swim. People play the phonograph all the year round. In handling the New Edison, you are selling a product with a twelve months' open season.

"The only disadvantage connected with that sort of a proposition is that you have to work all the year round. You can't just hand out goods for three months and sleep for nine. It's up to you to be on the job every moment of the phonograph season, and to blame no one but yourself if your sales drop in any one month.

"But even though the Edison isn't of merely seasonal popularity, you do need to use season-

able arguments to sell it. That is true of any class of goods. The demand for soap is as steady as any in the market, and yet if you watch soap ads you will see that they feature snow scenes in winter and summer sports in summer as consistently as those of any other manufacturers.

"You know the summer arguments for the New Edison, or if you don't it is easy enough to work them out. Put yourself in the place of the prospect. Think how much you would enjoy the Edison."

TO OPEN IN INDEPENDENCE, MO.

William R. Allen, who has just returned to his home in Independence, Mo., after two years' service in the navy, will open a talking machine and record store in the new Lewis building on West Maple avenue. He will carry the Columbia Grafonola exclusively and a full line of Columbia records. The new store, which will be known as Allen's Phonograph Parlor, is most attractively fitted up.

OTHERS—WHY NOT YOU?

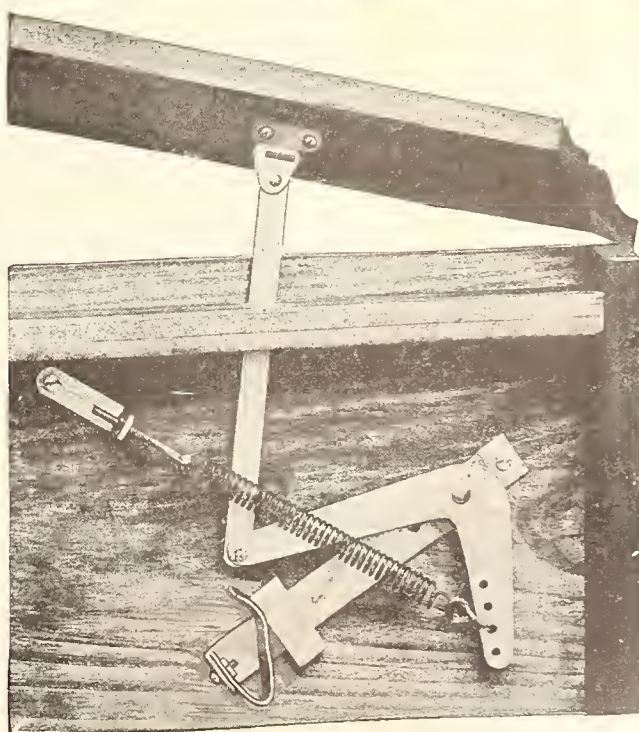
Most of the new talking machines of real merit are being equipped with the

CHICAGO COVER BALANCE No. 4

It is not merely a Talking point; it's a Positive point of vantage. Don't take our word for it. Ask the manufacturers who are using it—to date 87 of them. Investigate.

WE MAKE NO CHARGE FOR SAMPLES TO BONA-FIDE MANUFACTURERS.

Chicago Hinged Cover Support and Balance Company
2242-44 W. 69th Street Telephone Prospect 25 CHICAGO, ILLINOIS



Perfect Cover Balance No. 4
(Patent Applied for)

ONE OF THE FINEST PHONOGRAPHS

We Might Say *The Finest*
We Say *One of the Finest*
Because——

There are several makes
of high-grade machines
that represent just as
good a value as the
Hiawatha Phonograph.

What we maintain is that
the Hiawatha in tone, con-
struction, finish, and stan-
dard of equipment takes
justified rank alongside
the best in phonographs.

Mr. Dealer: You should
HANDLE ONE OF THE FINEST PHONOGRAPHS
Your initial order for one Hiawatha will enable you to do so

Our policy is just as fair as our claim.

HIAWATHA PHONOGRAPH COMPANY

MANUFACTURERS

209 S. State Street, Chicago, Ill.

FACTORY: GENEVA, ILLINOIS

HIAWATHA
PHONOGRAPHS

Listen to this simple story
to this song of Hiawatha
LONGFELLOW



TALKING MACHINE EXHIBITS MADE DURING PIANO CONVENTIONS IN CHICAGO

CHICAGO, ILL., June 10.—The talking machine manufacturers, as well as makers of talking machine accessories, were much in evidence last week during the conventions of the various piano trade organizations at the Congress Hotel. A goodly number of talking machine men had special exhibits at the Auditorium Hotel and neighboring hostleries, and those with local display rooms made special efforts to attract the piano men to those centers, and, be it said, the piano men, particularly the dealers, appeared quite anxious to see the new offerings in the talking machine line with a view to extending the scope of their business.

Among the talking machine houses which had special exhibitions during convention week were included the following concerns:

The Atlas Sales Corporation, Richford, Vt., manufacturers of packing and shipping cases for talking machines, had exhibits both at their local offices in the Webster Building and in the Auditorium Hotel.

The Brilliantone Steel Needle Co., of New York, exhibited their Brilliantone needles in counter display cases, also their new combination tone needles, which attracted much attention. W. A. Carter, district manager, 57 East Jackson Boulevard, Chicago, was in charge.

The local headquarters of the Brunswick-Balke-Collender Co., of course, had a full line of Brunswick phonographs on exhibition, but for the convenience of conventioners at the Congress, the company installed a special exhibition

of the leading types of machines in the Auditorium Hotel.

Bush & Lane Piano Co. exhibited at their Chicago retail rooms, 824 Republic Bldg. Walter Lane, W. H. Beach, F. J. Congleton, Fred Kurtz and C. L. Beach greeted visiting merchants. In addition to the regular line of Bush & Lane pianos, talking machines made by this concern were also shown.

The Cheney Phonograph Co., Chicago, had two displays at the convention, one at their regular showrooms, 24 North Wabash avenue, and another at the Auditorium Hotel. The Auditorium exhibit was particularly attractive, inasmuch as it embraced practically all the styles of the Cheney line, including special period styles in a variety of finishes. The exhibit gave the impression that the Cheney product was high class in all particulars. Burton Colver and a corps of assistants took care of the numerous visitors.

Melville Clark Piano Co. exhibited in their wholesale warerooms in the Kimball Bldg., 25 E. Jackson boulevard. T. M. Pletcher and other members of the sales force met the visiting merchants. The Apollo player action and the combination Melville Clark player-piano and talking machine proved to be subjects of great interest to the visitors.

Federal Phonograph Parts Co., Chicago, exhibited at 8 South Dearborn street. A special exhibit of their talking machine accessories

was shown and attracted much attention.

Fletcher-Wickes Co., Chicago, had a complete display of the latest models of their F. & W. sound boxes and tone arms at their headquarters, 6 East Lake street.

The Kamo-File Co., Rockford, Ill., had an interesting exhibit of a number of new talking machine record filing devices at the Auditorium Hotel in charge of Leslie Scott. The exhibit included a new filing device made up to resemble several volumes of books and designed to be set in the regular bookcase. There was also shown a special filing arrangement for installing in talking machine cabinets by the manufacturers. The feature of the company's files is the fact that the compartments are all lined with felt.

Otto Heineman Phonograph Supply Co., New York, displayed their complete line of Heineman and Meisselbach motors, together with tone arms, sound boxes, needles and other talking machine accessories at their local offices, 19 West Jackson Boulevard. From the number of visitors who inspected the line, it is to be assumed that some more piano manufacturers will start making talking machines shortly.

The Jones-Motrola Co., Inc., New York, with Chicago office at 57 East Jackson boulevard, showed at The Stratford the Jones-Motrola attachable to any talking machine in place of the winding crank. The new model has several ad-

(Continued on page 111)



CABINETS

Can furnish them in six sizes in car lots and over

MOTORS

Can furnish any standard makes from stock

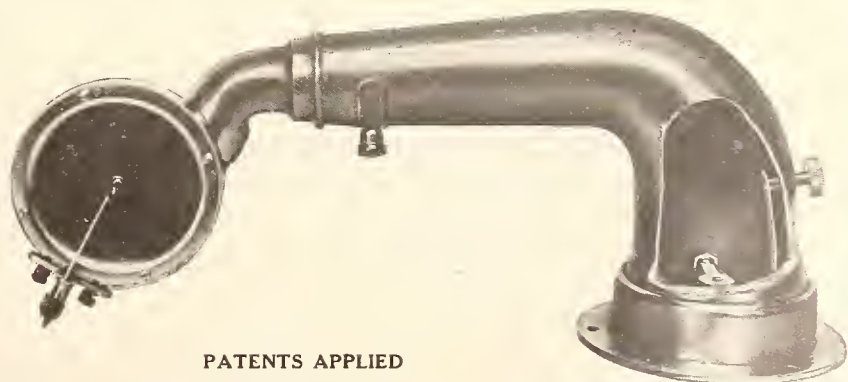
NEEDLES

Can furnish any amount of steel needles at very attractive prices.

TONE ARMS

Look at the new simplified, easy bearing, easily adjusted Tone Arm. Write us.

Let us supply you with hardware, and all Phonograph accessories.



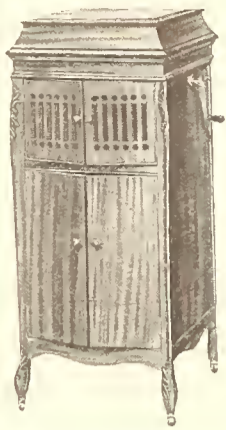
PATENTS APPLIED

LAKESIDE SUPPLY CO., Inc.

416 So. Dearborn St.

CHICAGO, ILL.

Telephone Harrison 3840



No. 175

NO SEASONS for World Phonographs



No. 225

Our Jobbers and their Dealers are selling them by the thousands *NOW*.

Why Not You???

WHERE
QUALITY
REIGNS
SUPREME

*The Home of the
"World"*



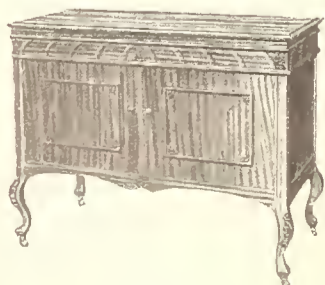
*Jobbers Are Invited to
Come and See*

HOW
WORLD
Phonographs
ARE MADE

World Phonographs are better than ever and getting better every day.

That's our policy

Don't forget **WORLD** Records



No. 375

WORLD PHONOGRAPH CO.

736 TILDEN AVE.

CHICAGO, ILL.



No. 150

TALKING MACHINE EXHIBITS MADE—(Continued from page 109)

vantages, one of which is that the motor cannot cut in while a record is being played. W. A. Carter, district manager, was in charge.

Krasberg Engineering Co. held an exhibit on the main floor of the Auditorium Hotel. L. P. Valiquet, the well-known talking machine technical expert, who is employed by the Krasberg Engineering Co. in an advisory capacity; C. T. Armour and Walter McGill received visitors and showed them the complete line of Krasberg spring motors. The Krasberg open spring motor was most emphasized, but they are also bringing out a new enclosed motor, and this model is also a feature of the exhibit.

The Mandel Manufacturing Co., of Chicago, showed five models of Mandel talking machines at the Stratford Hotel. The "news" for the dealers consisted of two models of cabinet machines, one in walnut and one in oak, with all of the exposed metal parts, tone-arm reproducer, turntable frame, brake, hinges, etc.,

heavily gold plated. Ben Reidler, Roy Black, Wm. A. Tindall, Mr. Lund and Mr. Spencer, of the traveling force, and Sales Manager M. B. Silverman were in attendance.

Milton Piano Co., New York, had an interesting exhibit at the Auditorium Hotel, a feature of which was the Milton combined player-piano and phonograph. John H. Parnham, George W. Allen and K. W. Curtis did the honors.

Nightingale Manufacturing Co., Chicago, entertained convention visitors at special quarters at the Congress Hotel, but confined the machine display to their showroom, 422 North Armour street.

Oro-Tone Co., Chicago, displayed the Oro-Tone attachment for playing lateral cut records on Edison phonographs at their local offices, 20 East Jackson boulevard.

The Peerless Album Co. showed their line of record albums in both red and black covers, at Room 256 Stratford, in charge of W. A. Coates, manager of the Chicago office, 57 East Jackson boulevard. Phil Ravis, of New York, president of the company, was a visitor during the week.

The Starr Piano Co., of Richmond, Ind., held a special exhibit of Starr phonographs and Gennett records at the Hotel Stratford during convention week. William C. Klumpp and Harry Berlin were in charge of the exhibit and extended a cordial welcome to the visitors, who inspected the various models of machines and listened to the latest recordings.

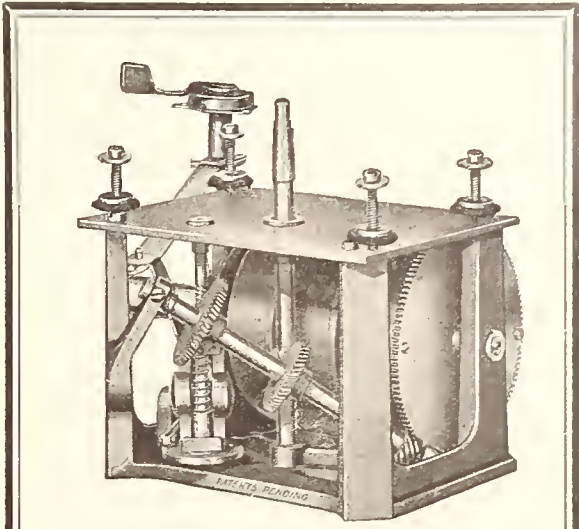
G. Howlett Davis, president of the Standard Music Roll Co., attended personally to convincing the various visitors to his suite in the Congress Hotel of the several merits of the Arto, Sing-A and other rolls made by the Standard Co. The feature of the display was a set of laboratory samples of the new Arto universal cut talking machine records which will be on the market in September.

Steger & Sons exhibited in their regular wholesale and retail warerooms in the Steger Bldg., corner of Wabash avenue and Jackson boulevard. Also the various styles of Steger talking machines were shown.

The Talking Book Corp., New York, had the advantage over certain other talking machine exhibitors through the fact that a display of their products on a special card was placed immediately adjoining the desk of the secretary of the National Association of Piano Merchants at the Congress. On the card was shown the talking dolls, as well as the talking books manufactured by the company, and a good many dealers took advantage of this opportunity of investigating the possibilities of the products.

Vitanola Talking Machine Co., Chicago, took occasion to secure special display quarters at the Auditorium Hotel for the period of the convention, where they displayed the entire line of Vitanola talking machines. They also received a number of visitors at their headquarters, 508 West Thirty-fifth street. The Auditorium exhibit included all the leading models.

Thomas E. Wilson & Co., Chicago, displayed several models of their "Wilsonian" phonograph in the Auditorium Hotel, under the supervision of E. Hirschfelder. There were several attractive models shown, ranging in price from \$90 to \$160.



Manufacturers

Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

UNLESS

It is equipped with the new **Fulton Motor**

(Designed by Wm. R. Everett, M.E.)

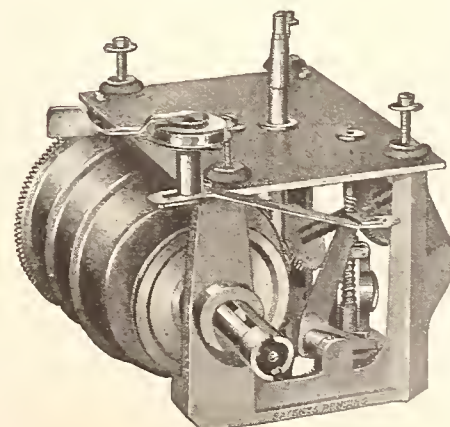
This is the Noise-less, Trouble-less, All Worm and Spiral-gear Motor. Cannot Be Overwound.

"No adjustments are provided —none are necessary"

Send \$15.00 for sample —refunded if motor is returned. Price \$12.50 in lots of 1000. Partial shipments if desired.

Fulton Bros. Mfg. Co.
WAUKEGAN, ILL.

CHICAGO OFFICE:
20 E. Jackson Blvd.



**EMPIRE
UNIVERSAL
ATTACHMENTS**
for
EDISON PHONOGRAPHS

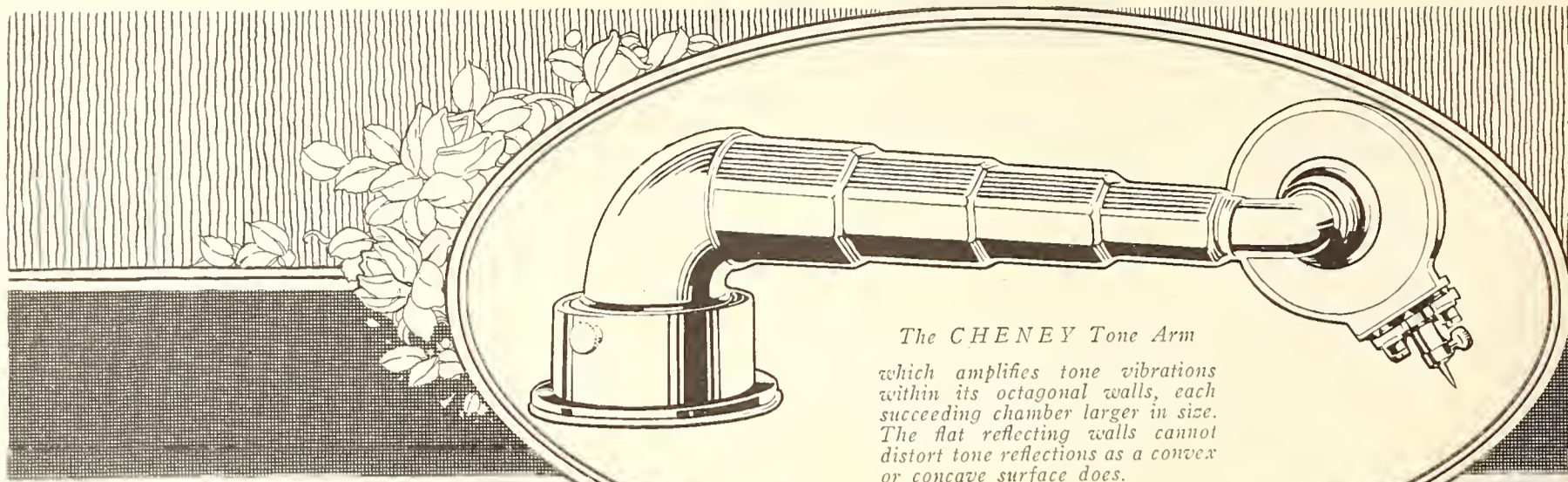
Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record.

Write for
**Descriptive Folder
and
Attractive
Quantity Prices**

This shows the attachment in the proper position for playing the Pathé and any hill and dale cut record.

The Empire Phono Parts Co.
Sales Office
**429 So. Wabash Avenue
CHICAGO, ILL.**
Factory
CLEVELAND, OHIO

WE MAKE
all kinds of phonograph parts, tools and dies.
WE DO
punch press work, experimental work and light manufacturing for the phonograph trade.
ACME ENGINEERING & MFG. CO.
1622 Fulton Street Chicago, Ill.



The CHENEY Tone Arm

which amplifies tone vibrations within its octagonal walls, each succeeding chamber larger in size. The flat reflecting walls cannot distort tone reflections as a convex or concave surface does.

The
CHENEY
PHONOGRAPH

Complete Line on Display
at the
Grand Rapids Market

Keeler Building Arcade
June 23—July 19

CHENEY Phonographs are sold from the floors of the most discriminating music dealers. They are in a class apart because of revolutionary acoustic inventions which permit unmatched purity of tone.

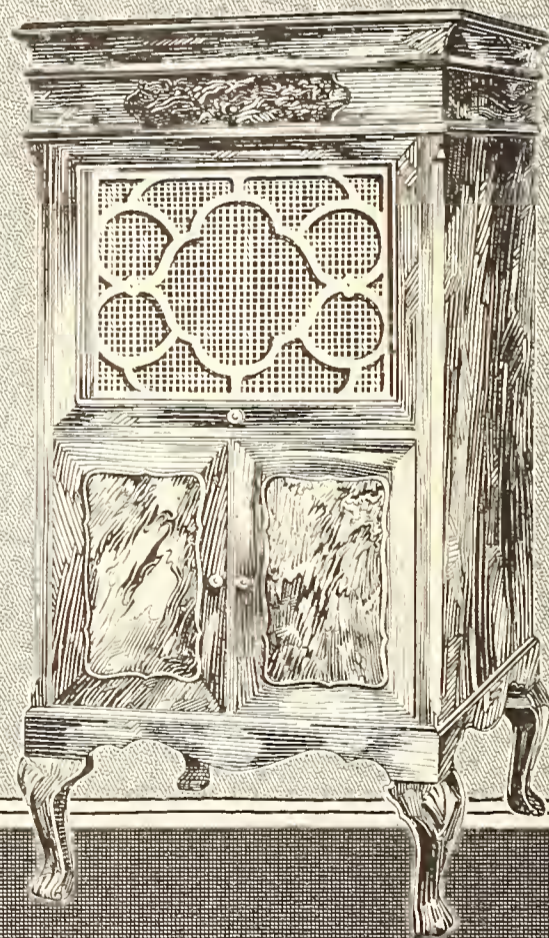
The exclusive Cheney features are covered by basic patents. You will recognize the difference in Cheney Tones as soon as you hear them. Unmarred by "needle-scratch" or mechanical noise, they are as serenely pure as Nature's Own.

Only the original production can match the richness and mellowness of a Cheney reproduction.

Cheney Cabinets, fashioned by foremost furniture builders, are in keeping with the superior tonal system they enclose.

CHENEY TALKING MACHINE COMPANY

831 Marshall Field Annex Building
24 North Wabash Avenue
Chicago, Illinois



ANNUAL REUNION OF BLACKMAN FORCES ENJOYABLE EVENT

After Enjoying the Show at the Palace Theatre Last Saturday the Blackman Organization Gave a Banquet at Murray's, When the Annual Distribution of Profits to Employees Was Announced

The tenth annual reunion and banquet of the employes of the Blackman Talking Machine Co., New York, Victor wholesaler, was held last Saturday, and the program offered the employes provided for a theatre party, dinner and dance. This year's event was thoroughly enjoyed by every member of the Blackman organization, and in view of the keen delight of the employes,



J. Newcomb Blackman

it is likely that similar programs will be carried out each year.

The members of the Blackman party assembled at the Palace Theatre at 2 o'clock and enjoyed one of the best vaudeville bills offered by this famous theatre during the current season. Every act was a headliner, and this part of the program was a signal success.

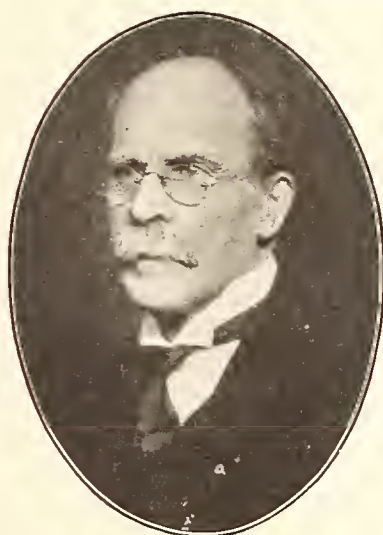
At 6 o'clock the Blackman organization visited Murray's on West 42nd street, where, as usual, the Egyptian Room had been reserved for their party. The menu was typical of the culinary achievements of this popular restaurant, which is one of the best known in the city.

At the close of the banquet, J. Newcomb Blackman, president of the company, gave an address of welcome, and during the course of his talk presented a brief resumé of the company's progress and activities during the past year. Mr. Blackman also gave interesting views regarding general conditions in the talking machine industry, predicting that the industry will grow steadily, and that 1919 will be the greatest year in the history of the trade. He commented incidentally upon the fact that his company had just closed the biggest May in many years, and stated, that judging from the present outlook, the fiscal year of 1919-1920 will be the best in the history of the company. Referring to the price maintenance situation, Mr. Blackman expressed his pleasure at the recent decision in the Colgate suit, which is deemed one of the most important handed down in recent years.

In the course of his talk, which was inter-

rupted frequently by the hearty applause of the diners, Mr. Blackman paid a tribute to the loyalty and support of the employes of his organization. It is interesting to note that the average term of service of the Blackman employes is over five years, which indicates the co-operation and good will that exists among the employes of this company.

One of the unique features of this annual Blackman dinner is the distribution of profits to the employes. Ten years ago Mr. Blackman inaugurated a plan whereby every member in his organization who has been associated with the company for one year or more participates in the profits of the past fiscal year. This method of profit distribution among employes has been adopted by the leading and most successful concerns throughout the country, and Mr. Blackman well deserves recognition as one of the pioneers in this practical plan of co-opera-



Frank Roberts

tion. Each year new employes are added to the list of profit sharers, and in addition, Mr. Blackman has recognized the invaluable support of his older employes by making them stockholders in the corporation. In fact Mr. Blackman has left nothing undone that might add to the satisfaction and prosperity of his employes, and a considerable measure of the success achieved by his company may be attributed to his far-sightedness and liberal policies.

The first profit-sharing envelope of the evening was given by Mr. Blackman to Frank Roberts, secretary of the company, who has been associated with Mr. Blackman since the company's inception, 17 years ago. Mr. Roberts, who is also a stockholder of the company, is well known throughout this city as one of the best posted members of the Victor industry, and is beloved and esteemed by all his co-workers.

John L. Spillane, assistant secretary of the company, who has been a member of the Blackman organization for 14 years, also participated

as a stockholder, and in the profit-sharing plan. Among the other stockholders who are employes are James F. Ashby, assistant treasurer, who has to his credit 12 years of service; H. C. Lansell with 10 years of service, and George Thau. The other stockholders include Fred P. Oliver, vice-president and general manager of the company; Mrs. J. Newcomb Blackman, Mrs. Fred P. Oliver, Mrs. Anna A. Houghton, and Mrs. Irene C. Blackman.

The employes of the company who have been members of the organization for more than one year and who were therefore entitled to share in the profits of the past fiscal year were the following: John Hanley, C. R. Marquis, John Mills, A. D. Robbins, E. S. Palmer, Miss Elizabeth Reighton, Miss M. V. Johnstone, Mrs. M. G. Rudolph, Joseph Flanagan, Joseph Eble and Aaron Wood.



Fred P. Oliver

At the close of the banquet Mr. Oliver in behalf of the employes expressed the sincere appreciation of Mr. Blackman's splendid and liberal policies. Mr. Oliver also referred to the unceasing and untiring efforts of the company's employes, who are responding enthusiastically to Mr. Blackman's aims and plans.

From 10 o'clock until midnight the members of the party were favored with unusually fine dance music by three entertainers from the Clef Club and it was unanimously voted that the 1919 banquet was the best that has been given in the past decade.

BECOMES CANADIAN SALES AGENT

Arthur A. Kempton, of Montreal, Appointed Sole Agent for Bell Hood Needles in the Dominion—Large Initial Order Placed

The New England Musical Instrument Trading Co., New York, sole selling agents for the Bell Hood talking machine needles, announce that Arthur K. Kempton, Montreal, Can., has been appointed Canadian sales agent for the above product. It is understood that the new agents placed an order for over \$10,000 worth of stock and will immediately introduce the product in their territory. Philip Jacobson, president of the New England Instrument Trading Co., recently pressed an automobile into service to facilitate deliveries of Bell Hood needles.

Sebastian Rinaldo, of Middletown, Conn., has opened a new talking machine shop on Main street. The former store, which was located on Summer street, has been discontinued.

ANNOUNCEMENT

May 1st, 1919 the retail department of W. D. Andrews Co. was discontinued; and will not be resumed under this or any other name by us. In this way a better service may be rendered our clients.

VICTOR JOBBER

W. D. Andrews Co.

Syracuse, N. Y.

The Widdicomb
 A FINISHED
 PRODUCT



WIDDICOMB No. 6

A Style
 of Cabinet

to satisfy any taste. There are eleven styles to choose from.

A Tone Quality

that brings enthusiastic acclaim from any audience. Every known acoustic and mechanical improvement is embodied in this reproducing instrument.



WIDDICOMB No. 8
Colonial Adam

An Unique Line

both in finished cabinet work and unsurpassed tone reproduction, that offers to progressive dealers an opportunity to associate themselves with the product of a firm that has enjoyed

*A Reputation for Reliability
 Since 1865*



WIDDICOMB No. 5
Adam



WIDDICOMB No. 10

To Get the Facts Complete, Write to

PHONOGRAPH DIVISION
 The Widdicomb Furniture Co.
 GRAND RAPIDS, MICHIGAN

There'll be lots of people yearning for "Longing" and cheered up by the "Lullaby Blues." A-2725.

Columbia Graphophone Co.
NEW YORK



HAHNE & CO. FEATURING WIDDICOMB TALKING MACHINE

PACIFIC COAST GOLF FIENDS

In view of the success which Hahne & Co., of Newark, N. J., have been having with the Widdicomb talking machine, manufactured by the Widdicomb Phonograph Co., and represented in the East by P. Paul Graef with offices at 105 West Fortieth street, they have not only given these machines widespread and artistic publicity in the daily newspapers, but recently displayed them in a most artistic and forceful manner in one of the windows in their store on Broad street, in the heart of the shopping district.



Hahne & Co.'s Attractive Widdicomb Window Display

The window display, which may be seen in

the accompanying illustrations, was one of the most attractive that has ever been seen in New-

ark, and created great interest among the passers-by, besides stimulating to no small degree the demand for the Widdicomb machine.

Some Talking Machine Men Who Figure on the Links—Walter S. Gray an Old-Timer

SAN FRANCISCO, June 7.—The golf bug has invaded San Francisco, and the talking machine has not escaped. Walter S. Gray, the phonograph accessory man whose name is sometimes mentioned in these dispatches in connection with needles, is one of the victims. Mr. Gray is probably the dean of the players in the trade, having commenced his career several years ago, when he used to play with the late E. D. Easton, then president of the Columbia Graphophone Co., at Del Monte, on the latter's annual visits to the Pacific Coast. He is a member of the Lakeside Country Club, where two or three hundred players are frequently seen to tee off on a bright Sunday morning.

Mr. Levy and Mr. Jessen, of the California Phonograph Co., can be found often at the municipal links in Lincoln Park, where they are developing splendid golf form. This course, by the way, is unique, being situated in the heart of the city, and is one of the most beautiful in the State, with its surprising views of city, country and ocean, where the youth and the graybeard, the banker, professional man and office boy meet in happy democracy.

"Jimmy" Black and George Hughes, of the Wiley B. Allen Co., are also devotees of the sport, but Mr. Gray claims to be the champion of the talking machine colony.

"SURPRISE" MR. & MRS. BAERWALD

A little surprise party was held recently in the offices of the Otto Heineman Phonograph Supply Co., New York, when Mr. and Mrs. Paul L. Baerwald, who were married a few weeks ago, were presented with a beautiful luncheon set. Mr. Baerwald, who is one of the most popular members of the Okeh record executive sales staff, found himself so touched by the kindness of his co-workers that for once in his life he hardly found words to fit the happy occasion.



P. L. Baerwald

Mr. and Mrs. Baerwald returned recently from a honeymoon in the Blue Ridge Mountains and are now residing in New York. Mrs. Baerwald was formerly Miss Colette Dearborn Handham, a Southern belle from Asheville, N. C.

Chinese—but to-day we sold a No. 41 to a deaf and dumb family, and they are very pleased with their machine and said they would say a good word for us if they heard of any prospects! P. S.—I forgot to say that the daughter in the family is not deaf and dumb."

Hubert C. Bryant, of Hartford, Conn., has been granted a patent for a brake for "talkers."

TO "WEEK END" AT ATLANTIC CITY

B. R. Forster, president of the Brilliantone Steel Needle Co., has followed his usual custom of moving with his family to the pleasanter climate of Atlantic City upon the advent of hot weather. Mr. Forster will spend each week-end at the resort.

AN UNUSUAL AMBEROLA SALE

The Piedmont Phonograph Co., of Hickory, N. C., recently wrote the Edison Co. about a sale that was unusual to say the least. The letter follows:

"We have sold all kinds—white, black and

The "VICSONIA" Reproducer



The ONLY sound box for the PERFECT playing of

Edison Diamond Disc Records

on "VICTROLAS" and "GRAFONOLAS"

Instantly and easily attached or detached. A child can do it.

No alterations necessary.

A fine combination of beauty and wonderful tone. Always satisfies where others fail.

RETAIL PRICE: Nickel, \$7.50, Gold, \$9.00. Order NOW.

Send check for \$4.50 and we will mail you one N. P. Vicsonia. Money refunded if not absolutely satisfactory.

VICSONIA MANUFACTURING CO., Inc.

313 EAST 134th ST. JAMES W. GREENE, Export Manager 25 Church St., New York NEW YORK, N. Y.

Edison Amberol Record Sales Increase 50%

Spring orders for Amberol Records show an increase of 50% above all previous peak sales.

This showing forecasts an ever increasing demand for Amberol Records. It emphasizes the excellence of the product in a way that eliminates all doubt.

Dealers should not overlook the opportunity to share in prosperity which is well founded, and is increasing at a rate that promises big profits for the present and the future.

THOMAS A. EDISON, Inc.

Amberola Department

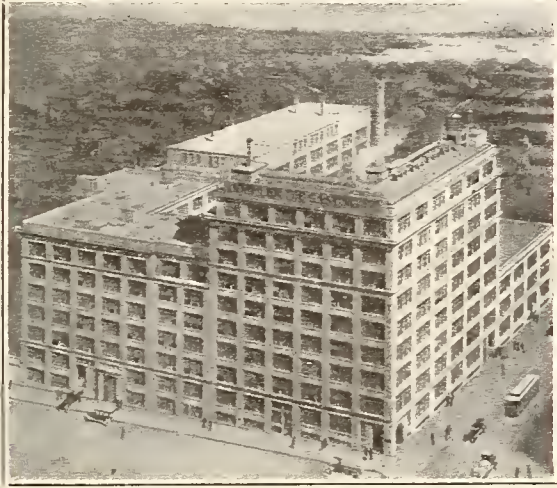
ORANGE, N. J.

ACTIVITIES OF DOEHLER EMPLOYEES

Association Organized for Insurance—Band and Outing Under Consideration—Doehler Plant Now on Pre-War Basis—Other Happenings

The immense plant of the Doehler Die Casting Co., of Brooklyn, N. Y., is now on an entirely pre-war basis. The facilities are greatly in excess of those previous to the war, as during the war period two new buildings were completed.

This month "Doehler Topics," the factory monthly of the Doehler organization, made its initial appearance. The editorial policy is in the hands of J. Honig, who has had charge of the Doehler advertising for many years. Of



The Great Doehler Plant in Brooklyn

special interest is the announcement of the new Doehler Die-Casting Employes' Association, which provides life insurance, sick benefit, free medical attention and the same medical attention for any member of the immediate family at specially low rates. The benefits do not interfere in any way with the provisions of the New York Workman's Compensation Law, and the association is open to executive and workman alike who have been connected with the Doehler organization for a period of two weeks. Many

plans are on foot among the Doehler employes. A Doehler employes' band is already a certainty, and an old-fashioned home-made picnic is planned for July 26 at Ulmer Park. The Doehler baseball team is now included in the Brooklyn Metal Industries Baseball League, and many interesting games are looked forward to. The Doehler employes were recently presented with a "Hun" helmet in recognition of their excellent work in the Victory Loan.

"HAUKOLA" SHOWN IN CINCINNATI

Timely Display in Windows of Rudolph Wurlitzer Co. Attracted Much Attention

A picture of the unique talking machine made from a beer keg which was used so effectively by the Rudolph Wurlitzer Co., Cincinnati, O., has been received at The World office, but unfortunately the photograph was not clear enough to do full justice to the display and could not be reproduced for this issue. This display was used during the week Ohio went dry and was most appropriate. The setting of the windows was designed to give a rustic effect, and in the foreground reposing on an old stump was the "Haukola," with the Victor dog inquisitively nosing the soon-to-be-forgotten spigot. Under the machine was a sign calling attention to the records, "How Are You Going to Wet Your Whistle?" and "Alcoholic Blues." The records themselves were displayed to good advantage around the machine. During the time this display was being shown the windows of the Wurlitzer Co. were besieged with curious onlookers, and the results of the sale were both profitable and interesting.

CONGRATULATIONS

Virginia May Davega, six and one-quarter pounds, arrived in this world on Thursday, May 29, in time to help her father, Abram Davega, of the Knickerbocker Talking Machine Co., celebrate the Memorial Day holiday.

WALTER DIESTELHORST HONORED

Important Member of New York Recording Laboratories to Conduct Sherman Boulevard Community Orchestra at Milwaukee

Walter Diestelhorst, of the editorial staff at the New York Recording Laboratories, Port Washington, Wis., has been appointed conductor of the Sherman Boulevard Community Orchestra at Milwaukee. This organization consists of twenty-five musicians who meet weekly for the



Walter Diestelhorst

sheer love of playing together and who are regarded as an unusually competent aggregation. Mr. Diestelhorst is a clarinetist of distinction, and is also well known as a writer on musical matters, with a record as composer as well as critic in daily newspaper work. He is an important member of the New York Recording Laboratories organization, who devotes himself to the musical betterment of the Paramount recording.

For Edison, Victor, Columbia Dealers we have the

SIMPLICITY Electric Motor

(Automatic Switch in Motor)

Makes winding unnecessary. Electrifies your Edison, Victor, Columbia efficiently and satisfactorily.

The finest electric motor on the market.

Write today for dealer proposition.

Let us give you full details.

For dealers handling any make of phonograph other than the Edison, Victor, Columbia we have perfected a new

WINDING DEVICE

that is automatic, "self-operating." Best ever offered to the trade. It is attachable to any make of phonograph other than the three mentioned above and electrifies any phonograph instantly. Requires no adjustment.

Shelton Electric Co.

16 East 42d Street, New York

30 East Randolph Street, Chicago

FELLOWSHIP FACTORY MANAGEMENT

Success of This Movement Illustrated at the Plant of the Garford Mfg. Co. in Elyria O.—Body of Fifteen Has Final Jurisdiction

Under the heading of "Fellowship Factory Management" there appeared in a recent issue of the "Labor Advocate," a labor magazine published in Ohio, an interesting article telling how the Garford Mfg. Co., of Elyria, O., gives its employes a voice in its operation. This company is now controlled by the Otto Heineman Phonograph Supply Co. of New York, and as outlined by the writer of this article the plan of operation at this plant is as follows:

"In each department the men were allowed to vote for their choice to represent them upon the board of managers. The person in each department receiving the greatest number of votes became the committeeman elected for that department. The only restriction was that in order to be a candidate the party had to be in their employ one year. Then the chosen committeemen from all of the various departments

met and elected a committee of five from their midst to take all matters before the committee to represent the employers. The women of the



The Garford Mfg. Co.'s Factories

factory were to choose one from their number and she then automatically became one of the committee of five elected to represent the employes. The foremen of the various depart-

ments elected a committee of five from their number to sit with the committee of five from the employes when meeting with the committee of employers. Thus a body of fifteen men had vested in them power of final action on all matters coming before the body."

Incidentally, it is pleasing to note that the Garford plant of the Otto Heineman Co. is working to capacity, and that additional facilities have been installed in order to increase the plant's output.

EDISON ADVERTISING CAMPAIGN

As Outlined by Arthur J. Palmer, Advertising Manager of Thomas A. Edison, Inc.

In making up the list of magazines that we have selected to carry our national advertising for 1919, we eliminated guesswork, indefinite estimate and our own judgment, as far as that was possible. We asked five thousand Edison owners to help us select the magazines best suited to carry our advertising and many of them enthusiastically responded. Here is how we worked the plan:

We wrote a letter to five thousand Edison owners in every State in the Union, large metropolitan centers like New York, Chicago, Philadelphia, Boston, etc., being considered as States. The number of owners approached in each State or metropolitan center was based on the population of the respective States and metropolitan centers. We asked each owner what was his or her favorite magazine, in other words, what would be the best magazine for us to advertise in, in order to influence him or her toward the purchase of the New Edison, assuming that he or she were not already an Edison owner.

The magazines we are now using on our list are the ones which received the greatest number of favorable replies in the Edison owners' canvass.

NOW MANUFACTURING MOTORS

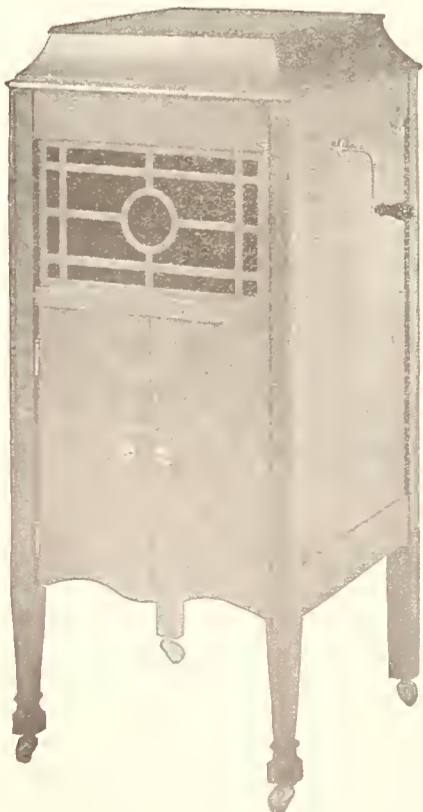
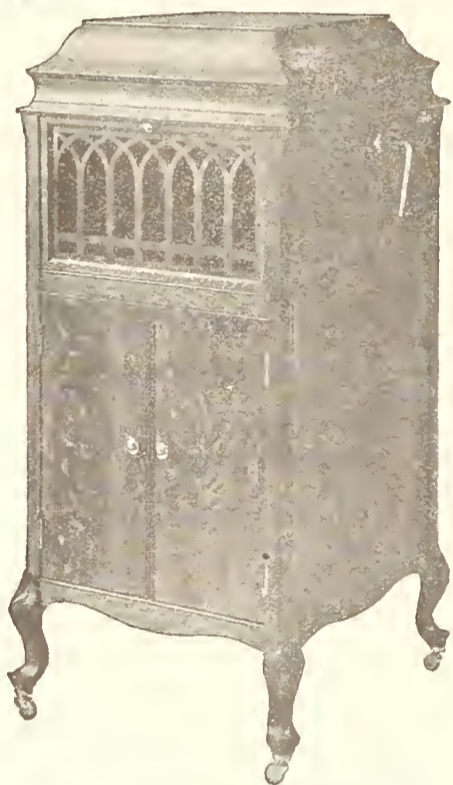
The Lucky 13 Phonograph Co., New York, manufacturer of the "Cleartone" phonograph, and distributor of a complete line of phonograph parts, accessories, etc., is now manufacturing a talking machine motor, which will be known as the "6-60," these numerals indicating that it will play six records with one winding, and that it takes sixty revolutions for a full winding.

The Lucky 13 Phonograph Co. has become interested in a well-known machinery concern in metropolitan territory, and has arranged to take the entire output of this company. Arrangements are also pending whereby the company will control the motor output of several other large concerns.

IMPORTS SHOULD BE INCREASED

If the United States is to maintain its increasing export trade, which is such an essential part of national prosperity, it will be necessary to materially increase our imports of foreign goods, both raw and unfinished, was the opinion of the Sixth National Foreign Trade Convention recently held in Chicago. This country is now facing a difficult situation: in 1918 we exported \$3,000,000,000 worth of goods more than we imported; we are now to receive half a billion dollars a year in interest on our war loans. The gold does not exist with which to pay such sums, nor is it possible to stimulate our investments abroad to a point sufficient to offset such a balance. It is clear that if we are to maintain our present large export trade we must increase our imports.

**CABINETS and TALKING MACHINES
for WHOLESALERS, DEALERS, JOBBERS**



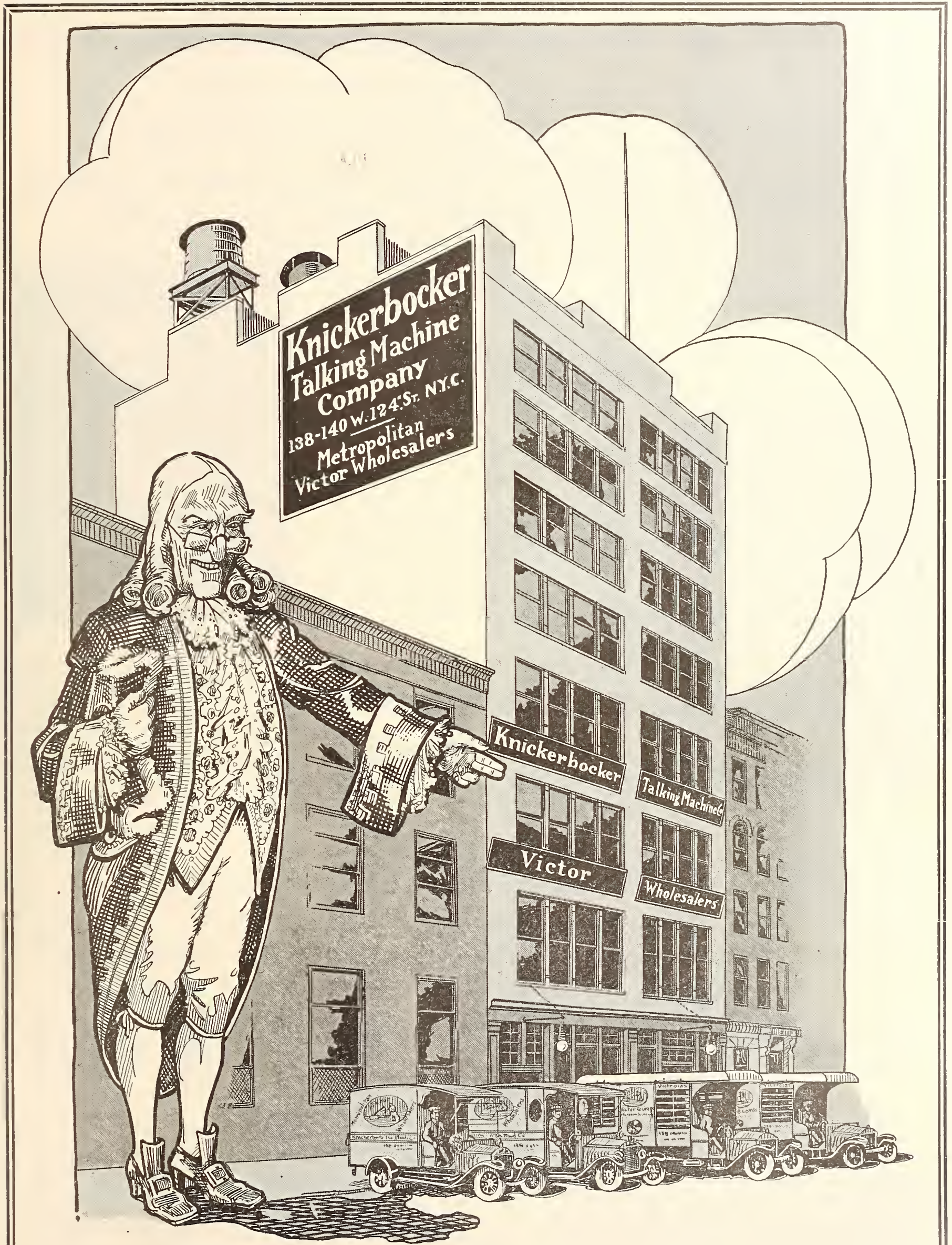
We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK



This is Our New Home. We will be Glad to Have Any Victor Retailer Visit our Model Victor Wholesale Establishment and See How Up-to-Date Wholesale Merchandising Has Been Perfected.

KNICKERBOCKER TALKING MACHINE CO.

138-140 WEST 124th STREET

Victor Wholesalers

NEW YORK CITY



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

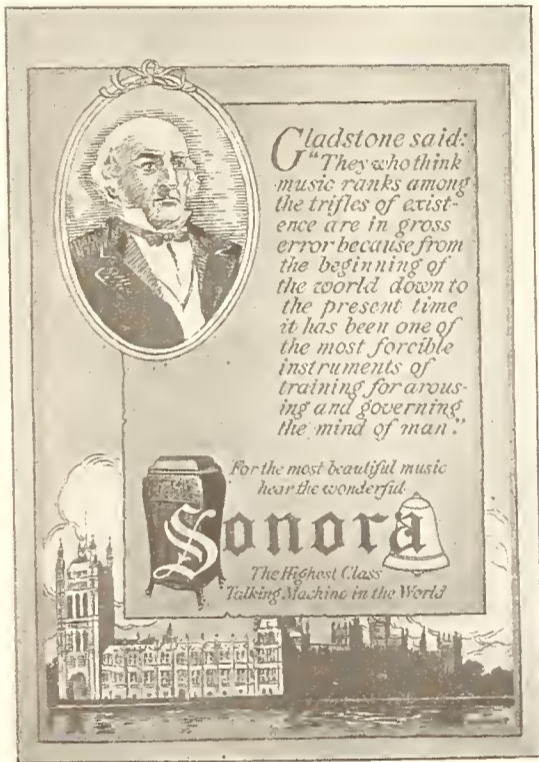
THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway Manufacturers of Musical Instruments BROOKLYN, N. Y.
Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

GLADSTONE'S OPINION OF MUSIC

Forms Basis of Clever Advertising Poster Put Out by Sonora Phonograph Sales Co.

The advertising posters which the Sonora Phonograph Sales Co., Inc., sends to its dealers are meant not only to impress the public with the merits of Sonora, but also to catch the at-



An Educational Poster

attention of the casual passer-by and impress upon him or her the value of music.

Following out this idea, one of the recent Sonora posters showed a picture of Gladstone and the Parliament buildings of London.

This paragraph is featured: Gladstone said: "They who think music ranks among the trifles

of existence are in gross error because from the beginning of the world down to the present time it has been one of the most forcible instruments of training for arousing and governing the mind of man."

GRAFONOLA STORE IN TAMPA, FLA.

Frey-Magnon Co. Opens New Talking Machine Store to Handle the Columbia Line

The talking machine business of the Frey-Magnon Co., 1422 Seventh avenue, Tampa, Fla., which was inaugurated last month, is steadily increasing. This concern has the Columbia agency for that section and the Tampa Hardware Co. is the local distributor. The new store is complete in every detail and carries the largest stock of American and foreign records in the State. In addition to the Grafonola, a large line of musical instruments and supplies is handled. At the formal opening of the store a \$50 Columbia machine was given away free and refreshments were served to all guests during the evening.

NEW PLANT NEARING COMPLETION

Modernola Co.'s New Plant Will Be Splendidly Equipped—Personnel of This Organization

The new plant of the Modernola Co. at Johnstown, Pa., is nearing completion, and production of this new circular-shaped instrument with the lamp shade feature will soon be under way on a large scale.

D. Hall Wendell, president of the organization, is associated with prominent business and professional men of western Pennsylvania, among whom are George A. Buse and C. P. Caldwell, of the merchandising brokerage concern of Buse & Caldwell, Pittsburgh; Charles B. Thomas, of the John Thomas & Sons depart-



D. Hall Wendell

ment store, Johnstown; D. M. S. McFeaters, of the Johnstown Trust Co.; Ray Patton Smith, attorney of Johnstown, and W. H. Freidline, originator and designer of the Modernola. As will be seen the organization is composed of men of high standing.

MAXWELL'S VOICE PROVES TRUE

The feature of Re-Creation No. 50509, namely the Re-Creation of the voice of Thomas A. Edison, that has particularly impressed dealers, is the introduction by William Maxwell. Practically all the dealers of the country have heard Mr. Maxwell speak in person at one time or another, and the majority of them have been quick to recognize his voice in his introduction of Mr. Edison.

NEEDLE CUPS, TONE ARMS, MEISSELBACH MOTORS

Ask for our prices, lowest prices to quantity users. Ask for samples.



MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

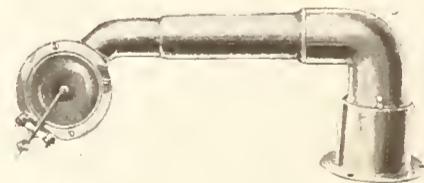
1" x 0.20 x 13', for Victor, with oval hole, each.....	0.50
1" x 0.28 x 10', for Columbia, each.....	0.55
7/8" x 0.23 x 10', each.....	0.38
3/4" x 0.25 x 9', 3/4" x 0.22 x 10', Columbia, oval hole.....	0.35
5/8" x 0.22 x 8', each.....	0.27

MICA DIAPHRAGMS

1-23/32", Victor Ex. Box, with or without center hole.....	Each 0.15
1 7/8", for new Victor No. 2, very best, with or without center hole.....	Each 0.18
1-31/32", for Sonora and all standard soundboxes.....	Each 0.20
2-3/16", for Columbia No. 6, very best.....	Each 0.25
2-9/16", for Pathé or Brunswick.....	Each 0.45

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire.....	Each 0.27
Pathé, soft tone.....	Each 0.27
Edison, very best, loud tone.....	Each 0.27
Edison, very best, medium tone.....	Each 0.27



Immediate deliveries of this universal tone arm equipped with extra loud and clear sound box. Samples \$4.25. Ask for quantity prices.

ATTACHMENTS

For Victor Arm.....	Each 0.25
For Victor Arm, permanent.....	Each 1.15
For Edison Arm, nickel or gold plated.....	Each 1.75
Kent Attachment for Edison with Sound Box, nickel or gold plated....	2.75
For Columbia Arm.....	Each 0.25
Green turntable felt, 10" cut.....	Each 0.10
Green turntable felt, 12".....	Each 0.15
Governor springs, for Columbia motor.....	Each 2c; per 100 1.00
Governor springs, for Victor motor.....	Each 2c; per 100 1.00
Motor, double spring Meisselbach No. 12, complete.....	12.50
Motor, single spring, with 10" T. T., each.....	2.25
Tone Arms, style P with mica box, each.....	4.25
Soundbox, "M." fit Victor tone arm.....	1.00
Columbia bevel pinion, No. 12332.....	Each 90c; per doz. 9.00
Columbia driving shaft, No. 11778.....	Each 60c; per doz. 6.60
Stylus Bar (needle arm) for Victor Exch., complete.....	Each 0.35

FAVORITE PHONOGRAPH ACCESSORIES COMPANY, 1506 DeKalb Ave., BROOKLYN, N. Y.

ST. LOUIS TRADE BEGINNING TO CATCH UP ON STOCK

Still Some Shortage but Situation Is Improving—Waiting for Carload of Pathéphones—C. G. Child Addresses Victor Dealers—Artophone Co. Reorganized—Other News

ST. LOUIS, Mo., June 1.—Perverse May weather affected talking machine sales somewhat but the ill May wind blew good for the records. The bad weather that kept folks indoors turned their attention, for entertainment, to the talking machine and when all the old records had been played the need of some new ones was suggested and on the next day's trip down town some were purchased and taken home for the next evening, which could be counted upon to be as drippy and depressing as the evening before. Numerous welcoming demonstrations for home-coming St. Louis soldiers also interfered with machine sales to some extent, but stimulated sales of patriotic and military records. The Victory Loan drive, the third adverse factor for the month, did not hurt the talking machine business as much as the piano business, but some ill effects were felt from it.

Notwithstanding all these things, however, it was not a bad month. Dealers are still able to sell about all the machines that they can get and more than they can get of the most popular styles and sizes. Jobbers are behind their orders. They are gradually catching up on some styles but making no appreciable progress on others. They are getting plenty of promises from the factories, but promises serve poorly in lieu of machines.

Charles L. Staffelbach, who manages the Pathé distribution from the Hellrung & Grimm House-Furnishing Co., is waiting for that carload of high-priced machines which he needs badly for filling orders. George W. Lyle was here last week from the factory at Brooklyn and Mr. Staffelbach wrung from him a promise that a carload would be right along. He has enough of the smaller kinds to go around, but the dealers are standing around waiting for the big ones. There is encouraging news that the factory is being enlarged and the capacity increased. Pathé territory is being extended. Mr. Staffelbach returned the other day from a trip through Western Missouri, where he placed a number of new agencies. Supplies of records are coming very well and improving all the time, he says.

St. Louis dealers and their clerks are better record salesmen than they were before C. G. Child, managing director of the Victor Recording Department, came here early in the month. When President Val Reis, of the Tri-State Victor Talking Machine Dealers' Association, heard that he was coming he called a meeting at the Missouri Athletic Association and Mr. Child was invited as the guest of honor and he told them a lot of things about records which the wisest of them did not know before. He told them how records were made and gave them some very useful instruction in selling methods.

Val Reis, president of the Smith-Reis Piano Co., thinks the time has come to do more merchandising and less demonstrating of records. For the past week he has had the east side of his store torn up with preparations for the installation of a quick-service record department. The installation is to consist of record racks against the wall and a high counter. Note the high. There will be no stools in front of it and it will even be too high to lean upon. The idea is to discourage tarrying. It is to be just as different as possible from the way that business is done in the demonstration booth, where the customer pays a visit and is nicely entertained and maybe buys something and maybe not, using up in the meantime a lot of the salesman's time, which costs the firm a considerable amount of money. Mr. Reis has an idea that the time has come to quit that sort of thing, which is a survival of the time when people had to be persuaded to buy records, the persuasion taking the form of endless demonstrating. He is going to try to educate his customers away from all that. He expects the people to come in and stand up to the counter and say what

they want and get it and pay for it and carry it away, all in the time that it usually takes for a demonstration fiend to get very nicely settled in a booth for a half hour's entertainment. "If you buy a piece of sheet music you don't expect to have somebody sing it for you," says Mr. Reis, "and if you go to the book store to buy a book you don't expect to have somebody read it to you so that you can decide whether you want it or not. You buy it by the title and the author. Records should be bought the same way and I think they are going to be. I am going behind the counter and show the girls how I used to sell sheet music without demonstrating. I did it for two years without any demonstrating."

The Artophone Co. has been reorganized and the capital stock has been increased from \$10,000 to \$75,000. Edwin Schiele, formerly in the distilling business, is turning his attention to talking machines for the dry regime. He has been made treasurer of the company, succeeding Robert H. Cone in that capacity, Mr. Cone continuing, however, as president. The company is operating only through the big jobbing houses and is opening up a lot of new territory, especially in the South. Distribution in Europe is through the Artophone Sales Co., with E. V. Tetgens of London as manager for Europe. Agencies have been established at London, Paris, Brussels and Copenhagen. The Artophone Co. had a display at the recent Household Show at the Coliseum in charge of A. E. Hamm and E. V. Wagner.

Fred Coleman, proprietor of the Wellstone Talking Machine Co., 5849 Easton avenue, has been appointed manager of the Record Transfer Bureau of the Tri-State Victor Dealers' Association, succeeding L. F. Ditzel of the Famous & Barr Co., who found himself too busy to give it the needed attention.

Philip Lehman, head of the Lehman Piano Co., is dropping talking machines, for the reason that he does not think there is any use of handling them unless they are handled right, and he has no room to handle them right. He has been carrying some Vitanolas and Nightingales, but will close out those that he has as soon as possible.

The Silverstone Music Co. has enough orders for Edisons, according to Myron Rosenberg,

general manager, for the rest of the year, particularly for the high-grade machines. The firm is selling a good many Chippendales, priced at \$285, at retail, in the absence of other high-grade machines. Dealers are doing the same. Mark Silverstone, president of the company, Manager Rosenberg and O. A. Reynolds, outside representative, will go East for the Edison convention to be held in New York June 26 and 27. A number of Edison dealers from around St. Louis also are going. Mark Silverstone was in New York and at the factory in East Orange last week.

E. C. Roth, secretary of the Koerber-Brenner Music Co., Victor distributors, has bought a new home in Webster Grove and has been moving into it during the past week.

H. H. Murray, mechanical engineer of the Victor Co., was in St. Louis recently.

Columbia dealers were given a dinner at the Statler Thursday by the officials of the Columbia Graphophone Co. wholesale department. Renewed attention was called by Mr. Salmon to the No. 7 record display rack which is being pushed. It has only been out in this territory for the past three or four weeks and is taking well. It is practically a self-service affair, for customers are expected to pick from it the records they want and take them to the salesman to be wrapped up. Columbia machines are coming better now and the dealers are in better humor. There is still a considerable shortage but substantial deliveries are expected in June.

EDISON SHOP IN WICHITA TO OPEN

An exclusive Edison shop will be opened in Wichita, Kan., some time this month by the Inness-Cosgrove Music Co., according to plans which have been announced. The new store will be in the building at 407 East Douglas street, which has been remodeled and equipped with eight soundproof booths. A tentative date for a formal opening has been set for June 15, and as soon as the alterations are nearing completion it will be possible to fix a definite time for the event.

TACOMA DEALER EXPANDING

T. R. Barth, of Tacoma, Wash., has again moved into larger quarters in response to his growing trade. The new store will be known as the Musicians' Supply House, and will feature the Pathé and Sonora as well as all kinds of musical instruments.

AUTOMATIC COVER SUPPORT

NO. 1287

SIMPLE—SUBSTANTIAL

ECONOMICAL

No Springs to Get Out of Order

Order Now for Future Delivery

Finished in

- GOLD
- SILVER
- NICKEL
- COPPER
- BRASS

WEBER-KNAPP CO.
JAMESTOWN, N. Y.



LATEST SONORA LITERATURE

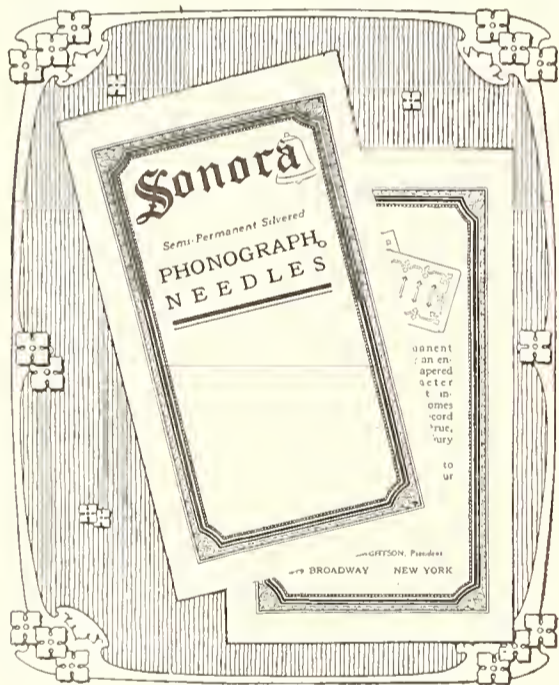
1919 Edition of Sonora Catalog a Handsome Publication—New Silvered Needle Folder

The 1919 edition of the Sonora catalog which is just off the press is extremely attractive, and



New Sonora Catalog

the cover, which is printed in brilliant colors, constitutes a rich and unique design that hits the eye and holds the attention. It is undoubtedly



Cover of Needle Booklet

one of the most inviting publications of the year. These catalogs are now being shipped to Sonora jobbers throughout the country, and the jobbers

will arrange to have on hand large quantities as well as small folders and price lists.

The Sonora Phonograph Sales Co. has suggested to Sonora dealers that they write to their jobbers direct, giving their requirements for this new catalog in order that they receive prompt shipment of this new book from the jobbers in their respective territories.

Another piece of recent Sonora literature consists of an attractive four-page leaflet, smartly printed in red and green and describing the Sonora Semi-Permanent Silvered Needle. This leaflet in condensed form gives the salient features of the Sonora needles, and the efficient use of this leaflet will undoubtedly stimulate sales. On the first page of the folder there is space for the imprint of the dealer.

ACTIVITY IN CHATTANOOGA TRADE

Dealers Throughout Tennessee Are Enthusiastic Over the Prospects for Increased Business—Chattanooga a Busy Trade Spot

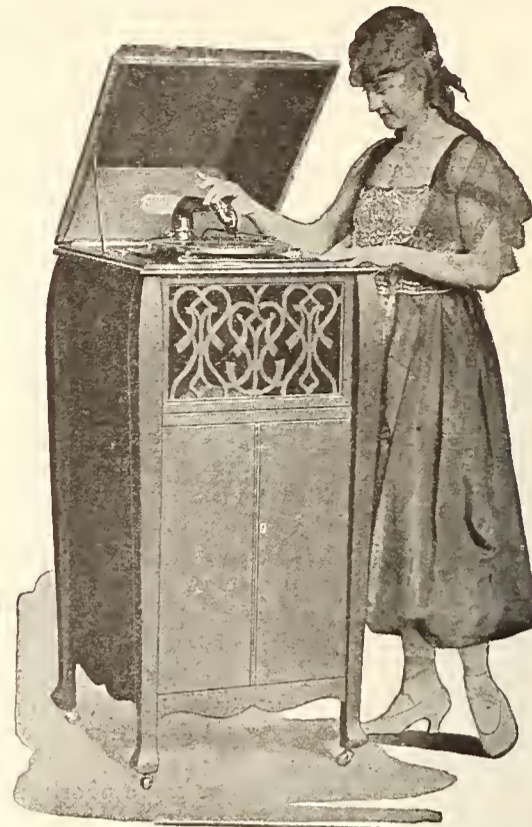
CHATTANOOGA, TENN., June 9.—The talking machine and record business in this city has been very active, and dealers are enthusiastic over the prospects for increased business in the near future. This is one of the busiest cities in the South, especially in the music trade. The Stylce-Yarnell Furniture Co., of this city, Columbia dealers, report through Mr. Stylce, president of the firm, that they have been exceedingly gratified with sales in their Columbia department during May, and that they received more stock than in some months past, enabling them to care for customers who have been on the waiting list for a long time. This enterprising firm have during the past few weeks completely remodeled their Grafonola department, adding booths for demonstration and installing a complete equipment of record filing cabinets.

The Templeman Piano Co., Columbia dealers, enjoyed a very satisfactory record trade during May, and with their store recently entirely remodeled they are in better position than ever to take care of their constantly growing business. A feature of the month with them was the installation of a children's booth, suitably equipped and arranged to please the little ones, and at the same time interest the grownups.

The Rhodes-Mahoney Co. have for some time past been selling a large volume of business in their talking machine department. This firm, one of the oldest and strongest in the South, handle the Victrola and the Brunswick, as well as the full Victor catalog of records. Their big show windows on Market street are always attractive, and aid in the marketing of their stock.

The Sterchi Bros. Furniture Co., Columbia and Edison, report through R. E. Johnson, manager of the music department, that business in talking machines and records has been proceeding in fine shape, May being one of the very best months ever enjoyed in his department. Mr. Johnson says that he is preparing to make an active drive for business in this city

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY
The Machine Creates Interest and Discussion.
It is Self-Advertising.

WONDERFUL SELLER
DEALERS—Send for Particulars, Prices, Terms
BROOKS MFG. CO., Saginaw, Mich.

and suburbs this summer, and with stock arriving in larger quantities will be in position to handle a much greater volume of business. The business on Columbia new monthly records has largely increased, and this particular branch of the department is running two to three times ahead of other months.

TRADE-MARKED GOODS PROTECTED

"Talker" and musical instrument manufacturers are watching with interest the new bill introduced into the House of Representatives to protect trade-marked articles. The provisions of this bill aim to protect both the manufacturer and the public and provide for penalties for deceiving the public in the sale of trade-marked articles. The matter of substitution is also covered in this bill and severe penalties are imposed for the substitution of inferior articles for those made by manufacturers of established reputation.

WOOD-MOSAIC QUALITY

Rotary Cut Poplar Crossbanding

From our new plant at Huntington, W. Va., is now available

The Company is specializing in the highest grade phonograph and piano stock in 1/24 and 1/20 thicknesses. Perfectly manufactured from soft, yellow West Virginia wood, dried flat and accurately in textile dryers. This product is fully up to the high standards established by our hardwoods and quartered oak veneers. Made on the basis of quality rather than price.

MAIN OFFICE—New Albany, Ind.
MILLS—New Albany, Ind.; Louisville, Ky.;
Jackson, Tenn.; Cincinnati, O.

WOOD-MOSAIC CO., Inc.
HUNTINGTON, W. VA., Office

CHARMAPHONE PHONOGRAPHS

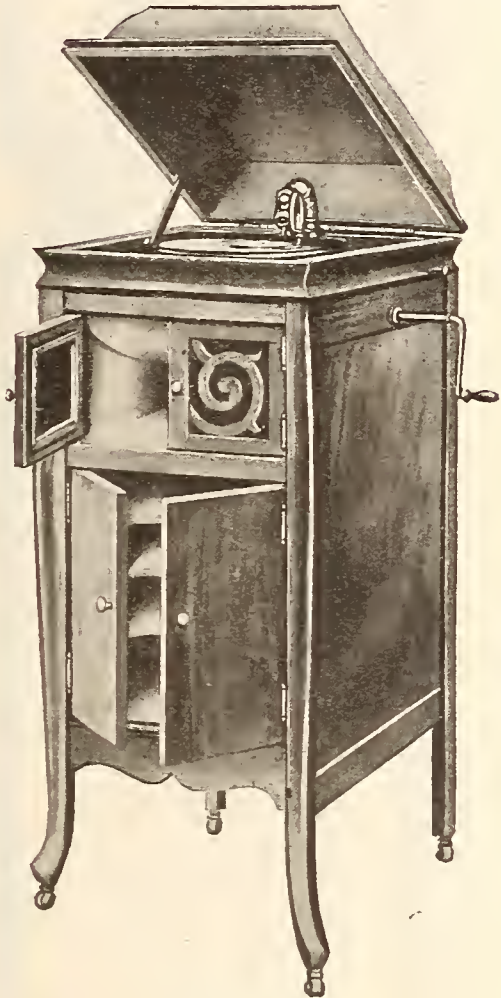
Sold on a "QUALITY AND VALUE BASIS"

HERE IS THE LINE

For you to handle that will give you substantial profits

THE CHARMAPHONE'S splendid tone quality, attractive appearance and moderate price have made it the most popular Talking Machine on the market.

Order Today Samples of the CHARMAPHONE, and compare them with any high class machine. You will surely become a CHARMAPHONE dealer immediately.



MODEL 80-A.

44 in. high, 18 in. wide, 20 in. deep, Heineman No. 33 motor, Heineman Universal tone-arm and sound-box, tone modifier, casters.

Wholesale Price \$40
Plus war tax

F. O. B. Pulaski, N. Y.



MODEL 35

12 in. high, 18 in. wide, 20 in. deep, Heineman No. 36 motor, Mutual Universal tone-arm and sound-box.

Wholesale price \$17.50
Plus war tax

F. O. B. Pulaski, N. Y.



MODEL 55-A.

40 in. high, 18 in. wide, 18 in. deep, Heineman No. 36 motor, Mutual Universal tone-arm and sound-box.

Wholesale price \$28
Plus war tax

F. O. B. Pulaski, N. Y.



MODEL 65-A.

42 in. high, 18 in. wide, 20 in. deep, Heineman No. 36 motor, Mutual Universal tone-arm and sound-box.

Wholesale Price \$32.50
Plus war tax

F. O. B. Pulaski, N. Y.

The Best Popular Priced Talking Machine on the Market

The Charmaphone Company

Executive Offices and Showrooms

39-41 West 32nd Street, New York, N. Y.

FACTORY, PULASKI, N. Y.

Gleanings From the World of Music

HANDLING SHEET MUSIC IN TALKING MACHINE STORES

Some of the Opportunities That Lie in This Direction—Fits in Better Than Practically All Other Side Lines—Will Prove Profitable if Given the Proper Attention

Many of the successful talking machine merchants hold the view that it is not necessary for the dealer to carry side lines that are foreign to the industry. They hold that intensive sales methods and alertness on the part of the dealer should be all that is necessary to bring to his store a volume of business that should make it unnecessary for him to look elsewhere for profits. That, of course, is not to say that a dealer should not carry the necessary accessories which are desired on the part of the talking machine owners. However, very often dealers in looking for new sources of profit, and these are not always small dealers, by the way, often take an entire line that is not out of sympathy with their special selling line.

There is no doubt that in some communities and some districts the small dealer finds it necessary to carry some supplementary lines in addition to his talking machine products, and where this is so it would appear the logical method would be to carry a line of sheet music. It may be that many dealers feel that they cannot compete with the 10-cent stores in these sales, but live sheet music dealers throughout the country have proven during the past few years that this is not so, and even if it were true there is really no necessity to compete with the 10-cent stores, inasmuch as to-day there is a large number of fast-selling songs from publishers' high-class catalogs which retail at 30 and 40 cents, allowing the dealer a very fair margin of profit.

As a matter of fact, some of the biggest hits of the past year have been sold at that price, and the coming season, from all indications, will see music publishing houses place more and more numbers in what are known as their high-class catalogs. These numbers, once they are successful, sell just as readily as the more popular-priced ones. In fact, a display of the title pages generally means sales, as once a number is a recognized hit through the publicity which it receives from the publishers' professional department and by the aid of the bands and orchestras, as well as talking machine records and music rolls, the public becomes so familiar with the leading numbers that the titles immediately attract attention.

The talking machine dealer who finds it necessary to add an outside line to his stock will, in taking on sheet music, add something to his line that is not foreign to the goods that he features. Furthermore, many of his record purchasers will buy the sheet music of the records which they are taking home, as it has been proved to the satisfaction of most of those in-

terested that the demonstration of songs on the records sells sheet music. In fact, one of the largest of the higher-priced syndicate stores in certain sections of the country has a talking machine demonstrator in its sheet music department, and instead of the numbers being demonstrated by a piano they are played by the talking machine. It has found that results from this method of demonstration have been excellent.

The investment in a stock of sheet music is not large, and if the dealer will confine himself to the fastest-selling numbers he will find the turnover is rapid—much more so than in gas mantles and other extraneous lines that have nothing to do, and should have nothing to do, with the talking machine dealer's stock.

Men Who Make Popular Songs

No. 3—S. R. Henry

Among the song writers who have contributed songs of great popularity during the past two seasons is Henry R. Stern, brother of Joseph W. Stern, of the firm of Joseph W. Stern & Co., who writes under the pen name of S. R. Henry.



S. R. Henry

The works from his pen have covered a wide range, and have been of the high-class as well as the more popular variety. One of the features of most of his songs has been the fact that



MY CAIRO LOVE

Another "Operastyle" Song
Success by

Kerr and Zamecnik

THE GREAT ORIENTAL SONG HIT

Contracts already signed with several Talking Machine and Player-Roll Companies. Ask your Jobber.

Here's a bit of the catchy refrain:

REFRAIN

My lo, pret-ty maid of
Cai-ro, Can't you bear me
sigh, oh, just for you,
MOOD - BE-DEE, MIM-O-LEET OF
JUNE DREAMS TO SER A

SAM FOX PUBLISHING CO.
Cleveland, O., U. S. A.

they have also been exceptional successes as instrumental numbers. While he is by no means new to the song-writing field, the writing of such numbers as "Indianola," "Pahjamah," "Himalaya," "Tears of Love," and other such numbers has brought him decidedly into the limelight. Probably no writer in the field to-day writes with more ease than S. R. Henry, and despite the fact that he has a long list of songs he does not impress one as becoming a real enthusiast over his works, as is the usual song writers' wont. It may be that because the music-loving public generally receives his offerings favorably that he finds no necessity for becoming so. Among the other numbers from his pen which have been admittedly successes are: "Polly Prim," "When the Harvest Moon Is Shining on the River," "Peter Piper," "She Was a Grand Old Lady," "Down in the Old Cherry Orchard,"

Everyone SINGS **FIFER SONGS** Everyone SELLS

WONDERLOVE

Waltz—Serenade
... class waltz song by Harry D. Kerr and H. Joseph Tandler, of Los Angeles Symphony Orchestra.
"I've Got a Little Home in the Country," the natural melody and a melody that young and old will resist.
"When You're Lonely" Won't you come back to me a sympathetic ballad. It prompts a tear and tickles the toe at the same time. Featuring Ruth Clifford—Morrie Star.
"Clovertime"—A tingling tantalizing tempo.
"Happy Days"—(a water wagon wail) accepted by Theatre Owners' Ass'n of Los Angeles as official song.
"The Busted Blues"—A razzzy-razzy funny no money blues.
"Just for a Place in Your Heart"—A popular-priced waltz song of the better sort.

C. ARTHUR FIFER MUSIC CO., Inc.
Quincy, Ill., U. S. A.

STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" Some Roaring Song	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" Some Waltz Song
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" Some Lodge Song	HIT No. 7	"INDIANOLA" Some Novelty Song
HIT No. 3	"WAIT AND SEE" Some Waltz Song	HIT No. 8	"PAHJAMAH" Some Oriental Song
HIT No. 4	"TEARS OF LOVE" Some successor to Smiles	HIT No. 9	"KENTUCKY DREAM" Some High-Class Waltz Song
HIT No. 5	"OH HELEN" Some Comedy Song	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" Some Wonderful Song

THESE NUMBERS CAN BE OBTAINED IN

RECORD, PLAYER ROLL AND SHEET MUSIC FORM

PUBLISHED BY **JOS. W. STERN & CO.** 105 WEST 38th STREET NEW YORK CITY

"When It's Moonlight on the Prairie, Mary Darling," "S. R. Henry's Barn Dance," "My Husband's in the City," "I've Got the Time, I've Got the Place, But I Haven't Got the Girl," "I'm Looking for a Nice Young Fellow Who's Looking for a Nice Young Girl," "By Heck Song," "Sister of Rosie O'Grady," "Kentucky Dream," "The Colored Major," "Crack o' the Whip."

MAKING ENCOURAGING PROGRESS

The Emerson Philadelphia Co. Building Up a Great Trade in Eastern Philadelphia, Southern New Jersey and Washington, D. C.

The Emerson Philadelphia Co., distributors for Emerson records in eastern Philadelphia, southern New Jersey, Delaware and Washington, D. C., have found conditions in their territory very encouraging. In a recent chat with The World Harry Fox, general manager of this company, said: "When we took charge of this territory a few months ago we anticipated good business, but the sales have gone far beyond what we had looked for. With the live sales force under my supervision developing a host of new and high-class dealers, with the Emerson product coming better all the time and fully meeting trade demands, and with the enthusiasm with which Emerson dealers are pushing the records, I am confident that the summer business will be followed by a busy fall."

NEW JONES-MOTROLA DISTRIBUTORS

Jones-Motrola, Inc., has consummated the largest May business in the history of the organization, and it reports a bright outlook ahead. A number of well-known houses in the trade took on the Jones-Motrola, Inc., as distributors during the past month, among them being Wiley B. Allen, San Francisco, Cal.; Cohen & Hughes, Baltimore and Washington; H. A. Weymann & Sons, Philadelphia, Pa.; Girard Phonograph Co., Philadelphia, Pa.; E. F. Droop & Sons, Washington and Baltimore; H. R. Eisenbrandt Sons, Inc., Baltimore.

THE DUSONTO PHONOGRAPH

The DUSONTO is 100% perfect in Tone, quality and in appearance.

The DUSONTO plays any make disc record on the market, guaranteed to play same perfectly, without any expense for additional attachments.

To hear the sweetness and distinctness of tone produced by the DUSONTO means satisfaction to the most critical ear.

Numberless homes are made happy every day by the DUSONTO.

The DUSONTO is built in six different style Cabinet Machines ranging in price from \$90.00 to \$225.00 retail.

We are in position to take on at once a few additional, live wire dealers, and insure prompt deliveries throughout the year.

Write us at once for exclusive territory.

STOFFER & STACKHOUSE CO.
BOURBON, IND.
Distributors for
Northern Indiana and Southern Michigan

TO BECOME A WORLD TRADE CENTER

Merchants' and Manufacturers' Exchange to Establish Clearing House for Commerce at Grand Central Palace in New York City

The new proposition of the Merchants' and Manufacturers' Exchange of New York to make Grand Central Palace a great clearing house for world commerce, for the extension of American commerce in foreign countries as well as the importation of foreign goods into this country, has been approved. It is now planned by the Government to turn Grand Central Palace back to the Merchants' and Manufacturers' Exchange and the building will be used for the permanent display of all kinds of manufactured goods.

The Merchants' and Manufacturers' Exchange is said to have established foreign connections for export business in every important city in the world and manufacturers, jobbers, retailers and buyers will no doubt soon regard Grand Central Palace as a great trade center when visiting New York City. Clubrooms, office facilities and other means of increasing personal comfort will be installed in the building for the convenience of visiting merchants.

LEONARD STRONG FOR CONVENTIONS

General Sales Manager of Thos. A. Edison, Inc., Tells of Experiences at the Various Dealers' Conventions in the South.

General Sales Manager T. J. Leonard, of Thomas A. Edison, Inc., has prepared for the benefit of the Edison dealers and to be published in "Diamond Points" a most interesting review of his experiences at the several conventions of Edison dealers held by jobbers in the South, including the conventions in Dallas, under the auspices of the Texas-Oklahoma Phonograph Co., the convention in Atlanta, and also in New Orleans, reports regarding which have already appeared in The World. Mr. Leonard is distinctly enthusiastic over the direct results of these local conventions, and puts much of that enthusiasm into his writing.

GROWING PEORIA CONCERN

P. A. Bergner & Co., Peoria, Ill., has been using much space in the local newspapers giving publicity to its talking machine service. This store says that in a year and a half it has earned the reputation of being the largest distributors of talking machines in Central Illinois.

The Bell Hood

Pat. Sept. 24, 1912

Semi-Permanent Point Needle



The Sounding Board Bell Produces the Best Result

Advantages of the Bell Hood Needle Plays 50 to 100 Records—Eliminates Scratching—Purifies and Humanizes the Tone.

Retails one package of 3 Needles for 25 cents Dealers' Prices, \$15.00 for 100 Packages

SPECIAL INDUCEMENTS TO JOBBERS Always ask for "Nemitco" and "La Philipita" Brand in the Musical Instrument and Accessories Lines.

New England Musical Instrument Trading Co.

127 East 23rd St., New York
Representative for Dominion of Canada
ARTHUR K. KEMPTON
Suite 205, Drummond Bldg., Montreal, Quebec

IN LIGHTER VEIN

A piano player doesn't always mean a human being these days. Neither does a talking machine mean a member of the fair sex. Score another mark against the King's English.

SPECIAL OFFERS

RECORD DELIVERY ENVELOPES

45-lb. Kraft, 2 Buttons, String Fasteners

1-M QUANTITY
10-in.—\$ 9.25 per thousand
12-in.— 11.00 " "

5-M QUANTITY
10-in.—\$ 8.75 per thousand
12-in.— 10.50 " "

10-M QUANTITY
10-in.—\$ 8.25 per thousand
12-in.— 10.00 " "

RECORD ALBUMS



10-in. (12 pockets), \$7.50 per doz.

12-in. (12 pockets) \$8.75 per doz.

These albums are of the best quality that can be bought. As our stock is limited, we would advise you to place your order at once.

F. O. B. NEW YORK



Talking Machine CABINET

VELVETONE
Phonograph
Needles

The Two Best Selling Propositions in the Talking Machine Trade To-day

The Cabinet & Accessories Company, Inc.

145 East 34th Street
Otto Goldsmith, President
Tel. Murray Hill 6470 - NEW YORK CITY



Why the
HARPONOLA
is Best

We have shown you their superiority from the standpoint of *Mechanical Equipment, Cabinets, Finish and Price.*

This month we mention a more intangible reason for superiority, namely:

The Makers

When you get Talking Machines you get Talking Machines, and that is all there is to it, *except* that it really does make a lot of difference as to *WHO* makes those machines—the people you are doing business with.

The makers of Harponolas are furniture manufacturers of long experience, who know how to build good goods at right prices.

As sales manager of a big furniture factory and owner of a retail furniture store, as well as Harponola sales manager, I appreciate the problems of the talking machine dealer.

I know the kind of support he needs and I give that support.

When you handle Harponolas you get real cooperation.

Ask us for the Harponola Dealer Proposition—the best there is.

HARPONOLA COMPANY

By EDMUND BRANDTS, Sales Manager

CELINA, OHIO

OkeH Records furnish the dealer a sure supply of high-grade selections that will sell on the right profit basis. Ask for quotations.

TRADE IN BALTIMORE SHOWS STEADY GAIN

Sales Meeting of Columbia Forces Great Event of Month—Important Addresses Made—Rosenstein Co. to Reconstruct—Bosee Becomes Manager—Other News of Interest

BALTIMORE, Md., June 4.—Talking machine business for May showed an increase with the retailers. With jobbers it went ahead of the corresponding month of a year ago. Receipts of machines and records showed a slight increase, and this is construed as a most hopeful sign. Many Baltimoreans are planning to attend the jobbers' convention at Atlantic City.

One of the big events of the month was the big sales meeting of the Columbia Graphophone Co., which was held at the Southern Hotel, and which was addressed by George W. Hopkins, general sales manager, and other officials of the company. More than 200 dealers were present as guests of Manager W. S. Parks, Jr., manager of the local Columbia headquarters. F. K. Pennington, assistant general sales manager; Westervelt Terhune, manager of the Columbia branch at Atlanta, Ga., and John McKenna, who is in charge of business for the Columbia Co. at St. Louis, were also on hand. A pleasing musical program was a feature of the evening, and included Amparito Farrar, of the Columbia staff of artists, who came to Baltimore especially for the affair. Besides hearing Miss Farrar personally many of her late records were played.

An insight into the big business being done by the Columbia Co. was given by the officials from New York. G. W. Hopkins as well as F. K. Pennington stated that the company had approximately \$11,000,000 worth of unfilled orders on file at this time, but they hoped to be able to catch up with the business now that the war was over. Both men pointed out that the dealers little realized that the talking machine business faced a serious situation, for had the war continued about ninety days more there would not have been any product.

"It is the duty of all salesmen," said Manager Parks during his opening statement, "to post themselves not only on the records they are selling, but on the composers and the thought that resulted in the composition. Thus every salesman will be able to tell the history of every number worth while, and this interesting recital to customers will make possible the sale of the better grade of records. I know of no better way of making better salesmen than through the study of the "Lure of Music." Making the customer feel at home when he enters your establishment is a point that should not be overlooked. By so doing every person entering your place for a particular record may become interested in something else with the result that no person would enter your place without feeling under obligation to come back again."

Telling of the wonderful strides the Columbia Co. is making on the Pacific Coast, F. K. Pennington gave a very interesting recital of incidents of the trip through the West.

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

nington gave a very interesting recital of incidents of the trip through the West.

"Service" was the keynote of his address, and he made a plea for more attractive establishments and a closer study of salesmanship methods by all men and women engaged in the business. He also urged that all establishments provide a self-service department, and he proved by illustrations that whatever cost would be attached to such a department would be more than provided through the increased business that would come to the firms. The meeting concluded with a playing of all of the records that are on the June list.

Sol Rosenstein, of the Rosenstein Piano Co., announced that his establishment will be reconstructed and an entire new arrangement of the building provided. The plans provide for a very fine Grafonola department on the first floor with a number of booths. The piano and player department will be moved to the second floor and the repairing and tuning department will be on the third floor. Mr. Rosenstein's announcement is the third improvement contemplated for North Howard street within the next few months. The 300 and the 400 blocks of North Howard street will be two real musical blocks of the city, right in the heart of the downtown shopping district. Hammann-Levin Co., the Maryland Piano Co., the H. R. Eisenbrandt Sons Co., Inc.; the National Piano Co. and Charles M. Stieff, Inc., will all be located in the short space of two blocks, while a block south is the establishment of Cohen & Hughes and E. F. Droop & Son Co. and three large stores, all of which have exceptional music departments, the stores being Hoshild, Kohn & Co., Stewart & Co. and The Leader. This is certainly quite a musical center.

Although shipments improved slightly in both machines and records, Manager Parks, of the Columbia Co., reported a fairly good increase over the May of 1918.

Announcement is made by I. Son Cohen, of Cohen & Hughes, Victor distributors, that H. T. Bosee has been named sales manager of the company. The firm also announces that in Baltimore it has retired from the retail talking machine business, and that its entire retail equipment has been disposed of to the G. Fred Kranz Music Co. and to Ansell & Moses. The latter firm will have an establishment at 108 West Lexington street, but pending improve-

We Aim to Please—Give us a Trial

HAVE YOUR REPAIRS MADE WHERE THEY ARE MADE RIGHT

We are equipped to make prompt repairing of all makes of American and foreign Talking Machines—new models or old-timers.

FULL LINE OF REPAIR PARTS ON HAND
WE MAKE WHAT WE HAVEN'T IN STOCK

Special attention given to repairs received by mail or express

PHONOGRAPHS MADE TO ORDER

MANHATTAN PHONOGRAPH CO., 75 EAST 4th STREET
NEW YORK

Anything You Want to Sell—We Will Buy It

Anything You Need, and Can't Get—Just Try Us

Anything That Needs Fixing—Send It to Us

ments to their location they will use part of the establishment of the Maryland Piano Co., Inc. The firm will continue in business in South Baltimore at Light and West streets, where they have a Victor department as well as a piano and player department.

W. C. Roberts, of Droop & Sons, Victor distributors, reports May business ahead of a year ago. He expects to see increased shipments of both machines and records, and thus make possible a better supplying of the trade. Due to three holidays and a great deal of very warm or rainy weather, the retail business showed a slight falling off. W. C. Roberts, Charles Hause, Edward and Carl Droop will all attend the convention of the Victor Talking Machine Jobbers to be held in Atlantic City.

F. C. Barker, secretary of the Maryland Photo-Stock Co., reports very good business as a result of a co-operative advertising campaign. For H. R. Eisenbrandt & Sons Mr. Sauer reports an increase in shipments of machines and records, but with receipts below the demand. W. A. Eisenbrandt was in New York recently attending the graduation of his daughter.

The National Piano Co., Pathé distributors, are hoping to be in their new quarters by the middle of August. Jesse Rosenstein, of the firm, spent most of the week in Chicago and will stop off at the Pathé factory on his way home from the convention.

BRUNSWICK SHOP IN FLINT, MICH.

A new talking machine store has been opened in Flint, Mich., known as the Brunswick Shop, under the direction of Fred Devendorf, well known in local music circles. This store will handle the Brunswick line exclusively and all makes of records. The interior of the store has been attractively furnished and soundproof demonstration booths have been added to the equipment. Manager Devendorf has been active in the local trade, having been connected with the Doty-Salisbury Co. and with Grinnell Bros. establishments.

A LIVE WIRE VICTOR DEALER

A. I. Ross, of Astoria, L. I., Has an Attractive Establishment—Doing Large Business

One of the most progressive and successful Victor dealers in Long Island is A. I. Ross, who conducts a very attractive store on Main street, Astoria. This store is a mecca for music-



The Establishment of A. I. Ross

lovers in that part of the city, and Mr. Ross has developed an extensive clientele, particularly for Victor Red Seal records. The A. I. Ross Music Store also has a branch on Steinway avenue, Astoria, and Mr. Ross is making plans for extensive alterations at this store, which will be started the latter part of the month. It is his intention to make this branch just as attractive as his establishment on Main street, and the accompanying photograph will give some idea of the attractiveness of the latter store.

PARCEL POST EXTENSION NEEDED

Extension of international parcel post service so as to give American exporters an equipment equal to that of Great Britain and other foreign countries was strongly urged by the Sixth National Foreign Trade Convention recently held in Chicago. This convention was attended by representatives of all factors of American industry, finance and commerce.

JOIN NATIONAL ORGANIZATION

Talking Machine Men, Inc., Elected to Membership in National Association of Music Merchants—First Independent Body to Join National Music Merchants' Association

E. G. Brown, who was the delegate of the Talking Machine Men, Inc., to the music convention, presented the application of his association at the convention of the music industries held in Chicago last week, and at a meeting of the executive board the Metropolitan organization was elected as the following telegram advises:

"Your association elected to affiliated membership in National Association of Music Merchants, which is merchants' division of Music Industries Chamber of Commerce, by unanimous vote of executive board. Welcome to our work for advancement of music and protection of trade. You are assured of our hearty co-operation and best wishes. C. L. Dennis, secretary."

GEO. H. BUCKLEY A VISITOR

Geo. H. Buckley, treasurer and general manager of the "Indiana" Die Casting Co., of Indianapolis, Ind., paid a flying visit to the New York offices of the company in the Tribune Building during the past week. Mr. Buckley reported excellent business being received at their factory and that several large contracts in the talking machine field had been recently closed. Vitus F. di Lustro, manager of the New York offices, finds business very active in the Eastern territory and is much pleased with the outlook.

To Whom It May Concern

New York, June 1, 1919.

This is to notify you that, after a final hearing, Circuit Judge Manton, in the United States District Court for the Southern District of New York, in the case of G. Ricordi & Co., Inc., vs. Columbia Graphophone Co., held that the compositions of Gitz Rice cannot be reproduced upon mechanical instruments without the payment of royalties for the reason that Gitz Rice has been domiciled in the United States since October, 1917, and by virtue of his domicile is entitled to have his compositions protected under the United States Copyright Law, against reproduction of copies for sale and against their reproduction upon mechanical instruments.

Judge Manton, in his opinion, stated:

"I think it is clear that Congress intended that domiciled foreigners are entitled to the benefits of the provisions of subdivision (e), section 1, of the Copyright Act and that it intended only to exclude subjects or citizens of countries denying similar protection to our citizens;"

and in the case of the song "Dear Old Pal of Mine," the Judge said:

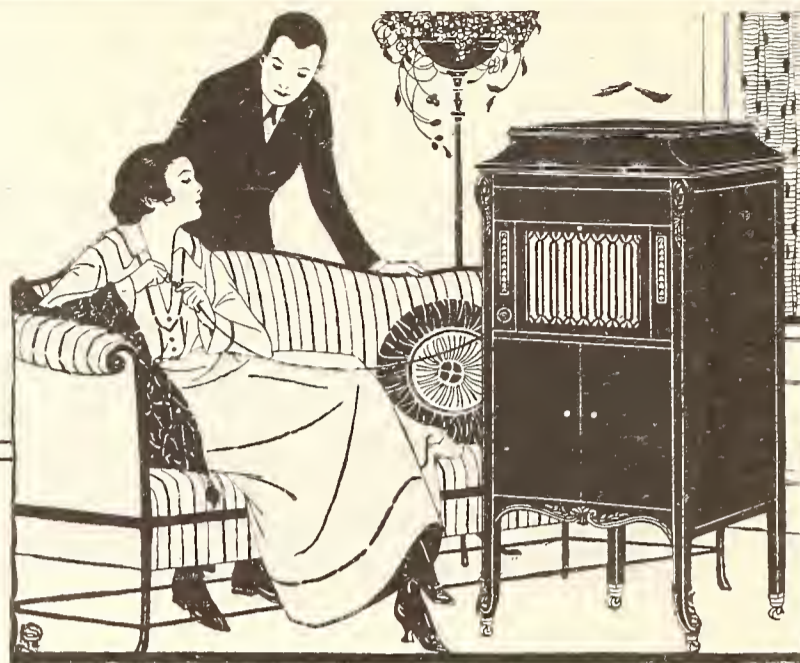
"An infringement is admitted if it be held that the copyright is good and should be protected. The correspondence indicates clearly that the defendant took the position that the copyright was void and afforded no protection to plaintiff. As indicated above, I think the position assumed by the defendant was erroneous and a decree is granted for the plaintiff.

"The decree should provide an injunction restraining the defendant from manufacturing, using or selling sound records adapted to reproduce the composition 'Dear Old Pal of Mine' until the defendant shall have served notice of its intention to use the composition in the manner prescribed by section 25, subdivision (e) of the Copyright Act, and until it shall have paid the damages awarded by this decree; further, it should provide for an accounting. An allowance of counsel fee of one thousand dollars will be awarded."

Any person, firm or corporation reproducing upon mechanical instruments the song "Dear Old Pal of Mine" without complying with the provisions of the Copyright Act will be prosecuted to the fullest extent of the law.

Very truly yours,

**G. RICORDI & CO., Inc.,
14 E. 43rd St., New York**



THE AEOLIAN COMPANY OF ST. LOUIS

*Wholesale distributors for St. Louis, adjacent
territory and the West, of
the celebrated*

AEOLIAN-VOCALION

and the

VOCALION RECORD



COMPLETE dealer service in all branches including newspaper advertisements, window cards, store-hangers, etc. The newspaper advertisements are prepared to enable the dealer to tie-up his local publicity with the impressive campaign of Vocalion advertising now being run in the Saturday Evening Post and other mediums.



Address communications to

THE AEOLIAN COMPANY

1004 Olive Street.

St. Louis, Mo.

PENNINGTON RETURNS FROM WEST

Assistant General Sales Manager of Columbia Co. Back From Pacific Coast Trip—Reports Excellent Conditions in That Section

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., returned to New York recently after a six weeks' trip to the Pacific Coast. This was Mr. Pennington's first trip to the Coast, and he took advantage of the opportunity offered him to visit not only the Columbia branches throughout the South, Southwest and Far West, but to become acquainted personally with practically every Columbia representative in the large cities en route to the Coast.

In a chat with The Review Mr. Pennington stated that business conditions on the Pacific Coast are wonderful, and that every Columbia dealer whom he visited reported the closing of a record-breaking business for the first four months of the year. The retailers are enthusiastic regarding Columbia progress and the representation being accorded Columbia products on the Coast is most gratifying.

Mr. Pennington was informed by Columbia representatives that the new Columbia standard models and the extensive period model lines are meeting with phenomenal success, and the majority of the dealers predict that the future development of the industry lies in taking full advantage of the possibility of period model business. The "Lure of Music" is popular everywhere, and the dealers state that this book is proving invaluable educationally, musically and commercially.

Conditions on the Coast are duplicated throughout the South and Southwest, as in Texas, for example, there is an era of unprecedented prosperity that bids fair to continue indefinitely. Every industry is sharing in this activity, and there is a firm belief and confidence in the future.

During the course of his trip Mr. Pennington attended dealer meetings in San Francisco, Spokane, St. Louis and Denver, and although he made no formal address at any of these meetings he was given an enthusiastic reception by Columbia dealers, who conferred with him regarding practical and vital problems incidental to their individual establishments.

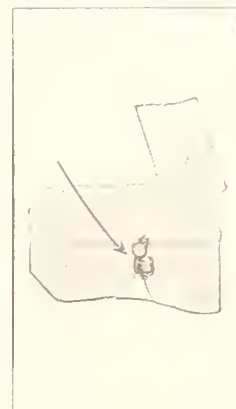
The Wollenberger Furniture Co., Evansville, Ind., has recently added to its stock the Empire line of talking machines and records and will push them in the future.



The MOTROLA

Winds any phonograph spring at the touch of a button.

Easily attached by anyone in place of winding handle—positive in operation.



OFFERS DEALERS NEARLY 100% PROFIT

Our national advertising campaign is creating an enormous demand.

You cannot afford to be without a Motrola on your demonstrating machine.

Ask your Jobber or write us today for further particulars.

JONES-MOTROLA, Inc. NEW YORK, :: 29 West 35th Street
CHICAGO, :: 57 E. Jackson Blvd.

A GRATIFYING BUSINESS REPORT

Directors of Otto Heineman Phonograph Supply Well Pleased at Business Figures Presented at Regular Meeting Held Recently

At a regular meeting of the directors of the Otto Heineman Phonograph Supply Co., Inc., held at the company's executive offices recently the usual 1 3/4 per cent. quarterly dividend on the preferred stock was declared. The directors received a most gratifying report of the company's business activities, and the figures submitted for their consideration indicate that this company is closing bigger business each month.

A. G. Bean, president of the Garford Mfg. Co., Elyria, O., which is now controlled by the Otto Heineman Phonograph Supply Co., was a recent visitor at the Heineman executive offices, bringing with him splendid reports of the Garford plant's progress. This immense factory is working day and night to keep pace with Heineman motor orders, and new ma-

chinery now en route to the Garford plant will enable the factory to materially increase its output.

GREAT GATHERING IN LOS ANGELES

Columbia Dealers Attend Monthly Meeting—Address Made by Godowsky—Other News

LOS ANGELES, CAL., June 3.—The Columbia dealers' monthly meeting took place on May 20 in the ballroom of the Alexandria Hotel and was attended by fifty or sixty Columbia dealers of their sales forces. The records for July were played, and later Leopold Godowsky arrived and was introduced to the company present. The world-famed pianist gave a most interesting address, in the course of which he described the recording of piano records, or rather the difficulties attending the recording of same. "You know," said Mr. Godowsky, "when a singer or a violinist or other instrumentalist records a solo he sways back and forth, to and from the recording horn. A pianist, however, cannot sway a grand piano back and forth in the same way, so—he is up against it. Possibly," continued Mr. Godowsky, "you would rather hear me play than talk!" and he forthwith, to the unqualified delight of his audience, played a number of pieces, duplicating in most cases his Columbia records.

Definite plans have not been completed for the erection of the Columbia Graphophone Co.'s building on Los Angeles street near Eighth. The completion of this building (about August 1) will tend to relieve the congestion which has existed for some time in the Los Angeles branch at their present quarters owing to the enormous increase of business.

Mrs. E. W. Hollenbeck has been appointed manager of the Grafonola department of Remick's Song and Gift Shop.

Nat Schireson, of Schireson Bros., Columbia and Victor dealers, has just returned from a business trip to Chicago. He declares that the latter city has "nothing on" Los Angeles.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54 1/2 Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

"NICHOLSON"

New Catalog Showing New Styles
RECORD CABINETS

strictly high-grade construction at prices
BELOW COMPETITION

Write for a copy of the catalog and our special free advertising help for dealers.

K. NICHOLSON FURNITURE CO., Chase City, Virginia
Sectional Bookcases and Record Cabinets

IMPORTANT NOTICE

TO THE

AMERICAN TRADE

The Sterno Manufacturing Company

19 CITY ROAD

LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By Mermod Freres St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C. ENGLAND

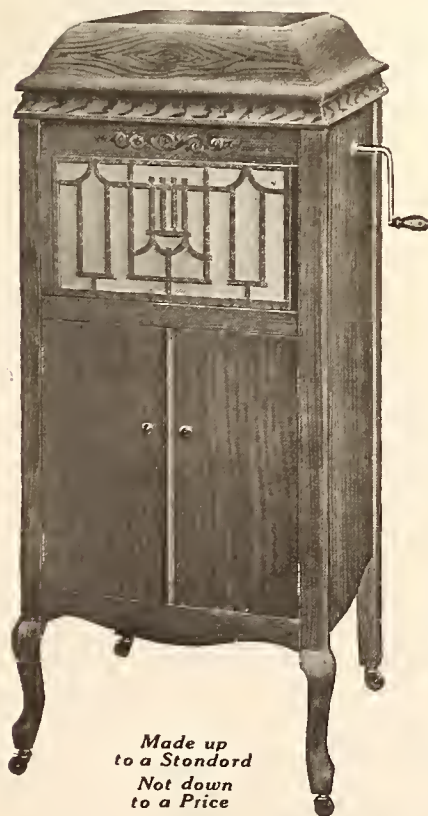


Novel Way of Featuring New Monthly Records in Window of Cable Piano Co., of Chicago—Plan Is Worthy of Emulation

PLEASED WITH GENERAL CONDITIONS

The Triangle Phono Parts Co., New York, expects to ship very shortly its new tone arms, and in the meantime it has greatly increased its manufacturing facilities in order to expand its output. They state that "quite a number of well-known manufacturers have arranged to use the new Triangle tone arms and sound boxes exclusively during the coming year, and that new names are being added to this list regularly." The company also announces that it is supplying the trade with prompt shipments of motors, as it carries a large stock on hand at all times.

From **\$85**  **\$225** To



Made up to a Standard Not down to a Price

A line of wide range of styles and prices.

Cabinets are handsome in appearance and equipped with the most modern accessories.

Dealers investigate!

CULP PHONOGRAPH CO.
298 Broadway New York
NOTE NEW ADDRESS

MOTOR TRUCK TRANSPORTATION

Highways Transport Committee of Council of National Defense Organized—Work Has Been Broadened to Include Bureaus

The Highways Transport Committee of the Council of National Defense has been organized on a peace basis, and its work has been broadened so as to include direct representation from the office of Public Roads and Rural Engineering of the Federal Department of Labor, the Bureau of Markets, the Post Office Department and the Department of Commerce. The Council will continue its work of promoting the use of motor trucks for transportation of merchandise. This work is now being done in New York by the Return Loads Bureau of the Merchants' Association.

The personnel of the committee is as follows: John S. Cravens, of the Council of National Defense, chairman; James I. Blakslee, Fourth Assistant Postmaster General; J. M. Goodell, Consulting Engineer; James H. Collins, Investigator in Market Survey; R. S. MacElwee, Second Assistant Chief, Bureau Foreign and Domestic Commerce; Charles W. Reid, executive secretary, and Grosvenor B. Clarkson, Director of the Council, ex-officio.

The Highways Transport Advisory Board will assist the main committee, and is composed of several prominent business men.

The Hyatt Music House of Portland, Ore., reports a continuance of the activity which has prevailed since the Christmas holidays.


SNAPPED ON A PLEASURE JAUNT

We take pleasure in presenting herewith a photograph of Mr. and Mrs. Otto Heineman, taken at the country estate of one of Mr. Heine-



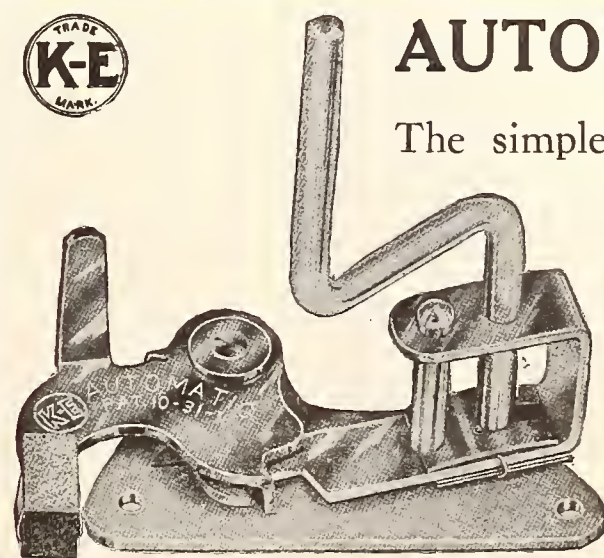
Mr. and Mrs. Otto Heineman man's personal friends. The Heineman executive offices were closed for the Decoration Day holidays, and Mr. Heineman took advantage of this unexpected holiday to take an automobile trip up the Hudson and visit the estate of one of his friends in the Catskill valley.

Progressive jobbers advertise in The Talking Machine World. Be sure to consult their announcements.



AUTOMATIC STOPS

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



Send 50 cents for Sample Stop

Kirkman Engineering Corporation
237 Lafayette St., New York

GEO. L. FUNNELL NOW MANAGER

Of the OkeH Record and Matrix Manufacture of Otto Heineman Phonograph Supply Co.

The Otto Heineman Phonograph Supply Co., New York, has announced the appointment of George L. Funnell as manager of OkeH record and matrix manufacture. Mr. Funnell, who is recognized as one of the best posted record manufacturing experts in the world, is making his headquarters at the Heineman executive offices in New York.

George L. Funnell has spent more than 20 years in the talking machine industry, and dur-



Geo. L. Funnell

ing this time occupied important executive posts with the Columbia Graphophone Co. For ten years he was general manager of the London factories of this company, and more recently was factory manager at the Bridgeport plant. He is thoroughly versed in every detail incidental to the production of records, and his invaluable knowledge of the technical side of record manufacturing will undoubtedly be reflected in the enhanced success of the OkeH record line. Mr. Funnell is enthusiastic regarding the sales and musical possibilities of the OkeH record, and has expressed his hearty admiration of the tonal qualities of this popular record.

STARR CO. GET-TOGETHER MEETING

R. C. Mayer, Recording Expert For the Company, Brings the Message of Enthusiasm and Optimism From Richmond, Ind.—Mr. Mayer's Success Due Largely to His Cheerfulness

R. C. Mayer, head of the recording laboratories of the Starr Piano Co., in New York, where the Gennett records are made, has just returned from a short visit to the factories of the Starr Piano Co., Richmond, Ind., where he went to attend an enthusiastic "get-together" meeting of the company's staff. Those who attended the meeting were particularly impressed with the tremendous increase in the production of Gennett records during the past month, coupled with the influx of orders from Gennett dealers.

Harry Gennett, vice-president of the company, disclosed plans which had been put into operation some months ago, which are now beginning to bear fruit, and which in the near future promise to produce results of the most satisfying nature. Incidentally a journalistic friend of Mr. Mayer has written a most interesting study of this recording expert, and the manner in which he gets results. Mr. Mayer's secret of success, he declares, is to be cheerful even when there is every reason to become excited. "I have learned that a good recorder is just a good student of psychology, then a good technician," declared Mr. Mayer. "Not that my personal good cheer counts for so much in the making of a good record, but it's my humble attempt to keep everyone else in good humor during those trying recordings that I believe has been more or less helpful in our efforts with Mr. Florida to make the Gennett records an artistic production." These comments are as true as they are pertinent.

See how the jobbers in The World can supply your wants with the greatest promptness and satisfaction.

QUAKER CITY EDISON DEALERS MEET

Great Gathering at Bingham Hotel Recently Under Auspices of H. E. Blake—Addresses by T. J. Leonard, R. E. Cope and Others

PHILADELPHIA, PA., June 9.—The meeting of the Edison Phonograph Dealers' Association of this section held at the Bingham Hotel recently was one of the largest and most successful ever held by that organization. The number of new members was gratifying and showed the growing interest in the work of the association. After the dinner given through the courtesy of the Girard Phonograph Co., H. E. Blake opened the business session with an interesting talk on the advantages and work of the association and its social features. He spoke also of the new plans by which each meeting will be addressed by some dealer on important points in the work.

He was followed by Thomas J. Leonard, sales manager of Thomas A. Edison, Inc., who explained the production situation and showed how the former difficulties are now being overcome. Robert E. Cope, general manager of the Girard Phonograph Co., outlined the plans for the coming advertising campaign, which will be the largest ever attempted by the Edison dealers of this city. Charles J. Gardner, supervisor Thomas A. Edison, Inc., spoke of the excellent business conditions in the Middle West, and predicted better business than ever this year. At the close of the meeting six dealers applied for membership.

The members and guests present at the meeting were: Thomas J. Leonard, sales manager Thomas A. Edison, Inc.; Charles J. Gardner, supervisor Thomas A. Edison, Inc.; Robert E. Cope, general manager Girard Phonograph Co.; Herbert E. Blake, Earl Bowman and F. Bowman & Son, Allentown, Pa.; Robert Sell, Kutztown, Pa.; Rocco Rich, C. J. Levering, Harry E. Wilson and J. N. Elton, of Blake & Burkart; Charles Luedeke, of Ludwig Piano Co.; W. J. Flack and Herman Schmidt, Girard Phonograph Co.; J. Harry Davies, Oscar C. Schmidt, Phila-

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



Watching The Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
 General Offices: 711 MILWAUKEE AVENUE CHICAGO
 Southern Wholesale Branch: 1530 CANOLER BLDG. ATLANTA, GA.

delphia, J. Robinson, representative of Girard Phono. Co.; R. G. Schaffer, Phoenixville, Pa.; J. Frank Stanton, N. Snellenburg & Co.; F. Clydemeyer, George B. Davis & Co.; John J. Eagan, Roebelen Piano Co., Wilmington, Del.; J. C. Schriber, Luke Moore, C. Shank and G. DeLong, N. Stetson & Co.; R. Charles Simmons, Chester, Pa.; George Bovard, W. H. Bovard and L. L. Goodman, George Bovard & Son, Manayunk, Pa.

Automatic Change of Weight



(Patent Applied for)

An Exclusive Feature of
Parr Central Universal Tone Arm

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm.

OTHER IMPORTANT FEATURES

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.

MAIN OFFICES:

100-108 West 23rd Street :: :: NEW YORK
 Factories: New York City—Latrobe, Pa.

ATLAS PACKING CASES

Proper Packing Pays

THE phonograph industry should adopt this motto without reservation. The nature of its shipments, with the consequent high freight classification, demands the use of a container that will at once be both light in weight and strong.

Realizing this need, and knowing full well the many unusual and difficult conditions confronting the standardization of a 3-ply veneer packing case particularly suited to phonographs, this organization (representing four large factories) undertook the task of making *the best possible packing case for phonographs.*

If intelligent and continued demand for a product is an indication of achievement, we have succeeded in our efforts to give the phonograph industry just what it needed—the “ATLAS” 3-ply veneer packing case.

To insure you against possible mistake we have trade-marked our product. “ATLAS” 3-ply veneer packing cases are made only by us. Their uniformly high quality and beauty in appearance, together with the unusually prompt and sure service we can always give, have made “ATLAS” cases “standard equipment” with the more particular manufacturers.

Should you be interested in better packing we would appreciate your inquiries.

Nelson & Hall Company

Blair Veneer Company

Richford Manufacturing Co.

Veneer Products Company

Exclusive Selling Agents

**ATLAS SALES
CORPORATION
RICHFORD, VERMONT**

Chicago Office

327 South LaSalle St., Webster Bldg.

“ATLAS”
PACKING
CASES



Carry
the
Weight
Save
Freight

KNICKERBOCKER CO.'S NEW HOME

Victor Wholesalers Have Admirably Fitted Up Establishment—Abram Davega Tells of Plans and Policies in Most Interesting Way

The Knickerbocker Talking Machine Co. occupied their new quarters at 138-140 West 124th street during the past week. A series of delays in the installation of the special equipment of these modern warerooms made the actual date of occupation a little later than originally planned. It is expected, however, that within a few weeks the attractive display rooms, the concert hall, executive offices and the extensive system of record filing racks will be in a condition for inspection by the trade.

A new shipment of record racks in mahogany, golden oak and ivory has just been received. The Knickerbocker Talking Machine Co. reports that their dealers have had exceptional results from the use of these record racks in the past, and that these new racks should prove popular to a greater degree.

The Knickerbocker Talking Machine Co. is also producing advertising fans with the dealers' imprints for distribution to their customers and for use in the demonstration booths and warerooms. Many complimentary letters have been received from dealers making use of this novelty.

Abram Davega, chief executive of the company, is greatly enthusiastic over the outlook for the future. "The problem of the Victor retailer is to get more Victor merchandise," said Mr. Davega. "I will tell him how. The way the dealer is most apt to receive increased shipments of Victor merchandise is through a manifested spirit of co-operation with the wholesaler in every way possible, by progressive and honorable methods of merchandising, and by really doing something to help the progress and development of Victor business. Proper representation of the Victor line should be given and must necessarily begin with featuring the Victor product. Proper representation would naturally include up-to-date show windows properly dressed, featuring the Victor merchandise and trademark. The store interior is also of great importance, and should be in keeping with the quality of the line displayed. The progressive merchant will, of course, not only keep his store neat but will see to it that all the Victrolas are kept in polished condition and in perfect mechanical order, and with the price-mark plainly visible. As many demonstration booths should be installed as possible in direct proportion to the size of the store.

"The dealer who helps the wholesaler sell slow moving, but thoroughly good records, is really co-operating with the wholesaler. The progressive retailer will also take advantage of the power of advertising, such as newspapers, billboards, curtains and mailing lists. The progressive dealer who features and energetically pushes the line not only benefits himself, but the wholesaler as well, and through his efforts earns the right to have more goods at his disposal to push. The wholesaler is cognizant of these efforts and takes these matters into con-

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

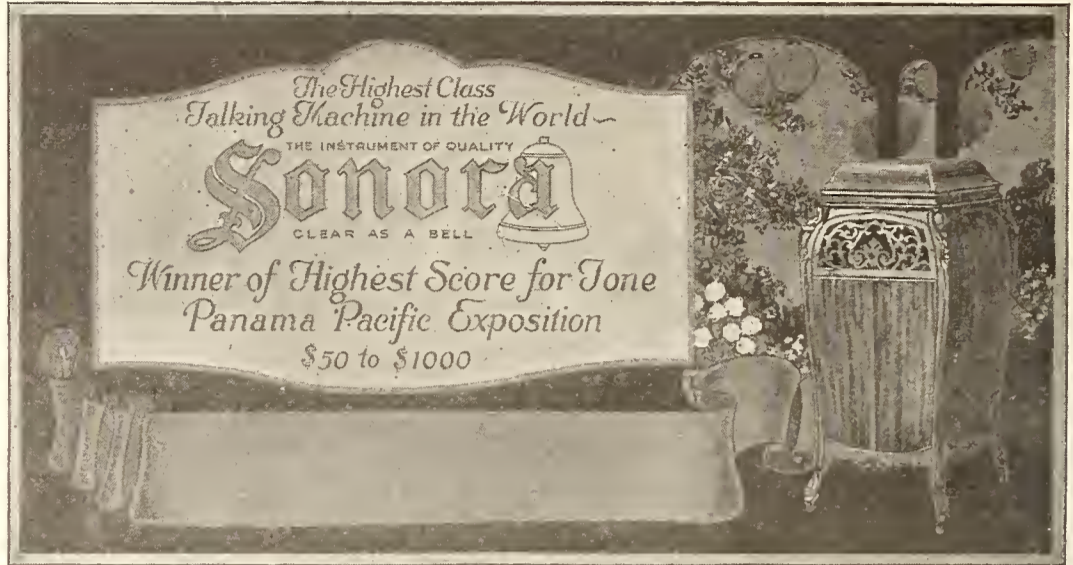
KEYSTONE MINERALS CO.
41 Union Square, New York City

NEW SET OF CAR CARDS READY

Exceptionally Attractive Series of Cards Just Issued for the Use of Sonora Dealers

In order that Sonora dealers throughout the country may have facilities for making attractive

car cards which are exceptionally attractive. These cards are designed in bright, harmonious colors, containing a minimum amount of text, and are certain to secure the interested attention of all who catch sight of them. The company has received many expressions of appreciation from Sonora dealers regarding the qual-



One of the Artistic Sonora Car Cards

displays in their local transit lines, the Sonora Phonograph Sales Co. has brought out a set of

ity of the printed and lithographic sales help which it is now providing.

sideration in scheduling the monthly shipments. The Knickerbocker Talking Machine Co. has made a feature of providing specialized departments to provide assistants to the dealer not merchandising his goods in the most modern and up-to-date manner, and is anxious to cooperate with them to the better development of the Victor business."

directly with the money of the tax payers. In view of the fact that there have been so many rulings and counter rulings calculated to confuse and in many cases work against the interests of the music industry, the trade should accept with alacrity the crumb of comfort offered in this latest ruling.

NO WAR TAX ON SALES TO STATE

New Ruling Exempts From War Excise Tax Musical Instruments Sold to State, County and Municipal Institutions in General

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has just called the attention of the trade to Article 10 of the new regulations (No. 47) of the Internal Revenue Department, which provides: "Articles sold to a State or a political subdivision thereof by the manufacturer for use in carrying on its governmental operations are not subject to the tax.

"Articles sold by the manufacturer to a State, county or municipal institution are also exempt from tax when paid for entirely out of public money."

This ruling is taken to indicate that no tax is to be paid upon pianos, talking machines or other musical instruments which are sold by the manufacturer for use in schools or various other public institutions in general and paid for

MAIN SPRINGS

No. 2—5/8"x11x.020.....	\$0.30
" 6—3/4"x9x.022.....	0.27
" 7—3/4"x10x.025.....	.29
" 11—7/8"x11x.023.....	.39
" 12—7/8"x9x.023.....	.35
" 16—1"x11x.022, for Victor.....	.48
" 17—1"x18x.026, for Meisselbach, Thomas, etc.....	.65
" 18—1"x12x.025, for Columbia.....	.53
" 19—1"x10x.025.....	.39
" 20—1"x11x.027, for Meisselbach, Thomas.....	.60
" 21—1" V.N.S., with clip in centre short.....	.58
" 22—1" V. N. S. with clip in centre long.....	.63
" 25—1 1/16"x21x.030, for Edison.....	1.15
" 26—1 3/16"x18x.027, for Heineman, No. 44.....	.75
" 31—1 1/4", for Victor.....	.65
" 32—1 1/4" V. N. S. with clip in centre short.....	.60
" 33—1 1/4" V. N. S. with clip in centre long.....	.65
" 36—1 9/16"x16x.024, for Edison.....	1.45
" 41—2"x16x.025, for Edison, Meisselbach.....	1.75
Governor Springs, for Columbia, per 100.....	1.00
Governor Springs, for Victor, per 100.....	1.00
Governor Springs, other motors, per 100.....	1.00
Needle Arms, for Victor.....	.49
Needle Arms, for Columbia.....	.41
Needle Arms, for Sonora, etc.....	.35
Diaphragms, for Victor.....	.13
Diaphragms, for Columbia.....	.23
Diaphragms, for Sonora, etc.....	.18
Rubber Back, for Victor.....	.39

Write for our complete catalogue of Parts, etc.

Manhattan Phonograph Co.

75 E. 4th STREET NEW YORK, N. Y.

REX GRAMOPHONE COMPANY

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."



BUILT FOR PEOPLE WHO CARE

Best Materials, Workmanship, Finish and Equipment and

Tone Surpassed by None

TWO MODELS: \$48 and \$70 To Dealers. War Tax Extra.

Write for Descriptive Circular

D. G. YOUNG COMPANY

Established 1899

Manufacturers

BEAVER DAM, KY.

LAST CALL FOR CONVENTION OF THE VICTOR JOBBERS

June 30 and July 1 and 2 the Time and the Hotel Traymore, Atlantic City, the Place—Important Business Discussions and Elaborate Entertainment Features Planned

Within two weeks after this issue of The Talking Machine World is in the hands of its readers the general convention of the National Association of Talking Machine Jobbers at the Hotel Traymore, Atlantic City, will be in full swing, with an attendance, to judge from present indications, greater than that recorded at many previous meetings. Louis Buehn, chairman of the arrangements committee, has already issued a timely warning to those who have delayed in making reservations—a sort of last call, as it were.

The convention, as has already been announced, will be held on June 30 and July 1 and 2. There will be two business sessions, one during the afternoon of June 30, and the other during the afternoon of the following day, and it is planned to so arrange the various matters to come up before the convention that they may all be handled properly in these two sessions.

Recognizing the fact that Atlantic City is primarily a pleasure resort, the arrangements committee has not overlooked this factor, but has allowed plenty of time for general enjoyment. Both Monday and Tuesday morning the rank and file of the members and their friends will be free to enjoy to the fullest extent the pleasures offered by this famous resort and Monday

evening will be left free for the same purpose.

On Tuesday evening, July 1, will be held the annual banquet at the Traymore, and on Wednesday morning, following the convention, will be held the annual golf tournament. It had been planned to hold the tournament on the Saturday preceding the convention, but it was felt that, owing to the number of club members who would naturally take advantage of the Saturday holiday to be on the links, the holding of a tournament on that day would result in confusion. Hence the change of the date to Wednesday.

Just what plans have been made for entertainment at the banquet are being held in deep secret, but, based on past performances, the results should be most satisfying. It is understood that there will be several speakers of note, among them the Hon. James M. Beck. On July 2 the Victor Talking Machine Co. will entertain the jobbers in Philadelphia with a concert, followed by a dinner and dance at the Hotel Bellevue Stratford. Some prominent artists will appear for the edification of the jobbers and their friends, but the Victor Co. is not yet prepared to make public the complete program.

It is expected that, as is usually the case, a large number of ladies will attend the conven-

tion, and liberal provision has been made for their entertainment while the men folk are wrestling with heavy business problems. Sailing parties, auto rides and special luncheons are among the features provided for the benefit of the female contingent. For those with both nerve and ambition may be also included hydroplane flights, Atlantic City having become a big center for hydroplane work.

Only two weeks to go, then all aboard for Atlantic City!

TO HELP AMERICA'S FOREIGN TRADE

One Billion Investment Trust Planned—Proposal Is Designed to Stabilize Exchange—Scope Would Be National With Government Dominating Conduct of Enterprise

The creation of a \$1,000,000,000 National Trust Society, patterned to some extent after the investment trust organizations in Scotland and England, which have been financially successful for many years, in which the United States Government will hold a controlling interest, is being discussed by Cabinet officers, members of the Federal Reserve Board, and American business men. It is understood that a plan may be offered to Congress before the week is out for legislation permitting its organization.

The purpose of the plan is the creation of a revolving credit which will tend to stabilize exchange and allow American merchants and manufacturers to establish fair markets in countries where the dollar is now at such a premium as to prohibit the purchase of American goods.

The plan, which has evolved from conferences here and in Washington within the last week, calls for the organization of what really would be a national investment trust, in which the Government would not only participate, but would dominate, through ownership of half of the debentures issued. The remaining 50 per cent. of debentures would be sold to manufacturers, exporters, and national banks.

These debentures, according to the plan, would be issued against long-term notes of foreign Governments and banks, which would be allowed to establish dollar credits here, and who, in turn, would be able to extend them to their citizens and depositors at a rate which could be fixed in the several foreign countries.

The plan has been discussed along national lines for only a few days. It is asserted that it would extend the same opportunity to small savings banks in remote corners of this country to share in the profits of the financing involved in carrying on such foreign trade as is given the large banking institutions, which under existing conditions may pick and choose in this field. It is expected that it will meet with strong opposition, but it also is believed it will be strongly backed by American exporters, who, because of the chaotic condition of the foreign exchange market, find they are losing a large amount of foreign business because other countries are offering to finance purchases along with the delivery of merchandise.

It was learned this week that further conferences will be held in Washington and in New York, and a bill providing for the organization of such a national trust society will be introduced as soon as it is prepared.

The Spiegel Sonora Shop, Fort Wayne, Ind., finds that a second floor location is no obstacle to a flourishing business, for the store has just been remodeled to take care of its increasing trade.



Attention
Victor
Dealers

Order
Through
Your
Distributor

it wraps the records and sells 'em too!

ON the first day of Every Month you are provided with a NEW stock of delivery envelopes, sufficient to wrap all the new records received that month—

ATTRACTIVELY printed with timely designs, prominently displaying the—

BIG HITS you are right now offering for sale and further—
A selected list of records appropriate to the month; for example, the July list above shows Patriotic Numbers.

BEST of all—YOUR Name on every envelope.
AND THE PRICE INCLUDING your name

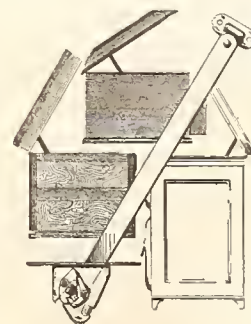
\$1.50 per 100 for 10" size
\$2.00 per 100 for 12" size

DON'T wait—order through your distributor, or write direct to us, naming your distributor.

LU-FRANC SALES SERVICE CO.

45 Washington Blvd.

DETROIT



New Automatic
Cover Support

Practical—Inexpensive

Holds Cover at any angle
Fool Proof

Samples on Request
Quantity Discount

Automatic Cover Support Mfg. Co.
54 Jones St. Newark, N. J.

GRAND RAPIDS A CABINET CENTER

Over 225,000 Cabinets Now Contracted For With Factories In That City—Machine Shops Planning to Manufacture Parts

GRAND RAPIDS, MICH., June 7.—This city has become without question the leading talking machine and phonograph cabinet manufacturing center in the United States, and this direction is gaining a reputation that is measuring up with its reputation as a furniture manufacturing center. At the present time local manufacturers are holding contracts for over 225,000 cabinets for some of the best-known talking machines on the market, as well as for some machines not so well known. At the same time agents for other leading manufacturers have been endeavoring to place further contracts for cabinets and will probably be successful as other local factories begin to take up the work.

At the present time the wholesale value of phonograph cabinets turned out by the local plants is over half the value of the furniture output, and it must be remembered that Grand Rapids has for years been recognized as the furniture manufacturing center of the country. Just now there are some interesting developments promised. There are a number of magnificently equipped machine shops in and about the city, and several of these have made plans to engage in the manufacture of talking machine parts, such as motors, tone arms and sound boxes. When these shops begin to produce parts in substantial quantities we may expect to see Grand Rapids develop into one of the leading, if not the leading, talking machine producing districts of the country, turning out the complete machines ready to play.

TUSTING PIANO CO. CELEBRATES

Asbury Park Piano House Holds Successful Reception to Mark Fourth Anniversary

ASBURY PARK, N. J., June 6.—The Tusting Piano Co. of this city gave an interesting and successful reception at its warerooms June 2, to mark the fourth anniversary of the opening of its present handsome establishment at 609 Mattison avenue. For this occasion R. A. Tusting secured the services of a group of popular Hawaiian singers and instrumentalists, who appeared in costume. This sextette of musicians included Ben Aeko, the wonderful steel guitar player; David Kaili and other well-known Hawaiian artists, who presented a program selected from the Victor catalog by the guests.

This event was thoroughly enjoyed by everyone present and the audience included music lovers from many surrounding towns. The Tusting Piano Co. had taken care of the incidental details in its usual satisfactory way, and its fourth anniversary was fittingly observed. One of the features of the day was the receipt of handsome flowers and other appropriate gifts from Victor jobbers in the East, who are keenly interested in the activities of this house.

BECOMES ADVERTISING MANAGER

L. M. Robinson, for Seven Years Connected With Edward Lyman Bill, Inc., Takes Charge of the Advertising Department of the Otto Heineman Phonograph Supply Co., New York

John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of L. M. Robinson as advertising manager of the company, with headquarters at the executive offices, 25 West Forty-fifth street, New York. For the past seven years Mr. Robinson was associated with Edward Lyman Bill, Inc., publishers of The Talking Machine World and The Music Trade Review.

According to the Otto Heineman Co.'s plans, jobbers and dealers handling the popular OkeH



L. M. Robinson

record line will receive enhanced co-operation from the Heineman advertising division during the coming year. The OkeH record has achieved phenomenal success during the past few months, and jobbers and dealers throughout the country report an ever-increasing demand.

The Heineman advertising department will work in close co-operation with every member of the OkeH distributing organization, and judging from present indications nothing will be left undone that may assist the jobbers and dealers in developing and stimulating business in their territory. Special attention will be given to the issuance of literature that will enable OkeH dealers to take advantage of every possible opportunity to increase their business.

During the seven years in which Mr. Robinson has been associated in an important capacity with The World and The Review he has had an opportunity to acquire an expert understanding and knowledge of the talking machine business from almost every angle, but

especially with respect to problems of merchandising. Under his able direction, therefore, the advertising department of the Otto Heineman Phonograph Supply Co. will undoubtedly afford OkeH dealers a very practical and worthwhile co-operative service.

* * *

On Thursday evening, June 12, just prior to Mr. Robinson's taking up his new duties with the Heineman organization, he was the guest of honor at a dinner at Mouquin's, tendered him by his associates on the staffs of The Talking Machine World and The Music Trade Review. Following some appreciative remarks, Mr. Robinson was presented with a beautiful gold watch, of Tiffany make, suitably inscribed.

MAKING IMPORTANT ANNOUNCEMENT

Emerson Phonograph Co. Furnishes Details Regarding Its Plans In Connection With the Issuance of 9-Inch and 10-Inch Records

The Emerson Phonograph Co. made an important announcement this week relative to its future plans regarding the issuance of its 9-inch and 10-inch records. According to these plans the fixed policy hereafter will be:

First—All popular song hits of the day will be recorded as heretofore on the Emerson Gold Seal 9-inch records only.

Second—Dance, band and standard instrumental music will be recorded on Emerson Gold Seal 10-inch records.

Third—All religious, standard and semi-classical music will be recorded on Emerson Gold Seal 10-inch records.

Fourth—International Emerson label records of folk songs, marches, instrumental, semi-classical and operatic records will be recorded on 9-inch and 10-inch records.

In future the Emerson Gold Seal 9-inch and 10-inch records will be listed on the same bulletins, display cases and catalogs. The company has adopted this policy because it believes that it is exactly in harmony with the demands and wishes of its clientele.

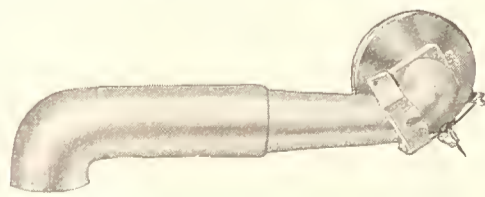
AN INTERESTING DEMONSTRATION

Pathé Dealers Given Actual Demonstration in Cleveland Under Auspices of the Fischer Co.

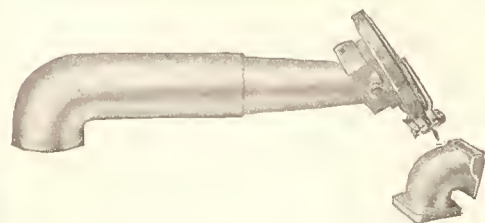
CLEVELAND, OHIO, June 7.—A total of about 219 dealers, who conduct a retail business in Ohio, Indiana and Kentucky, visited Cleveland this week for the purpose of hearing a demonstration of the new Pathé Actuell, which was given by W. W. Parsons, general representative of the Pathé Frères Phonograph Co. of New York. The demonstration was given in the handsome quarters of the Fischer Co., wholesalers of the Pathé line, located in this city. The visiting dealers were greatly impressed by the Pathé Actuell. M. Saunders, wholesale manager of the Fischer Co. in Cleveland, and R. J. Jameson, wholesale manager of the Fischer Co. division in Cincinnati, were responsible for the entertainment end of the affair, which included special dinners at the Rathskeller and at Peter Schmidt's famous chicken dinner resort.

When it was learned that Prof. B. W. Snow, of the University of Wisconsin, has in his possession an exact replica of the first Edison talking machine, Thomas A. Edison sent him as a personal gift the latest model Edison.

The new Hoffay "AIRTIGHT"

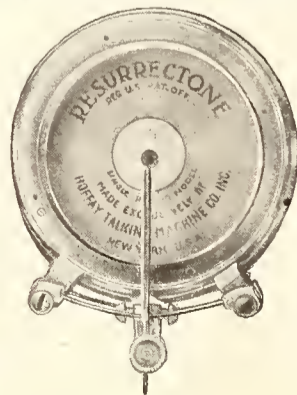


In Position to Play Victor Type of Records. Weight on Stylus, 5/8 Ounces as Required



In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as required

Tone-arm, Exclusive Equipment of the "HOFFAY"



The wonderful Resurrectone Makes a Machine Stay Sold.

The best toned machine on the market

Hoffay Talking Machine Co., Inc.

3 West 29th Street Established 1915 New York

Sole Distributors of the **Hoffay Airtight**—a really wonderful machine—

for the States of Utah, Idaho, Nevada, Montana, Wyoming, and Colorado.

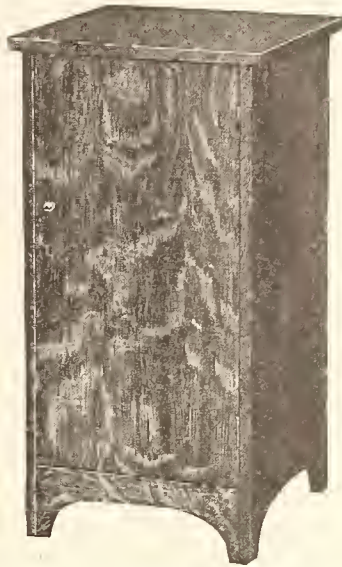
Geo. A. Lowe Co.
Ogden, Utah



QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 1/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



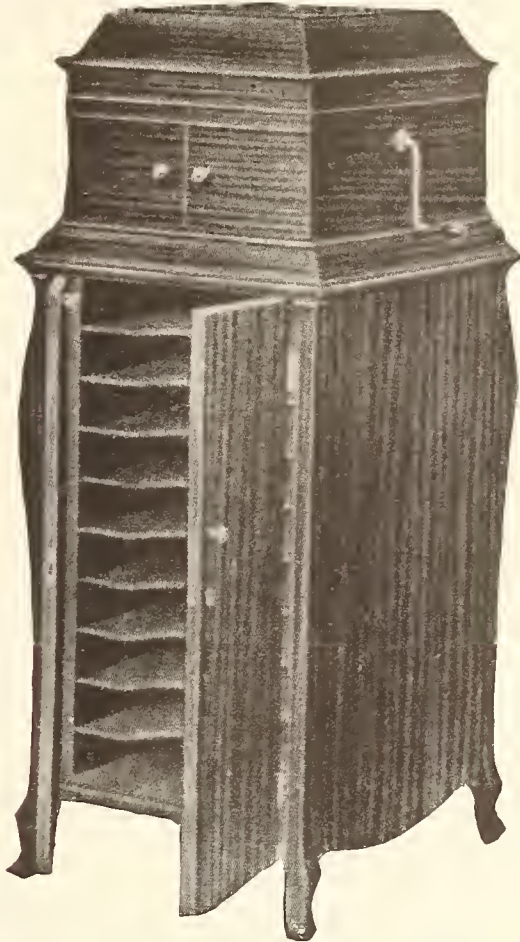
Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 3/8 x 22 5/8 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



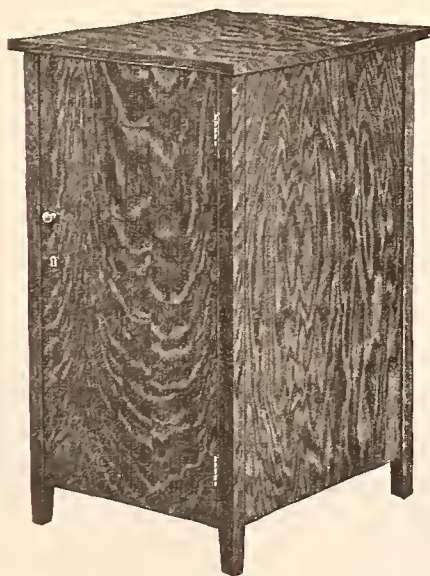
Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



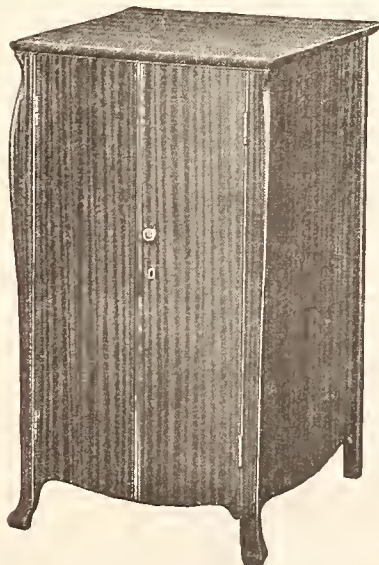
Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line

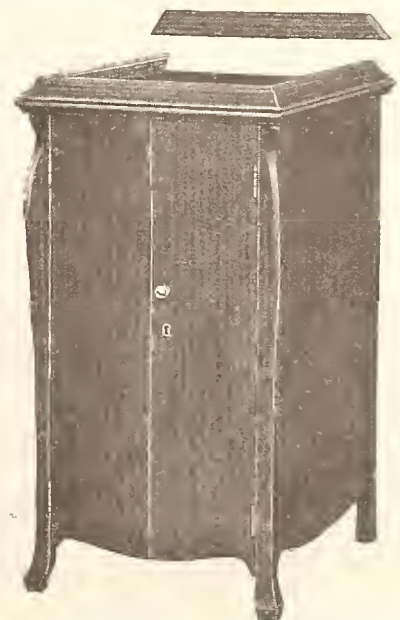
The Geo. A. Long Cabinet Company HANOVER, PA.



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

A. W. O. L. BUT SAVED BY TALKER

Wonderful Effect of Talking Machine Music on the Sentry Enables Two Overdue Soldiers to Sneak Into Camp Undetected and Thereby Avoid a Sojourn in the Guard House

In one of our Southern training camps, located on the outskirts of a city of moderate size, two lads in khaki were holding a council of ways and means one summer night, just outside the boundary of the camp. The hour was past midnight and long ago they should have been asleep on their canvas cots in the company street.

But it had been a glorious night, and the Southern moon had been irresistible, even after the C. O. had issued strict orders that no man was to leave camp that night, for the next day the boys would be starting on the last lap of the Great Adventure. Consequently, as soon as the shadows began to creep across the sandy fields separating the camp from the woods along the road to town, our two buddies had slipped away for a last celebration. And now that they must return to camp they found difficulties in their way.

A double guard had been posted, and their instructions, which the two had overheard from their hiding place behind a clump of bushes, made the lads realize that above all things they must run the guard and get back into camp unseen. If they were caught it meant that their company would sail without them.

To complicate matters still more, the guard was composed of men from a rival company and there was no love lost between these two organizations. The two plotters lay in hiding and proposed plans in desperate whispers. From past experience they well knew all the spots where one might slip into camp unnoticed, but to-night all these loopholes were well guarded. "Something" had to be done, but what was the "something"?

At last the idea came, as ideas will, if the gods of chance are not too much occupied with their domestic troubles. One of the lads stole away toward a house which was near the corner of the fence marking the limits of the camp. In a few moments a light appeared in the room facing the guard and a window was opened softly. The boy rejoined his companion who had been anxiously awaiting his return. The sentry was at his post at the gate some fifty feet from the corner of the barb wire.

All at once, out into that summer night, silvered by the moonlight on the sand, floated

the familiar strains of a talking machine playing one of those sentimental ballads so dear to the soldier's heart. The two conspirators waited breathlessly. Would their plan succeed? Their eyes were fixed on the sentry.

The record was played to the end, but the guard was still alert at his post. A moment's silence—then the song was heard once more, but very softly—even in the stillness it was difficult to catch the words. The sentry turned toward the sound, trying to follow the melody. Then, after a quick glance around to see that no one was in sight, he walked along the fence in the direction of the open window. At the corner he paused, absorbed in the music, thinking of someone he would like to see before he went "Over There." Meanwhile our two reprobates, whose hardened hearts held but one thought, slipped through the gate like two shadows. The music ceased and the sentry, with a sigh, resumed his post.

Ten minutes later as the two were crawling

into their bunks one whispered to the author of the great idea, "Say, Bud, how do you get that way? You're a wonder."

And the youthful genius whispered back, "Me? Why, I used to sell talking machines out in Kalamazoo, and if I ever get a hold of that guard when it's all over, I'll bet I sell him a dozen."

"I'll tell the world," was the sleepy reply.

WHERE THE WORD "JAZZ" STARTED

Most people are aware of the fact that "jazz" music originated in the South, but perhaps few know just how the name itself started. The Columbia Record gives the following explanation: There was once a trio of dusky musicians, one a banjo player, one a singer and the third a maker of melodies by means of an empty tin can. This unusual trio came to be called the Jassacks Band, the name being the popular inversion of the jackass, the famous solo singer of the Southern States. Soon the name, according to the proverbial love for inaccuracy, was changed to Jazzacks and by the usual method of abbreviation developed finally into just plain jazz.

EDISON CONVENTION PICTURE

An attractive picture of the Edison Dealers' convention in Kansas City, held on May 20-21, and referred to elsewhere, was received at the World office too late for publication, and consequently many of the visiting dealers will not have the opportunity to see how well they look under the glare of the limelight. Judging from their contented expressions, however, the convention was one to instil joy into every busy heart, and business was not allowed to interfere with the usual festivities of such a gathering.

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE
BROOKLYN, N.Y.

NEW ADDRESS
GRAND AVE. and BERGEN ST.
BROOKLYN, N. Y.

= ESTABLISHED 1831 =

In the Music Business
Continuously for 88 Years

**Our Age the Best Evidence that We
Render Satisfactory Service**

Mellor's
604 Wood St.

Victrola Wholesalers PITTSBURGH, PA.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

IMPORTANT COPYRIGHT DECISION

Rights of Canadian Composers Under Certain Conditions Sustained by Judge Manton in Suit of Ricordi & Co., Inc., vs. Columbia Co.

An important decision was handed down this week by Judge Manton of the U. S. Circuit Court, Southern District of New York, in the case of G. Ricordi & Co. vs. the Columbia Graphophone Co. In his decision Judge Manton sustained the contention of G. Ricordi & Co., who claimed in its suit that the defendant had infringed the copyright of a musical composition entitled "Dear Old Pal of Mine."

G. Ricordi & Co., as assignee of the copyright for this musical composition, maintained that it had obtained rights which had been violated by the defendant, and Judge Manton in his decision granted an injunction "restraining" the defendant from manufacturing, using or selling sound records adapted to reproduce the composition "Dear Old Pal of Mine" until the defendant shall have served notice of its intention to use the composition in the manner

prescribed by Section 25, Subdivision E, of the Copyright Act, and until it shall have paid the damages awarded by this decree; further it should provide for an accounting. An allowance of counsel fee of \$1,000 will be awarded.

The song "Dear Old Pal of Mine" was jointly composed by Lieut. Gitz-Rice, who enlisted in the first Canadian contingent of the British Army at the beginning of the war, and Harold Robe, an American citizen. Lieut. Gitz-Rice is a Canadian by birth, but arrived in New York in October, 1917, after returning from the war zone wounded and gassed.

According to Judge Manton the question presented is "whether, assuming that under Section 1, Subdivision E, of the Copyright Act, a copyright cannot be obtained for a musical composition composed by Lieut. Gitz-Rice, is the case altered by reason of the fact that the words were written by Harold Robe, an American citizen?" On this point Judge Manton says: "It seems that since this musical composition is the result of joint authorship, Robe having composed part of it, it was the subject for which copyright could be granted, and should be pro-

tected under our act. It should be treated as if he and not his collaborator in authorship. Gitz-Rice, was the sole author thereof." Continuing, Judge Manton says, "In my opinion the copyright as granted may also be sustained for the reason that Gitz-Rice was domiciled in this country at the time of his application for his copyright and the publication of his composition."

SOLDIERS APPRECIATE PHONOGRAPH

Y. M. C. A. Secretary at Camp Sherman, O., Writes Letter of Appreciation to Otto Heineman for Gifts of Machines and Records

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., received recently an interesting letter from H. W. Robinson, of Y. M. C. A. Hut No. 208, Camp Sherman, O., expressing the appreciation of the soldier boys at this camp for the Garford phonographs and OkeH records which Mr. Heineman had donated.

This letter read as follows:

"Dear Mr. Heineman:

"The five Model C phonographs, sixty OkeH records and two thousand needles came through all right and in fine condition. And yesterday the box containing one hundred and fifty records was delivered to me.

"We want you to know how much we appreciate your most generous gift. One of your phonographs was placed in the 'Y' Hut No. 208 and is being kept going almost continuously from morning till bed time. The soldier boys will play the phonograph in preference to our expensive machine; another was placed in Barracks 501, and the other three were turned over to the Red Cross to be used as they see fit in the wards.

"Mr. Eddy, head Red Cross man, said that the officers of the hospital would like one of the phonographs to use in a camp-lodge outside of Camp Sherman. I consented to this.

"All speak in the highest terms of the phonograph and records. And I want to assure you that we do appreciate your gift. You are giving a lot of pleasure to our soldier boys.

"Thanking you for your kindness, I remain, yours sincerely (Signed) H. W. Robinson."

NEW RECORD ENVELOPE SERVICE

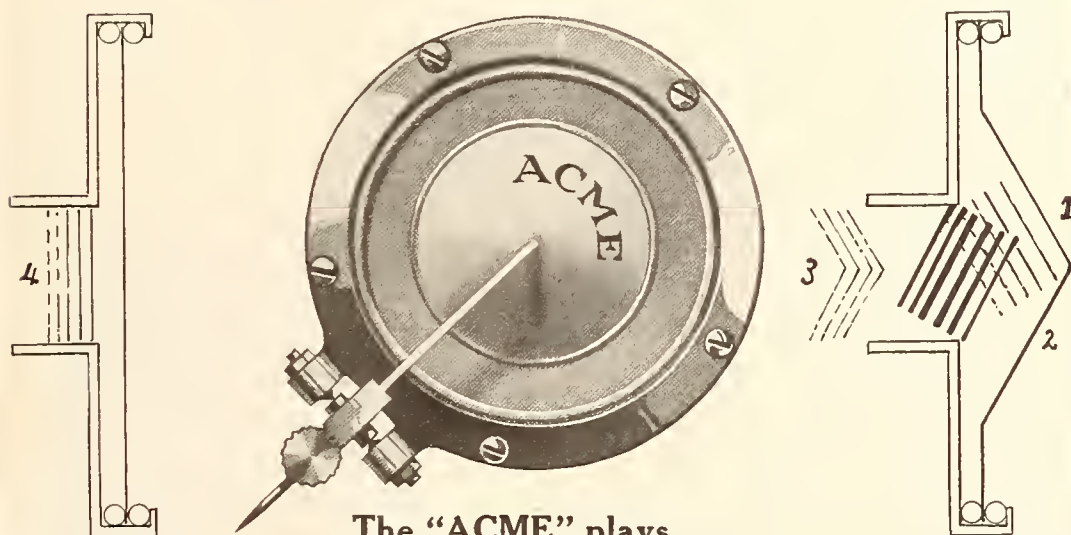
Detroit Concern Plans to Issue Each Month Record Envelopes Bearing the Record Lists of That Particular Month for Dealers' Use

DETROIT, MICH., June 6.—The Lu-Franc Sales Service Co., of this city, have just made an announcement of particular interest to Victor dealers and jobbers. This company proposes to deliver on the first day of every month record delivery envelopes, or what are commonly called wrapping envelopes, printed with very attractive designs appropriate to the month, and containing in addition to the dealer's individual names and addresses a list of the records issued by the Victor Co. for that particular month, and a further list of specially selected records in keeping with the general spirit of the month. For example, the July envelopes are printed with a list of records that are selected because of their sales value, and also a list of patriotic records. Appropriate special lists will also be issued for other months.

The company states that it will no longer be necessary for the dealer to take in a year's supply of envelopes in order to secure them printed with his individual advertisement at a reasonable price, for the Lu-Franc Sales Service Co. have perfected an arrangement in their envelope mill that will permit of their furnishing these envelopes in small lots each month as the dealer requires them at attractive prices.

The ACME of Perfection

in tone reproduction is attained in the ACME soundbox, because of its scientifically correct diaphragm construction which produces the real scientific sound waves.



This illustration shows the short tone waves of the ordinary soundbox as used on most phonographs.

The "ACME" plays all records better

Nature's tone wave as produced by the ACME reproducer and approximately six times longer than tone waves of the ordinary soundboxes.

The result is an unmuffled NATURAL TONE of immense volume and an entire absence of that tin can, metallic tone of mica diaphragms. Made in Nickel and Gold to fit Victor, Columbia and Sonora.

SPECIAL ATTACHMENTS to play Victor and Columbia Records on EDISON Machines

Try an ACME reproducer for yourself. If not delighted you may return it. The price is right. Special inducements to live dealers and jobbers.

ACME PHONOGRAPH CORPORATION
New York City

46 Murray Street

Tel. Barclay 7633
7634

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

JERSEY CITY, N. J.

CAN MAINTAIN RESALE PRICES

Supreme Court Upholds Colgate Co. in Suit to Maintain Prices—First Authoritative Ruling on Price Maintenance Question

WASHINGTON, D. C., June 9.—The fight for the right of maintaining resale prices by manufacturers gained a big victory here recently in the decision handed down by the United States Supreme Court in the Government's appeal from the verdict of the United States Court for the Eastern District of Virginia at Norfolk, which dismissed the appeal and upheld the Colgate Co.'s contention that it was within its rights in requiring standard resale prices on its products, and also that it was privileged to decline to sell to dealers and retailers who refused to agree to maintain such prices.

The principal and only contention of the Department of Justice was that the Colgate concern, by selling its goods solely to dealers who would agree to resell only at prices fixed by the company, had entered into a "combination in restraint of trade" in the fact that it deprived other dealers of the opportunity to handle its products, as covered by the provisions of the Sherman anti-trust law.

The Supreme Court's decision is the first authoritative ruling on the actual proposition of the right of the manufacturer to maintain resale prices. Other decisions in various courts, including the United States Supreme Court, have been handed down, but these have all been based on some phase of the price maintenance question and not on the proposition itself.

The denial of the Department of Justice's appeal from the District Court's verdict leaves the whole question of price maintenance in a most favorable status for the manufacturer, not only as regards the interpretation of the law by the Department of Justice, but also as making necessary the enactment of legislation removing the price maintenance subject from the operation of the Sherman anti-trust law.

SOME CABINET WORKERS RETURN

JAMESTOWN, N. Y., June 9.—The strike of the cabinet workers here only temporarily affected the production of Edison phonograph cabinets. The cabinet manufacturers who make cabinets for the Edison Co. have reached an understanding with their employes and the latter returned to work on June 10. Workers in many other factories are still out.

WALTER S. GRAY
 CHRONICLE BLDG. SAN FRANCISCO, CAL.
NEEDLES

*Pacific Coast Jobber for the BEST
 in Talking Machine Trade Accessories*

AN INTERESTING NEW MACHINE

B. R. Seabrook Reverses Some Recognized Principles of Sound Control in Construction of His New Talking Machine

There is now on exhibition in New York the Seabrook talking machine, a new type of machine of a revolutionary character, invented by B. R. Seabrook, an engineer of Winnipeg, Man., and which has been demonstrated very successfully for some time past in Canada.

In building his machine Mr. Seabrook has reversed the usual order of things in many particulars. For instance, the horn of the instrument is not intended to and does not amplify the sound, the amplification being obtained through the means of a special sound "chimney" built into the cabinet. Whereas in the ordinary type of machine the sound becomes louder as one approaches the machine, in the Seabrook instrument it is quite the reverse. As a matter of fact the melody can be heard close to the horn without any unpleasant effects, but as one moves away from the instrument the sound volume increases perceptibly. As a result of Mr. Seabrook's invention he has succeeded in amplifying the sound waves after they have left the horn of the instrument, and has thus upset some recognized principles of science.

The material of which the horn is made is, as has already been stated, absolutely dead, does not vibrate, nor reflect sound waves, acting merely as a channel for guiding the sound in the proper direction. The horn can be so arranged as to direct the sound several degrees from the dead center if desirable, throwing the sound waves down, for instance, when the machine is placed in a gallery, and it is desirable to play to an audience seated below or throwing the sound waves upward when the reverse is the

case. In connection with the work on his talking machine Mr. Seabrook has developed some interesting features in megaphone construction that serve to reverse the usual order of things. In short, he handles sound waves in a way that brings results entirely new.

Mr. Seabrook has established his laboratories in New York, where he has on exhibition four types of machines, including a monster model said to be able to spread sound waves over a distance of five miles, and intended for use in parks and large auditoriums, in fact, has been used for reproducing under such conditions. The smaller models of machines look much like the accepted types of talking machines, but their reproduction, particularly of the human voice, is unusually distinct, and free from blast or squeaking. An interesting feature of the machine is the fact that the pitch of the reproduction can be changed while the regular speed of the record is maintained. There is much about the Seabrook instrument to interest the progressive talking machine men.

RECORD CABINET DEMAND

The K. Nicholson Furniture Co. Have Built Up a Large Trade Following

CHASE CITY, VA., June 6.—The K. Nicholson Furniture Co., of this city, manufacturer of record cabinets, has developed an extensive de-



No. 15 K. Nicholson Record Cabinet mand for these cabinets throughout the country, and at the present time dealers from coast to coast are handling the company's products. This company has for many years manufactured a line of sectional bookcases, and in this field has enabled it to produce record cabinets that are ideally adapted to the dealers' requirements. A popular model is No. 15 shown herewith.

RAMOSOLA PHONOGRAPHS

The Talking Machine With a Soul

Best on Earth. We Prove it by Perfectly Playing All Makes Of Disc Records.

To The Blind Typewriter So Will it be with the One School Machine and The So-called Universal.

Richmond Made Perfectly Adjusted Machine of Universal Proclivities.

Thirteen Models. Write for Trade Discounts. We also Job the Quality Line of Motors, Tone Arms and Records

We Have Profited by The Mistakes of Others. The Proof of Our Profit—Look What Happened

We mean OkeH Records, Heineman Motors, Meisselbach Tone Arms, Cleartone Needles.

Ramos-Eubank Phonograph Mfg. Co.

The South's First Phonograph Manufacturers

P.O. Box 1354 104 N. 7th Street Richmond, Va.



ATTENTION DEALERS!

We manufacture 200 beautifully designed and splendidly constructed Talking Machines per month, of the large 50-inch type. Write for illustration and terms.
TYROLIA TALKING MACHINE CO.
 WILMETTE, ILLINOIS

Now there's a Grafonola Trunk! We had to make it to meet a real demand.

**Columbia Graphophone Co.
NEW YORK**



EDISON DEALERS' CONVENTION TO BE RECORD BREAKER

More Than a Thousand Dealers to Attend Session at the Hotel Commodore, New York, June 25 to 27—Elaborate and Interesting Program Prepared—Banquet Features

All New York banquet records for size will be broken when more than a thousand dealers sit down to the Edison Dealers' Convention banquet, which will be held at the Hotel Commodore on Friday evening, June 27. Over 1,200 dealers have already sent in acceptances. Previous to the opening of the Hotel Commodore no banquet room in New York would have been large enough to hold such a gathering. Another record breaker will be the dinner show, which will be the most elaborate entertainment ever provided for such a banquet.

Elsie de Wolfe, the noted authority on piano furniture, who is still in France doing war work, is making every effort to get back in order to address the convention. Another prominent speaker will be Reginald de Koven, the famous composer of "Robin Hood" and many other operas, and who is busily engaged just now in writing an opera which will be produced by the Chicago Opera Company.

On June 25 there will be exhibited in the grand ballroom a display of the entire Edison line of period cabinets, which includes instruments ranging in price from \$155 to \$6,000. Two new cabinets, a Louis XIV and an Italian model, which have not yet been announced to the trade, will be shown.

"Eye Value," a one-act play, which is now in rehearsal, will have its first and only production at the convention. It is mildly satirical of certain well-known figures in the phonograph world.

An address will be made by R. C. Aimone, of the Aimone Galleries, New York. He is one of the most famous furniture designers in the world, and makes phonograph cabinets exclusively for the New Edison. Mr. Aimone will make a talk on the materials and workmanship employed by him in making these cabinets.

An open forum will be a special feature of the convention. It will be attended by a conference committee consisting of prominent executives of the Edison Co., therefore enabling an immediate and authoritative response to be given to any and all questions or suggestions.

Numerous prominent Edison dealers will address the Dealers' convention, as well as several men of national prominence in other fields of endeavor. A very important address will be made by G. M. Dahl, vice-president of Chase National Bank, whose subject will be "The Business Outlook as We See It." Among the Edison dealers there will be addresses by James P. Lacey, of Peoria, Ill.; E. F. Carroll, of Waco,

Texas, and Frank A. Franch, of Manchester, N. H.

A very important announcement to dealers along the lines of co-operation will be made by the Edison Co. at the convention. These plans are of such importance that they contemplate the expenditure of several hundred thousand dollars by the company.

In the room adjoining the banquet hall there will be an exhibit of advertising material of all kinds that is supplied to dealers, including sev-

eral new and unusually attractive window displays that will surely interest the visiting delegates.

Each session of the dealers' convention will end at 1 p. m., giving dealers a daily opportunity to taste the delights of a June afternoon in New York. The seaside, an auto ride and a well-cooked supper at a wayside inn, a big-league ball game, the races—wherever they decide to go or whatever they determine to do, there will be plenty of time.

Altogether the plans of the Edison Co. will make this convention noteworthy in its history and it certainly will be a record breaker both for attendance and for practical value and interest to dealers.

LOOK OUT FOR STOLEN VICTROLAS

New York Talking Machine Co. Trying to Locate Whereabouts of a Truckload of Victrola 11's and 14's Which Were Stolen

The New York Talking Machine Co., Victor wholesaler, is trying to locate the whereabouts of a truckload of eighteen Victrola 11's and 14's which were stolen on Saturday afternoon, May 31. The company had sent its truck for these Victrolas and the driver left the truck standing at Thirty-seventh street and Eleventh avenue while he went into a store to look for a rope. When he came back to the spot where the truck had been standing he found that the vehicle with its load of Victrolas had disap-

peared. The empty truck was found Sunday morning on Charlton street, but there was no sign of the missing Victrolas.

The following are the numbers of the machines that are missing, and the New York Talking Machine Co. will appreciate any assistance that the trade can give it in locating these instruments: Victrola 14's in mahogany Nos. 194390, 193592, 193281, 193315, 193359, 194381, 193664, 194401, 193663. Victrola 11's in mahogany: 527792, 530078, 530356, 530035, 530017, 530024, 530256, 529807, 530213.

Arrangements have been made with the Unit Construction Co., Philadelphia, Pa., by the Bailey Music Co., of Lancaster, N. H., for the installation of the Unico equipment.

PLAYER ROLLS

We have opened a completely equipped department for the wholesaling of the products of The Standard Music Roll Co.

- Perfection Rolls
- ARTo Rolls
- SingA Word Rolls
- ARTo Word Rolls

A complete stock will be maintained at all times, permitting the maximum of service to dealers—the same satisfactory service that has characterized the name of CORLEY in the talking machine trade.

Satisfactory discounts—Prompt Shipments

The Corley Company

RICHMOND

VA.

We distribute at Wholesale

THE TOURIST PORTABLE PHONOGRAPH

A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.

COLEMAN MERCANTILE CO.

4421 Manchester Ave. St. Louis, Mo.

SOME IDEAS IN SALESMANSHIP

Demonstration of the Advantages of Better Machines Will Lead to More Sales—The Prospect Should Convince Himself That the "Cheap" Machine Will Not Please Him

A thorough technical knowledge of the talking machine is a necessary part of the education and stock in trade of the good salesman if he is to make his prospect realize the value of a \$100 machine as compared with a \$25 model. Some have been rash enough to say that there was no difference between a cheap machine and one of a better quality except in the matter of outward appearance, that is to say, you were merely paying for the case and the inside mechanism was the same in all models.

There was a time when you could answer your prospect's question as to what was the difference between a \$25 and a \$100 machine by saying the secret was tone, but to-day, with the market flooded with many inferior machines, all making great claims of this thing or that, there is need for proof by actual demonstration. The salesman who knows his machines in every detail is the one who is able to show clearly to his prospect the advantage of the better grade machine.

A good way to make such a demonstration is to lead the prospect to a gradual appreciation of the value of a high-grade machine by starting with a small machine and working up to the better kind, explaining the difference and the advantage of each model over the preceding one, the superior quality of the motor, etc. Should the prospect show a fancy for any particular detail, it is up to the salesman to show him how much better this detail is carried out in the better machine, and prove the fact by careful demonstration. If each fact is proved to the prospect in turn the sale of a higher priced machine is assured, for you will have gotten the prospect in a buying frame of mind and he sees before him just what he has been looking for.

If he should express an interest in tone values a discussion of the construction of the sound box of the high-grade machine will show him why this machine produces the better tone. If his taste runs to appearances rather than to actual performance values, he can still be convinced that the best and most artistic model is found among the better grade instrument.

Once the fundamental points of the discussion have been established to the satisfaction of the prospect it is well to amplify and strengthen them by paying attention to the minor details which go to make up convenience and utility. Ease of manipulation, winding, automatic stop features and the like, all add to the convenience of the playing of the instrument and help persuade the prospect to buy that particular machine.

Another advantage of the higher-priced machine is the cabinet itself, which contains the records and provides a safe place for them. It is artistic in appearance and is an ornament to any room.

When you have finally made the sale of a higher-priced machine what have you done? You have led the prospect up through the various models, showing him the advantages of each one over the preceding model, taking advantage of his expression of any particular taste and illustrating by actual demonstration how

this taste may be best satisfied. You have shown him the reason why he should buy a good machine instead of a cheap one, and in short have made him an asset in selling machines to others. And all this has been done in such a way that the prospect convinced himself as he went along, and did not have to depend on his good faith in you or your arguments. Unconsciously he showed you where he was most open to persuasion and you have taken advantage of this to make him realize the true facts in the case. He has bought a machine with which he knows he will be satisfied. You have made a sale and, what is far more, have made a good customer and one who will bring in others to your store. Incidentally you have helped to dispel the mistaken theory that there is no difference between a cheap machine and a good one except in the matter of appearance.

AN ATTRACTIVE EMPORIUM

New Showroom and Demonstrating Booths of J. Ramser's Sons' Music Shop in Moline, Ill.

These two photos give a very inadequate idea of the new showroom and demonstrating booths of the J. Ramser's Sons' Music Shop in Moline, Ill. This firm started out with only a de-



Exterior of Ramser's Music Shop

partment in a large store in that city, but their business grew so rapidly that they have now opened an exclusive music shop, where they will feature the New Edison. The shop is carpeted in old blue, and that gives the keynote to the color scheme. The booths are glass, as the cut shows, and are of up-to-date construction. The establishment is most attractive.

The opening of this new shop occurred quite

recently and was celebrated by an Edison concert. A very attractive program was played on the phonograph, and was very much appreciated.



View of the Interior

Mr. Fry, the manager, made it very clear to all the guests that the shop was at their disposal at any time, and that they should feel free to call there without obligation to purchase.

Mr. Fry also announced a tone-test recital for the near future, at which Miss Gardner will demonstrate the merits of the New Edison.

HANDSOME NEW EDISON CATALOG

Thomas A. Edison, Inc., have just announced the publication of their new disc instrument catalog. The catalog is handsomely made, the sketches of the instruments being done by skilled artists, and in a setting appropriate to the period of the design. The colors used are brown and blue and are skilfully blended to produce an antique effect. As a whole this catalog is highly distinctive and cannot fail to impress even the most casual observer.

EDISON ARTIST IN LONDON

Maggie Teyte, a well-known Edison artist, has been engaged by the Society of American Singers to produce "Opera in English" at the Park Theatre in London next winter.

BECOME JOBBERS FOR THE PATHE

YORK, PA., June 1.—The Weaver Piano Co., Inc., announce in their monthly letter to the trade that they are now jobbers for Pathé phonographs and records. Four dwelling houses adjoining the Weaver factory have been purchased and will be converted into a Pathé warehouse.

GOLD PLATING of **Tone Arms, Sound Boxes and Phonograph Parts**
OUR SPECIALTY

PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc.

**20-22 JACOB STREET
NEW YORK CITY**

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR
AND SALES CORPORATION

ANDREW H. DODIN, President
176 Sixth Avenue New York
TELEPHONE, CHELSEA 8437

TEN INCH

Operaphone

Play on all Phonographs

Records

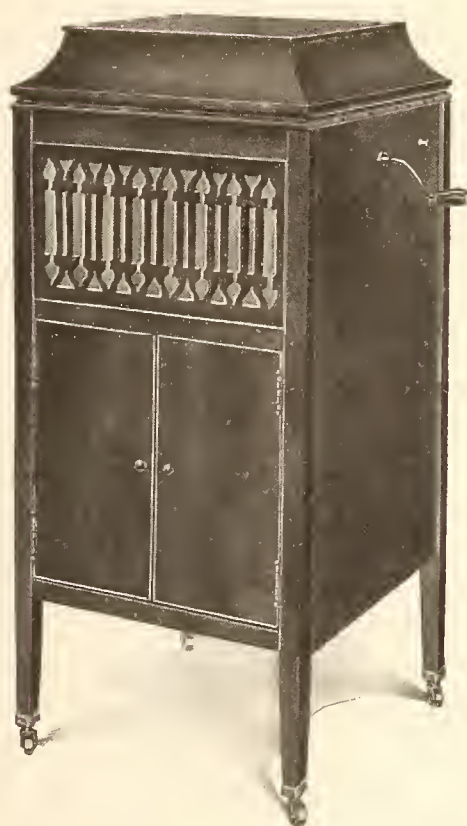
COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.

Supertone

"EQUAL TO THE FINEST TALKING MACHINE IN THE WORLD"

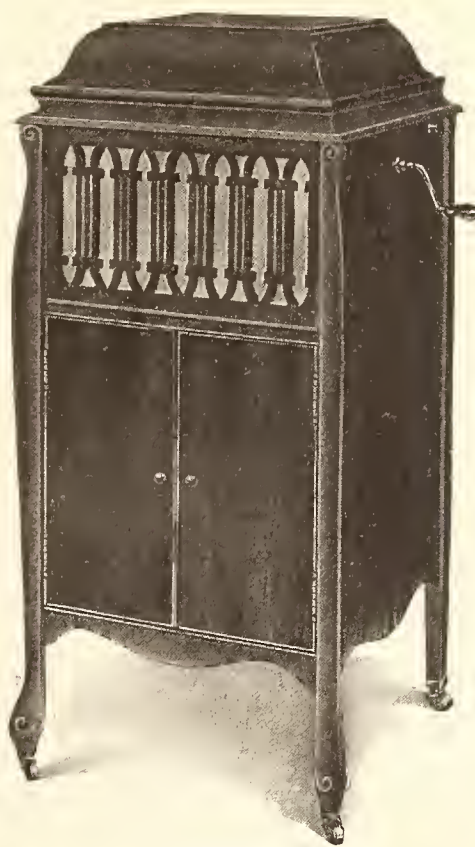
PHONOGRAPHS THAT SELL— AND *STAY* SOLD



MODEL No. 3
\$115.00

Ask about our Plan for Financing your Customer Accounts which involves no charge to you.

The Supertone Talking Machine is pre-eminently the one phonograph that embodies to the highest degree the supreme features of Tone Quality, Superb Finish, Artistic Design and Dependable Equipment. That is why a "Supertone Sale means no come-backs."



MODEL No. 2
\$125.00

Plays all records without attachments.

Supertone

A Super-Quality Machine at Sub-Standard Prices.



MODEL No. 4
\$135.00

Supertone

TALKING MACHINE CO.

18 West 20th Street, New York

"All That The Name Implies"

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

TRAVELER WANTED—We have a traveling position open and want to hear from a thoroughly successful piano or phonograph man not more than thirty-two years old. Wonderful territory around Chicago. Highly advertised product with one of largest phonograph manufacturers in the country. Address "J. W., 10," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Man to take general management (including manufacture and sales) of company making talking machines. Opportunity to invest after preliminary engagement. Business established, small as yet, but just ready for big expansion. Owners engaged in other lines. Opportunity exceptional for right man, but big salary not to be expected at start. Give full particulars. Address "M. A. 27," The Talking Machine World, 209 So. State St., Chicago, Ill.

SALESMAN—With a strong following in the phonograph trade in Western New York is about to open a manufacturers' agency, and invites correspondence from responsible manufacturers desirous to make such a connection in Buffalo. Address "Box 646," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Who wants a live wire to handle distribution or high class retail department? Will be open to accept position July 1. High class references and figures of past results upon request. Address "Box 647," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—Road men with A-1 references, widely acquainted among Western piano, music and furniture houses. Have high grade, well advertised phonograph proposition on side line basis. Give age, detailed experience and reference in first letter. Address "Box 648," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a prominent Middle West manufacturer a young man experienced in the wholesale talking machine and record fields. A splendid opportunity for the right man to advance to an important executive position. Address with full details "Box 649," care The Talking Machine World, 373 Fourth Ave., New York.

DISTRICT MANAGERS—Salesmen—Large enterprising New York house prepared to do big wholesale phonograph business, wishes to get in touch with managers and salesmen throughout the country at once. Address "Box 655," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Recording expert with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 633," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Opportunity for quoting on phonograph cabinets by a general woodworking company of twenty-five years' experience. Capacity of 50 to 100 cabinets per day. Address "Box 639," care The Talking Machine World, 373 Fourth Ave., New York.

EXECUTIVE—Wanted to invest \$15,000 to \$25,000 in going concern with national reputation, in connection with other business now manufacturing phonographs on contract for ten thousand. Must have good references, take charge of financing, become officially connected. Attractive salary to right party. Unlimited opportunities. Address "E. M. H.," 1365 Euclid Ave., Cleveland, O.

DO you wish to employ a No. 1 experienced manager for a phonograph, or piano and phonograph department or store? Fifteen years' experience, married, thirty-four years old. Now employed and making between \$250 and \$300 per month. Want to get out of South. Expert salesman. Address "Box E. D. R.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A Brooklyn young man (married) would like to get a position anywhere in talking machine line, where there is a chance for advancement; city or country. Can be used as all around man as I can be shipping clerk, salesman, repair man, assembler, delivery man, willing to work, not afraid of hard work or long hours. Address "Box 650," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (thirty-eight), married, five years' experience with Columbia, Victor and Brunswick, desires a position as manager of talking machine department. Can furnish best of reference. Address "Box 651," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by ex-Victor traveler, capable of taking charge of and increasing sales of your talking machine department. Married, man of character and energy; only a salary and commission, or straight commission basis considered. Address "Box 652," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED—Phonograph salesman wanted to take on a complete line of phonograph accessories. Every dealer a customer. Address "J. N. 4," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION DESIRED by first-class varnisher, rubber and polisher, as foreman with concern making cabinets. Can furnish first-class reference, both from piano and cabinet shops. Understand assembling of all kinds of motors. Address "Box 653," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Two young men, hustlers, as Edison phonograph salesmen, who can show results and are active in selling the goods for us. State experience and salary you expect. Best of chances for improvements to the right party. Married men preferred. Mostly outside work, will, if necessary, furnish Ford to travel with. Address "Box K," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN—Experienced live-wire man. One who can take charge of phonograph department, desires connection with retail concern either in an executive or sales capacity. Best references. Address "Box 656," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED by Victrola salesman for New York City vicinity. References. Address "Box 657," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WE want a man who understands plating and pressing records and the making of recording wax and mixing of record material. Write giving references and experience. Don't waste your time trying to flourish. Address "Box 658," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A retail inside Victrola and Victor record salesman, who is acquainted with the city of Brooklyn. Man with experience and high class reference need only to apply. Address "Box 659," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A live wire manager for an exclusive phonograph department, state experience and salary expected in first letter. A. B. Smith Piano Co., 190 South Main St., Akron, O.

WANTED—Phonograph accessories salesman to call on manufacturers. Not less than \$5,000 a year to right man. Gentle only. Address "M. A. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Five live wire salesmen to handle our phonographs, state experience. A. B. Smith Piano Co., 190 South Main St., Akron, O.

SITUATION WANTED—An American thoroughly conversant with the export trade wants to represent a reliable talking machine manufacturer to develop an export business. Address "Box 640," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Ten years' experience in talking machine line, motor repairer, wood finisher, polisher, shipping clerk, etc.; desires steady position in New York. Address "Box 641," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in phonograph factory as foreman in mill and cabinet room. Fifteen years' experience in Eastern factory. Address "A. P. 11," care The Talking Machine World, 209 South State St., Chicago, Ill.

WILL represent firms of East, manufacturing supplies and accessories suitable to phonograph and piano stores on the Pacific Coast. Address "N. A.," care Columbia Graphophone Co., 745 South Broadway, Los Angeles, Cal.

SITUATION WANTED—By man (33) expert mechanic in all branches of manufacturing and repairing of talking machines. Take complete charge of plant. Twelve years' experience as working foreman and manager. Understand every point of the business, am at present at liberty to connect with some reliable firm. Address "Box 642," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young married man, with years of experience, to take charge of phonograph department. Preferably the Brunswick. Am a live wire and can produce the business. At present located, reason for changing, to better myself. Good references. Address "Box 643," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Am open for a good proposition from some reliable piano or talking machine man, either as traveling salesman or the right proposition in handling on consignment (latter preferred). Results guaranteed. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMAN WANTED—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY A SALESMAN—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

POSITION WANTED by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

At a bargain for immediate delivery a lot of phonographs in handsome popular model similar in appearance and size to standard \$115 type. Write for further particulars. "Box W. M.," 1004 Mallers Building, Chicago, Ill.

CABINETS

Are you looking for a large, classy cabinet at a low price? We make cabinets and complete machines. Small orders given same prompt attention as large. Get our prices.

BADGER STATE CABINET CO.
P. O. Box 391 Milwaukee, Wis.

WANT TO BUY

Spot cash, any quantity Victor, Columbia, Emerson, Little Wonder and other phonograph records. Prompt action. What have you got?

I. DECKINGER
3064 Albany-Crescent Ave. New York.

WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, born or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good-paying proposition for live, active men. Address "M. S. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

\$8.00 Spring Motors \$4.75

Equipped with 12-inch pressed steel turntable, speed regulator, brake, needle cups, large nicked winding crank, escutcheon, mounting screws and washers. Terms, cash with order. Send for sample to-day. Phon-O-Musical Sales Co., P. O. Box 1824, Boston, Mass.

We can supply the trade with a limited number of popular priced cabinets, either in white or finished. Three sizes only, 44-in., 48½-in. and 51½-in. high. Good lines and finish and big sellers.

BULLOCK MFG. CO.,
4732 Madison St. Chicago, Ill.

FOR SALE

High grade steel needles, 4c a hundred in lots of 100,000.

COLE & DUNAS MUSIC CO.,
54 W. Lake St., Chicago, Ill.

WANTED

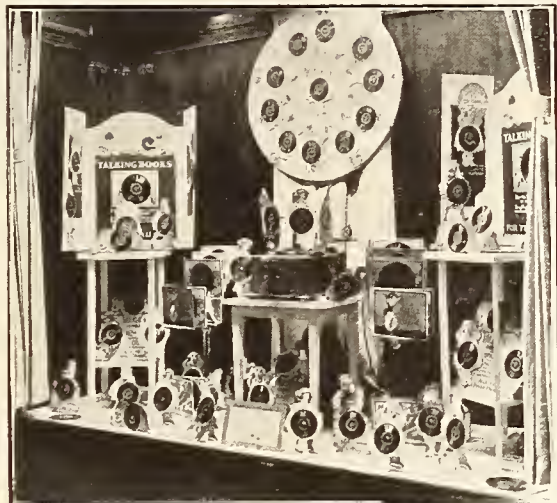
Columbia and Victor Hebrew and Russian records. Apply "Box 654," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

We are in the market for a machine to cut and sharpen phonograph needles.

The Kovell Talking Machine Co.,
2365 Mission St., San Francisco, Cal.

ATTRACTIVE GIMBEL BROS. WINDOW

The crowds passing the prominent establishment of Gimbel Bros., at Thirty-third street



and Sixth avenue, paid tribute recently to the attractive show window devoted to the products of the Talking Book Corp. displayed in the illustration herewith.

WAYSIDE GRAMOPHONE CONCERTS

At a London police court recently a woman stated that her husband earned his living by traveling about with a gramophone and entertaining people with it in ladies' houses. He boasted that he made a good living in that way, and why not? The king of artistes is always open for such engagements. Few dealers have ever developed this side of their business, though.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

CABINETS WANTED

A certain fairly large manufacturer of complete talking machines desires to contract for the making of a large number of cabinets.

Address Box 3000

Talking Machine World

373 Fourth Ave. New York City

EDUCATING THE ANTI-MUSICAL

How John A. Scott Is Successfully Overcoming Certain Religious Prejudices Against Music in Certain Parts of the State of Pennsylvania

We hear much these days of the universal love and appreciation of music, of the fact that music is one of the essentials to human happiness, and that it is ranked by Governmental authorities as fourth in the line of necessities, coming immediately after food, clothing and shelter, yet there are sections of the United States where religious sects hold forth and where music is looked upon as a curse and is barred either in the church or home by religious scruples. It seems peculiar in these modern days that such conditions should exist, but they do exist, and the talking machine or piano dealer who has the courage to establish his business in or adjacent to one of the communities settled by any of these particular religious sects has the ordinary problems of business increased.

There is a religious sect in Conestoga County, Pa., and adjacent territory which regard music of any sort with religious horror, and not only refuse to permit the use of musical instruments of any kind either in the church or the home, but make every effort to avoid hearing the music produced by others. Although the members of the sect in question are energetic and without exception prosperous, the territory being rich in agricultural possibilities, and while they enjoy the benefit of the modern innovations in the conduct of their affairs and in the furnishings of their homes, they still maintain without

abatement their prejudice against music in all forms.

A dealer in Conestoga County relates a situation in which a woman, enthusiastic over one of the talking machines he had for sale, purchased the same with the proviso that if her neighbors strenuously objected and ostracized her for the possession of this machine she would be privileged to return it. Two days after the sale he received a telephone request to take the instrument back. It seems that, despite the fact that it was mid-summer, whenever she played the talking machine her next-door neighbor, although fifty feet away, closed every window in the house and drew down the shades. This was no reflection whatever on the tone of the machine, but simply was the religious antipathy of the neighbor to listen to the phonograph.

At least one talking machine man in this afflicted territory has taken a certain amount of pleasure in endeavoring to overcome his religious prejudice by endeavoring to impress upon the members of the sect that music holds a prominent place in the Bible, and that in maintaining the Bible as a work of the Lord they must of necessity adopt the teachings that music is looked upon with favor by the Almighty. This particular talking machine man is John A. Scott, connected with the Solotone Mfg. Co., of Lititz, Pa., which make and market the Solotone phonograph. Mr. Scott himself is the son of a Lutheran minister, and is firm in his belief that true worship is enhanced by the use of music.

It was through his influence that an interesting article combating the existing antipathy to music appeared recently in the "Lititz Express," and for his own part Mr. Scott prepared a slip containing some interesting facts concerning the reference to music and musical instruments in various sections of the Bible. These slips he sent to various prospects whom he felt they would interest. The facts as presented by Mr. Scott show considerable familiarity with the good book, as well as considerable research work, and they might prove of value to other talking machine men who perchance may find themselves up against the problem of overcoming religious scruples. The facts as presented are as follows:

The sixty-six books comprising the Bible were written over a period of sixteen hundred years, from the time of Moses to the Apostle John.

The words music, musical instruments, musicians, song singers, singing, appear about 425 times; harps and viols, 150 times; shouting for joy, 75 times; joy, 200 times; happiness, 25 times; glad and gladness, 150 times; rejoicing, 300 times. Total, 1,325 times.

The word gloominess appears in the Bible two times. The word despair appears in the Bible four times.

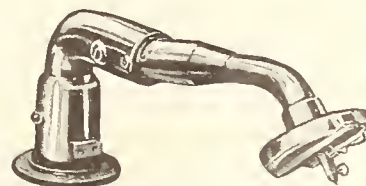
It would appear, therefore, that since the earliest history of the human family, music, musical instruments, singing and joy have been encouraged by the writers—who were Godly men—legislators, patriarchs, prophets, kings, priests, statesmen, physicians, shepherds, tax gatherers, tentmakers, fishermen and men of every class of the community, in every stage of human progress and experience.

A recent addition to the talking machine department of the Shepard Co., Providence, R. I., is Miss Ruth Cannon.



THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

THE REGINA CO. 47 West 34th Street, NEW YORK
209 South State St., CHICAGO, ILL.

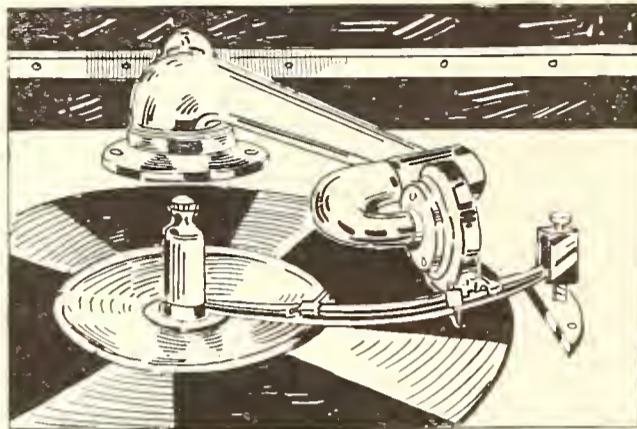
Manufacturers of the Regina Music Box and other musical instruments for over 25 years.

TALKING MACHINE MANUFACTURERS AND DEALERS!

ANNOUNCEMENT

The Most Wanted Devices for Talking Machines

**STYLE PERFECTION
REPEATER**

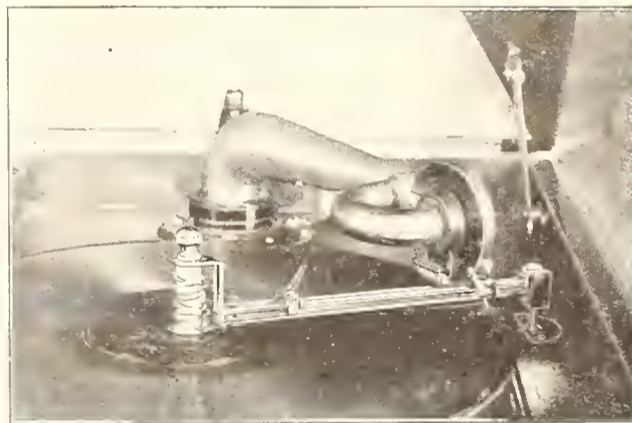


Adaptable to almost all makes
of Talking Machines



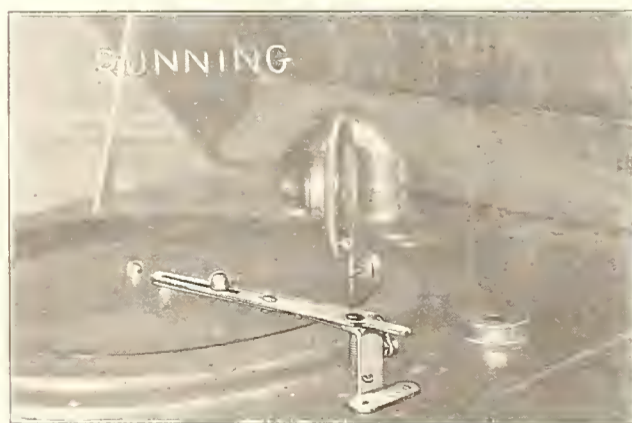
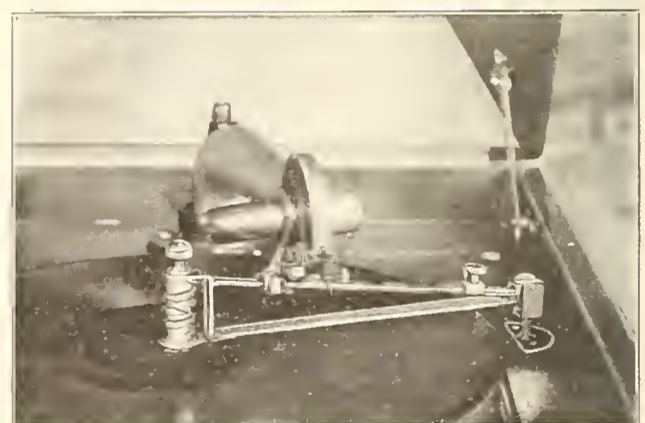
**STYLE
REPEAT-O-
STOP**

For Victors, Columbias and several other makes of instruments. A combination repeating and automatic stopping device. Repeats or stops as set for.



STYLE VICTOR

For Victors only. This instrument has met with instant approval. Repeats as often as desired.



**PERFECTION
AUTOMATIC
STOP**

Most positive stop on the market.

All instruments in gold or nickel as desired.



Manufactured by

WEBSTER NOVELTY CO., 1314-20 Sedgwick St., Chicago, Ill.

Distributed exclusively by

C. H. J. MARR, 1314-20 Sedgwick St., Chicago, Ill.

WARNING!

The above instruments are licensed to be manufactured by Webster Novelty Co. and sold exclusively by C. H. J. Marr. They are fully covered by patents already granted in many countries—in the United States by Letters Patents Nos. 1,060,955, 1,062,369 and 1,275,823; and by other pending applications as well. Under these patents any manufacturer or dealer putting out a device which operates from the turn table spindle with a lifting arm across record will be considered and treated as a direct infringer and will thereby become liable to immediate prosecution.

THE NEW HOME OF MICKEL BROS. CO. IN OMAHA, NEB.

Company Now Settled in New Building Which Offers Every Facility for the Proper Conduct of Their Large Victor Wholesale Business—Some Modern Ideas Regarding Service

OMAHA, NEB., June 7.—The new home of the Mickel Bros. Co., Victor wholesalers of this city, is already bustling with activity and no effort is being spared to make the Mickel headquarters

efficient in the talking machine business. The Mickel institution has been responsible for many other innovations in the Victor jobbing business, and as a result has won through merit



General Offices

a model of efficiency when it comes to offering co-operative service to Victor retailers located in the corn belt. The accompanying illustrations give a good idea of the appearance and equipment of some of the different departments, and in fact need no explanation beyond that indicated in the caption titles.

The Mickel Bros. Co., under the able direction



Record Order Department

the distinction of being the leading and largest Victor wholesaler located in the corn belt region.

The new Mickel Bros. building in Omaha is but a further evidence of the same forward-moving spirit which dominates this organization. During the prevalent shortage of Victor stock



Service Room

of George E. Mickel, has attained an enviable record for progressive action. Under the auspices of this company, for instance, State conventions of the Victor dealers of Iowa and Nebraska were held in Des Moines and Omaha, respectively. Both affairs were well attended and conducted along constructive lines which had for their goal increasing merchandising ef-



Talking Machine Repair Shop

this company has rendered considerable service to the retail music industry through the wholesaling of certain kinds of accessories and music rolls for player-pianos.

The executives of this institution are most optimistic regarding the general business outlook in the talking machine field this fall.

OPEN BRANCH IN CINCINNATI

The Fischer Co., of Cleveland, Open Wholesale Division in Cincinnati

CLEVELAND, OHIO, June 7.—The Fischer Co., Pathé wholesalers of this city, recently opened up a branch wholesale division in Cincinnati, Ohio. R. J. Jamcson, who has long been associated with the Fischer Co., of Cleveland, in an executive capacity, is manager of the Cincinnati division, which will serve dealers located in Kentucky, Tennessee, West Virginia and Southern Indiana. The Fischer Co., according to the belief of M. Saunders, who is the wholesale manager, is the first Pathé jobber to reach such a large turn-over as to require a second wholesale headquarters. The business of the Fischer institution, it is estimated, will run in the neighborhood of a million dollars for 1919.

NEW CONCERN IN BOSTON

BOSTON, MASS., June 11.—The Boston papers to-day announced with big advertisements the starting of the New England Piano & Phonograph Co., located at 43 Tremont street. It is a corporation with \$100,000 capital and its officers are Charles G. Faux, formerly with the Hallet & Davis house, as president and treasurer; Hardy Horrocks, a player expert, secretary; and these directors: Daniel L. Phillips, Vincent A. Jenkins, formerly with Chickering; B. J. Freedman, formerly with Hallet & Davis; H. B. Erb, Dr. William I. Green and Louis L. Cohen, of Boston.

MANHATTAN INCORPORATION

The General Talking Machine Shop, Inc., has been incorporated at Albany to do business in New York. The incorporators are A. Weinstein, M. G. diPirro and B. Clark, Jr., 32 Nassau street, New York City. The capital stock is \$50,000.

MOVES INTO LARGER QUARTERS

The Pickard Piano Parlor, Marshalltown, Ia., has moved into new quarters at 11 North First street. A large line of talking machines is handled in addition to pianos and other musical instruments. A formal opening is to be held in a few weeks.

H. H. BIGGERT HAS RESIGNED

BRIDGEPORT, CONN., June 8.—Announcement was made this week that H. H. Biggert, for the past three months general works manager of the Columbia Graphophone Co., of this city, has resigned. His successor has not yet been appointed, according to officials of the company. Mr. Biggert's future plans cannot be learned at this time, as he is out of town.

William L. Luce, of Belfast, Me., has improved the equipment of his store by the addition of the Unico booths.

Room No. 321 130 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City Phone, 2812 Cortlandt

The FULTON

We are now offering to dealers our New Improved Maestola Phonograph, Mahogany, 14x14x7 1/2". Motor plays 4 10" Records with one winding. 12" Turn Table, Dial Regulator. Price \$6.00 each and Sample \$6.50.

CASH WITH ORDER

Best American Steel Phonograph Needles

TRUETONE or CLEARSTONE

200 to a metal box, or
100 to a package, 55c

Per thousand, 50c in lots of 100,000

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.

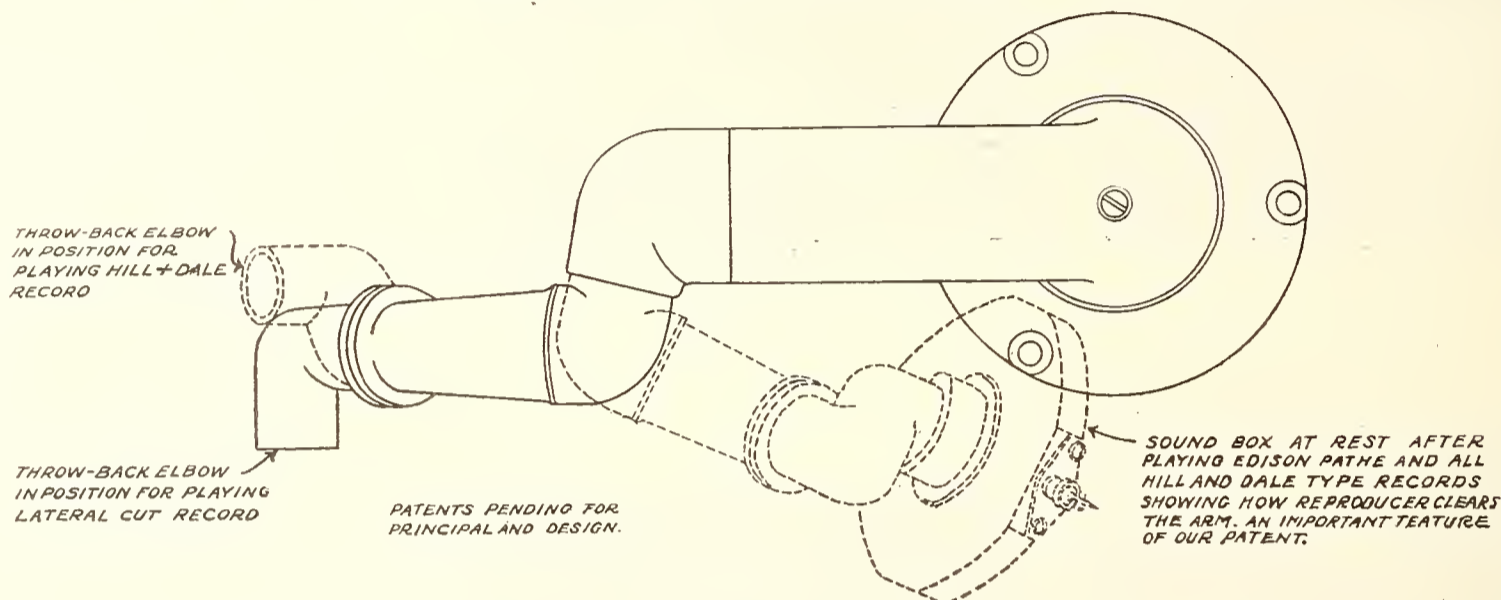
Records—Standard make, Lateral Cut, at \$40.00 per 100.

FULTON TALKING MACHINE CO.

640 Broadway New York, N. Y.

AT LAST! We Have Solved the Problem

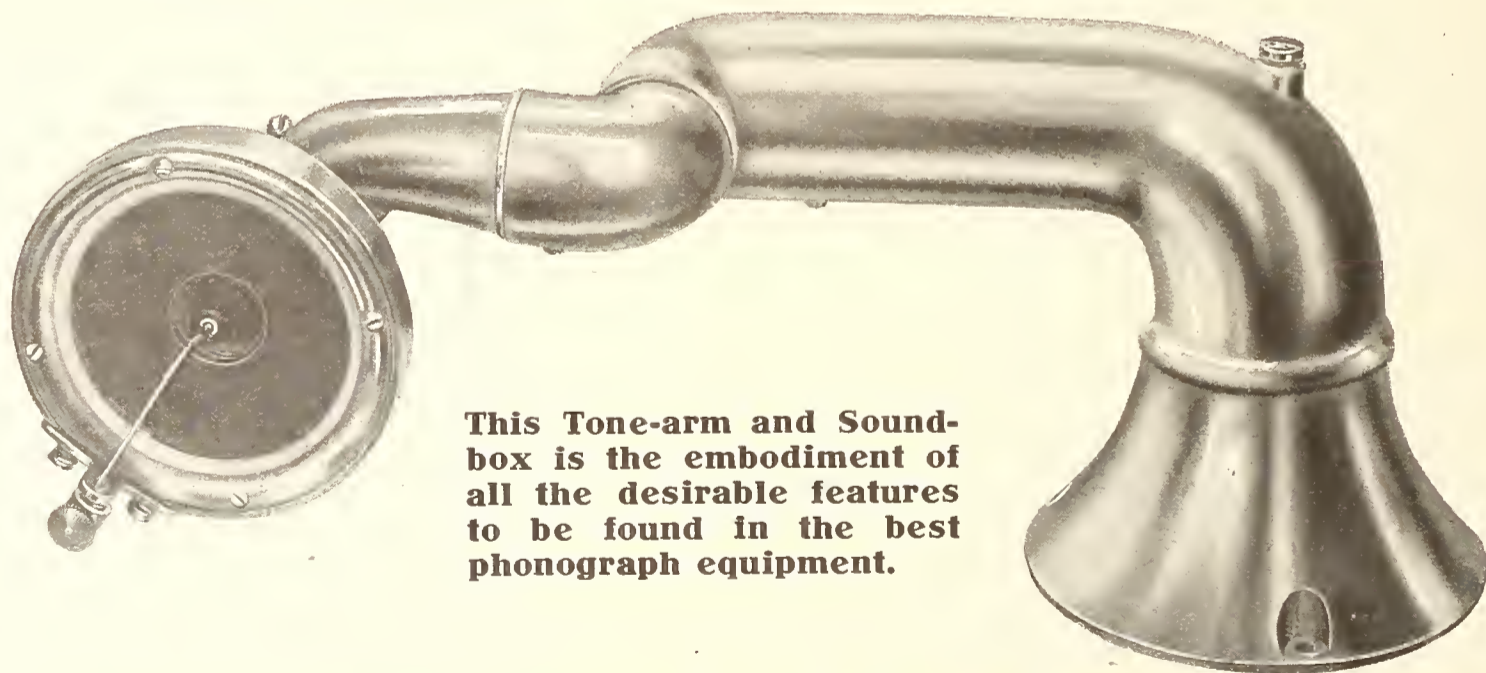
The only remaining obstacle to a Perfect Tone-Arm is now removed by our patent pictured below



The rigid tone-arm was supplanted by the throw-back arm. We have further improved this by the above patented feature which permits the sound-box to be thrown back in both "hill and dale" and "vertical" positions without hitting the arm or interfering with the cover.

WRITE FOR PARTICULARS AT ONCE

Our Tone-arms and Sound-boxes are recognized as the scientifically perfect sound-reproducing combination. Only the finest grade of selected Ruby Mica Diaphragms used.



This Tone-arm and Sound-box is the embodiment of all the desirable features to be found in the best phonograph equipment.

Universal Reproduction—Plays all makes of records perfectly without attachments

Tone Arm has throw-back-feature. All joints are threaded to prevent rattling. Made of best materials, beautifully finished. Handsome in design, adding in beauty to the cabinet.

Notwithstanding the high quality of our product, we have very interesting prices to offer.

ASK FOR OUR QUOTATIONS

TRIANGLE PHONOPARTS COMPANY

311 Sixth Avenue

New York City

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Most Important News of the Month Is the Removal of Restrictions on Imports and Exports on a Great Many Musical Products and Parts—Details of Colonial Tariffs—This Move Will Do Much to Expand Trade and Help Business—Londoners Due in New York—Interesting Gramophone Story—Luxury Tax Rejected by France and Great Britain—Interesting Budget of News

LONDON, E. C., June 3.—Great and important is the news this month. From time to time I have chronicled in these columns the gradual subjection of that unpopular lady known far and wide by the name of "Dora," a non de plume which, as my oversea readers are doubtless aware, is in reality the Defense of the Realm Act. Dora still exercises sway in a good many directions, but her power is almost negligent as far as the gramophone trade is now concerned. To commence at the beginning, as the Irishman is said to have said, it has already been made known that all control over the export of gramophone goods to countries other than enemy territory has been removed. British traders are therefore free to put into execution those long-mooted plans for the resuscitation of their export trade. To this end every effort will be, and is being, made, but until such time as materials become freer and productive capacity enlarged I am afraid that export trade developments cannot be so rapid as could be desired. I am happy to report, however, that my representations to different British houses to at least allocate a fair percentage of output for the oversea demands is meeting with some success. If we are to meet foreign competition in, for instance, our

colonial markets, to the best possible extent they must be now fostered, even at the expense of home demands. Neglect this precaution and we will simply be forcing colonial buyers for their own preservation to treat elsewhere. Sentiment may carry orders to us from overseas, but let us frankly admit that will not be long-lived in the face of business failings. British manufacturers must realize this fact or rue the omission so to have done for—who knows how long?

Colonial Tariff Preference

The 33 1-3 per cent. import duty upon all musical instruments is now reduced by one-third in the case of goods manufactured within the Empire. From the British traders' viewpoint this concession is of very little material value, as few, if any, gramophone imports reach us from the colonies. Were it otherwise there would, of course, be something to measure. As it is, I believe we receive a few consignments of needles from Canada and that is about all in the gramophone line. It is reported, however, that there is in existence a firm in Canada manufacturing, or about to manufacture, gramophone motors, with an intention to market supplies here. If that be so, they will receive a welcome in the interests of free trade, though I doubt whether this proposed colonial supply will be looked upon with much favor by the several British houses now engaged in perfecting their own motor output, principally because the import duty margin is regarded as rather close. A little later, when all the new British gramophone motor factories are in full swing of production, all will be well. The English market in normal times can absorb many hundreds of thousands of motors beyond the present supplies,

and in due time there will be room for all non-enemy products.

Removal of Import Restrictions

I now come to the most momentous announcement of all. At a largely attended meeting of the Gramophone Association about three months ago a majority of members resolved that the Board of Trade should be approached to remove the license control over gramophone imports. A majority favored free trading in this respect, being of opinion that the maintenance of the 33 1-3 per cent. tariff provided a sufficient margin of protection to British manufacturing interests. The association's executive accordingly tackled the Board of Trade officials, the result being a blank refusal to make any concession. A few weeks later, however, the amount of musical merchandise tonnage allowed to be imported was increased. And now comes the sudden news that all restrictions on the importation of gramophones, etc., are canceled. It has caused not a little surprise in trade circles in view of the attitude hitherto adopted by the Board of Trade. Well, the matter need not further be labored; the information we must assume is, by the resolution of the association, welcome to the trade, and that's all there is to it!

The official Gazette announcement is as follows: After duly considering the recommendations of the Consultative Council on Imports, the President of the Board of Trade has given the following further directions in regard to the prohibitions of imports. The restrictions on the importation of the following goods are to be removed:

Gramophones and all musical instruments, ex-
(Continued on page 150)



"His Master's Voice"

Copyright

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solvanoi Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lughatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Buluwayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenço
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

**This intensely human pic-
ture stands for all that is
best in music**

—it is the "His Master's Voice"
trade-mark, and it brings to you,
no matter where you are, the
very best music of every kind,
sung and played by the world's
greatest artists—the greatest
singers, pianists, violinists, or-
chestras and bands—all enshrined
in the unequalled "His
Master's Voice"
records

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 149)

cept organs, pianos, players and instruments of a similar nature.

The importation of the following articles is to be restricted as shown:

Harmoniums, organs, pianos, players and instruments of a similar nature should be admitted at the rate of 25 per cent. of 1913 imports, the ration to be based on number of instruments.

It will be seen that while such firms as Steinway, the Estey Organ Co. (having London branches) and other American makers of bulk-size instruments are left under much the same handicaps as the old rationing system, foreign manufacturers of gramophones, parts and accessories are now quite free to import their wares into Great Britain, being subject, of course, to the tariff duty. The road is thus thrown open to the probability of a big development of gramophone commerce between America and England. For keen business firms the trading prospects are decidedly good. There is a shortage here of practically everything in the gramophone line which it is not expected the home production or Swiss imports combined will adequately satisfy.

London Gramophone Men to Visit New York

The lifting of the embargo upon imports of gramophone parts and accessories may mean a speeding-up of trade relationship between United Kingdom buyers and American supply houses. Doubtless in this connection there is strong rumor of contemplated visits to the States by several leading members of the British gramophone trade. Already two well-known traders are on the way, being due in New York early in June. Mr. Frank Samuel, of the music house of Barnett Samuel & Sons Co., London, is making the trip via Canada. His wife accompanies him.

A. Balcombe, who has built up a successful gramophone business since the war commenced, sailed at the end of last month on the White

Star liner "Baltic." The object of his trip is to complete negotiations for British agencies of American gramophones and records and perhaps other musical instruments. He is due in New York the first week in June.

Another prospective visitor to America is David Sternberg, of the Sterns Manufacturing Co., makers of the popular "Compactophone," and British agents for Mermod Freres Swiss motors. Owing mainly to pressure of work on this side Mr. Sternberg has so far been unable to fix a date for departure.

France and Great Britain Reject the Luxury Tax

The proposed tax on luxuries, under which category came pianos, gramophones and records, has met a well-merited end in both the French and British Parliaments. It was very hotly contested in the Paris Chambers, one member describing it as "enormously prejudicial to our finest and richest industries." A division was sought, resulting in the tax being annulled by 336 votes to 160.

In our own case, the tax on so-called articles of luxury was last year proposed by Bonar Law, who then failed to press the matter, threatening to have it brought forward in this year's budget. A strong opposition campaign was immediately organized by trade associations and Chambers of Commerce all over the country. Partly as a result thereof and in some measure perhaps due to the difficulties and the cost of its collection, the Chancellor's plan to exact this unpopular tax has fallen through, definitely. In his budget statement, Austin Chamberlain was brief on the question, merely remarking, "I do not propose to proceed with the luxury tax. I am quite ready to give my reasons for this, but it would unduly delay the committee if I did so." We shall not mourn over its stillborn body.

General News of the Day

Under date May 14 the "His Master's Voice"

Co. advise the trade that in the interests of increased production it has been decided to close their factories from July 26 to August 12. During this period the whole office staff will take their annual holiday, and orders for "H. M. V." goods cannot be dispatched during that period. Record orders received up to July 24 will be executed before the closure.

The trade press here record with evident interest the news of John Cromelin's connection with the enterprising house of Heineman. Mr. Cromelin holds a good reputation in British trade circles for courtesy and business acumen during the time he was with us, in charge of the Edison interests.

Among those British firms out to cultivate the Colonial trade through the columns of this journal is the firm of Craies & Stavridi, well known this side for the quality of their gramophone products. Upon the occasion of a recent call I had the pleasure of meeting Constantine Craies, who had just returned from Constantinople. As a captain in the British Macedonian army, he has seen over two and one half year's service, having been through much of the fighting which followed the British landing at Salonica. Mr. Craies expressed surprise at the conditions of things in general here, and is much impressed particularly as regards the present ruling prices in the gramophone trade. He modestly declined to discuss his part in the war, but his "bit" may be summed up as nobly done. During his long absence, the arduous responsibility of carrying on the business devolved upon Mr. Stavridi, who handled affairs admirably.

Just prior to mailing this report I am advised by Alfred Clark, managing director of the Gramophone Co., Ltd., that M. E. Ricketts, for over four years manager of the British sales branch and whose connection with the company dates back to 1899, has resigned as from



YE "POPULAR" RECORDS

{Double-Sided
Superb Needle Cut
"Lateral"



LONDON'S LEADING VALUE!!!

'OUR POINTS'
SET OUT BELOW)

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

Address: **SOUND RECORDING CO., Ltd.** CABLES "Grammavox"
EXPORT DEPT., 18-19 Swallow Street London
Piccadilly, London, England "QUOTATIONS CABLED FREE"

POINTS

- ➔ Repertoire Approx 2,000 Titles—Covering
- ➔ Superb Selection, Bands and Orchestral
- ➔ Lightning Shipments
- ➔ Packing by Experts
- ➔ Rock Quotations "Always"
- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE

APOLLO GRAMOPHONES

Apollo
Portable
with
Sound
Reflector



Every type of instrument with Horn, Hornless, Table Grand, Pedestal and Portable.

FINEST BRITISH WORKMANSHIP

Motors, Tone Arms, Sound Boxes and Accessories

AGENCIES OPEN FOR CERTAIN FOREIGN MARKETS

Write for lists and full particulars to the makers

CRAIES & STAVRIDIS, 4 BUNHILL ROW, LONDON, E.C.1.

FROM OUR LONDON HEADQUARTERS—(Continued from page 150)

June 30, when he joins the piano and publishing firm of Messrs. Chappell & Co., Ltd. The World's best wishes go with Mr. Ricketts in his new sphere, which will fortunately not preclude him from continuing his many useful activities on behalf of the musical instrument trade generally, in serving the interests of which during the whole war period, often at great personal sacrifice of time and labor, he has won the esteem and gratitude of the trade. The popular manager of the British Zonophone Co., Ltd., Wm. Manson, has been offered the vacant position and I learn has signified his acceptance. A wise choice, for few men are so well equipped in knowledge and experience of the gramophone trade, both in respect to the production as to the artistic side, as Mr. Manson. Hearty congratulations!

Advance information is to hand that the Columbia Co. have secured the exclusive recording services of Thomas Burke, the wonderful Lancashire tenor and the sensation of the Covent Garden opera season. Two of Mr. Burke's contributions—from "La Tosca," by the way—will be issued by the Columbia people this month.

Interesting "Winner" Items

Messrs. J. E. Hough, Ltd., of Edison Bell and Winner record products, are well forward with their plans of reconstruction following a long period devoted to war munition output, and progressive effort is the order of the day. As measured by the pre-war standard, "seasonal" trade is a thing of the past. Winner records were never so much in demand as at present, and as the company's sales manager tells us, "though every endeavor is made to keep up with the demand by maintaining full shifts at the factory, it is a steady grind all the time." The record programs each month include the topical revue, musical comedy and standard titles, many by artists exclusive to this company. A large new boiler is being installed in the

record factory, by means of which Winner output will be considerably accelerated. The boiler measures somewhere about 40x12 feet. At the time of our call it had found a resting place on the pavement pending decision as to whether it would go through the yard gate or over some private gardens after the walls had been demolished. The local council were of course on the war-path.

Dealers overseas will be interested to learn that Messrs. Hough have now ready a series of their Edison Bell Discaphones, cabinet, hornless and exterior—horn models at prices varying from 4 to 40 guineas. The general quality is good, the equipment throughout being of a reliable standard.

Fitting Gramophone Springs

A subscriber of the Motor Cycle & Cycle Trades tells in a recent issue of that journal of his method in fitting gramophone springs without the use of a special spring winder, such as is used when fitting clock springs. He says: "In fitting new ones it looks easiest to drop the spring while wound up into the case, then releasing it by cutting the wire; but in practice this is not always so, as the outer slot may not catch on the peg in the case. I find the best way is to hold the spring in a cloth and cut the wire, thus releasing it, see that the catch inside the case is a good one and put the outer slot on it, being careful to see that it fits well on. Now hold the axle, or a substitute, vertically in the vise, case on it, mouth upwards, and free to revolve. Next work the spring in, pressing it in with the left hand while bringing more spring up with the right. It is quite easy to get them in, and I fail to see the use of a winder."

The Black List Now Whitewashed

By an official Order in Council it is made known that all names in Africa, America, Asia, and Europe have been removed from the "Trading with the Enemy Statutory List."

The Swiss Grant General Export Licenses

The export of gramophones, parts, etc., and all other musical instruments, except records, is now permitted by the Swiss Department of Public Economy, under a general license system, which, however, is revocable at any time. This general license applies only to exports through the Customs Bureaus on the Franco-Swiss and Italo-Swiss frontiers.

Famous Artist on Air Tour

One of our best comedians, Harry Tate, whose laughable skits appear on Columbia, by the way, is now to indulge in a new flight of fancy. He has conceived the idea of an aeroplane tour around the world. A Handley-Page aerobus has been engaged. It is roomy enough for Harry and his company of eight, with necessary scenery and baggage. The itinerary includes Gibraltar, Malta, Egypt, India, China, Japan, and thence on, by air if possible, to San Francisco. He avows he will tour America from aloft, somehow.

The Famous "H. M. V." Dog Muzzled

Nipper is not a victim of rabies, but apropos the muzzling order, a city music dealer is taking no chances. Considerable amusement was caused to passersby who were attracted to the window by the sight of our canine friend duly muzzled in accordance with the police order. A good ad gag in more ways than one!

A New Sound Box

Some manufacturers of sound boxes would do well to give more study to the artistic effect of their work in contradistinction to the purely mechanical side. The day when any old thing would do is quickly becoming a matter of serious consideration, now that metals are free and imports uncontrolled. This view was evidently not overlooked by the Sterno Manufacturing Co. when they planned their new sound box production, an advance sample of which I recently

(Continued on page 152)

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

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inspected. It is all-British, embodies most of the virtues and few of the faults of the war-time productions, gives a fine mellow reproduction of, in my opinion, just the right volume, and for those reasons should make a strong appeal to the masses. This new box will fit the majority of gramophones. Special attention has been paid to the mounting of the stylus bar, and by a new method of fitting with side screws which allows a carefully regulated all-round play of the stylus a favorable degree of tension is secured. Another consideration is the weight of the box. The mica diaphragm is $2\frac{1}{4}$ inches diameter, and as this size box made in metal would be of such a weight as to offer undue resistance in playing a record on a single-spring-motor machine it is equipped with a fibre back-plate. Altogether, the new Sterno production bespeaks a scientific appreciation of artistry on the part of the maker.

The Silver Steel Palladium Needles

From Messrs. A. Waite & Co., Ltd., I have received samples of the above-named needles for review. Quality of steel is the chief determining factor of a good needle. Under test, the Silver Steel Palladium Needle gave excellent results—good volume, without blast. It brought every detail out of the instrumental and vocal records played, and showed little or no sign of wear even over a full 12-inch record test. One needle, one record is a safe principle, though it would not be an unmerited claim to say the Palladium Needle is good for more.

Celebrities and Celebrity Worship

An article of more than usual interest appeared in "The Voice" recently from the pen of M. E. Ricketts, entitled "Celebrities and Celebrity Worship," which will doubtless interest a great many talking machine men in America. It reads as follows:

Is there a famous personage in the world who has never faced a camera? I have no knowledge that there is. To achieve fame and remain unphotographed certainly seems impossible, and in the universal interest it is only right that such an impossibility should continue. A photograph for universal exhibition should be considered as the inevitable accompaniment to fame, the obvious "penalty" of notoriety and the natural accessory of recognized genius. The privilege of seeing in the flesh the "great ones

FROM OUR LONDON HEADQUARTERS—(Continued from page 151)

of the earth" is not vouchsafed to the majority of the public, who, therefore, have an undeniable right to a permanent photograph so that their imagination can be satisfied and their appreciation be unrestricted by conventional limitations.

Obviously it is hard to give full support and appreciation to somebody one has never seen, and simple faith is not an outstanding feature in the "make-up" of the people of to-day. The cry is for actualities, honest ugliness, natural beauty, unvarnished truths, plain facts. The eyes of the coming generation are growing wide open, they will see, and what are we preparing to satisfy their intelligent demands?

In every English-speaking nation Nelson is the schoolboy's hero, and any boy could identify his photograph out of a thousand. Knowing what their hero looks like, the boys can more easily understand how it was he endeared himself to all who were privileged to meet him.

Who among us at one time or another has not experienced the thrill of enthusiasm, the glow of inspiration that is created by even a glance at the portrait of a noble character? One reads the biography—one sees the portrait, immediately the written words live and an indelible impression is created in one's mind.

And as we to-day recognize the value of pictures or photographs of our celebrities, so are we learning to understand the subtle power of the human voice, and the realization of the immensity of this influence is almost overwhelming.

In the year 1905 the governors of the British Museum decided to form a collection of gramophone records of every famous person who had made a record, so that coming generations could go and hear records of those famous tenors, Caruso and Tamagno; those famous sopranos, Melba and Tetrazzini; speeches by Shackleton on his journey to the South Pole and Peary on his journey to the North Pole; Beck's famous eulogy of Britain's effort in the great war; the voices of Lloyd George, Asquith, Bonar Law, Churchill, Walter Long, Lord Roberts, J. R. Clynes, minister of food, G. Roberts, minister of labor, General Sir W. Robertson, Lord French, or those great actors, Beerbohm Tree and Lewis Waller.

Just let us think what it would mean could we listen now to the voices of the great Apostles delivering their orations; to Mark Antony making his famous speech over the body of Julius Caesar; to the speech of Boadicea when she gathered together the scattered forces of ancient Britain; to Joan of Arc when she rallied the French peasants, to the famous tenor Sims Reeves; or the speeches of the great Gladstone and Beaconsfield.

Let us try to imagine the loss of the world to-day. How great it is! Relatively speaking, we know nothing of all the greatness that has gone before us—we cannot grasp the essence of personality, the mystical spiritual influence, the intellectual reasoning, the physical appeal—all

of these tremendous forces are lost to us, and this being so, how poverty-stricken the world is. We depend entirely on history, and, alas, upon all points of real importance historians themselves quarrel, and the real import of a speech or event suffers or flourishes in accordance with the mental attitude of the writer.

Coming generations will be materially better off than we are. Take, as one example, the future generation of singers. They will be able to study the renderings of famous works by the world's greatest artists who achieved fame generations before them. And consider also the help that will be given to future students of history—they will be able to hear the actual messages in the actual voices of the leaders of the civilized nations during the great war.

Can one truly realize the far-reaching importance to the Greek nation, not only of to-day, but of the future, of the actual speech made by the Greek premier, Venizelos, on the reasons why Britain should always be the friend of Greece, and why Greece should support the Allies? The influence of such a speech is bound to be colossal, and it was recorded in the English and Greek languages and circulated in thousands.

The Gramophone Co., Ltd., "His Master's Voice," have battled for years to lift the gramophone to its real sphere, and their success in securing the large list they have of records of the voices of famous musicians, orators, explorers, statesmen and military leaders augurs well for the future. I firmly believe that the day is not far distant when the public will just as easily be able to hear on the gramophone the voices of the nation's leaders as they can to-day see their photographs in the daily newspapers.

The day when the gramophone was looked upon as one of the seven plagues is gone for ever. The public are now beginning to understand and, therefore, to appreciate its tremendous power. With such instruments in hundreds of thousands of homes, the musical, educational and propaganda possibilities present a sphere so wide that one is temporarily staggered and forced to realize the truth of the statement of the "His Master's Voice" manufacturers that the business is yet only in its infancy.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—NEEDLE ARM FOR TALKING MACHINES.—Walter L. Eckhardt, Philadelphia, Pa. Patent No. 1,296,638.

This invention has for its object to provide an improved construction of needle arm (stylus or needle support) for sound reproducing machines, including means for adjusting the stylus or needle with respect to said arm or support.

A further object of the invention is to provide an improved construction of needle arm and stylus or needle by the use of which a single stylus or needle of attenuated wire may be used a great many times for the reproduction of sounds for sound records without injury to said records and also by the use of which the sounds reproduced shall be more nearly like the original sounds impressed upon the record than heretofore has been practicable.

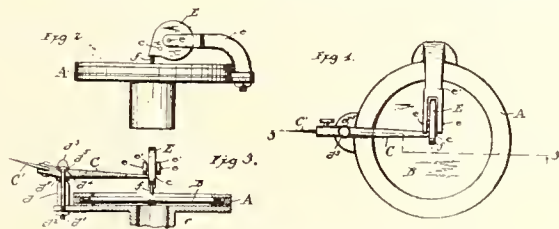
A still further object of the invention is to provide a needle arm or support by means of which an attenuated or fine wire employed as a stylus or needle may be rigidly and firmly held so as to prevent a vibration of the same independently of said needle arm or support.

It is also an object of the invention to provide a needle arm having a fine or attenuated point adapted to enter the sound grooves upon a sound record whereby, if occasion should arise, the needle arm itself may be employed to co-operate directly with a sound record without or independently of the stylus or needle for the reproduction of sounds from said record.

In the drawings Figure 1 is a side elevation of a sound box having secured thereon and in operative relation thereto a needle arm and stylus or needle embodying the invention, the said figure also showing a portion of a record in transverse section with which the end of the stylus or needle is in contact; Fig. 2 is a view in front elevation of said needle arm and stylus or needle separate from the sound box and enlarged; Fig. 3 is a view in side elevation of the same; Fig. 4 is a view showing a portion of said

connection intermediate the diaphragm operating end of the stylus bar and the diaphragm, whereby a relatively short travel of said end of the stylus bar is translated into a relatively greater movement of the diaphragm. In other words, the present invention embodies means, positioned intermediate the diaphragm operating end of the stylus bar and the diaphragm, whereby the vibrations received at said end of the stylus bar are transmitted to the diaphragm through said means which amplifies such vibrations and delivers them to the diaphragm in their thus amplified condition.

A further feature of the invention resides in the mounting of the stylus bar for universal pivotal movement whereby the vibration of said stylus bar under the influence of either lateral cut or hill and dale records is automatically provided for, said universal connection performing



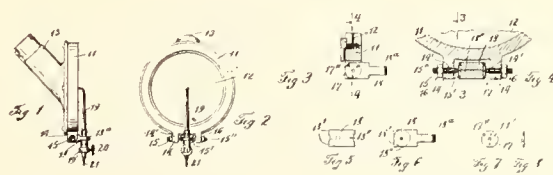
the further function of compensating for the movements of the amplifying means.

Figure 1 is a plan view of a reproducer embodying the present invention. Fig. 2 is a side elevation thereof, and Fig. 3 is a transverse section taken on line 3—3 of Fig. 1.

RECORDER AND REPRODUCER FOR TALKING MACHINES.—Loring L. Leeds, Short Hills, N. J., assignor to Frank M. Needham, Chicago, Ill. Patent No. 1,296,975.

This invention relates to the sound boxes of talking machines, and has for its object to improve the connection between the sound box and the bar or socket which supports the reproducing or recording stylus. The improved connection is of a very firm yet elastic character and insures a clear reproduction of sounds with a minimum of disturbing noises.

A specific example of the invention is shown in the accompanying drawings, in which Figure 1 is a side elevation of a recorder or reproducer



embodying the invention; Fig. 2 is a front view thereof; Fig. 3 is a partial vertical section on line 3—3 of Fig. 4; Fig. 4 is a partial vertical section on line 4—4 of Fig. 3; Fig. 5 is a front elevation and Fig. 6 is a side elevation of a block forming part of the invention; Fig. 7 is a face view, and Fig. 8 an edge view of a cup forming part of the invention.

TURNTABLE FOR TALKING MACHINES.—John A. Davis, Boston, Mass. Patent No. 1,298,019.

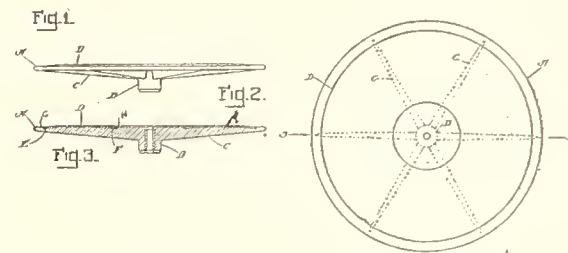
This invention has for its object a new and improved turntable for talking machines and particularly for electrically operated machines, although it may be used with equal success on those which are mechanically operated.

At the present time many talking machines are operated by electric motors the current for which is taken from the ordinary lighting circuit. This method of operation has certain obvious advantages, but serious difficulties have arisen, particularly as the result of the use of metallic turntables on which the records are placed. The noise of the driving mechanism is transmitted through the spindle to the metallic turntable, which being resonant tends to magnify it and distribute it, thus increasing the objectionable noise. The vibrations of the reso-

nant turntable are to some extent transmitted to the record and thus through the needle to the sound box, interfering with the production of the record and the purity of the tone therefrom and introducing extraneous noises into the sound reproduction.

Furthermore, as electrically operated talking machines are arranged for connection with the ordinary lamp circuit which is commonly 110 or 220 volts and as there is always danger of a short circuit in the instrument, there is danger of an electric shock to any one touching a metallic turntable which is in electrical connection through the spindle with the other metallic parts of the instrument. There is also equal danger of fire from a short circuit.

Accordingly the invention has for its object a new and improved turntable which overcomes



the various objections previously mentioned.

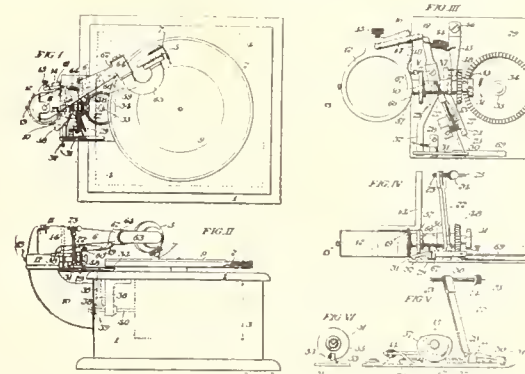
The turntable embodying the invention is molded from a suitable insulating compound such, for instance, as one in which pulverized asbestos, mica, gum shellac and asphaltum are ingredients. This material is plastic when heated and is capable of being molded under heavy pressure and on cooling is rigid, strong, hard and an insulator capable of withstanding a relatively high voltage.

In the drawings Figure 1 is a top plan view of a turntable embodying the invention. Fig. 2 is a side elevation of the same; Fig. 3 is a section on line 3—3 of Fig. 1.

TALKING MACHINE.—Edward A. Eschinger, Philadelphia, Pa., assignor of one-half to J. C. Clemmer, same place. Patent No. 1,301,787.

This invention relates to sound recording and reproducing machines, and particularly feed mechanism for sound boxes of such machines adjustable to automatically repeat their co-operation with a given sound record, at the will of the operator.

In the drawings Figure 1 is a plan view of the Victor gramophone aforesaid having a convenient embodiment of the invention in connection therewith. Fig. 2 is a side elevation of said machine shown in Fig. 1. Fig. 3 is a full size plan view of the automatic feed mechanism indicated in Figs. 1 and 2, and Fig. 4 is a left-hand side elevation of said mechanism. Fig. 5



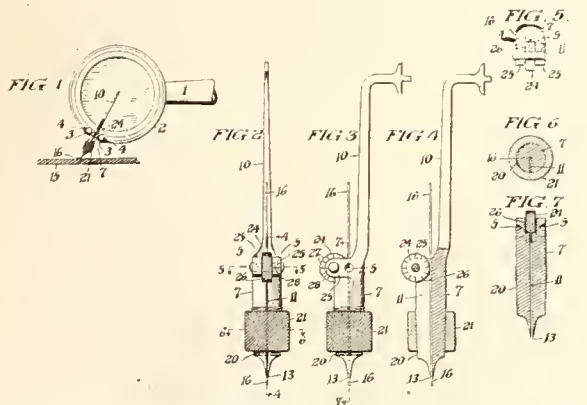
is a sectional view of said mechanism, taken on the line 5 in Fig. 3. Fig. 6 is a fragmentary sectional view, taken on the line 6 in Fig. 3.

TALKING MACHINE.—Edward A. Eschinger, Philadelphia, Pa., assignor of one-half to J. C. Clemmer, same place. Patent No. 1,301,786.

This invention relates to sound recording and reproducing machines, and particularly feed mechanism for sound boxes of such machines adjustable to automatically repeat their co-operation with a given sound record, at the will of the operator.

In the drawings Figure 1 is a plan view of the Victor gramophone aforesaid, having a convenient embodiment of the invention in connection therewith. Fig. 2 is a fragmentary ver-

(Continued on page 154)



needle arm in longitudinal section on the line 4—4 of Fig. 2; Fig. 5 is a transverse sectional view taken on the line 5—5 of Fig. 2; Fig. 6 is a transverse sectional view taken on the line 6—6 of Fig. 2; and Fig. 7 is a longitudinal sectional view taken on the line 7—7 of Fig. 3 in a plane at right angles to that on which Fig. 4 is taken.

PHONOGRAPH REPRODUCER.—Carl N. Moller, New York. Patent No. 1,296,833.

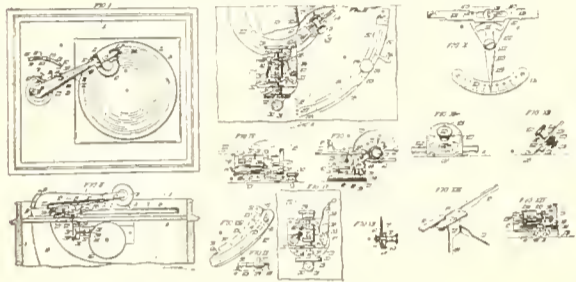
This invention is a phonograph reproducer, and the object of the invention is to amplify the vibrations of the stylus bar in their transmission to the diaphragm. A further object of the invention is to provide a phonograph reproducer adapted to operate on records either of the hill and dale or lateral cut type.

Speaking generally, the salient feature of the invention consists in an amplifier co-operating with the diaphragm and stylus bar, whereby the movements of the stylus bar are materially amplified prior to their transmission to the diaphragm, thereby increasing the degree of vibration of said diaphragm.

From a more specific standpoint, the invention may be said to consist in an amplifying

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 153)

tical sectional view of the machine shown in Fig. 1. Fig. 3 is a fragmentary plan view of the feed mechanism shown in Figs. 1 and 2, but on a larger scale. Fig. 4 is a left-hand side elevation of a portion of the said feed mechanism, as shown in Fig. 3: said mechanism being in idle position, disconnected from the motor which drives it. Fig. 5 is a fragmentary, sectional, front elevation of a portion of the feed mechanism shown in Figs. 1 to 4 inclusive. Fig. 6 is a fragmentary plan view, similar to Fig. 3, but showing the said mechanism in operative position, in connection with the motor which drives it. Fig. 7 is a fragmentary, vertical, sectional view of the feed mechanism terminal stop device, taken on the line 7 in Fig. 3. Fig. 8 is a plan view of a modified form of initial stop device. Fig. 9 is a fragmentary elevation of the initial stop device shown in Fig. 8. Fig. 10 is a plan view of a modified form of an initial

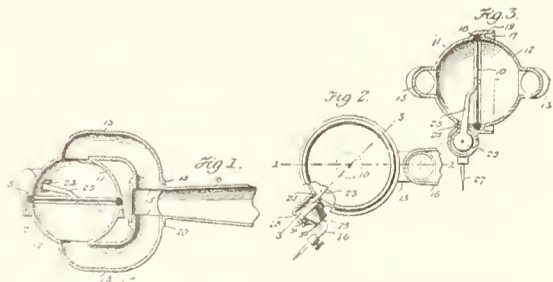


stop device. Fig. 11 is a front elevation, and Fig. 12 is a side elevation, of a modified form of initial stop device, of the same general character as the terminal stop device shown in Fig. 3 and which may be substituted for the initial stop device shown in that figure. Fig. 13 is a fragmentary perspective view of the bracket attached to the tone arm, affording a support for the fulcrum of the feed mechanism lever, and a support for the sound box when the latter is upturned into idle position. Fig. 14 is a side elevation, similar to Fig. 4, but showing a more compact arrangement of the cam and gear shifting mechanism, designed for the smaller type No. IX Victor machine, but adapted for use in the larger, No. XVI, machine indicated in Figs. 1 and 2.

REPRODUCING DEVICE FOR GRAPHOPHONES.—Henry Rolland Adams, Wayside, Tex. Patent No. 1,301,631.

This invention relates to reproducing devices for graphophones, and one object is to provide certain novel means for mounting the diaphragm in order that the vibrations shall be transmitted from each side thereof to a plurality of ducts having connection with a main duct or tone arm through which the sound passes to the horn or the like.

A further object is to provide a casing comprising a plurality of semispherical members



with means for mounting a diaphragm across the chamber formed by said members, and means for connecting the opposite sides of the semispherical members with a common air duct, or tone arm.

A still further object is to provide certain novel means for mounting the needle and comprising a conical member carried within a tapered seat and separated from said seat by a sleeve of fiber, this conical member having connection with the arm connected with the diaphragm of the reproducing device.

Figure 1 is a longitudinal central section illustrative of the best practical embodiment of the invention that has been devised; the said section being on the line 3—3 of Fig. 2. Fig. 2 is a view, partly in plan and partly in section, of the upper casing section removed. Fig. 3

is a section taken in the plane indicated by the line 3—3 of Fig. 2.

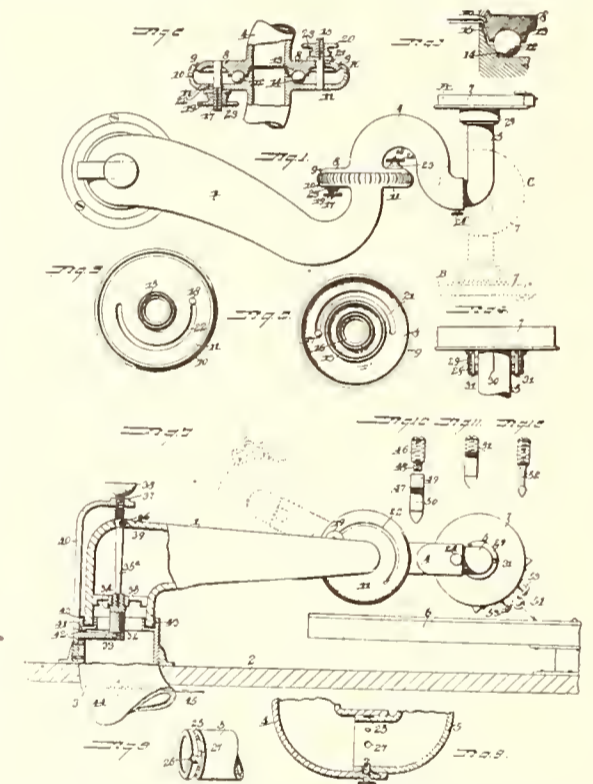
SOUND BOX MOUNTING.—William T. Lakin, Long, Md. Patent No. 1,301,458.

This invention relates to improvements in phonographic tone arms. An object being to provide a tone arm including as one of the essential features a conduit, so mounted upon the end of the tone arm as to be capable of being swung completely back out of the way, making the turntable accessible for the placing and removing of the records.

Another object of the invention is to provide a tone arm, including a reproducer neck, adjustably mounted upon the end of the sound conduit, making the reproducer adaptable to both vertically cut and laterally cut records.

Another object of the invention resides in the manner of pivotally supporting the tone arm and of affording also a continuous unbroken tone passage.

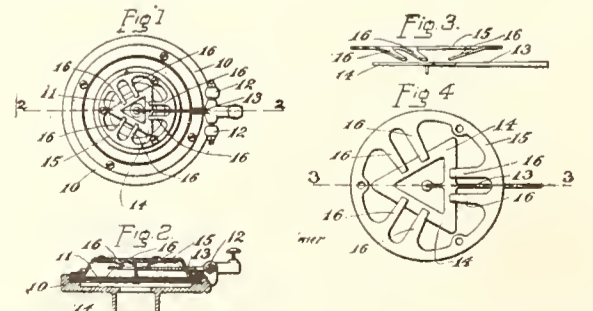
Figure 1 is a plan view of the tone arm. Fig. 2 is a detail cross section of the sound conduit mounting on the tone arm. Fig. 3 is a detail section of a portion of the mounting. Fig. 4 is a detail section of the coupling connecting the reproducer to the reproducer neck. Figs. 5 and 6 are face views of the opposing portions of the sound conduit mounting. Fig. 7 is a side elevation of the parts shown in Fig. 1, portions being shown in sections. Figs. 8 and 9



are detail views of a portion of the reproducer neck, and Figs. 10 and 12 inclusive are detail views of several modifications of bearing pins.

REPRODUCER FOR TALKING MACHINES.—Henry T. Crapo, Boston, Mass. Patent No. 1,302,140.

The immediate object of this invention is to provide simple, but effective, means for use with the needle bar of such reproducers whereby a specially sensitive action is given to the needle as the latter follows the grooves of the record, the said invention briefly described consisting of a novel arrangement of a plurality of permanently magnetized points which act with



a cushioning or balancing effect upon the needle bar, in opposition to the vibrating diaphragm.

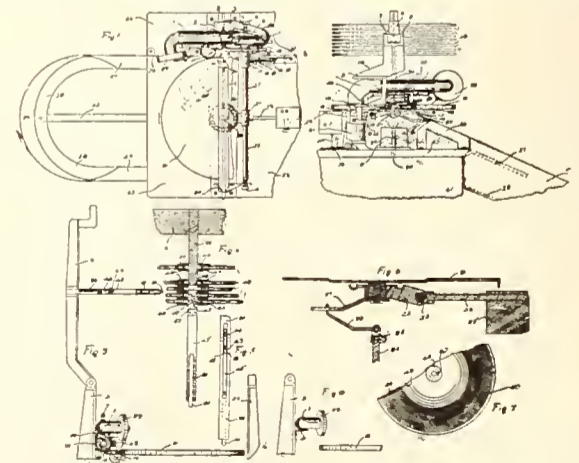
For the purpose of explaining the said invention clearly the annexed drawings have been provided, in which the Figure 1 is a plan view of a reproducer embodying the present improvement, looking down upon the vibrator dia-

phragm needle bar, and Fig. 2 is a transverse sectional, view of the same taken on the line 2—2 of said Fig. 1. Fig. 4 is a relatively enlarged view of the magnetized spider 15 and of the needle bar located thereunder, and Fig. 3 is a transverse sectional view taken on the line 3—3 of said Fig. 4.

PHONOGRAPH.—Clemma R. Raney, Chicago, Ill. Patent No. 1,302,217.

This invention has among its objects to provide an improved phonograph. It also aims to provide improved means whereby a series of records may be reproduced in a predetermined succession continuously and automatically. A further object is to provide improved means whereby a series of records arranged in predetermined order may be successively supplied to the record rotating mechanism of the machine and improved means whereby they may be discharged therefrom after they have been reproduced. A still further object of the invention is to provide improved means for controlling the sound arm and needle of the reproducing mechanism in such a manner as automatically to place the same in starting position upon a record, and improved mechanism whereby the sound arm may be automatically returned to its initial position after the completion of the record. More specifically, the invention has among its objects to provide improved and cooperating mechanism whereby the several results mentioned above may be obtained in the desired sequence, and to produce a machine adapted to reproduce a predetermined series of records automatically and continuously, which will function with certainty and accuracy during a protracted period of service without the necessity for repairs, which is capable of use even in the hands of an unskilled operator without danger of breakage, and which may at the same time be manufactured at small expense.

In these drawings Figure 1 is a partial plan view of this machine equipped with improvement, a portion of the record table being broken away to facilitate illustration. Fig. 2 is a side elevation of the mechanism shown in Fig. 1, a plurality of records being shown in the machine and portions of the frame-work of the latter being broken away to facilitate illustration. Fig. 3 is a side elevation of a portion of the mechanism, the record carrying support being shown in elevated position ready to receive the records. Fig. 4 is a detail sectional view of the record support showing the same in normal position and ready to discharge one of a plurality of records thereon. Fig. 5 is a detail side elevation of a portion of the record support. Fig. 6 is a detail transverse sectional



view of the record table and its counter-balancing and rotating mechanism. Fig. 7 is a partial plan view of one form of record showing the different series of grooves and the axial rings thereon. Fig. 8 is a detail view showing the sound arm in inoperative position with respect to a record.

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COLUMBIA GRAPHOPHONE CO.

- 49522 Core'ngrato (Faithless Heart), Riccardo Stracciari 12
A6106 Trumpeter.....Louis Graveure 12
La Marseillaise.....Louis Graveure 12
78138 Orientale.....Toscha Seidel 10
A2724 At Dawning.....Barbara Maurel 10
The Rosary.....Barbara Maurel 10
POPULAR HITS
A2727 Frenchy, Come to Yankee Land..Arthur Fields 10
Heart-Breaking Baby Doll.....Billy Murray 10
A2731 Fires of Faith.....Peerless Quartet 10
Hearts of Humanity.....Charles Harrison 10
A2732 Anything is Nice if it Comes from Dixie-land.....Harry Fox 10
You Can't Blame the Girls at All (They All Want to Marry a Soldier).....Arthur Fields 10
A2729 Before I Grew Up to Love You.....Henry Burr 10
Somebody's Waiting for Someone, Campbell and Burr 10
NOVELTY RECORD
E2860 Son of the Volga Boatmen. Russian Balalaika Orchestra 10
Longing for Our Country, Russian Balalaika Orchestra 10
DANCE RECORDS
A2721 A Good Man Is Hard to Find—Fox-trot, introducing: Sweet Child, Sweatman's Original Jazz Band 10
That's Got 'Em—Fox-trot, Sweatman's Original Jazz Band 10
A2722 Egyptland—Fox-trot, Fuller's Rector Novelty Orchestra 10
Mummy Mine—Medley Fox-trot, introducing: (Dry Your) Tears, Fuller's Rector Novelty Orchestra 10
A6107 The Royal Vagabond—Medley One-step, introducing: 1. Good-Bye, Bargravia; 2. Democracy; 3. Now That We Are Together, Jockers Dance Orchestra 12
The Royal Vagabond—Medley Fox-trot, introducing: 1. Where Cherry Blossoms Fall; 2. Here Comes the Soldiers; 3. A Kingdom of Our Own.....Jockers Dance Orchestra 12
A6108 How 'Ya Gonna Keep 'Em Down on the Farm? —Medley One-step, introducing: 1. Don't Cry, Frenchy, Don't Cry; 2. Come On, Papa; Incidental Chorus by Billy Murray, Yerkes Jazarimba Orchestra 12
Mammy O' Mine—Medley Fox-trot, introducing: 1. In Soudan; 2. Don't Cry, Little Girl, Don't Cry; Incidental Chorus by Premier American Quartet.....Yerkes Jazarimba Orchestra 12
MAY MID-MONTH LIST
A2730 Waiting—Medley Fox-trot, Columbia Saxophone Sextet 10
Chong (He Come from Hong Kong)—Medley Fox-trot, introducing: 1. Anything Is Nice if It Comes from Dixieland; 2. By the Campfire.....Columbia Saxophone Sextet 10
A2725 Longing.....Sterling Trio, Male Trio 10
Lullaby Blues (in the Evening), American Quartet 10
A2726 Eyes That Say I Love You, Irving and Jack Kaufman 10
When the Bees Make Honey Down in Sunny Alaham'.....Irving and Jack Kaufman 10
A2728 Turkestan—Tenor Solo and Male Quartet, Billy Murray and American Quartet 10
Idol (Just Let Me Worship You)—Tenor Duet, Young and Reardon 10
A6105 King Cotton March.....Prince's Band 12
High School Cadets March.....Prince's Band 12
A2720 Mary Ann—One-step, Waldorf-Astoria Dance Orchestra 10
Bevo Blues—One-step, Yerkes Jazarimba Orchestra 10

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18551 A Rose, A Kiss and You.....John Steel 10
Girl of My Heart.....John Steel 10
18553 Lullaby Blues (In the Evening), American Quartet 10
When the Bees Make Honey (Down in Sunny Alaham').....Irving and Jack Kaufman 10
18554 Somebody's Waiting for Someone, Peerless Quartet 10
The Boys Who Won't Come Home..Henry Burr 10
18555 Bring Back Those Wonderful Days..Arthur Fields 10
Jazz Baby.....Marion Harris 10
18560 When You See Another Sweetie Hanging Around.....Adele Rowland 10
Mammy O' Mine.....Adele Rowland 10
DANCE RECORDS
18556 Oh, Susie, Behave—Medley One-step, Van Eps Trio 10
Monte Cristo, Jr.—Medley Fox-trot, Van Eps Trio 10
18561 Out of the East—Fox-trot, Joseph C. Smith's Orchestra 10
Rainy Day Blues—Fox-trot, Joseph C. Smith's Orchestra 10
35690 Oh, My Dear!—Medley Fox-trot, Joseph C. Smith's Orchestra 12
Somebody's Sweetheart and Good Morning, Judge—Medley Fox-trot, Joseph C. Smith's Orchestra 12
INSTRUMENTAL RECORDS
45165 Kiss Me Again.....Victor Herbert's Orchestra 10
Humoresque.....Victor Herbert's Orchestra 10
18559 Rainbow Division March..Arthur Pryor's Band 10
Spirit of Independence March...Conway's Band 10
18552 Money Musk No. 1—Money Musk No. 2 ("Joice's Hornpipe") (Burchenal), Victor Military Band 10
Virginia Reels (1. "Miss McCloud's Reel"—2. "Old Dan Tucker"—3. "Pop Goes the Weasel") (Burchenal)..Victor Military Band 10
RED SEAL RECORDS
FRANCES ALDA, Soprano
64780 Sorter Miss You.....Clay Smith 10
EMILIO DE GOGORZA, Baritone
64812 Juanita.....Hon. Mrs. Norton 10
GIUSEPPE DE LUCA, Baritone—In Italian
74591 La Favorita—A tanto amor (Thou Flow'r Beloved).....Donizetti 12
MISCHA ELMAN, Violinist
(Pianoforte by Josef Bonime)
74590 Nocturne in D flat (Op. 27, No. 2), Chopin-Wilhelmj 12
FLONZALEY QUARTET
74592 Quartet in C major—Fugue (Op. 59, No. 3), Beethoven 12
MABEL GARRISON, Soprano
(With Male Quartet)
64815 The Quilting Party (Seeing Nellie Home), Fletcher 10
GIOVANNI MARTINELLI, Tenor—In French

- 64774 Werther—Pourquoi me réveiller (Oh, Wake Me Not) (Ossian's Song).....Massenet 10
JOHN McCORMACK, Tenor
64818 When You Look in the Heart of a Rose (From "The Better 'Ole").....Gillespie-Methven 10
EFREM ZIMBALIST, Violinist
(Pianoforte by Francis Moore)
64813 Souvenir.....Franz Drdla 10

AEOLIAN CO.

- OPERATIC SELECTIONS
54019 Andrea Chenier—Un di all' assurro spazio (Giordano), in Italian. Vocalion orch. accomp., Giulio Crimi 12
54020 Forza del Destino—Solemn in quest'ora (Swear in this hour) (Verdi), in Italian. Vocalion orch. accomp., Giulio Crimi and Rimini Giacomo 12
30026 Pagliacci—Bird Song (Leoncavallo), in Italian. Vocalion orch. accomp.....Marie Sundelius 10
STANDARD SELECTIONS
30027 "Good-Bye" (Tosti). Soprano, Vocalion orch. accomp.....Florence Easton 10
30028 Chanson Indoue (Song of India) from "Sadko" (Rimsky-Korsakow). Soprano, Vocalion orch. accomp.....May Peterson 10
22025 Because (d'Hardelot). Tenor, Vocalion orch. accomp.....Colin O'More 10
For All Eternity (Mascheroni). Tenor, Vocalion orch. accomp.....Colin O'More 10
22026 Little Irish Girl (Lohr). Vocalion orch. accomp., Riccardo Bonelli 10
Viking Song (Coleridge-Taylor). Vocalion orch. accomp.....Riccardo Bonelli 10
12145 Dear Little Boy of Mine (Ball). Tenor, orch. accomp.....Samuel Ash 10
The Magic of Your Eyes (Penn). Tenor, orch. accomp.....Samuel Ash 10
INSTRUMENTAL SELECTIONS
32009 Melody in F (Rubinstein). Cello, piano accomp.....Maurice Dambois 10
Berceuse (Schubert). Cello, piano accomp., Maurice Dambois 10
12146 Wedding March (Sousa), Played by Aeolian Military Band 10
Baltimore Centennial March (Herbert), Played by Aeolian Military Band 10
HAWAIIAN SELECTIONS
12147 Wailana Waltz—Drowsy Waters (Hawaiian). Orch. accomp.....Louise-Ferera and Greenus 10
Sweet Hawaiian Moonlight (Klickman), Played by Marimba Band 10
NOVELTY SELECTIONS
12148 St. Louis Blues (W. C. Handy). Accomp. by the Novelty Five.....Al Bernard 10
Venus Blues (Robinson). Accomp. by the Novelty Five.....Al Bernard 10
POPULAR SELECTIONS
12149 Oh You Women! (Budd-Green-Sept). Orch. accomp.....Billy Murray 10
Katydid Is the Candy Kid (Freeman). Orch. accomp.....Arthur Burns 10
Her Danny (Chris Schonberg). Orch. accomp., Arthur Burns 10
12151 Dear Old Sue (Halsey Mohr). Orch. accomp., Burns-Hart-Shaw 10
The Boys Who Won't Come Home (Ed. Thomas). Orch. accomp...Kaufman Brothers 10
POPULAR DANCE SELECTIONS
12152 Easy Pickin's—Fox-trot (Pinkard), Played by Dabney's Band 10
Missouri Blues—Fox-trot (Harry Brown), Played by Dabney's Band 10
12154 Nice 'n' Breezy—One-step (Akt-Morris), Played by Yerke's Jazarimba Band 10
My Dreamy Little Lotus Flower—Fox-trot (Glick-Olman), Played by Yerke's Jazarimba Band 10

EDISON RE-CREATIONS

- 50517 Can You Tame Wild Wimmen (H. Von Tilzer) Billy Murray 10
Singapore (Gilbert-Friedland).....Arthur Fields 10
50518 How 'Ya Gonna Keep 'Em Down on the Farm After They've Seen Paroo? (Donaldson), Byron G. Harlan 10
Oh Helen! (McCarron-Morgan). Baritone, Arthur Fields and Chorus 10
50522 Better 'Ole—One-step, for dancing, Jaudas' Society Orchestra 10
Somebody's Sweetheart—Fox-trot, for dancing, Jaudas' Society Orchestra 10
50523 Jazzie-Addie—One-step (A. Schubert), Jazarimba Orchestra 10
St. Louis Blues—Fox-trot (Handy), for dancing, Saxophone, xylophone and piano...All Star Trio 10
50524 Don't Cry, Little Girl, Don't Cry (Pinkard), Irving Kaufman 10
Hesitation Blues (Oh! Baby Must I Hesitate?) (Middleton-Smythe).....Al Bernard 10
50525 Bring Back Those Wonderful Days (Vincent), Arthur Fields 10
Johnny's in Town (Yellen), Arthur Fields and Chorus 10
50526 Dear Little Boy of Mine (Ball). Counter-tenor.....Will Oakland 10
That Wonderful Mother of Mine (Goodwin). Counter-tenor.....Will Oakland 10
50527 Arabian Nights—One-Step (David-Hewitt). Saxophone, xylophone and piano, for dancing, All Star Trio 10
Singapore—Fox-trot (Gilbert-Friedland), for dancing.....Jaudas' Society Orchestra 10
50528 In the Land of Beginning Again (Where Broken Dreams Come True) (Meycer), Tenor, George Wilton Ballard 10
Mammy's Lullaby (Roberts). Male voices, Premier Quartet 10
50529 Alcoholic Blues (A. Von Tilzer)...Vernon Dalhart 10
Every Day Will Be Sunday When the Town Goes Dry (Jerome-Mahoney).....Edward Meeker 10
50530 Blue Rose Waltz (Logan) for dancing, Jaudas' Society Orchestra 10
Howdy! One-step for dancing, Jaudas' Society Orchestra 10
50531 Hands Across the Sea March (Sousa), New York Military Band 10
Peace Chimes March (Seltzer), New York Military Band 10
50532 At the County Fair (Knight). Rube sketch, Harlan E. Knight and Company 10
Coon Waiters, Vaudeville Sketch with Banjo, Billy Golden and James Marlow 10
50533 Kathleen Mavourneen (Crouch). Zimbalom, M. Nagy 10
Southern Melodies, Bells.....John F. Burckhardt 10
50534 I'm Forever Blowing Bubbles (Kenhrovin-Kellette). Contralto and tenor,

- Helen Clark and George Wilton Ballard
In the Old Sweet Way (Caddigan-Story), Contralto and tenor.
Helen Clark and George Wilton Ballard
50535 Mc-Ow One-step (Kaufman) for dancing, Jaudas' Society Orchestra 10
Mummy Mine—Fox-trot (Rose) for dancing, Green Bros. Novelty Orchestra 10
50536 Beale Street Blues (Handy).....Al Bernard 10
Jazz Baby (Jerome). Soprano.....Rachel Grant 10
50537 Anything Is Nice If It Comes from Dixieland (Clark-Meyer-Ager). (Male voices), Premier Quartet 10
Have a Smile for Everyone You Meet and They Will Have a Smile for You (Rule). Tenor, Arthur Hall and Male Chorus 10
50538 All Those in Favor Say Aye (Kennedy). Baritone.....Arthur Fields and Chorus 10
Chong (He Come from Hong Kong) (Weeks). Male voices.....Premier Quartet 10
50539 Kiss That Made Me Cry (Gottler). Tenor, George Wilton Ballard 10
Salvation Lassie of Mine (Caddigan-Story). Contralto and tenor...Helen Clark and Charles Hart 10
80458 Kentucky Dream (Henry-Onivas). Soprano and tenor.....Leola Lucey and Charles Hart 10
Someday I'll Make You Glad (Squires). Tenor, George Wilton Ballard 10
80459 Kisses (The Sweetest Kisses of All) (Cowan). Soprano.....Gladys Rice 10
Mickey (Moré). Soprano.....Vernon Dalhart 10
80461 Laverne—Waltz Caprice (Henton) Saxophone, H. Benne Henton 10
Starlight—Serenade (Johnson)...Peerless Orchestra 10
80462 In Heavenly Love Abiding (Arranged by Holden). Sacred.....Metropolitan Quartet 10
There's a Wideness in God's Mercy (Hilsley). Contralto.....May E. Wright 10
80463 Somebody's Waiting for Someone (H. Von Tilzer). Soprano and contralto, Betsy Lane Shephard and Marion Evelyn Cox 10
Waters of Venice (Floating Down the Sleepy Lagoon) (A. Von Tilzer). Soprano and tenor, Gladys Rice and Vernon Dalhart 10
80464 Any Place Is Heaven If You Are Near Me (Lohr). Baritone.....Thomas Chalmers 10
Your Voice Came Back to Me (Keithley). Soprano.....Gladys Rice 10
80465 Alabama Lullaby (De Voll). Soprano and contralto.....Gladys Rice and Marion Evelyn Cox 10
Beautiful Ohio (Earl). Mixed voices, Metropolitan Quartet 10
80466 In a Kingdom of Our Own—Royal Vagabond (Cohan). Soprano and tenor, Gladys Rice, George Wilton Ballard and Chorus 10
When the Cherry Blossoms Fall—Royal Vagabond (Goetzl). Soprano and tenor, Leola Lucey and Charles Hart 10
82140 My Redeemer and My Lord—Golden Legend (Buck). Soprano.....Marie Tiffany 10
82159 Ma Curly-Headed Baby (Clutsum). Soprano, Maggie Teyte 10
I'se Gwine Back to Dixie (White). Soprano and male voices..Maggie Teyte and Lyric Male Quartet 10
82561 Carmen—Vocal waltz (Wilson). Soprano, Alice Verlet 10
Parla Valse (Speak Love) (Arditi). Soprano, in Italian.....Alice Verlet 10
82562 Father O'Flynn (Arranged by Stanford). Bass-baritone.....Arthur Middleton 10
Little Alabama Coon (Starr). Soprano and mixed voices, Frieda Hempel and The Old Home Singers 10
83082 Cujus animam (Through her heart, His sorrow sharing)—Stabat Mater (Rossini). Tenor, in Latin.....Jacques Urlus 10
Quis est homo (Who could mark, from tears refraining)—Stabat Mater (Rossini). Soprano and mezzo-soprano, in Latin, Alice Verlet and Margaret Matzenauer

EDISON AMBEROL RECORDS

- ROYAL PURPLE
29030 Emmet's Lullaby (Emmet). Soprano and male voices.....Frieda Hempel and Criterion Quartet 10
29031 Vainement, ma bien-aimée (Vainly, my well beloved)—Le Roi d'Ys (Lalo). Tenor, in French.....Ralph Errolle 10
SPECIALS
3772 Alabama Lullaby (De Voll). Soprano and contralto.....Gladys Rice and Marion Evelyn Cox 10
3777 All Those in Favor Say Aye (Kennedy). Baritone.....Arthur Fields and Chorus 10
3759 Beautiful Ohio (Earl). Mixed voices, Metropolitan Quartet 10
3769 Chong (He Come from Hong Kong) (Weeks). Male voices.....Premier Quartet 10
3770 In a Kingdom of Our Own—Royal Vagabond (Cohan). Soprano and tenor, Gladys Rice, George Wilton Ballard and Chorus 10
3773 I Want to Hold You in My Arms (Robinson). Negro melody.....Al Bernard and Ernest Harc 10
3760 Jazz Baby (Jerome).....Rachael Grant 10
3767 Kiss That Made Me Cry (Gottler). Tenor, George Wilton Ballard 10
3779 Mary—Fox-trot (Frey).....Tuxedo Dance Orchestra 10
3780 Oh! Lawdy (Something's Done Got Between Ebecanezer and Me (Creamer-Layton)...Ada Jones 10
3758 That Wonderful Mother of Mine (Goodwin). Counter-tenor.....Will Oakland 10
3771 When the Cherry Blossoms Fall—Royal Vagabond (Goetzl). Soprano and tenor, Leola Lucey and Charles Hart 10
REGULAR LIST
3768 Evening Brings Rest and You (Bishop). Baritone.....Edward Allen 10
3765 Glowworm, The (Lincke).....We Girls Quartet 10
3775 In the Secret of His Presence (Stebbins). Tenor.....Charles Hart and Elliott Shaw 10
3762 Me-Ow—One-step (Kaufman) for dancing, Jaudas' Society Orchestra 10
3761 Mummy Mine—Fox-trot (Rose) for dancing, Green Bros. Novelty Orchestra 10
3766 Nigger Blues (L. White).....Al Bernard 10
3774 Serenata (Moszkowski); and Narcissus (Nevin). Whistling.....Sibyl Sanderson Fagan 10
3778 Southern Melodies, Bells.....John F. Burckhardt 10
3763 Starlight—Serenade (Johnson)...Peerless Orchestra 10
3776 Waters of Venice (Floating Down the Sleepy Lagoon) (A. Von Tilzer). Soprano and tenor, Gladys Rice and Vernon Dalhart 10
3764 You're Breaking My Heart With "Good-Bye" (Olman). Soprano.....Leola Lucey

PATHE FRERES PHONOGRAPH CO.

- POPULAR HITS OF THE MONTH
22094*I've Got a Pair of Swinging Doors That Lead Right Into My Heart, from "Good Morning Judge" (Grant). Baritone.....Arthur Fields 10
By the Camp Fire (Wenrich), Invincible Four 10

(Continued on page 156)

RECORD BULLETINS FOR JULY—(Continued from page 155)

22095*When You See Another Sweetie Hanging Around (Donaldson). Soprano, Adele Rowland 10
When I Get In Indiana In the Morning (Chadrow-DeCosta). Soprano.....Adele Rowland 10
22064*I'll Say She Does, from "Sinbad" (Kahn-Jolson). BaritoneErnest Hare 10
Oh! Lawdy! (Creamer-Layton). Tenor, Billy Murray 10
22096*Arabian Nights (David-Hewitt). Vocal trio, Orpheus Trio 10
Chinese Lullaby, from "East Is West" (Bowers). ContraltoVirginia Thatcher 10
22093*You're Still An Old Sweetheart of Mine (Whitting). Tenor duet, Lewis James and Charles Hart 10
That Tumble-Down Shack in Athlone (Carlo-Sanders). Baritone.....Turner Roe 10
22097*Some Day I'll Make You Glad (Squires). TenorHenry Burr 10
That Wonderful Mother of Mine (Goodwin), Acme Male Quartet 10
NEW MUSICAL HUMORESQUES
22100*A Musical Contest at Hicks' Corner. Violin, piano and clarinet, Russell Hunting and Deacon Treadway 10
The Country Fiddler (Medley Old Time Country Dances). Piano accomp., Deacon Treadway 10
NEW INSTRUMENTAL RECORDS
52041 The Flatterer (La Lisonjera) (Chaminade). Piano soloGeorges Truc 12
Arlequine (Chaminade). Piano solo, Georges Truc 12
40161 Petite Valse (Hollman). Violoncello solo, piano accomp.....Josef Hollman 12
Gavotte (Hollman). Violoncello solo, Piano accomp.....Josef Hollman 12
25029 Simple Confession (Thomé). Violin solo, Alexander Debruille, piano accomp., Georges Truc 10
Mignon (Thomas) "Gavotte." Violin solo, Alexander Debruille, piano accomp., Georges Truc 10
NOVELTY AND JAZZ DANCE RECORDS
40154*Mammy's Lullaby (Roberts). (Vocal refrain by Arthur Fields). Waltz, Palais Royal Orchestra 12
Head Over Heels (Jerome Kern). Intro. (1) "The Big Show." (2) "Head Over Heels." Medley Fox-trot.....Palais Royal Orchestra 12
40162*Oh, Susi, Behave (Rose-Olman). One-step, Palais Royal Orchestra 12
Love Is Love (Cohan-Goetzl). Intro. (1) "When the Cherry Blossoms Fall." (2) "What You Don't Know Won't Hurt You." Medley Fox-trot.....Palais Royal Orchestra 12
22101*My Desert Fantasy (Reid). One-step, Palais Royal Orchestra 10
Sweet Siamese (Earl). Fox-trot, Palais Royal Orchestra 10
22098*Full O' Pep (Morse). One-step, Joseph Samuels' Dance Orchestra 10
Round the Town (Arden). Fox-trot, Joseph Samuels' Dance Orchestra 10
22099*Slim Trombone (Fillmore). One-step, Synco Jazz Band 10
Ev'rybody Shimmies Now (Porray). Fox-trot, Synco Jazz Band 10
22092 Irish Medley of Reels, No. 1 Accordion duet, Boudini Brothers 10
Irish Medley of Jigs, No 2 Accordion duet, Boudini Brothers 10
NEW STANDARD VOCAL RECORDS
59074 The Kerry Dance (Molloy). Mezzo-soprano, Eleonora de Cisneros 12
Juanita (Norton). Mezzo-soprano, Eleonora de Cisneros 12
52039 Little Road of Dreams (Kramer). Baritone, Percy Hemus 12
The Radiance in Your Eyes (Novello). Baritone, Percy Hemus 12
40159 Wishing That Dreams Would Come True (Logan). Tenor.....Lewis James 12
A Rose, A Kiss and You (Arthur). Tenor, Lewis James 12
25028 Smilin' Through (Penn). Contralto..Alma Beck 10
Ah! 'Tis a Dream (Hawley). Contralto, Alma Beck 10
22031 A Banjo Song (Homer). Baritone, Raymond Hunter 10
The Return (Bergh). Baritone.....Turner Roe 10
FAVORITE HYMNS SUNG BY FAMOUS EVANGELIST
22088 Saved! (Bright). Tenor, organ accomp., Earl F. Wilde 10
The Child of a King (Sumer). Tenor, organ accomp.....Earle F. Wilde 10
NEW OPERATIC VOCAL BY CLAUDIA MUZIO
54029 Il Trovatore (Verdi) "D'amor sull' ali rosee" (Love, Fly On Rosy Pinions), in Italian. Soprano.....Claudia Muzio 12
NEW BAND AND ORCHESTRA RECORDS
40160 Ballet de Sylvia (Delibes) "Les Chasseresses," Garde Republicaine Band of France 12
Ballet de Sylvia (Delibes) "Pizzicato," Garde Republicaine Band of France 12
40163 Jolly Robbers (Suppe) "Overture," Empire State Military Band 12
Au Moulin (In The Mill) (Gillet). "Intermezzo".....Empire State Military Band 12
22102 Slavery Days (Characteristic March), Imperial Infantry Band 10
Evening Bells (Rimmer) with Chimes, Imperial Infantry Band 10
22091 La Divorcée (Fall). Pathé Symphony Orchestra 10
Gavotte Mondaine (Colo-Bonnet), Pathé Symphony Orchestra 10
22090 Sundown in Birdland (Hager). Henry Burr, tenor.....Whistling by Sybil Fagan 10
The Boy and the Birds (Hager), Whistling by Sybil Fagan 10

EMERSON PHONOGRAPH CO.

NEW GOLD SEAL (LARGE SIZE) RECORDS PATRIOTIC AND POPULAR SONG HITS
9189 Don't Forget the Salvation Army. My Doughnut Girl (Leffingwell-Lucas-Brown-Frisch). Baritone solo, orch. accomp.....Arthur Fields 9
Jazzola (Kendall-Robinson-Morse). Male quartet, orch. accomp., Premier-American Quartet 9
9188 Friends (Johnson-Meyer-Santly). Baritone solo, orch. accomp.....Arthur Fields 9
Just a Little Place He Can Call His Home (Arthur Fields). Baritone solo, orch. accomp.....Arthur Fields 9
9181 Frenchy Come to Yankee Land (Ehrlich-Conrad). Baritone solo, orch. accomp., Billy Murray 9
Everywhere That Wilson Goes (McCarron-Lewis-Morgan). Comedy solo, orch. accomp., Bert Harvey 9
9191 The Red Lantern. Shine On, Red Lantern (Fred Fisher). Baritone solo, orch. accomp., Irving Kaufman 9

Eyes That Say "I Love You" (Fred Fisher). Baritone duet, orch. accomp., Irving and Jack Kaufman 9
9182 Burmah Moon (Lieut. Gitz-Rice). Tenor solo, orch. accomp.....Sam Ash 9
Arabian Nights (Keynolds-David-Hewitt). Male trio, orch. accomp.....National Trio 9
9183 The Call of the Cozy Little Home, from the musical play "Take It From Me" (Johnstone-Anderson). Tenor solo, orch. accomp., Henry Burr 9
On the Bay of Biscay (Harold Robe). Tenor duet, orch. accomp.....Burr and Campbell 9
9184 Everybody Wants a Key to My Cellar (Rose-Baskette-Pollack). Prohibition comedy song, orch. accomp.....Irving Kaufman 9
Golden Wedding Jubilee (Green-Kaufman-Stept). Baritone duet, orch. accomp., Irving and Jack Kaufman 9
9190 Some Day You'll Be Sorry That You're Glad (Wells-Conrad). Baritone duet, orch. accomp., Irving and Jack Kaufman 9
Forget-Me-Not (Kendis-Brockman). Tenor solo, orch. accomp.....Henry Pinckney 9
1017 Kentucky Dream (Warren-Henry-Onivas). Tenor solo, orch. accomp.....George Gordon 10
Mickey (Williams-Moret). Baritone solo, orch. accomp.....Arthur Fields 10
1018 Beautiful Ohio (MacDonald-Earl). Tenor solo, orch. accomp.....Sam Ash 10
I'm Forever Blowing Bubbles (Kenbrovin-Kellette). Tenor solo, orch. accomp., George Gordon 10
LATEST DANCE AND BAND RECORDS
9185 Mammy's Lullaby (Callahan-Roberts). Waltz, Emerson Military Band 9
Sweet Hawaiian Moonlight (F. Henri Klickmann). Waltz.....Emerson Military Band 9
9186 My Cairo Love (John S. Zamecnik). Fox-trot.....Emerson Xylo-Phiends 9
The Vamp (Byron Gay). Fox-trot with words, Emerson Dance Orchestra 9
9187 Shadows (Howard Lutter). Waltz, Emerson Xylo-Phiends 9
Wild Honey (Lee David). Fox-trot, Emerson Xylo-Phiends 9
9192 Behind Your Silken Veil (Rose-Burnett). Oriental Fox-trot.....Emerson Dance Orchestra 9
Waiting. Intro. "Oh! You Sweet Stuff," from the musical play "Listen Lester" (Harold Orlob). Fox-trot.....Emerson Military Band 9
9193 Sabre and Spurs (Lieut. John Philip Sousa). March.....Emerson Military Band 9
New Trix (Eugene Platzmann). Fox-trot, Emerson Military Band 9
NOVELTY AND STANDARD SELECTIONS
9194 A Day at the Zoo (Fred W. Hager). Descriptive novelty, animal imitations, orch. accomp., Gilbert Girard 9
Light Cavalry Overture (von Suppe). Accordion duet.....Phil and Dan Boudini 9
1019 The Return. They Are Here (Price-Bergh). Baritone solo, orch. accomp.....Royal Dadmun 10
Danny Deever (Kipling-Damrosch). Baritone solo, orch. accomp.....Royal Dadmun 10
1020 The Magic of Your Eyes (Arthur A. Penn). Tenor solo, orch. accomp.....Reed Miller 10
Kiss Me Again (Blossom-Herbert). Soprano solo, orch. accomp.....Laura Combs 10
1021 The Holy City (Weatherly-Adams). Baritone solo, orch. accomp.....Royal Dadmun 10
The Palms (Barker-Faure). Baritone solo, orch. accomp.....Royal Dadmun 10
1022 Baltimore Centennial March (Victor Herbert). March.....Bergh's Concert Band 10
Second Regiment Connecticut March (D. W. Reeves). March.....Bergh's Concert Band 10

GENNETT LATERAL RECORDS

4526 Heart Breaking Baby Doll (Cliff Hess and Sidney Mitchell). Tenor solo, orch. accomp., Billy Murray 9
Throp Your Thuttering Jimmy (Hal Blake Cowles). Tenor solo, orch. accomp., Billy Burns 9
4527 Sweet Siamese (Mary Earl). Fox-trot, Dante's Famous Orchestra 9
Come On Papa (Edgar Leslie and Harry Ruby). One-step.....Riley's Cabaret Orchestra 9
4528 Shadows (Howard Lutter). Waltz. (Incidental concert effect by Pietro Capodiferro) Conklin's Society Orchestra 9
Kiss Me Again from "Mile, Modiste" (Victor Herbert). Waltz.....Conklin's Society Orchestra 9
4531 Silver Threads Among the Gold (Rexford Danks). Orch. accomp.....Sterling Trio 9
When You and I Were Young, Maggie (Butterneld). Tenor, orch. accomp., Harry McClaskey 9
4532 Carry Me Back to Old Virginny (Bland). Orches. accomp., with male chorus..Harry McClaskey 9
Daring Nellie Gray (Hanby). Orch. accomp., Peerless Quartet 9
4533 Pabjamah (S. R. Henry and D. Onivas). Fox-trot.....Johnson's Orchestra 9
My Paradise (J. S. Zamecnik). Waltz, Conklin's Society Orchestra 9
9000 The Star Spangled Banner (Francis Scott Key and John Smith). Baritone, orch. accomp., Stamford Miles 9
Battle Hymn of the Republic (Julia Howe and William Steffe). Baritone, orch. accomp., Stamford Miles 9
4529 Monte Cristo from "Monte Cristo, Jr.," at New York Winter Garden (Atteridge-Rombreg-Schwartz). Tenor, orch. accomp., Irving Kaufman 9
Johnny's In Town (Yellen-Meyer-Olman). Baritone, orch. accomp.....Arthur Fields 9
4530 Onward, Christian Soldiers (A. S. Sullivan). Baritone, orch. accomp.....Royal Dadmun 9
The Holy City (Stephen Adams). Baritone, orch. accomp.....Royal Dadmun 9

EMERSON PHONOGRAPH CO.

THE NEW SEVEN-INCH RECORDS PATRIOTIC AND POPULAR SONG HITS
7496 Alabama Lullaby (Cal De Voll)—Tenor and Baritone Duet, orch. accomp.....Gordon & Stevens 9
On the Bay of Biscay (Harold Robe)—Tenor Duet, orch. accomp.....Rice & Rhodes 9
7497 Anything Is Nice if It Comes from Dixieland (Clark-Meyer-Ager) — Baritone Solo, orch. accomp.....Jack Tracey 9
Rose of My Heart (Weil-Friedman)—Tenor Solo, orch. accomp.....George Gordon 9
7498 Turkestan (Jones-Stern)—Made Quartet, orch. accomp.....Emerson Quartet 9
Golden Wedding Jubilee (Green-Kaufman-Stept) —Baritone Duet, orch. accomp., Sanford & Sanford 9
7499 Good-Bye, Wild Women, Good-Bye (Johnson-Ager-Meyer)—Male Trio, orch. accomp., The Emersonian Three 9

You Can't Blame the Girls at All (They All Want to Marry a Soldier) (Gerber-Silver)—Baritone Solo, orch. accomp.....Eddie Nelson 9
7500 In a Kingdom of Our Own (George M. Cohan)—Tenor Solo, orch. accomp.....Robert Rice 9
Forget-Me-Not (Kendis Brockman)—Tenor Solo, orch. accomp.....Henry Pinckney 9
7501 All Those in Favor Say "Aye" (Downing-Kennedy)—Male Trio, orch. accomp., The Emersonian Three 9
The Red Lantern (Shine On, Red Lantern) (Fred Fisher)—Baritone Solo, orch. accomp., George Beaver 9
7502 Everybody Wants a Key to My Cellar (Rose-Baskette-Pollack) Prohibition Char. Song, orch. accomp.....George Beaver 9
Pig Latin Love (I Yay Ove-Lay) (Gilbert-Friedland)—Character Song, orch. accomp., D. (Bud) Bernie 9
7503 Shake, Rattle and Roll, Who's Got Me? (Al. Bernard)—Coon Char. Song, orch. accomp., Al. Bernard 9
It's Nobody's Business But My Own (Skidmore-Walker)—Prohibition Char. Song, orch. accomp., Arthur Collins 9
LATEST DANCE AND BAND HITS
7504 Sweet Siamese (Mary Earl)—Fox-trot, Emerson Military Band 9
Out of the East (Joe Rosey)—Fox-trot, Emerson Military Band 9
7505 By the Campfire (Percy Wenrich)—Fox-trot, Emerson Military Band 9
Shadows (Howard Lutter)—Waltz, Emerson Xylo-Phiends 9
7506 Sensation (E. W. Edwards)—One-step, Emerson Xylo-Phiends 9
Shake Your Shoulders (George Hamilton Green)—Fox-trot.....Emerson Xylo-Phiends 9
7507 That Shanghai Melody (J. Russell Robinson)—Fox-trot.....Frisco Five 9
Flutter On By, My Broadway Butterfly, intro. "Monte Cristo" (Atteridge-Rombreg-Schwartz) —Fox-trot—Banjo, piano, saxophone, Van Eps Banta Trio 9

OKEH RECORDS

1158 Ring Out! Sweet Bells of Peace (Gardner). Tenor, with orchestra.....George Lambert 9
I Shall Meet You (Chesham & Sanderson). Tenor, with orchestra.....Henry Burr 9
1159 Ja-Da (Ja da, Ja Da, Jing, Jing, Jing!) (Carleton). Tenor, with orchestra.....Billy Murray 9
Can You Tame Wild Wimmen? (Sterling & Von Tilzer). Tenor, with orchestra.....Billy Murray 9
1160 A Little Birch Canoe and You (Roberts-Callahan). Vocal trio, with orchestra.....Sterling Trio 9
Girl of My Heart (Price-Buffano). Tenor, with orchestra. (From "Somebody's Sweetheart"). Sam Ash 9
1161 Somebody's Sweetheart (Price-Buffano). Vocal duet, with orchestra. (From "Somebody's Sweetheart").....Helen Clark and Joe Phillips 9
City of Dreams (Wodehouse-Hirsch). Baritone, with orchestra. (From "Oh, My Dear"), Joe Phillips 9
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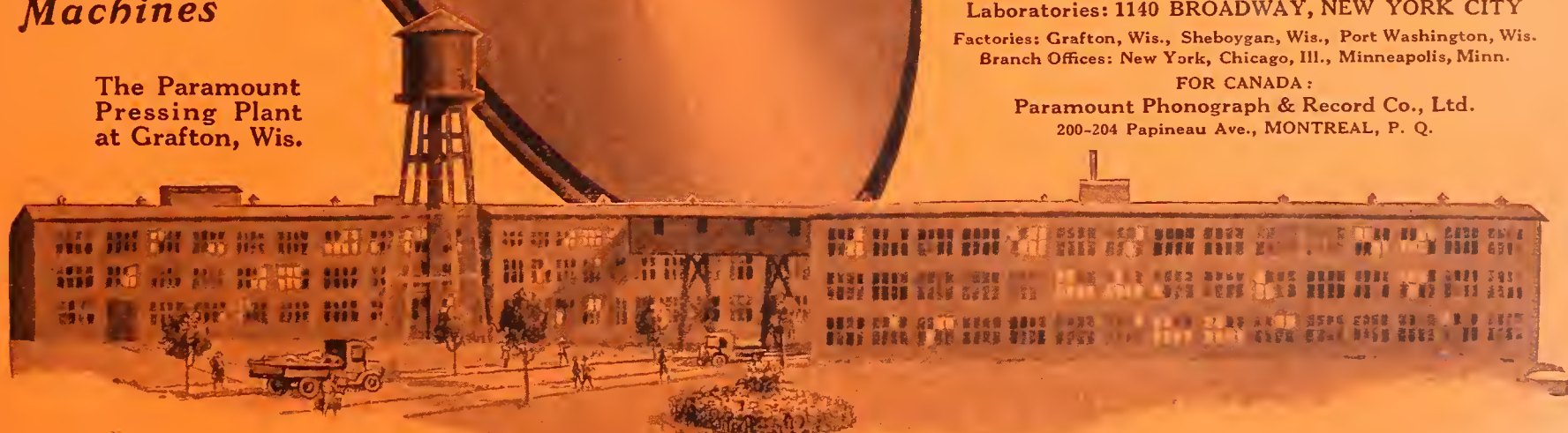
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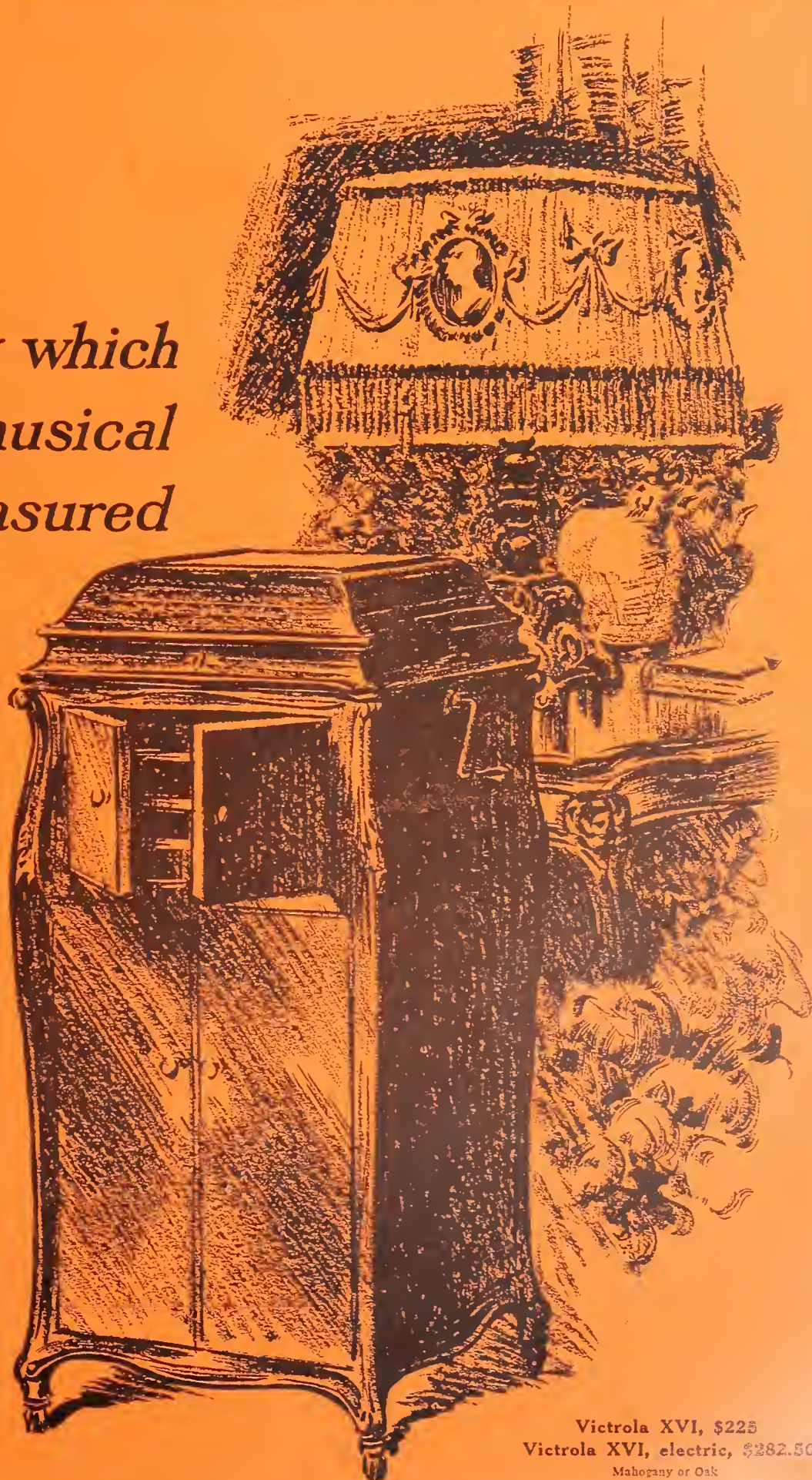
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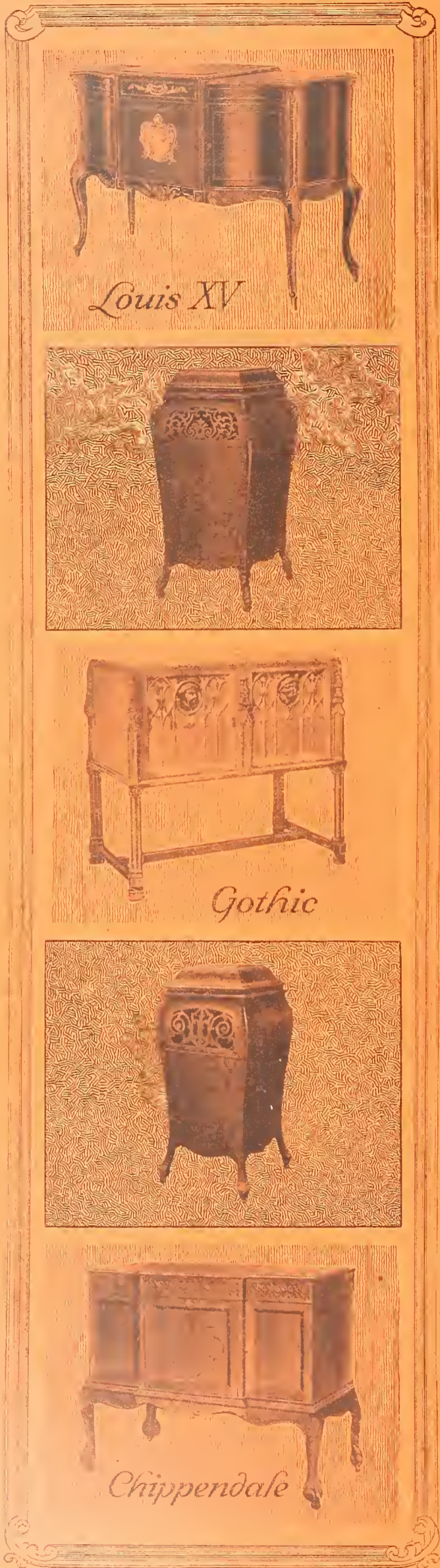
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TALKER AIDS AERIAL NAVIGATION

Recent Experiment in Washington Opens Up Another Use of the Talking Machine—Sound Transmitted to Airplane Over the City

One of the most unusual developments relating to the use of the talking machine in new fields is its adaptation as a guiding hand to aerial navigation. Experiments recently made public in Washington embody the talking machine in connection with the radio telephone and were demonstrated by the United States Signal Corps. By means of the device the voice of the talking machine was carried into the upper air regions and was audible to aviators flying over the city and announced to them that they were above the Capitol. The demonstration was conducted by Lieut. R. D. Duncan, Jr., of the Signal Corps, and is the result of long investigations by Major-General George O. Squier to make aerial navigation safer for the aviator.

In the experiment the motor attached to a Victrola was started and the wireless transmitter adjusted to carry the vibrations to the desired distance. The aviator, according to a prearranged schedule, sailed over the city and his receiving set picked up the words "Washington Beacon, No. 1," sent out into space by the machine below him. E. F. Droop & Sons, well-known music dealers of Washington, furnished the machine used in the experiment.

TALKING MACHINE AN AID TO ART

Mrs. Ethel Brasel, Manager Sherman-Clay Victrola Department, Shows Value of Talking Machine in Education of Children

Mrs. Ethel Brasel, manager of the Victrola department of Sherman-Clay & Co., Spokane, Wash., was recently quoted in the newspapers of that city on the subject of the value of the talking machine in the schools as an aid to the appreciation of art. The public school officials in that city have expressed themselves in favor of this method and are using it with success Mrs. Brasel said:

"The child whose home contains a talking machine is presumably a child who has a keener appreciation than the child who has not this advantage. Not one American child in a hundred, as the taste of the people now stands, is really musical from birth. We find only a small minority of children gifted with executive or creative talent in music, but every normal child has the capacity to enjoy music, and they should become acquainted with the good classics when the opportunity under proper guidance is available.

"The children should be taught to listen intelligently to music in the home through good records of world-famed artists. The talking machine presents the most interesting, most efficient and most attractive of all means for producing musical feeling and knowledge of standard classics.

"The child mind presents a field for promotive work in the love and appreciation of the noblest of all arts. We come to see more and more that music is something to be taught through constant presentation, and that a taste for good music is the most important element in the development of the strongest character and mind."

SHIP RECORDS BY AIRPLANE

At the inauguration of the first aerial transportation service in Boston the Grafonola Co. of New England sent a shipment of records from Franklin Field to Swampscott in one of the planes operated by the North Shore Aerial Transportation Co.

HOLD ANNUAL OUTING NEXT MONTH

Plans Perfected for "Big Time" of Talking Machine Men, Inc., at Rye Beach August 13—Sports and Eats Chief Features on Program

The annual outing of The Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, will be held at Rye Beach, Wednesday, August 13. The trip to the beach will be made in buses and private cars, and the members will be notified of the time and place of the departure of the buses.

J. J. Davin, the only "active associate member" of the organization, with a committee, has made arrangements for the affair and it is probably the best-planned outing in the history of the association.

Aside from the elaborate dinner that will be served in the evening, a light luncheon will welcome the guests upon their arrival. Arrangements for water sports, including row boats, a



J. J. Davin

ball game and field sports, are programmed, and in the evening the members and their guests will be entertained at a theatre party. The tickets will cost \$4.00 and will include the bus ride, luncheon, dinner, theatre and an opportunity to take part in the activities of the day. The members will return to the city at 10 o'clock in the evening.

The various affairs of the program have been placed in the hands of individual committees. This arrangement, together with a perforated card divided in a manner entitling the holder to luncheon, dinner and theatre, etc., will, it is thought, make for efficiency in carrying out the day's program. Much of the credit for this year's affair, as usual, must be given to Mr. Davin, who, for the past few weeks, has placed much of his time at the disposal of the organization.

Following are the names of those in charge of the various activities: Transportation from New York to Rye Beach and return, Cass Riddle; luncheon and dinner, E. Leins and F. H. Ponty; bathing accommodations, John Hunt and Al Adelstein; water sports, row boats, etc., Mr. Saunders; baseball arrangements and field sports, Messrs. Spillane and Thaw; dancing arrangements, Mr. Bouregard; publicity, finance and printing, A. Galuchie and J. J. Davin; pennants and buttons, Sol Lazarus; reception committee, Messrs. McCoy, Stiles, Clinton and R. Tusting, Sr.

Pennants will be especially designed with the insignia of the association, and buttons to carry the name of each member will be provided.

"JAZZ" MAY START ANOTHER WAR!

Nations Vying With Each Other for Credit of Originating the Jazz Band Idea—Paris Daily Has Story Claiming France Has the Honor

Well! It looks as if France and the United States may have a little war all their own over the origin of the jazz band! There has been much speculation in the press of late in this country as to just where this tantalizing melody really started and while each one tried his hand at giving the only true history of its origin, placing the birthplace anywhere from the sunny South to the frozen North, everyone agreed that it was somewhere in this country. But now comes word in the shape of a cablegram to the New York Times stating that the well-known Paris daily, "Le Matin," declares the credit for inventing the jazz band belongs to France. It is not clear whether this statement is a part of the anti-American propaganda just now so prevalent in the French press, but it is made with evident feeling of conviction. The report goes on to say: According to this report the jazz idea originated in Paris in the time of the Directoire, when the people used to go with great frequency to ball concerts. The report goes on to say:

"In those days as well as now people did not know what to do to amuse themselves; so they made a noise. Those who had great taste for noise went to the concerts of the Cat Orchestra. There were twenty cats with their heads in a row on the keyboard of a harpsichord. The performers by striking the keys worked a device which pulled the cats' tails, causing a caterwauling which gradually took on as much volume of sound as the jazz band and was fully as musical and entertaining. This so-called American invention is only a recurrence." And there you are!

TALKING MACHINE EXPORTS DECLINE

Exports, Including Records, for Ten Months, Ending April 30, 1919, Total \$3,572,154

WASHINGTON, D. C., July 1.—In the summary of exports and imports of the commerce of the United States for the month of April, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during April, 1919, amounted in value to \$30,402, as compared with \$25,039 worth which were imported during the same month of 1918. The ten months' total ending April, 1919, showed importations valued at \$233,128, as compared with \$284,724 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 3,743, valued at \$141,057, were exported in April, 1919, as compared with 8,558 talking machines, valued at \$254,022, sent abroad in the same period of 1918. The ten months' total showed that we exported 41,184 talking machines, valued at \$1,244,583, as against 78,293 talking machines, valued at \$2,168,752, in 1918, and 62,606 talking machines, valued at \$1,612,957, in 1917.

The total exports of records and supplies for April, 1919, were valued at \$266,730, as compared with \$177,973 in April, 1918. For the ten months ending April, 1919, records and accessories were exported, valued at \$2,327,571, as compared with \$1,653,390, in 1918, and \$1,257,530, in 1917.

The National Vitaphone Sales Corp. has been incorporated under the laws of New Jersey to manufacture talking machines, records, etc. The capital is \$125,000.

See Index of Advertisers on Last Page

Real Salesmanship in Retail Talking Machine Business Brings Its Rewards :: :: By C. B. Shepherd

The statement has been made that during the past few years at least there has been no real need for advanced salesmanship in the retail talking machine business. That is, salesmanship of the higher sort which is absolutely essential to success in other lines of endeavor, including the closely allied piano business. The excuse has been that, in the first place, the manufacturers' advertising brought the business for both machines and records right into the store of the dealer, who found the customer already sold before he had entered the store and required of the dealer only that he display and test a machine offered at a certain price or find in his stockroom records bearing certain specified titles or numbers. Secondly, it has been claimed, and with some degree of truth, that the market has for years been oversold in the popular makes of talking machines and records—that with the demand in excess of the producing ability of the factories the dealer had little else to do but fill the orders that came to him without any great personal effort.

Notwithstanding arguments to the effect that retailers are doing business without great effort and making some money at it, despite the oversold condition of the market, I, for one, maintain that genuinely efficient salesmanship is as essential to successful talking machine selling as to any other line of business. In every State and in every city or town where there are several competing dealers handling talkers the traveler will find one who believes in salesmanship and insists upon his staff using proper selling tactics. Without exception it will be found that that particular dealer is getting more than his pro rata share of the local business—enough more to make his salesmanship pay substantial dividends. The extra effort may mean only the sale of a machine here or a few records there occasionally, as representing business that would not have come to him naturally, but that little extra sale here and there makes a most substantial total during the year. It marks the difference between making an easy living and making money and leaves with the buyer the impression that he is doing business with a wide-awake store—a store that appreciates his patronage and wants more of it.

My experience indicates that the great lack of salesmanship that one runs against in the trade is due chiefly to the indifference of the dealers

themselves who have found that sufficient trade comes to their doors to provide them with a good living. With this type of competition to meet it is little wonder that the progressive retailers, the fellows who go after business and sell their goods, stand out from the rest so sharply.

Every sale made to-day, every new customer impressed with the desire to do business with you, means just so much less left for future accomplishment. And the customer likes to be sold, likes to be made to feel that he is welcome in the store and is not breaking into a siesta. You, Mr. Dealer, like to receive attention yourself when you enter the haberdasher's or the

of selling is to know your goods, because you cannot talk convincingly regarding the qualities of a product with which you are not familiar. Despite this there are to-day salesmen who cannot intelligently explain the difference between various types of machines, much less give any details regarding motor or sound-box construction.

People are asking for just such information to-day. The manufacturers are calling attention to special mechanical features in their advertising and the prospective purchasers are asking questions. They want to know just how one machine differs from another and it will not be long before the salesman who cannot explain that difference intelligently and convincingly will be out of luck. In the matter of records, for instance, the real salesman will not only be able to describe the difference between the types intelligently, but, regardless of whether he is selling lateral or vertical-cut records, will be able to tell just why the system used in making the particular record he handles is the best. The woods are full of good and logical arguments on both sides. Expert salesmanship means realizing on opportunity, an opportunity that many of the members of the trade who can be recognized readily have realized. Soon there may be changed conditions and selling will become a necessity.

*Expert Salesmanship
Means Realizing on
Opportunity—Those
Possessing It Win*

cigar store, so why not credit your customer with the same human characteristic?

Giving the customer what he asks for, taking his money and letting him walk out without any comment beyond the brief "anything else to-day?" is neither salesmanship nor even service. By appealing to the customer who has once been so treated the live retailer with salesmanship and service back of him and a smile is taking away trade from the sleepy one and building up more than his pro rata share of trade. It's being done right now—look for yourselves.

If there is anything more pitiable than lack of salesmanship it is the performance of the salesman who knows he should try to sell but doesn't know how to go about it. This condition is squarely up to the dealer who employs him, but has not taken the trouble to train him. One of the fundamental principles

C. P. MACK ON COLUMBIA STAFF

Becomes Member of Los Angeles Traveling Staff—Will Cover Arizona Territory

LOS ANGELES, CAL., July 3.—William F. Stidham, manager of the wholesale branch of the Columbia Co. in this city, has appointed Charles P. Mack as a member of the traveling staff. Mr. Mack, who, at the time of the signing of the armistice, resigned his commission of second lieutenant in the Field Artillery, returned to the Bartlett Music Co., of Los Angeles, with which he had previously been associated for a number of years. Mr. Mack's new appointment will take him to the Arizona territory, and his intimate familiarity with the problems confronting the dealers, together with his long experience in retail salesmanship, will undoubtedly enable him to give his clientele practical cooperation and service.

THE WAR IS OVER

But a new REVOLUTION will take place

WHERE ?

At the
New York Album & Card Co.

WHY ?

A record album surpassing in quality any book now manufactured will be placed on the market at an attractively low price.

IT

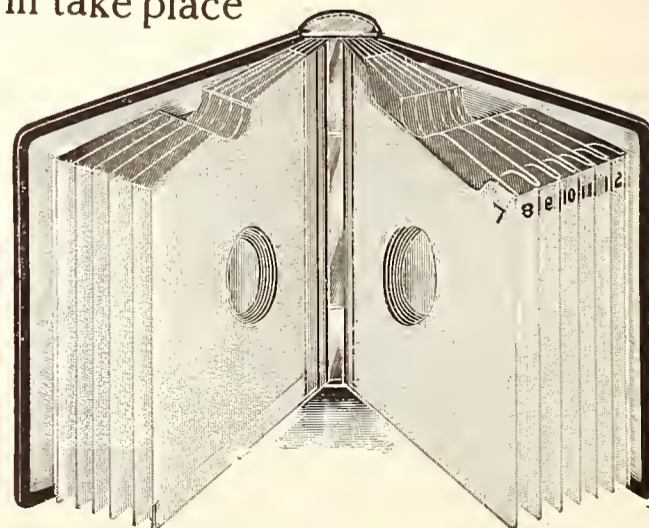
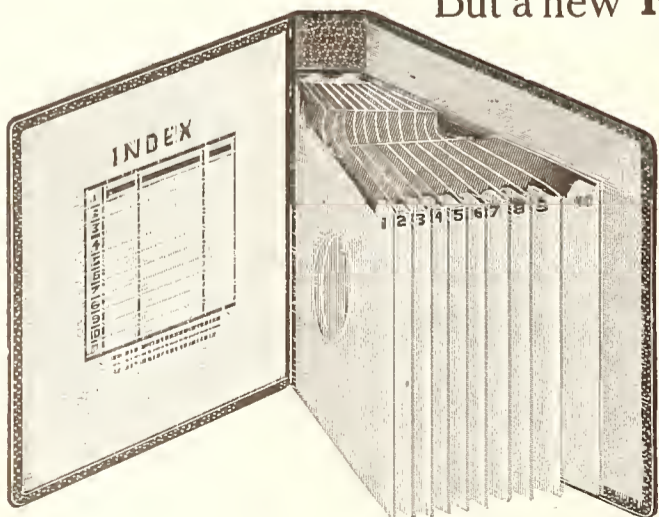
will pay you to

AWAIT

our August issue

BEFORE

Placing your fall business.



New York Album & Card Co., Inc.

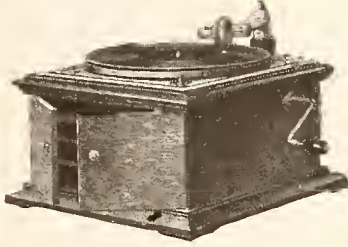
Factory and Executive Offices: 23-25 Lispenard St., New York



Chicago, Ill.: **CULLEN, MARSH & CO.**
21 East Van Buren St., Middle West Rep.

San Francisco, Cal.: **WALTER S. GRAY**
Chronicle Bldg., Pacific Coast Rep.

Victrola VI, \$35
Mahogany or oak



Victrola IX, \$60
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak

Victor Supremacy

Victor supremacy points the way to success for every music retailer.

It marks the "path of least resistance."

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

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

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

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



Victor Wholesalers

- Albany, N. Y.... Gately-Haire Co., Inc.
- Atlanta, Ga..... Elyea Company
Phillips & Crew Piano Co.
- Baltimore, Md.... Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me..... Andrews Music House Co.
- Birmingham, Ala. Talking Machine Co.
- Boston, Mass.... Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
- Brooklyn, N. Y... American Talking Mch. Co.
G. T. Williams.
- Buffalo, N. Y.... W. D. & C. N. Andrews.
Buffalo Talking Machine Co., Inc.
- Burlington, Vt... American Phonograph Co.
- Butte, Mont..... Orton Bros.
- Chicago, Ill..... Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
- Cincinnati, O.... The Rudolph Wurlitzer Co.
- Cleveland, O..... The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
- Columbus, O..... The Perry B. Whitsit Co.
- Dallas, Tex..... Sanger Bros.
- Denver, Colo.... The Knight-Campbell Music Co.
- Des Moines, Ia... Mickel Bros. Co.
- Detroit, Mich.... Grinnell Bros.

- Elmira, N. Y..... Elmira Arms Co.
- El Paso, Tex..... W. G. Walz Co.
- Honolulu, T. H.... Bergstrom Music Co., Ltd.
- Houston, Tex.... Thos. Goggan & Bro.
The Talking Machine Co., of Texas.
- Indianapolis, Ind.. Stewart Talking Machine Co.
- Jacksonville, Fla.. Florida Talking Machine Co.
- Kansas City, Mo.. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Nebr.... Ross P. Curtice Co.
- Los Angeles, Cal.. Sherman, Clay & Co.
- Memphis, Tenn.... O. K. Houck Piano Co.
- Milwaukee, Wis... Badger Talking Machine Co.
- Minneapolis, Minn. Beckwith, O'Neill Co.
- Mobile, Ala..... Wm. H. Reynolds.
- Newark, N. J.... Price Talking Machine Co.
- New Haven, Conn. The Horton-Gallo-Creamer Co.
- New Orleans, La... Philip Werlein, Ltd.
- New York, N. Y... Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Landay Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

- Omaha, Nebr..... A. Hospe Co.
Mickel Bros. Co.
- Peoria, Ill..... Putnam-Page Co., Inc.
- Philadelphia, Pa.. Louis Buehn Co., Inc.
C. J. Heppe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburgh, Pa... W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me..... Cressey & Allen, Inc.
- Portland, Ore.... Sherman, Clay & Co.
- Providence, R. I... J. Samuels & Bro., Inc.
- Richmond, Va.... The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y... E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, U. Consolidated Music Co.
The John Elliott Clark Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Seattle, Wash..... Sherman, Clay & Co.
- Sioux Falls, S. D.. Talking Machine Exchange.
- Spokane, Wash.... Sherman, Clay & Co.
- St. Louis, Me.... Koerber-Brenner Music Co.
- St. Paul, Minn.... W. J. Dyer & Bro.
- Syracuse, N. Y.... W. D. Andrews Co.
- Toledo, O..... The Toledo Talking Machine Co.
- Washington, D. C. Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

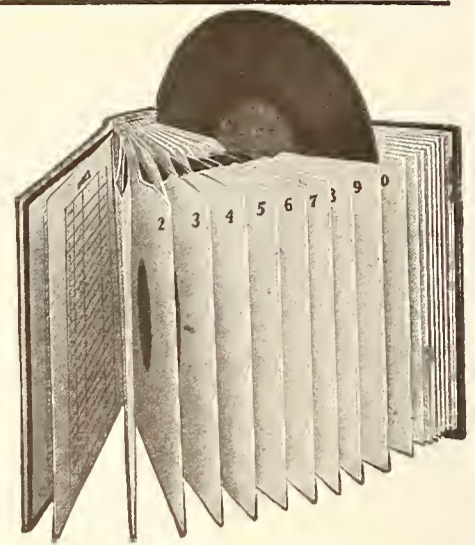
A Place for Every Record and Every Record in its Place

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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



THE PERFECT PLAN

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

DEALERS ENLARGING THEIR STORES

Big Army of Dealers Making Ready for Marked Increase of Business Expected in the Fall

The New York Talking Machine Co. reports that many of its clients handling Victor machines are at this time enlarging their shops in order to meet the increased business which is expected in the fall. That this is the time to make improvements in order to accommodate the future business is unquestionable. Among those companies which have bettered their exhibiting and demonstrating departments are C. A. Hansenn & Bro., 4711 Fifth avenue, Brooklyn, who have double-sized their store by buying the premises adjoining them. They have also renovated the shop and installed new fixtures.

The Fulkerson Music House, Carbondale, Pa., have recently installed a battery of four new booths in order to give their customers more exclusive service in the future. W. J. Killea, of Albany, N. Y., has moved from 74 Pearl street to number 35 Pearl street, in order to secure larger quarters and also to secure a better position. He has installed six new booths and has arranged a very attractive appearance at his new location. In New London, Conn., D. S. Marsh has installed six new booths in order to meet the increased business which has already crowded his present quarters, as well as to take care of the increased business which he expects in the fall.

MERCHANTS AFTER NEW BUSINESS

Taking advantage of the building boom going on in Burbank, Cal., merchants of Glendale are arranging to establish branch stores there. The Glendale Phonograph & Piano Co., Glendale, Cal., has leased a building in Burbank and will open under the management of Salamncia Bros.

A MESSAGE IN THE VICTOR CODE

Talking Machine Men, Inc., Send a Message to Their Membership That Requires a Victor Numerical Record Catalog to Decode

The Talking Machine Men, Inc., have just sent an important message in code to the membership of the organization. The message is in the nature of a Tri-State Union Recordgram, and instead of the ABC, Western Union or other codes of commerce the recipient, if he is in the talking machine business, needs only the Victor catalog code. The message of several paragraphs is made up entirely of record numbers.

For the benefit of those who have neither the time nor the inclination to grab a catalog and dig out the solution for themselves there is provided a translation. From the opening salutation 18438-16320, namely, "Tom, Dick, Harry and Jack"—"Greeting," to the signature, 35528, namely, "Very Good Eddie," it is a clever piece of work.

EDISON SHOP IN SPRINGFIELD

Marie Morrissey Appears in Person at the Formal Opening of New Edison Store

A new Edison Shop was opened in Springfield, Mass., on June 20, by B. L. Conchar & Co. at 488 Main street. This concern began business in that city three years ago when it opened the first Edison store in Springfield at 204 Washington street. Since that time the business has grown rapidly and new quarters were needed. The new location has been remodeled and sound-proof booths have been added and the rear of the store fitted up as a concert hall for recitals. At the formal opening Miss Marie Morrissey, the well-known Edison artist, and Jacques Glockman, 'cellist, rendered a pleasing program.

RETURNS FROM SUCCESSFUL TRIP

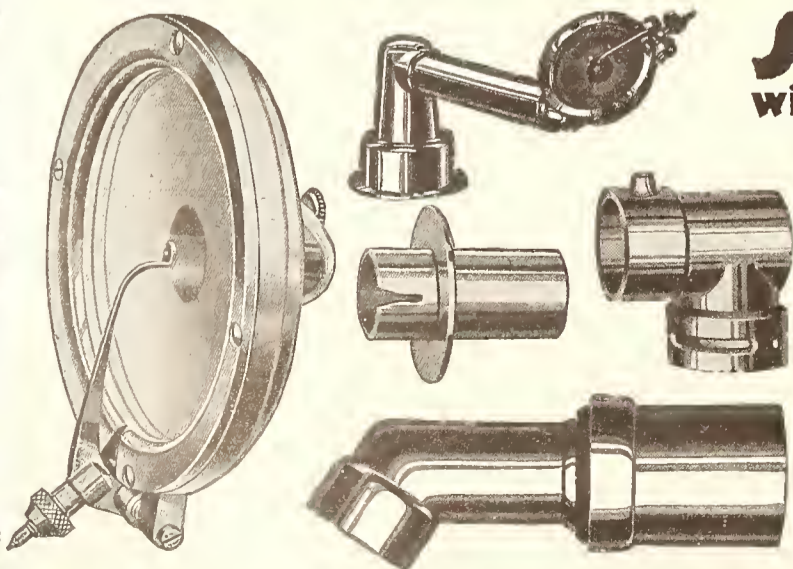
Geo. W. Hopkins Visited Leading Cities West and South and Transacted Much Important Business in the Interest of Columbia Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, returned recently from a Western and Southern trip which included a visit to the Columbia branches in St. Louis, Dallas, New Orleans and Cincinnati. At St. Louis Mr. Hopkins introduced to the Columbia organization in that city and to the dealers John McKenna, who has been appointed manager of this branch. A. W. Roos, heretofore acting manager of the St. Louis branch, has assumed the duties and functions attached to the position of assistant manager.

From St. Louis Mr. Hopkins went to Dallas, where he attended a very successful Columbia dealers' meeting given under the auspices of Fred R. Erisman, manager of this branch. At New Orleans a similar meeting was held, and Wm. F. Standke, manager of the New Orleans branch, furnished the dealers with a practical and valuable program. At Cincinnati F. F. Dawson, manager, and Norman B. Smith, assistant manager, also arranged a dealers' meeting which was attended by Mr. Hopkins. Mr. Smith conducted the incidental details of this meeting, and the dealers were enthusiastic regarding the practical topics discussed.

PARLEPHONE PLANT LOCATED

The Parlephone Co., St. Joseph, Mo., which recently leased the building on Fourth street in that city, is now making an addition to its quarters. E. E. Trower heads the new concern, which will use the St. Joseph plant for the manufacture of cabinets for the machines. The other parts will be made elsewhere and shipped to this plant to be assembled.



Superior Die Castings

will Cut Your Costs and Increase Your Sales

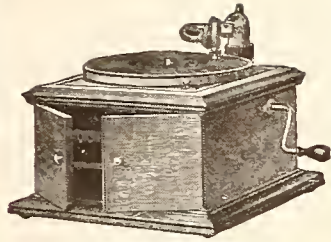
Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line

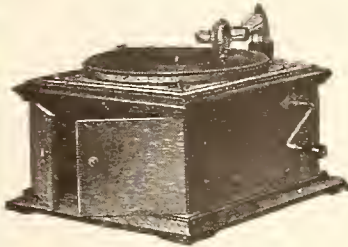


Send us your Specifications or Models for quotations

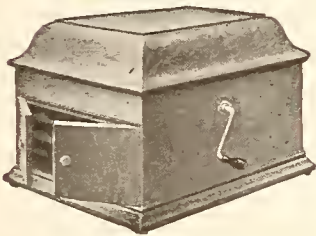
Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago, Illinois



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

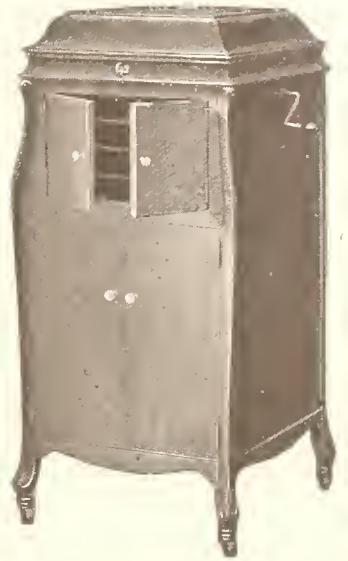
Victor Supremacy

The supremacy of the Victrola is as evident in the prosperity of Victor retailers as in the great musical accomplishments of the instrument itself.

Victor supremacy means retailer success.

Victor Talking Machine Co.

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



Victrola XIV, \$175
Mahogany or oak



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or oak



Victrola XVII, \$275
Victrola XVII, electric, \$332.50
Mahogany or oak

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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

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Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1919

THE past month, being recognized as the convention season, has seen the holding of several conventions in the talking machine trade, bringing together various prominent trade interests. It is true that the industry has not yet advanced to the point, for some reason or other, where it can boast of a national association taking in representatives of all interests, but, in the absence of such an all-embracing body, it seems well that those wholesalers and retailers affiliated directly or indirectly with one or the other of the large manufacturing companies come together for a discussion of the business problems, and for the mapping out of campaigns for future business.

The conventions this year have been particularly important, inasmuch as the war has ended, and there have cropped up in its wake many questions of business character that require elucidation. The subject of production has, of course, been a dominating one for the trade throughout the country, which has been underfed in the matter of stock for many months past, and it is particularly timely now that the hunger for goods has passed the passive stage. For the various factories to get back on even a pre-war basis has been a severe task, but as they have approached that welcome goal they find that although production has lagged during the war period the demand has increased in almost direct ratio. In fact, pre-war standards of production and of marketing are not adequate to present-day needs.

Then, too, there are changes in sales policies that must be considered. It is just possible that a seller's market may not reign supreme in the talking machine field, and it is the duty of far-seeing business men to provide against any such contingency while laying plans in advance of any necessity for their carrying out.

These questions have been threshed out at several conventions more or less to the satisfaction of those directly interested. That the industry is not standing still in the matter of style development while endeavoring to catch up on production has been evidenced by the many new creations in machines that have been offered in and outside of the conventions. The industry is going ahead in more ways than one. It is broadening out, and does not require attendance at the convention to make known that fact.

The get-together spirit—the willingness to meet and discuss questions that are best solved through an interchange of opinion rather than by the sole efforts of the individual himself—is the spirit that should be encouraged, for it works directly to the advantage of the industry as a whole.

AFTER many months of effort on the part of various interested parties to persuade the talking machine interests to become affiliated with the piano and other divisions of the industry in support of the Music Industries Chamber of Commerce, thus having every branch of the music industry represented in that organization and making it all-embracing, it appears that the desired result has been obtained in some small measure at least through the recent affiliation of the Talking Machine Men, Inc., of New York, with the National Association of Music Merchants. The national organization is a divisional member of the Chamber of Commerce, and therefore the Talking Machine Men, Inc., through its membership in the Association becomes automatically affiliated with the Chamber of Commerce.

It must be admitted that the attitude of the talking machine men as a rule has not been favorable to the Chamber of Commerce plan, as a result of some idea, whether based on fact or not, that the piano men were inclined to gain their own ends in tax matters and other questions at the expense of the talking machine trade. With the urgent necessity for self-preservation removed with the ending of the war, it may be that a cordial relationship will be established between talking machine and piano interests in the nature of their business as members of the same music industry, with their business connections through retail distributing channels, and with the same advantages to be gained by a more general advancement of the cause of music.

The change in the constitution of the National Association of Piano Merchants resulted in the changing of the name of that organization to the "National Association of Music Merchants," and the opening of membership rights to all retailers in musical instruments clears the way for various talking machine organizations to become affiliated with that body, and through it with the Chamber of Commerce, without being under obligation to form their own distinct trade division.

THE members of the music industry have come to a full realization of a new attitude of the American public toward music and of the fact that the United States already is or is fast becoming the musical nation of the world. It is gratifying to find, however, that this new attitude of the public towards music and the influences that have brought about that new attitude have become recognized outside of the industry, proof of which is offered in a leading article in *Printers' Ink* recently by Frank H. Williams, in which the writer points out most convincingly that the advertising of the music industry during the past few years is the advertising that has most deeply affected American national life.

A number of factors joined together have succeeded in producing this recognized result, but without question the two leading factors have been the advertising of the talking machine manufacturers and of the player-piano manufacturers. Having developed their instruments to a point where they were not to be considered as novelties, these manufacturers concentrated their advertising arguments on music, and they kept pounding away on the fact that music was an essential part of the home life; that it was absolutely necessary to human happiness, and could be obtained readily, and in desired quantities and quality, through the medium of talking machines, player-pianos and other instruments.

Coupled with this advertising has been the propaganda for music carried on by various interests in and out of the trade, but principally by the National Bureau for the Advancement of Music, which, through the encouragement of community singing, music-memory contests, co-operative advertising, and by other means, has served to co-ordinate and expand the various forces working for music to the end that the public has had music offered at every turn.

The straight advertising has been the primary cause of this new attitude toward music and things musical. The public was informed not of the details of the instrument, for it was assumed that it knew something of the product, but the attack was made along the lines of giving music lovers, and particularly those who had not given the matter thought, some idea of the opportunities of education and entertainment offered by the music obtainable through various types of instruments. Some years ago there was much criticism of "canned" music. It was a standing joke in certain quarters. Now this same "canned" music is taken seriously and its nickname has passed, for there is no question but that music produced by automatic means, either through the medium of the

talking machine or the player-piano—the production of which requires little or no technical training and very little labor—has proven a dominating factor in making America musical.

The war unquestionably has helped in this work, for wherever soldiers and sailors congregated in any number they had the opportunity of listening to music and plenty of it, but without the war the advertising of the industry itself has brought results that have now been acknowledged by those who keep their fingers on the pulse of advertising and its effect. It is hoped that with the ice once broken this recognition will become more general, for music advertising deserves it.

THE announcement appearing elsewhere in The World this month of the return from France of E. A. Widmann, president of the Pathé Frères Phonograph Co., with contracts for producing in this country phonographs and records approximating in value \$100,000,000 annually, has a deep significance for members of the trade in general, whether or not they are allied with the Pathé interests, for it means a new and important step in the development of American talking machine and phonograph production.

The Pathé products referred to were formerly manufactured in France, and the transferring of the contracts for their manufacture to the United States and the placing upon the Pathé interests in this country the responsibility of taking care of all the requirements of the Western Hemisphere, together with those of England and her colonies, form one of the most important moves made in many years.

While these contracts will, of course, revert most directly to the benefit of the Pathé interests themselves, they tend to lend added importance to the talking machine industry in the United States, and every factor of the industry, whether allied or competitive, basks to a certain extent in the reflected glory of the achievement.

THE introduction in the House of Representatives by Representative Kelly, of Pennsylvania, of a new bill to provide for the maintenance of resale prices is naturally viewed with particular interest by piano and talking machine manufacturers, inasmuch as the provisions of the new bill apply most directly to the music industry. While it was hoped by many that the remodeled Stephens bill, with some objectionable features removed, and with provisions made for the supervision of fixed prices by the Federal Trade Commission, would be enacted into a law, it is generally believed now that the Kelly bill, broader in scope and with the objectionable features of the old Stephens bill eliminated, has even a better chance of being passed by Congress and of being enacted into a law.

The bill as it now stands is designed particularly for the protection of trade-marked names and special brands by preventing price cutters from utilizing these trade-marked names, or brands, in the carrying on of their practices to the detriment of the manufacturer of the product. It provides for a number of features, including the sale of excess old style or damaged stock at other than

fixed prices at appropriate intervals, that the dealer in closing out his business may offer goods at less than the fixed prices, provided he has first offered them to the manufacturer, and includes provisions that are practical in their bearing towards possible objections to placing too much power with the manufacturer.

The House Committee on Interstate and Foreign Commerce, to which the Kelly bill has been referred, is expected to hold hearings on the measure in the near future, and it is expected that the music industry will be well represented at such hearings. Certain it is that in the talking machine trade at least, and in the piano trade to a considerable measure, the growth of the business has depended to a tremendous extent upon the maintenance of prices, and that its future progress likewise depends in no small measure upon some form of protection against those who cut prices and by so doing tend to cast discredit upon trade-marked names and special brands of the industry that have become household words throughout the country as a result of millions of dollars spent in advertising them. If any evils ever resulted from the old systems of price maintenance, it is quite certain that they were far more than offset by the benefits recurring therefrom. The progress of the Kelly bill, in view of the existing situation, will be watched with interest.

THE importance of advertising as one of the essential factors to success in business is too obvious to need reiteration. Every progressive man to-day realizes that advertising does two things primarily—it creates a demand, and more important still it establishes a name value that is worth hundreds, thousands, or millions of dollars as the case may be, because it cost that much to create it.

No more striking illustration of the value of advertising can be adduced than the following paragraph written by M. P. Gould:

"The best known commercial agency in the country, an organization that does nothing but investigate business conditions, recently announced that 84 per cent. of the failures in the country were among non-advertisers. If ever there was conclusive evidence of the absolute necessity for advertising one's business, here it is . . . 'Out of every 100 failures 84 had done no advertising.' This tells the story!"

IN Grand Rapids, Mich., just now there is being held the first talking machine or phonograph exhibition, with close to two score manufacturers of machines, records and accessories represented. The exhibition in Grand Rapids is indicative of two things. First, that that city has become one of the recognized talking machine producing centers in the United States, and second, that the industry has developed sufficiently to make an exhibition of such size and character worth while, and sufficiently diversified to make it interesting. It is more than likely that an annual show of this character will become a feature of the trade, just as the holding of semi-annual furniture expositions is recognized as an institution. It is just one more bit of proof of the growth of the industry.



Cellars and Sellers

CELLAR service will soon need traffic cops to regulate it. You know! We don't have to even whisper.

But Seller Service we like to holler about. Some Prohibition specials can now be imbibed! Drink to Me Only with Thine Eyes; The Stein Song, "Simon the Cellarer," and others.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records 10 East 39th Street, N. Y.

Observations on Various Plans of Increasing the Sale of Talking Machines :: :: By W. B. Stoddard

The Ankeny Drug Store, Corning, Iowa, which handles a standard line of Victrolas and a wide selection of records of all prices, has a novel way of increasing its business, which could be practiced to advantage by any firm dealing in talking machines whose territory included a farming community. The manager fitted up a runabout on which he could carry a talking machine, and whenever he could arrange to get away from the store he was outside soliciting business for that department. He found this branch of business a money-maker, and limited only by the time he could put in soliciting—in other words, the more time he put in the larger the sales. "After supper calls are very convenient for the farmers," he said. "At that time of the day the farmers have nothing to do, and are glad to have a caller to relieve the monotony of the evening. They can spend plenty of time listening to the demonstration and are more in the mood to buy than they would be if approached during the day."

The White Pharmacies, of Clinton, Ind., are another drug concern that have made a decided success in selling talking machines. Speaking of the way in which they have built up a substantial trade, C. M. White, Jr., said: "We had the floor space in the rear of the store, just off the prescription counter, so we built a demonstration room, took the agency for two kinds of machines and put in a stock of records. At first we thought that the regular store help could take care of this department, but we soon found that it takes more salesmanship to sell talking machines and records than to wrap up a cake of toilet soap. We therefore decided that in order to take care of the talking machine business which we were building we would

employ a young woman to devote her entire time to it. Business greatly increased on taking this step, as patrons felt no hesitancy now in asking to have certain records, since they do not take a busy drug clerk from his regular work." Mr. White also said that as Clinton is an industrial city, with a large foreign population, the store keeps on hand a large number of records in foreign languages and likewise runs advertisements in the foreign paper, inviting the patronage of these aliens and advising them that at the White Pharmacies may be found records in their native tongues.

Henry Ford was once accused by a number of manufacturers of the more expensive and luxurious type of automobiles of ruining the market because he put out such a low-priced car. "Gentlemen," said the astute magnate, "you are entirely mistaken. As a matter of fact I am your very best advertising agent. When a man first gets the auto 'bug' he buys a Ford. After he finds out the delights of autoing and the possibilities of a car he wants one of more expensive type—and there you are. Thousands of men would not now be patronizing you if they had not first owned a compact little 'flivver.'" It was this species of reasoning that induced a Chicago concern to push a baby model of talking machine. They realized that many people who did not feel able to buy a high-priced instrument would put a moderate amount into a machine for the sake of the recreation it afforded—and once they had come to a realization of its possibilities they would be more than willing, later, to pay an increased price for a higher-grade instrument.

A well-known dealer in talking machines and records in Dayton, O., who does a large time-

payment business, has hit upon an excellent plan of avoiding dunning a customer, and at the same time seeing that he was not lax in his payments. Shortly prior to the date on which a payment was due a printed card was sent, inviting the recipient to drop in and hear the new records—a list of which was printed on the same side. On the opposite side was written: "Inasmuch as the next payment on your talking machine is due June 17 (or whatever the date might be) I shall be glad to have several of these records set aside for your inspection when you visit us on that date to settle your account." This gentle reminder seldom failed of its purpose, as the firm generally knew the type of music preferred by each patron and made a careful selection.

That an excellent business may be done in a small town—especially if it is the center of an agricultural neighborhood—has been proved by Timothy Sammons, of Triumph, Minn. Mr. Sammons emphasizes the personal side of the business. He knows everyone in town and most of the surrounding country. "When I go to the city for my semi-annual buying trip I remember all the friends back home with picture post-cards. Last winter when my son and I made the trip we went into a place where they made post-card photos. I secured a large number of these and had printed on the card:

"Alden and I are in the Twin Cities buying a large selection of new records. We will have them on display and ready to be demonstrated at our store next week, and hope you will call and hear them."

This personal interest pays big, especially in a small town, and this postal card plan, with variations, could be used to advantage in hundreds of towns and small cities.

The latest, most intelligently constructed lateral record in the world

The only true lateral record on the market without a machine tied to it

The New Lateral Record

made by

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry does not come in bulk

AS in masterpieces of art, the superiority of this record is the result of infinite pains and faith in the inherent desire of men and women to have the best that human minds and hands can make.

It is not a record for people who like the cheap, the tawdry, the commonplace—but for those who appreciate and cherish the fine and beautiful things in life.

The output of this record, like the output of the Rolls-Royce car, is limited because master work can not be done in quantity.

We recommend that distributors write us, planning six months in advance to handle The New Lateral Record.

LIBERTY PHONOGRAPH COMPANY

Executive Offices: 1836 EUCLID AVENUE, CLEVELAND, OHIO

Laboratory: 16-18 West 39th Street, New York, N. Y.



Open your heart to the world's great music! *Through the Victrola!*

Galli-Curci, Melba, Sembrich, Tetrzzini sing "Caro Nome"

Let any one of them sing to you, through the Victrola, this exquisitely tender aria, which is one of the rare jewels of opera. Its haunting beauty will find a place—strike a sympathetic echo in *your own* experience.

To appease the hunger for beauty which lies deep in every one of us—that is the mission of the Victrola, and to do so the Victrola has enlisted the genius of the world—the most supremely gifted singers and instrumentalists of our generation.

Can you afford to miss the daily pleasure, the heart's-ease that the Victrola so abundantly gives, and which is always yours to command in your personal hour of need?

Victors and Victrolas \$12 to \$950. There are Victor dealers everywhere and they will gladly play for you any music you wish to hear.

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

Important Notice: Victor Records and Victor Machines are scientifically coordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.

New Victor Records demonstrated at all dealers on the 1st of each month

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

Gilda singing "Caro nome" in Rigoletto



WHEREVER you look you see Victor advertising. Magazines, newspapers, farm papers, educational publications—all carry the Victor message every month in the year. Constantly stirring up new business for Victor retailers in every part of the country, creating good will that is a valuable asset for them, and adding to their profits.

Back covers and color pages play a prominent part in the Victor advertising campaign, and the attractive advertisement shown above greets the readers from the back covers of such magazines as Literary Digest, Collier's, Life and Theatre. It possesses an atmosphere of quality that impresses the public with the high artistic achievements of the Victor Company.



Victrola Records voice the mighty

To speak the language of music in the sweetest tones that spring from human lips, or are charmed from an instrument by the skill of a master's hands—that is the province of Victrola Records.

They are true tone-portraits inscribed with the priceless art of the most famous singers and instrumentalists this generation has produced. The genius, the power, the beauty of every voice and every instrument—all are inherent in Victrola Records. They present a stupendous musical review displaying the diverse gifts

possessed by
Victrola Records
absolutely
There are
Victrolas and

Important Notice.
coordinated and synchro-
use, one with the other



1 Caruso as Rhadames in Aida 4 Gluck as Nedda in Pagliacci 7 Schumann Heink as Ancona in Trovatore
2 Farrar as Tosca 5 Galli-Curci as Gilda in Rigoletto 8 Homer as Amneris in Aida
3 Melba as Marguerite in Faust 6 McCormack as Sir Edgar in Lucia 9 De Luca as Figaro in Barber of Seville

Victrola XVII, \$275
Victrola XVII, electric, \$3
Mahogany or oak

AMONG the most dominating Victor magazine advertising is that done on center spreads. The one shown above which appears in the Saturday Evening Post and Literary Digest tells the story of Victor Supremacy through its wonderful group of famous and exclu-

Power of the world's greatest artists

the greatest artists of all the world. A privilege exclusive with records—a distinction conferred upon them in recognition of their like reproduction.

Victor dealers everywhere and they will gladly play any music you wish to hear. Victrolas \$12 to \$950.

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

Victor Records and Victor Machines are scientifically made in the processes of manufacture, and their quality is absolutely essential to a perfect reproduction.

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

New Victor Records demonstrated at all dealers on the 1st of each month



PHOTOS BY
 FOSTER GEORGE
 DUPONT DAVIS & LANFORD
 MICHKIN AFEDA
 POLLY MATZENE

10 Ruffo as Rigoletto 13 Alda as Desdemona in Othello 16 Calvé as Carmen 19 Tetrazzini as Lakmé 22 Efrem Zimbalist
 11 Martinelli as Mario in Tosca 14 Scotti as Scarpia in Tosca 17 Fritz Kreisler 20 Mischa Elman 23 Braslav as Marina in Boris Godunov
 12 Ignace Jan Paderewski 15 Jascha Heifetz 18 Journet as Mephistopheles in Faust 21 Garrison as Olympia in Tales of Hoffman 24 Whitehill as Amfortas in Parsifal



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

To insure Victor quality, always look for the famous trademark, "His Master's Voice". It is on all products of the Victor Talking Machine Company.

sive Victor artists. The fact that the greatest artists of all the world make records only for the Victor Company is not only conclusive evidence of the perfection of Victor products, but is one of the most potent factors in the unparalleled success of Victor retailers.



Out to-day New Victor Records for June

A splendid variety of music! Famous and exclusive Victor artists in new presentations of old favorites that you always love to hear. Exquisite new numbers that will charm you by their beauty. The choicest of the latest popular songs are also in this new list, and dance music that has a most enticing swing. You can hear any of these new numbers at any Victor dealer's!

	Number	Size	Price
Baby Mine	64180	10	\$1.00
Caprice Poetic	74899	12	1.50
Quartet in A Minor—Scherzo (R. Schumann)	24578	12	1.50
Twilight	64807	10	1.00
Marchones, Your Dancing	Mabel Garrison	10	1.00
The Little Old Log Cabin in the Lane	Alma Gluck	12	1.50
Spanish Dance	24529	10	1.00
I Love to Tell the Story	24569	12	1.50
Dream of Youth	87301	10	2.00
Life and Love (from "The Velvet Lady")	Louis Homer	10	1.00
Waiting (from "Lustre Luster")	Fritz Kreisler	64730	10 1.00
By the Camp Fire	Lambert Murphy	45164	10 1.00
I'm Forever Blowing Bubbles	Lambert Murphy	45164	10 .85
The Royal Vagabond—Medley Fox Trot	Feebles Quartet	18540	10 .85
Canary—Medley Fox Trot	Joe C. Smith's Orchestra	18541	10 .85
Dear Old Pal of Mine—Waltz	Joe C. Smith's Orchestra	18543	10 .85
When You Look in the Heart of a Rose—Waltz	Joe C. Smith's Orchestra	18543	10 .85
Trains of Love	Charles Hart	18544	10 .85
Wait and See	Henry Burr	18545	10 .85
The Tumble-down Sheik in Athlone	Sterling Trio	18545	10 .85
Smile and the World Smiles With You	Lewis James and Peetles Quartet	18546	10 .85
Sweet Siamcees—Fox Trot	Frantzen's Society Orchestra	18547	10 .85
He's Had No Lovin' for a Long, Long Time—Steady One-Step	Frantzen's Society Orchestra	18547	10 .85
You'll Find Old Dixieland in France—Medley Fox Trot	Pietro All Star Trio	18548	10 .85
Just Blue—Fox Trot	Victor Military Band	18548	10 .85
Rhythm Medley No. 1	Victor Military Band	18550	10 .85
Rhythm Medley No. 2	Victor Military Band	18550	10 .85
Hush-a-bye, Ma Baby—Missouri Waltz	Vivian Holt and Lillian Rosedale	18550	10 .85
When the Shadows Slightly Come and Go	Vivian Holt and Lillian Rosedale	18550	10 .85

Hear these new Victor Records to-day at any Victor dealer's! He will gladly give you an illustrated booklet describing these new records and play any music you wish to hear. We recommend the Victor Talking Machine Style—plays 100 to 300 records without changing. Victrola and Victrolas in great variety from \$12 to \$350.



A new Victrola Record by Caruso, Homer and Journet

A record that deserves a place among the
concerted numbers in the Vi
record that



HOMER



Caruso's power and the artist's wit!

the mightiest music
the drollest comedy.
a wealth of music and
you go in the great
art, the merriest
the brain and heart
privilege if you have
seen by the world's
medium of their



MISHKIN

Caruso sings at Auditorium May

Hear this famous Vic

This Caruso recital is an event of two for the music-loving public.

- (1) It presents the opportunity of hearing the voice of this great tenor.
- (2) It enables you to compare his interpretations on Victrola Records.

Hear Caruso at this recital. The dealer's and hear the Victrola Record will instantly appreciate how truly the his personality and his art.

You will readily understand why records only for the Victor Company is this fidelity of reproduction which artists to make Victrola Records ex



ELMAN



GALLI-CURCI

Hear these famous Victor artists Galli-Curci at the Metropolitan Opera House on May 10 Elman at the Metropolitan Opera House on May 11 Then hear their Victrola Records

Extraordinary interest attaches to the recitals of these great artists because of the double opportunity they afford the music-loving public.

It is a privilege in itself to hear these famous artists, and added importance is given to the events in that they enable you to compare their exquisite interpretations with their Victrola Records. Attend the concerts of these artists and note the qualities that distinguish their renditions.



RE-SALE PRICE MAINTENANCE BILL IS BEFORE CONGRESS

Of Interest to the Talking Machine Industry—Provides Protection for Trade-Marked Names and Special Brands—Is Improvement Over Stephens Bill—To Hold Hearing Soon

WASHINGTON, D. C., July 1.—A bill has been introduced into the House of Representatives by M. Clyde Kelley, of Pennsylvania, which treats in a broad way the much-discussed question of price maintenance and resale prices in a way which is expected to meet with the approval of manufacturers. This new bill differs from the former Stephens bill in that it provides for the enforcement of its provisions regarding resale price maintenance. The bill is now in committee and a hearing is expected in the near future. The text of the bill is as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any grower, producer, manufacturer, or owner thereof, under trade-mark or special brand, hereinafter referred to as the 'vendor,' it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several states, or with foreign nations, or in any territory of the United States, or in the District of Columbia, or between any such territory and another territory, or between any such territory or territories and any states or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any state or states or a foreign nation or nations, to prescribe the uniform prices and manners of settlement at which the different qualities and quantities of each article covered by such contract may be resold: *Provided*, That the following conditions are complied with:

"(a) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination, or understanding with any competitor in the production, manufacture, or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or the public.

"(b) Such vendor shall file at the office of the Federal Trade Commission a statement setting forth the trade-mark or special brand owned or claimed by such vendor in respect of such article or articles of commerce to be covered by such contract of sale, and also, from time to time as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale and the uniform price of sale thereof to dealers at retail, from whatever source acquired, and the uniform price of sale thereof to the public; and, upon filing such statement, such vendor shall pay to the Federal Trade Commission a registration fee of \$10. Prices set forth in such schedule and made in any contract pursuant to the provisions of this act shall be uniform to all dealers in like circumstances, differing only as to grade, quality, or quantity of such articles sold, the point of delivery, and the manner of settlement, all of which differences shall be set forth in such schedule; and there shall be no discrimination in favor of any vendee by the allowance of a discount, rebate, or commission for any cause or by grant of any special concession or by any other device whatsoever.

"(c) Such contracts for the sale of such article or articles of commerce may provide for disposal sales at appropriate times, during which periods, duly set forth in such statement or in such schedule of prices as shall be filed by such vendor, such dealers may sell such article or articles of commerce for a price other than the uniform price as set forth in the schedule provided in the preceding paragraph (b): *Provided*, That such article or articles of commerce shall have first been offered to the vendor by such dealer, by written offer, at the price paid for the same by such dealer, and that such vendor, not less than thirty days prior to the date set forth for the next disposal sale, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer.

"(d) Any article of commerce, or any carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract and in the possession of a dealer, may be sold for a price other than the uniform price for resale by such dealer for such quality and quantity as set forth in the schedule provided in the preceding paragraph (b): First, if such dealer shall decide to discontinue the sale of such article or articles of commerce, or if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have become bankrupt or a receiver of the business of such dealer shall have been appointed: *Provided*, (a) That such article or articles of commerce shall have first been offered to the vendor thereof by such dealer or the legal representative of such dealer by written offer, at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer: *Provided*, (b) That such dealer, or the legal representative of such dealer, shall file at the office of the Federal Trade Commission a statement setting forth the reason for such sale, the refusal or neglect of such vendor to accept such offer, and the grade, quality and quantity

of such article or articles of commerce to be so sold; or, second, if such article of commerce or contents of such carton, package, or other receptacle shall have become damaged, deteriorated, or soiled: *Provided*, That such damaged, deteriorated, or soiled article shall have first been offered to the vendor by such dealer by written offer, at the price paid for the same by such dealer, or at the option of such vendor, in exchange for similar articles not damaged, deteriorated, or soiled, and that such vendor after reasonable opportunity to inspect such article or articles shall have refused or neglected to accept such offer, and that such damaged, deteriorated, or soiled article shall thereafter only be offered for sale by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated, or soiled, and that the price thereof is reduced because of such damage.

"SEC. 2. That the provisions of this act shall not apply in cases of sales of such article or articles of commerce to the United States, or any political subdivision thereof, or in cases of sales of such articles to any state or public library, or to any society or institution incorporated or established solely for religious, philosophical, educational,

medical, scientific, philanthropic, or literary purposes, made in good faith for use thereof by such society or institution. "SEC. 3. That the provisions of this act shall not apply to the sale of any article or articles of commerce from which or from the labels, cartons, or containers of which, there shall have been removed such trade-mark or special brand and all other marks or means of identifications of the grower or producer, and concerning which, in reselling, at wholesale or at retail, no written, printed, or oral statement is made, or any other means whatsoever is employed, whereby such article or articles of commerce are alleged, or claimed, or suggested, or implied to be the product of, or are associated with the name and reputation of any such grower or producer."

MERRIAM CABINET CO. ORGANIZED

At a recent meeting of the newly incorporated Merriam Cabinet Co., Falconer, N. Y., the following were elected directors: B. F. Merriam, John Kroon, J. A. Ruckman, Bernard S. Drake and Harley N. Crosby. The capital stock is \$100,000, consisting of shares of \$100 each. The new concern expects to begin work at once. Contracts have thus far been made only with Thos. A. Edison, Inc.



FEDERAL ELECTRIC SIGN



12 MONTHS TO PAY

You have 12 MONTHS TO PAY for this sign—the first payment brings you the sign.

— INEXPENSIVE OPERATION

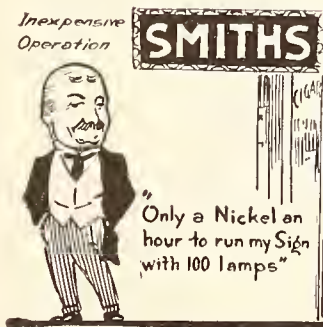
The only expense in operating a Federal Electric Sign as shown above, is the cost of the current—a few cents a day.

This sign, being made of porcelain enameled steel, cannot rust, rot or decay. There is no maintenance expense—an occasional washing keeps it sparkling like new.

Easy to read from a distance, this cheerful salesman attracts customers to your store from the cross streets as well as from a block or two in each direction—it tells them who you are, and what you sell, and invites them to trade at an up-to-date store.

Pays for itself many times over in increased business. It works 24 hours a day for you.

Send coupon today—No obligation



FEDERAL ELECTRIC COMPANY

representing

Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send full information on Enameled Steel Sign for my business. Explain your 12-Months-To-Pay plan.

Name Business

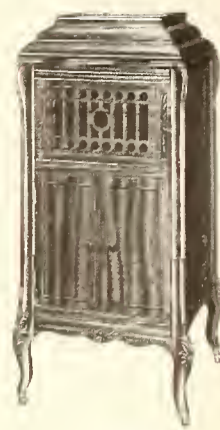
Address





No. 175

NO SEASONS for World Phonographs



No. 225

Our Jobbers and their Dealers are selling them by the thousands *NOW*.

Why Not You ???

WHERE
QUALITY
REIGNS
SUPREME

*The Home of the
"World"*



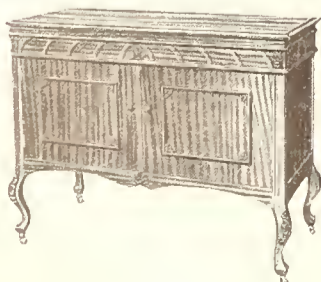
*Jobbers Are Invited to
Come and See*

HOW
WORLD
Phonographs
ARE MADE

World Phonographs are better than ever and getting better every day.

That's our policy

Don't forget **WORLD** Records



No. 375

WORLD PHONOGRAPH CO.

736 TILDEN AVE.

CHICAGO, ILL.



No. 150

Making the Show Window an Instrumentality of Profit and Prestige :: :: By Warfield Webb

To the more advanced dealer in talking machines the display window has a special significance. It is more than merely a space to fill with something—it must be used to keep the public's interest alive by always looking forward to a new or novel idea to be seen therein. This type of dealer lays particular stress on the value that this publicity space has for his industry, and he sees that it serves his purpose well.

Can he feel that this expenditure of time, cash and energy really does profit him sufficiently to justify it all? Has he any way in which to prove this to be a fact? Yes, there are times when results can be traced directly to the window just as they are found in other forms of publicity—results that are many times even more profitable.

Practically all kinds of publicity are going to cost money. The outlay will depend upon many things and the returns will also be determined by other essentials. The window, however, is, or should be, the least expensive of all publicity items. Much of the success that can be achieved, as in other things that call for profitable returns, will depend upon the attention that is given to make the display one of value. If the dealer only makes an ordinary, commonplace display how can he hope to receive in return more than an ordinary profit from the same? He must work along original lines to win out. And this kind of a window will pay a profit.

Let us take for an example some of the dealers who are giving the matter of unique window display some special consideration. We have in mind one store that does not often overlook an opportunity to take advantage of every incident that will help to increase the sales of records. Any singer of reputation, any musician who visits the city, any event that is of more than passing note, all these are made to serve as only another means of keeping alive the public's interest in records that will become a part of the event. But this is not all. The window is not simply filled with these records, but displays are made at times that will bring this idea forcibly to mind. Something in connection with the event or the person is featured. There is a reason or an invitation given the public to stop and inspect the display.

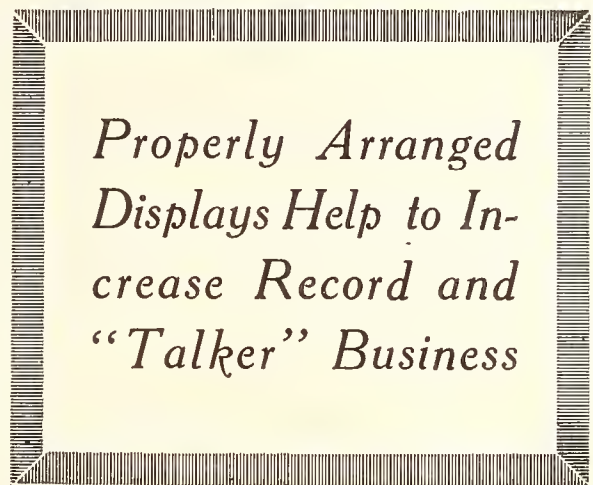
Does this help to sell records? Can it not be made to act as a reason for the sale of talking machines, too? Will this not be far more effective than an ordinary display that will not do more than cause a glance at the same? The answer must be in the affirmative.

Here is another store. The ideas to be noted are novel. This establishment features records and machines. The display rooms are attractive and the windows are made to offer a help in the sale of late records. In a very recent window display here a feature was made of the prohibition idea. There was a display that brought forcibly to mind the late records that carried the topical songs bearing on this idea. The display was novel, it was attractive and it was timely, too. That is the note that should be sounded. Have it up to date, if anything, and give preference to the late hits that are in the public mind.

Have something in the windows that will appeal and that will make the passerby stop and at least inspect the display. By means of a hint there will be offered a reason for making the looker-in a prospective purchaser of these records. It is the forceful reminder that makes the public buy in many cases. If you do not give them the cue, how can you hope to see them enter your store and ask for a record that would not otherwise be thought of? If you are going to depend upon them coming of their own accord often you will find that there will be a

number of sales missed. The public must be given the hint that makes it think. Do you not fully grasp this in connection with your own purchases?

Why do you at times make a purchase that might otherwise escape you after you have seen it in some attractive window? No, it is this reminder, this face-to-face invitation, that puts it up to you to act then and there. There is



that impelling power that draws you inside the store, and it is often more forceful than any other form of publicity. You want just that reminder that makes it a matter of quick purchase. Had this not been given you at this time—this moment when you were passing that store—you might not, often would not, give it any thought at all.

Therefore, why not offer the public a logical reason for stopping at your store and entering therein? Why not have your window made effective, and in this way force the prospective customer, the one whom you would not even

hope to get in any other manner, to seek you? The first visit might lead to other sales and you can readily see the value of the first sale. It is an introduction to your store. Via the clever window invitation route you come to see that it makes these wavering customers real ones. And that is the object that makes your show window what the name implies. It is to show the public that you are in dead earnest.

Consider the many large stores to-day giving the display feature of their window the proper degree of attention. Does it pay them to do so? Their success indicates that it does. Just think of the vast sum that is annually spent in this one direction to attract and to arouse in the public mind that very special consideration that demands so much of an outlay. If the successful merchants of the country can find it a profitable investment, surely you can.

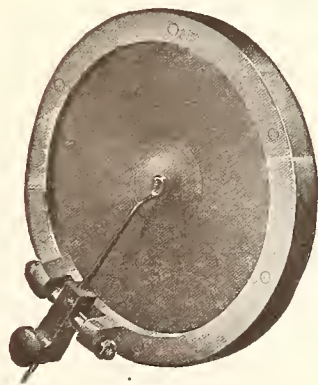
LEASES FACTORY IN S. NORWALK

The Wonder Talking Machine Co., South Norwalk, Conn., has leased the factory of Berman & Steinberg, wholesale fruit dealers, and the three-story building is well suited for the purpose of the new concern. The Wonder Talking Machine has a plant in New Haven, and the motors are made by a Willimantic firm. The occupancy of the South Norwalk factory will make possible a consolidation which will mean a considerable enlargement of business.

TO HANDLE TALKING MACHINES

The R. A. Lonergan Co. has rented space with the A. C. Schafer Music House, Grundy Center, Ia., and will distribute Edison and Victor machines from this center.

ANY STANDARD PHONOGRAPH and THE BLISS REPRODUCER



"A Wonderful Musical Combination."

A Reproducer with a super-sensitive silk diaphragm that eliminates the thin, raucous, ear-straining "Talking Machine" effect.

The "BLISS" Reproducer plays all records with greater volume, less scratch, better tone balance, and a wonderfully human, natural quality. THE MUSIC IS PROJECTED INTO THE ROOM.

The "BLISS," used on any standard Phonograph, will not only help sales of instruments, but will increase your record trade through its extraordinary tone quality.

Send sample order and make your own tests with your favorite demonstration records. Give make and style of tone arm.

BLISS REPRODUCER, Inc.
80 FIFTH AVENUE
NEW YORK CITY

New August Numbers of Columbia Records

Al Jolson Sings "I'll Say She Does"

Al himself says this song from "Sinbad" is his biggest hit. Does Al know what the public likes? We'll say he does. You'll say so, too, when you hear this record.



A-2746-85c

"Friends"— a Song of Appealing Sentiment



The Sterling Trio sings of a lifetime's friends. Coupled with "I'm Going to Climb the Blue Ridge Mountains Back to You," the greatest love song of this generation, sung by Campbell and Burr.

A-2744-85c

That "JAZZ BABY" Just Has To Jazz

So will you, when you hear Agnes Lynn, the new Columbia comedienne, sing this syncopated riot. Coupled with "I Ain't Got'en No Time to Have the Blues," a tenor triumph by Irving and Jack Kaufman

A-2745-85c



Get the Big August Dance List Ready Now

Every Columbia Dealer Has It

68 Splendid Selections Played by
the Following Great Organizations

- Biltmore Kalaluki Hawaiian Orchestra
- Van Eps Trio
- Columbia Band
- Original Dixieland Jazz Band
- Prince's Orchestra
- Municipal Band of Buenos Aires
- Columbia Orchestra
- Handy's Orchestra of Memphis
- Royal Marimba Band
- Don Richardson Orchestra
- Louise, Ferera & Greenus (Hawaiian Trio)
- Joseph C Smith's Orchestra
- Blue and White Marimba Band
- Earl Fuller's Rector Novelty Orchestra
- Wilbur C Sweatman's Original Jazz Band
- Pietro and Guido Deiro (Accordion)
- Vess Ossman's Banjo Orchestra
- Marconi Brothers (Accordion)
- Yerkes Jazarimba Orchestra
- Kopp and Banta (Drum and Piano)
- Jockers Dance Orchestra
- Borbee's Jazz Orchestra
- Columbia Saxophone Sextette
- Yerkes American Marimbaphone Band
- Jockers Brothers
- Louisiana Five Jazz Orchestra
- The Happy Six
- Prince's Band
- Waldorf Astoria Dance Orchestra

"The Lure of Music"

This wonderful book should be in every music-lover's home. It tells you, in a human, interesting way, all about the world's greatest composers and their music—\$1.50 at all Columbia Dealers.

Columbia Records are made in all languages

*New Columbia Records on Sale the
10th and 20th of Every Month
at all Columbia Dealers*

COLUMBIA GRAPHOPHONE CO
New York

London Factory, 102 Clerkenwell Road, E. C



"Just Another Good Man Gone Wrong"—Fox-Trot



Pepfully played by the Louisiana Five Jazz Orchestra, the newest Columbia combination, which also plays the coupling "Yelping Hound Blues," another irresistible fox-trot.

A-2742-85c

"Tears (of Love)"—One Step "Yama-Yama Blues"—Fox-Trot

"Tears (of Love)," introducing "I'm Glad I Can Make You Cry" and "Pah-jamah," won't make you cry, but dance. "Yama Yama Blues" will make you dance some more.



A-2741-85c

"Mammy's Lullaby"—Waltz "The Red Lantern"—Fox-Trot



The Happy Six plays this perfect waltz, and the Waldorf-Astoria Dance Orchestra this famous fox-trot from the music especially composed for Nazimova's great new motion picture, "The Red Lantern."

A-2747-85c

Columbia Records

Get Speedy Sales from the Splendid Selections on This Special List

HERE'S your chance to keep your customers supplied with the best collection of up-to-the-minute dance music ever compiled by anyone, anywhere, at any time!

Just show them the list of organizations that play these splendid dance selections! It's the best list of dance organizations that ever played for anyone, anywhere, at any time!

We will place the advertisement shown on this page in 250 of the principal newspapers in the U. S., with a total circulation of more than 10,000,000. A full-page advertisement as shown on the opposite page will also appear in the July 26th issue of The Saturday Evening Post.

It's up to you to circulate this supplement among all your customers. In addition to the special dance list it contains a beautiful song by Stracciari, six popular songs and six new dances.

COLUMBIA GRAPHOPHONE COMPANY, New York
London Factory: 102 Clerkenwell Road, E. C.

New August Numbers of Columbia Records



"Just Another Good Man Gone Wrong"—Fox-Trot

Pepfully played by the Louisiana Five Jazz Orchestra, the newest Columbia combination, which also plays the coupling "Yelping Hound Blues," another irresistible fox-trot. **A-2742—85c**

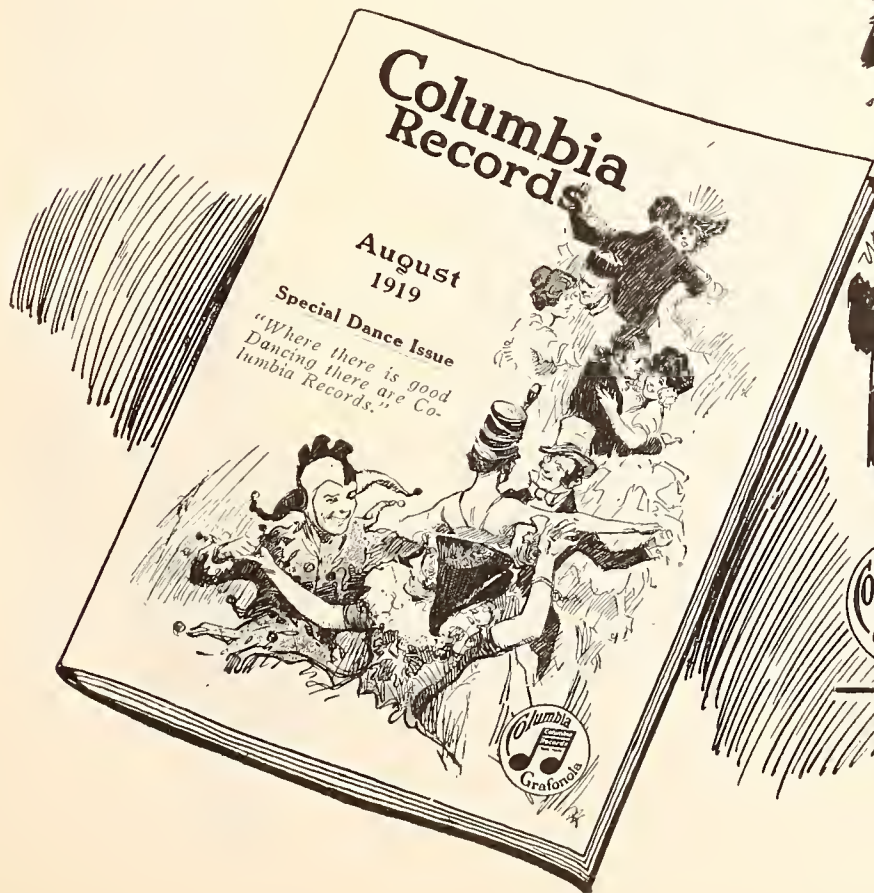
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Get the Big August Dance List Ready Now

Every Columbia Dealer Has It

68 Splendid Selections Played by the Following Great Organizations

- | | | |
|---|---|-------------------------------------|
| Columbia Saxophone Sextette | Borbee's Jazz Orchestra | Vess Ossman's Banjo Orchestra |
| Columbia Orchestra | Handy's Orchestra of Memphis | Van Eps Trio |
| Columbia Band | Prince's Orchestra | Marcini Brothers (Accordion) |
| Jockers Brothers | Prince's Band | Fietro and Guido Deiro (Accordion) |
| Wilbur C. Sweatman's Original Jazz Band | Jockers Dance Orchestra | Bitmore Kalslshi Hawaiian Orchestra |
| Marimbaphone Band | Louisiana Five Jazz Orchestra | Blue and White Marimba Band |
| Earl Fuller's Rector Novelty Orchestra | The Happy Six | Munipal Band of Buenos Aires |
| Waldorf-Astoria Dance Orchestra | Royal Marimba Band | Don Richardson Orchestra |
| Yerkes Jazambra Orchestra | Kopp and Esanta (Drum and Piano) | |
| Joseph C. Smith's Orchestra | Louise Ferrer & Greenus (Hawaiian Trio) | |
| Original Dixieland Jazz Band | | |



New Columbia Records on Sale the 10th and 20th of Every Month
COLUMBIA GRAPHOPHONE COMPANY, New York

OLD MUSIC IDEAS DOOMED

Use of Talking Machine in School Helps to Overcome Perverted Views on Music

The increasing use of the talking machine in the schools is doing much to dispel certain old ideas regarding the place of music as a part of elementary school education. Not so long ago there were many school teachers and even university professors who believed that in order for a study to be of any value to the students it should be an unpleasant grind. To-day where such ideas prevail they are seldom openly advocated, for they are against the recognized standards of teaching methods.

The fact that well-taught music proves to be an enjoyable study to the average school class is one of the big factors in its being placed on the curriculum and talking machines purchased for school use. Wherever the talking machine has been used in a school it has always overcome the objections raised against it and proved by actual performance its value as an aid to education.

VICTOR JOBBERS MOVE TO HOUSTON

The Talking Machine Co. of Texas, Victor distributors, formerly located in Austin, Tex., will be located in Houston, Tex., in the future. This change was made because of the better facilities in Houston. The Southern Steamship Co. runs a boat each week from Philadelphia to Houston, and with the good rail and express lines in the Southern city the distributors feel that they will be excellently equipped to move their merchandise.

MISCHA ELMAN TO WRITE MUSIC

There is a report current that the famous violinist, Mischa Elman, has turned his attention to writing music and has offered to furnish the music for a play for a prominent prima donna.

"MUSICAL MERCHANDISING" ISSUED

Unit Construction Co. Publishes Booklet Containing Practical Suggestions for Improving Wareroom and Demonstration Facilities

PHILADELPHIA, PA., July 5.—"Musical Merchandising" is the title of an attractive book just issued by the Unit Construction Co. of this city. The excellent arrangement and layout is in entire keeping with the high quality of the line of demonstration rooms and fixtures described. A foreword dedicates the book to the attention of progressive men who have built up and are still developing the young but already tremendous business of providing accessible music for both classes and masses. The volume is profusely illustrated and contains a wealth of practical suggestions for the betterment of the appearance of the wareroom. The pictures shown are not imaginary, but are reproductions of actual installations in every part of the country.

In addition to the portrayal of numerous styles of demonstration rooms there is considerable space devoted to the record counters and racks, arch, lobby and ceiling treatments, panel rails, window and store fronts and case and fixture work for merchandising of every description. The book will undoubtedly be of great value to the progressive dealer. A Pacific Coast branch will shortly be opened under the direction of Donald Monteith, whose temporary address is the University Club, San Francisco.

BEVERLY VICTOR DEALER OPENS

John A. Newell, of Beverly, Mass., has opened a new and enlarged Victrola department in the rear of his present store and has equipped it with three soundproof booths for demonstration of records. For the formal opening he was able to secure from the manufacturers a complete line of Victrolas.

OKEH LANTERN SLIDES READY

May Now Be Obtained From OkeH Record Jobbers—Series of Six Prepared by Otto Heineman Phonograph Supply Co. Ready

One of the latest advertising aids offered to dealers handling OkeH records through OkeH record jobbers is a series of lantern slides, one of which is illustrated herewith, which has been prepared by the advertising department of the



One of Several Lantern Slides

Otto Heineman Phonograph Supply Co., Inc., 25 West Forty-fifth street, New York. Particular attention has been paid to the coloring of these slides as well as their artistic value. They may be used to good advantage in connection with local moving picture performances, and any dealers may procure them from his jobber. There are six slides in the series and they are all admirably conceived.

KAY FEATURES M'CORMACK RECORDS

The Kay Talking Machine Co., 97 Chambers street, New York, recently featured a list of all the records ever made by the famous tenor John McCormack, who is now known as the "great American tenor." This enterprising move aroused much attention.

a combination that makes money for Record Dealers in the Metropolitan territory

Here is the combination:

1. *Advance releases of the big song and dance hits.*
2. *Regular newspaper advertising.*

Can any other combination make more money for record dealers in the Metropolitan territory?

Emerson advertising is appearing regularly in the largest Metropolitan papers.

Emerson releases on the big song and dance hits are regularly first on the market (a recent check-up shows Emerson from one to five months ahead of competitors in the matter of hits).

The Emerson combination of consistent, timely advertising and early releases is one you should not fail to cash in on.

Call Bryant 1656

Emerson Record Sales Company, INC.

Exclusive Metropolitan Distributors

6 West 48th Street, New York City



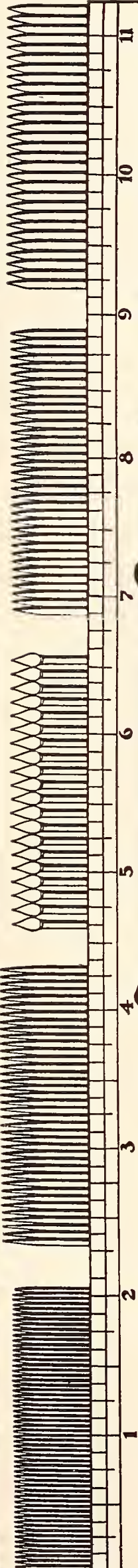
EXTRA LOUD TONE

FULL TONE

COMBINATION TONE

HALF TONE

LIGHT TONE



MADE BY AMERICANS

RULE



THE

MADE IN U. S. A.

In Spite of the Larger Profits

BRILLIANTONE

TWO-TONE STEEL COMBINATION FOUR-RECORD NEEDLES

are going Big! very Big!!



They Cost You 4c and Sell for 10c (per package of 50 needles)

Each needle will play four records, two Soft Tone, and two Loud Tone. The public wants this needle—and properly so. "Combination Brilliantone Needles" are made of the same superior quality steel as all other Brilliantone Steel Needles and will therefore withstand the BRILLIANTONE UNEQUALLED QUALITY TEST of

UNIFORM HARDNESS UNIFORM POINTS UNIFORM LENGTH



Made in America, by Americans

BRILLIANTONE STEEL NEEDLE CO.

OF AMERICA, INCORPORATED

Suite 655-659 Marbridge Building, Broadway at 34th St., NEW YORK CITY

Metropolitan District
EMERSON RECORD
SALES CO.
366 5th Ave., N. Y. City

Chicago District
WALTER A. CARTER
57 East Jackson B'lv'd
Chicago, Ill.

Pacific Coast District
WALTER S. GRAY
530 Chronicle Bldg.,
San Francisco, Cal.

New England District, "EMERSON, NEW ENGLAND," 68 Essex Street, Boston, Mass.



Al Jolson tops his best yet in "I'll Say She Does." You'll say he does when you hear it. So will everyone else. A-2746.

Columbia Graphophone Co.
NEW YORK

CHANGES NAME TO THE REED CO.

World Phonograph Sales Co. Announces New Name for That Concern—No Change in the Organization—Relic of Airplane Smash.

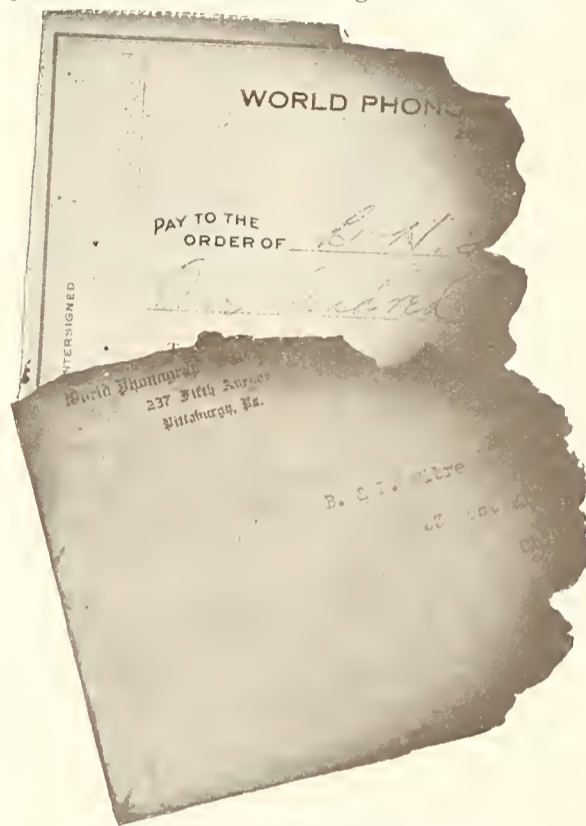
PITTSBURGH, PA., June 23.—The World Phonograph Sales Co. has announced that the name of this concern has been changed to The Reed Co. This change was decided upon at the last meeting of the board of directors and was thought necessary in order that there should be no confusion of name with other companies. There is no change in the organization and the officers remain the same: W. H. Reed, Jr., president and general manager; A. K. Coulson, secretary and treasurer, and E. H. Miller, vice-president. The Reed Co. has been appointed exclusive distributor for the new Regina in Pennsylvania, Ohio, West Virginia and Virginia. It also distributes Operaphone records, Brilliantone needles, Vallorbes, Wall Kane, Violophone, Tonophone and B. & H. needles, albums and talking machine supplies and Universal player rolls, wholesale.



W. H. Reed, Jr.

A picture is reproduced herewith of a letter

which was damaged by fire in the recent airplane mail accident in the flight from Cleveland



Envelope After Fire Experience to Chicago, in which Frank McCuster was killed. The letter was sent by Mr. Reed to the B & H Fibre Co., Chicago.

BIG INCREASE IN PATHE ORDERS

Visitors at Brooklyn Factory Report Success in Their Localities With the Pathé Products—Trade Conditions Steadily Improving

Pathé dealers calling at the headquarters of the Pathé Frères Phonograph Co., 20-56 Grand avenue, Brooklyn, give glowing reports of the success they are achieving with the line in their various localities.

H. J. Brennan, manager of the Pittsburgh Phonograph Co., spent one day at the Pathé factory recently and said that the demand for Pathé machines and records is limited only by the available merchandise and that he is planning for a record-breaking year. He said: "Trade conditions, as they affect the Pathé phonograph, show a phenomenal increase in the number of orders, and the outlook is most satisfactory, not only in our wholesale and jobbing end, but also in our retail department, which is known as the Pathé Shop. Taken all in all, things are decidedly satisfactory."

Mr. and Mrs. Ed. Allington, Jr., of the Freeport Music Co., Freeport, Ill., were seen at the Pathé factory one day last week. Mr. Allington expressed himself as highly pleased with the outlook for the coming trade season in his territory, and said that he was more than delighted with the sales he had made and those he had in prospect for Pathé.

Mrs. E. Richstaedt, The Pathé Shop, Newport, R. I., another visitor, was most enthusiastic in praise of the popularity of Pathé phonographs and records in her section of the country. She said, "We have been practically swamped with orders for both machines and records and although we have been somewhat handicapped by shortage of material due to wartime conditions, we feel confident that the end of the stringent period is in sight and that there will be a marked change for the better supplying of retail trade in the very near future."

OPENS NEW DEALERS' SERVICE

In order to establish a closer relationship with their dealers, the Emerson Philadelphia Co., distributor of Emerson records, has recently opened a new dealers' service department, which will be conducted solely and exclusively for the convenience of its dealers. This department will handle all correspondence from the trade pertaining to advertising, inquiries, service, etc. Harry Fox, general manager of this company, believes that such a department will fill a long-felt need of service between the distributor and the dealer and do much to stimulate greater interest in the record branch of the talking machine industry.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

Paragon Mfg. Co., Inc., Hickory, N. C.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

Distributors

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

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

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

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATERSON HARDWARE CO.
Salt Lake City, Utah

OHIO SALES CO.
Beckman Bldg., Cleveland, Ohio

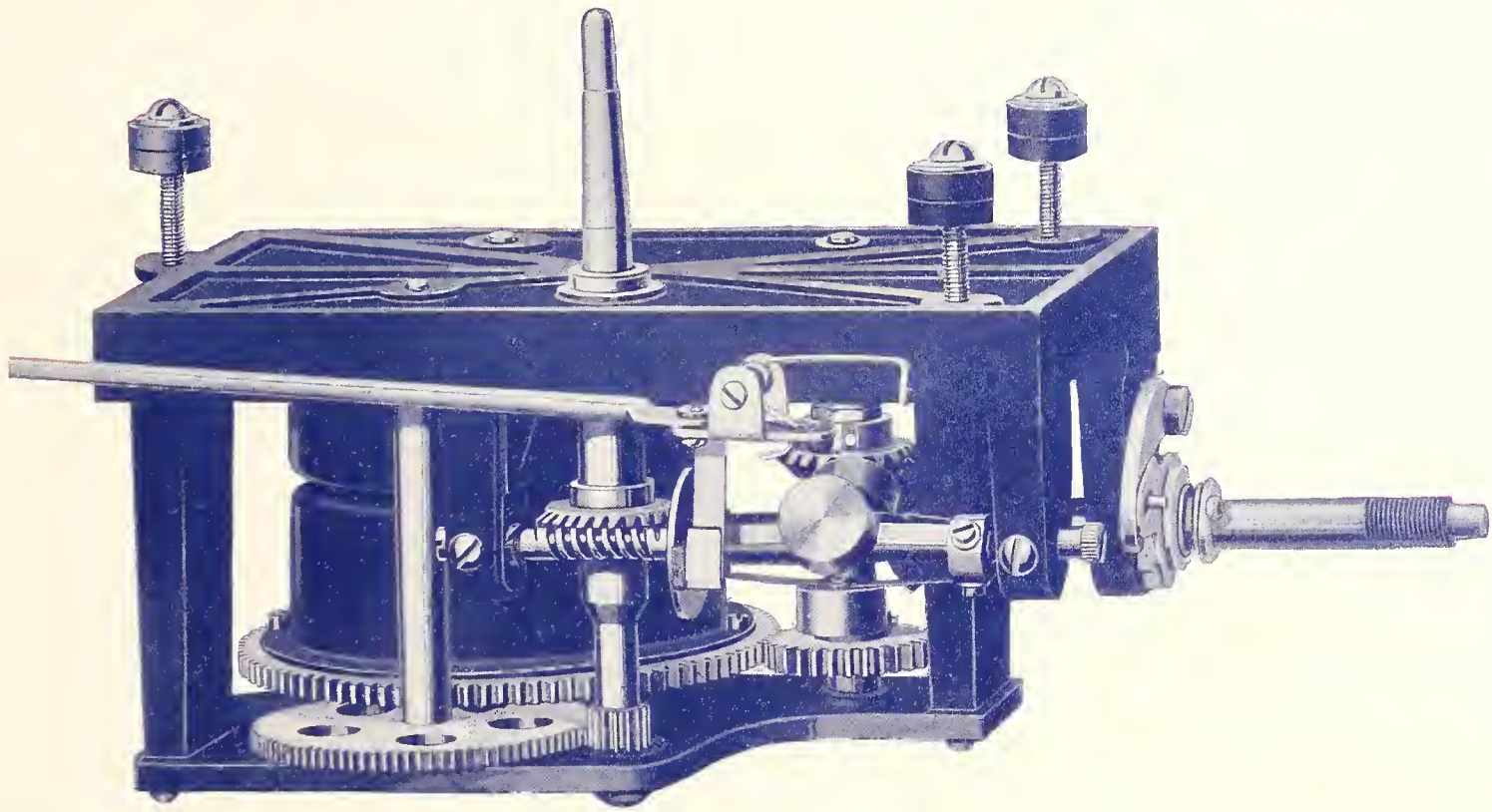
THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

200,000

Heineman Motors No. 77

Are In Use the World Over



HEINEMAN MOTOR No. 77

A few months ago we advised the trade that the sale of the No. 77 HEINEMAN MOTOR had reached 100,000, but during the past few months the tremendous demand for this motor has enabled us to double our former figure, and today the sale of this motor totals

200,000

Otto Heineman
President

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN.
SPRINGFIELD, MASS.



BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.



OKEH RECORDS OF WATSON SISTERS

Otto Heineman Phonograph Supply Co., Inc., Announces That These Talented Young Stars Have Made Four Records of Popular Hits

The Otto Heineman Phonograph Supply Co., Inc., announced this week that the Watson Sisters, well-known stars of the Winter Garden show, "Monte Cristo, Jr.," have recorded four of their most popular song hits for the OkeH



Watson Sisters

record library exclusively. This list comprises the following selections: "Who Played Poker With Pocahontas?" "For Johnny and Me," "When You See Another Sweetie Hanging Around" and "Everybody Wants a Key to My Cellar." These selections will appear in the seventh record bulletin, and, judging from the enthusiastic comments of OkeH dealers who have heard these records, they should meet with a popular reception everywhere.

The Watson Sisters (Fannie and Kitty) have won signal success in "Monte Cristo, Jr.," which bids fair to have the longest run of any Winter Garden show in recent years. These two artists have individual and pleasing personalities, which have been important factors in their success and which are emphasized in the OkeH recordings of their humorous song hits.

The Otto Heineman Phonograph Supply Co., Inc., is planning to institute an aggressive campaign featuring the Watson Sisters' OkeH records and additional selections by these well-known artists will be announced in the near future.

W. B. FULGHUM IN THE EAST

W. B. Fulghum, formerly manager of the Victor sales department for eleven years, and who is now an exclusive Victor dealer in Richmond, Va., recently made a trip East, visiting Camden, N. J.; New York, and Chicago. While in Camden he visited the Victor factory, and during his stay in New York he called on A. D. Geissler, of the New York Talking Machine Co. For the past two years Mr. Fulghum has been successfully retailing Victrolas and Victor records in Richmond, Ind., and his business has continually increased. Mr. Fulghum is an optimist and believes that there are possibilities in the talking machine industry yet undreamed of.

A. J. Oberlin, furniture dealer of Kankakee, Ill., has taken the Victor agency for that city, and has purchased the entire Victor stock of J. J. Rondy. He also handles the Brunswick.

McCORMACK AN AMERICAN CITIZEN

Receives His Papers on Anniversary of His Thirty-fifth Birthday—Proud of Honor

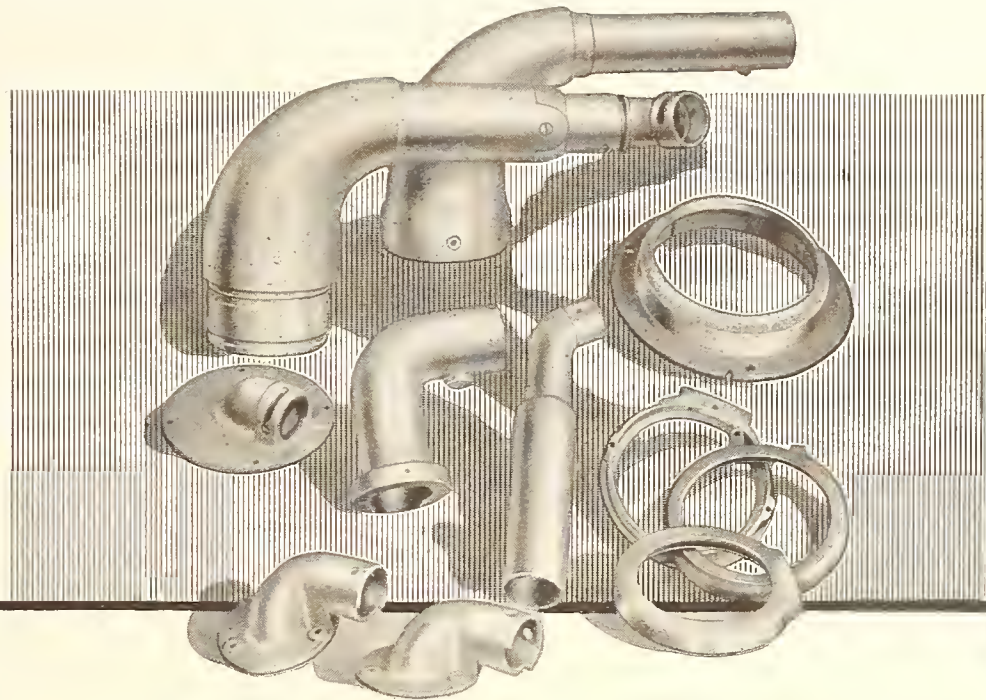
John McCormack is no longer to be known as the great "Irish tenor." On June 17, the anniversary of his thirty-fifth birthday, the famous singer and artist received his papers and became an American citizen. The next time he appears on the concert stage he doubtless will be known as the great American singer of Irish songs. Accompanied by his brother, James McCormack, his physician and his pianist, he appeared before Justice Thomas Donnelly in the Supreme Court and took the oath of allegiance to the United States. He was very enthusiastic over the ceremony and declared it to be the happiest day of his life.

Following the court proceedings he and his brother went to the City Hall, where the latter declared his intention of becoming an American citizen also. He gives promise of following in the footsteps of his celebrated brother.

PATHE FOREIGN RECORD DEPT.

Dr. Joseph Kalman, Head of This Department, Predicts Wide Field for Foreign Records

The Pathé foreign record department, under the skilful guidance of Dr. Joseph Kalman, is keeping pace with the phenomenal growth of the Pathé business. Much interest is manifested by the trade in the Pathé foreign line. Many jobbers calling at the factory have carried away with them new ideas suggested by Dr. Kalman that have been of material assistance in increasing that end of their business. Dr. Kalman is a linguist, speaking eight languages fluently, and has been many years in the foreign record business. He understands the diversified tastes of the various nationalities and the proper method of approach for each. With the backing of the Pathé foreign record department he is thus able to co-operate in a most efficient manner in the developing of foreign record sales. Dr. Kalman believes that this field has never had so wide a scope as now.



For Rigid Specifications use "Precision" Die Castings, Backed up by "Precision" Service.

In comparing quotations consider the cost of holding a manufacturer to your requirements. "Precision" Service supplies you with castings whose first cost is the only cost.

Select an organization whose mark (PRECISION CAST) on a die casting is the same as STERLING on jewelry. One whose personnel consists of men of long experience and great skill in the art of die casting.

With these men working as close to your engineering staff as a department of your own factory, results are no longer guess work.

Send blue prints or models, and let our engineering department show you how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS COMPANY, INC.
SYRACUSE, **PRECISION CAST** NEW YORK.

DIE CASTING PLANT, SYRACUSE, N. Y.

Brass, Bronze and Aluminum Foundry, Pontiac, Mich.



ELECTRO-PLATING of PHONOGRAPH PARTS AND MUSICAL INSTRUMENTS

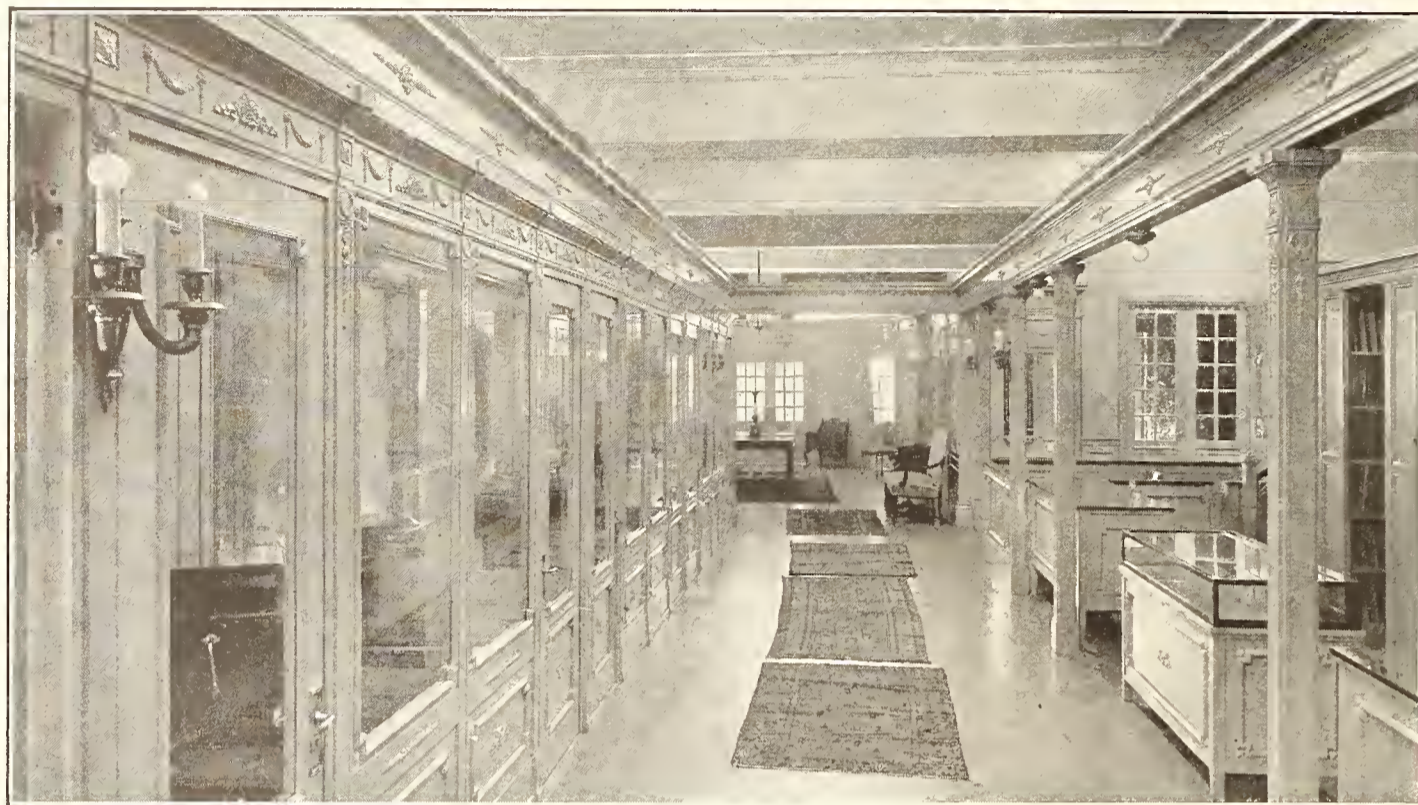
Silver, Nickel and Antique Finishes
Specializing in GOLD FINISH

JOSEPH MUSANTE

125-131 BAXTER ST. Tel. Franklin 3053 NEW YORK



Leadership— The Reward of Best Service



Leadership among retail establishments is the reward that public opinion gives to the store whose customers receive the best service.

Complete service includes not only personal attention, and selling efficiency, but also adequate display.

Unico Equipment will fit your store to give the perfect service that means leadership, both in attractiveness and sales. Unico Counters and Record Racks enable you to produce instantly the records your customers desire.

In the musical field you are selling to your customers' cultural tastes. To complete the appeal, the environment must be artistic.

In Unico Demonstrating Rooms there is that atmosphere of refinement that pleases your customers and unfailingly interests them in your merchandise. They can enjoy the records and instruments undisturbed by street noises and simultaneous demonstrations.

Unico Equipment may be obtained in various artistic designs and finishes to suit your taste. The woodwork is of but one quality, the highest.

Installations are made with a minimum of inconvenience, and as your business grows, new units may be added without detriment to the original investment. Our quantity production makes costs extremely reasonable.

These and many other invaluable Unico features are fully covered in our latest booklet, *MUSICAL MERCHANDISE*—mailed on request.

Send to-day the dimensions of your available space. Plans and estimates for a complete department will reach you promptly.

Address our nearest office

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

NEW YORK
299 Madison Ave
Corner 41st St

58th Street & Grays Avenue
PHILADELPHIA

BOSTON: 85 Essex Street

CHICAGO
Lyon & Healy
Building



New Service Bureau of The Talking Machine Men, Inc., Will Be a Great Help to Members

What promises to be one of the most popular features of the sundry activities engaged in by the Talking Machine Men, Inc., is the new Service Bureau established recently by that organization under authority granted at the annual directors' meeting. The Service Bureau is designed to be co-operative to the fullest extent in securing from various members of the organization business forms of different sorts and details regarding special business methods

using a very good card index, showing the history of the payments on purchases. At the time of the purchase the card is filled out with the amount of the sale and date on which each monthly or weekly payment is due. Space is left for the actual date of each monthly payment. A number for every day in the month appears at the top of the card, and the date the payment is due is checked off. A quick glance at the card gives the history of the purchase

the purchaser. This form has proven most practical in actual use.

The above does not by any means cover the work contemplated by the Service Bureau, the plans being arranged to greatly extend its activities. As the dealers receive the benefits from this new service, and give their co-operation and encouragement, it is thought that the activities of the Bureau will be expanded greatly. This move on the part of the Talking

Confidential Statement

Lease No. _____ Ledger No. _____

Of M _____ Address _____ Phone _____ Apt. _____

For the purpose of obtaining credit from SAUL BIRNS, Inc. I hereby make the following statement:

Nationality? _____ Age? _____ Married? _____ Do you live here with your wife? _____

Any family? _____ Are you a citizen? _____ What class? _____ Local Board No. _____

Order No. _____ Serial No. _____ Section No. _____ Precinct No. _____ Assembly District No. _____

How long at present address? _____ Former Residence? _____

How long in former residence? _____ Occupation? _____

Employer's name and address? _____

Employer's Phone No. _____ How long with present employer? _____

Name and address of former employer? _____

How long with former employer? _____ Your net worth \$ _____ Do you belong to any society? _____

Name and address _____

Do you belong to a Union? _____ Name and address _____

Do you keep a home? _____ Do you board? _____ (If yes, of whom?) _____

Do you own property? _____ What and where? _____

Do you buy on credit? _____ Name and address of creditor _____

Do you belong to a Bank? _____ Name and address _____

Recommended by _____ Through what paper? _____

I hereby sign that the said statement is all true. Signed (L.S.) _____

Remarks _____

Investigator's Report _____

Sold by _____ Investigated by _____

A Comprehensive Statement

Form B.P.-3

IMPORTANT

Mail as long the Collection Card when making payment

SAUL BIRNS

111-113 SECOND AVENUE
NEW YORK

PHONE ORCHARD 8221-8222

Date _____ 1919

Sold _____ Nationality _____

Lease No. _____ Ledger _____

Name _____

Residence _____

Phone _____ Style _____ No. _____

Machine _____

Price \$ _____ To pay _____ Write _____

with interest at the rate of 6% per annum, payable monthly

In case of default in any of the terms of lease agreement, Saul Birns may require cash.

No credit will be allowed unless issued here by Saul Birns, duly authorized agent.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

SAUL BIRNS

Lease No. 23

Name J. H. SMITH

Address 414 LAUREL ST. PHOENIX ARIZ.

Subscribed by SAUL BIRNS, Inc.

Date of Sale 3/1/19 Price \$ 121.90 To Pay \$ 10.00

Date	\$	C	System	Over	Balance	\$	Date	\$	C	System	Over	Balance	\$
3/1/19							3/1/19	10.00					
4/1/19							4/1/19	10.00					
5/1/19							5/1/19	10.00					
6/1/19							6/1/19	10.00					
7/1/19							7/1/19	10.00					
8/1/19							8/1/19	10.00					
9/1/19							9/1/19	10.00					
10/1/19							10/1/19	10.00					
11/1/19							11/1/19	10.00					
12/1/19							12/1/19	10.00					
1/1/20							1/1/20	10.00					
2/1/20							2/1/20	10.00					

Collection Card (Top) and Store Record

SAUL BIRNS

STYLE XI

SERIES No. 17170

STOCK No. 4

Price \$ 121.90

TERMS 10⁰⁰ DOWN
10⁰⁰ MONTHLY
WEEKLY

NET CASH PRICE \$ 115

The Price does not include any Rentals

Tested and Passed before delivery by *Saul Birns*

Sold to _____

Address _____

Delivered on _____

Style _____ No. _____

Exchange \$ _____

Down \$ _____

Monthly \$ _____

Weekly \$ _____

Remarks _____

Sold by _____

Date _____

Received from _____ Dollars _____

in cash payment of _____

SAUL BIRNS, Inc.

A Good Price Card

REPAIR TICKET

No. 1227 Date _____

Call on M _____

Address _____

On _____ Time _____

To Repair Machine _____

Bought here _____ Acct. still open? _____

Ledger No. _____ Order No. _____

What Machine? _____

Repair _____

Parts used \$ _____

Time \$ _____

Total Charges \$ _____

When promised _____

Remarks _____

Call on Add. _____

On _____

To _____

By _____

Charge \$ _____

Signature _____

THIS TICKET FOR REPAIRMAN

What Machine? _____

Less Paid? _____

Repair \$ _____

Parts used \$ _____

Time \$ _____

Total Charges \$ _____

When Promised _____

THIS TICKET FOR OFFICE

SAUL BIRNS, 111 Second Ave.

REPAIR TICKET

No. 1227 Date _____

Call on M _____

Address _____

On _____ Time _____

To Repair Machine _____

Bought here _____ Acct. still open? _____

Ledger No. _____ Order No. _____

What Machine? _____

Repair _____

Parts used \$ _____

Time \$ _____

Total Charges \$ _____

When promised _____

THIS TICKET FOR CUSTOMER

Triple Repair Ticket

that have proven successful, and making such forms and methods available to the other members of the body.

The committee in charge of the Service Bureau is composed of Irwin Kurtz and J. J. Davin, and these active workers have had the assistance of a number of the prominent local talking machine jobbers and retailers in carrying on their work. As a result there is already on file at the Bureau a most interesting collection of practical business forms, and other material calculated to conserve time and effort, and make for efficiency. There is sufficient variety of this material to meet almost any normal request.

The Talking Machine Men, Inc., already have over 25,000 standardized contracts in printed form. These are sold to the members of the association at a very small cost, and afford the dealer the maximum protection under the laws of the States of which the membership of the organization is composed, including New York, New Jersey and Connecticut.

Among the material that has been accumulated is a form of confidential statement to be filled out by the applicant for the purchase of a talking machine on instalments. This gives a complete record of the prospective purchaser and his history, including nationality, age, family, address, etc., employer's name and address, 'phone number, length of time in his employ, the name of former employer, whether the applicant belongs to a lodge or union and whether he owns any property, and whether he is at present a debtor to an instalment house. There is also a space for the names and the addresses of relatives and friends whom the applicant has known for three years.

A very good repair ticket is also available. This ticket is in three parts, one for the repair man, one for the office, and one for the customer, and gives the total record of the article to be repaired, time of delivery, etc.

Some of the dealers for some time have been

and the condition of the instalments.

A price card, which includes the minimum instalments which will be taken for the machine, is also receiving the support of the new Service Bureau. This card is perforated into three parts: one is a price tag; one is for the history of the sale, including the delivery, terms, and the name of the salesman, as well as the date, and the third is to be filled out as a receipt to

Machine Men, Inc., is a good one. It is constructive, educational and tends to raise the standard of the business practices followed by dealers. Those heading the committee are very active, and the results accomplished in so short a space of time are to be commended. Without doubt, under the present regime, the work will be greatly extended and all dealers will benefit by the new service bureau.

He Wouldn't Buy the New Machine Without a

VEECO MOTOR

That is why a private owner who had used a **VEECO ELECTRIC MOTOR** in his talking machine for 3 years and was going to sell it (including **VEECO MOTOR**) and purchase a high-class phonograph of another make refused to buy it until we assured him that a newest type **VEECO MOTOR** could be installed therein—that's satisfaction.

The improved **VEECO** electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the **VITRALOID** turntable, supplied with the motor, it makes a complete motor unit for high class machines.

THE VEECO COMPANY

248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

HOW TALKING MACHINE AIDS IN NEW PSYCHOLOGY TESTS

Musical Capacity of the Individual Can Be Determined, Says Dr. C. E. Seashore in His Recent Demonstrations—Series of Records Prepared by Columbia Co. Used in Tests

The employment of the talking machine in working out experiments in psychology to determine the musical capacity of an individual has been successfully tried by Dr. C. E. Seashore, who has issued a booklet, called "A Manual of Instructions and Interpretations for the Measure of Musical Talent," which is used in conjunction with a series of five records prepared by the educational department of the Columbia Co. Dr. Seashore recently demonstrated his theories before the National Music Supervisors' Association in St. Louis, at which time he tested the musical talent of a class of school children. Following this he made a test of several persons in the audience, who were later given a chance to correct their own charts. The demonstration met with the highest approval of those present, and many expressed their belief that the future possibilities of Dr. Seashore's methods were almost unlimited and would be of great value in aiding in the education of our school children.

Dr. Seashore used the talking machine as the best medium for his test, because of the accuracy with which this instrument records even the slightest sounds. The first machine used for making the test was an expensive device, which could not have had a widespread use due to its prohibitive cost. By using the talking machine and Columbia records he believes that to-day these remarkable tests of musical talent are brought within the means of any school in the country. That the educational institutions of our country are not slow to realize the great value of this testing device is shown by the fact that several universities, many preparatory schools and a large number of the grade schools of the country have already adopted it.

Within the covers of the "Manual of Instructions and Interpretations for Measure of Musical Talent" there is a treatise on how the records are used and how to make charts of the students to be tested. There is also an introduction on the nature and use of the measure of musical talent, which reads as follows:

"Just as the great musicians live before us now in the wonderful reproduction of the modern phonograph, so the intricate experiments of the psychological laboratory may now be popularized by the faithful reproduction of the sounds of laboratory instruments and their scientific presentation.

"Musical talents vary enormously, both in degree and kind. Many of these capacities can be measured before musical education has been begun. It is of inestimable value for the art of music that these capacities and traits should be discovered early and be analyzed for the purpose of guidance in musical education. The material presented in these records furnishes measures for five of the most fundamental and essential capacities of the musical mind. As we may hear the prima donna sing in school and home, so we can command the scientific means for aid in the detection, analysis and rating of musical talents.

"These measures of musical talent comply with the following conditions: They are based on a thorough analysis of musical talent; they are standardized for content that does not need to be changed; they give quantitative results which may be verified to a high degree of certainty; they are simple and as nearly self-operating as possible; they are adapted for group measurements; they take into account practice, training, age and intelligence; they have a two-fold value in the concrete information furnished, and in the training and pleasure gained from the critical hearing of musical elements.

"These measures are adapted primarily for use in the regular music course and for special surveys in the public schools. They should be used first in the fifth grade, because this is the earliest age at which group measurements can be made satisfactorily, and it is early enough to make serious arrangements for a musical edu-

cation. They should then be repeated in the eighth grade, just before the great sorting of children into the vocations of practical life and elective courses in the high school.

"They furnish also material for scientific entertainment in the home. Taking one test each evening this outfit provides material for five evenings of delightful entertainment in the form of a competitive game.

"For teaching purposes the tests furnish excellent class experiments in elementary psychology. If the performance of each of these tests is linked with the corresponding chapter of reading in the 'Psychology of Music Talent' this will furnish five days of intensive training in the measurement of individual differences. These class experiments, with required readings, will also fill a great need in the theoretical instruction in the music school. Such use of them will not conflict with the previous

use in the entrance examinations in any way.

"All the test material for this series is contained on the five double-disc records. The measures are so adjusted as to be easy enough in parts for the poorest listener, and difficult enough in parts for the best listener. A measure consists in the playing of both sides of a disc. The playing of one side takes from four to five minutes. The material is so ordered as to regulate natural periods for the flow of attention.

"The disc may be played on any good standard phonograph, provided the instrument is in good, smooth running condition, properly set, balanced and lubricated. A first-class phonograph, well regulated, runs with an error of less than one-thousandth of a second per revolution. Care about winding is necessary. The instrument should be set for seventy-eight revolutions per minute for all the records except that of the sense of time; for that it should be set at sixty or sixty-five. Loudness appropriate to the room may be varied by proper selection of metal needles. Pupils should be supplied with test blanks in order to keep records."



KEH

RECORDS

IMMEDIATE DELIVERIES

OF ALL

Popular Hits

Every dealer handling OkeH Records is ready to give efficient service to his patrons and supply them *immediately* with the best sellers of the day.

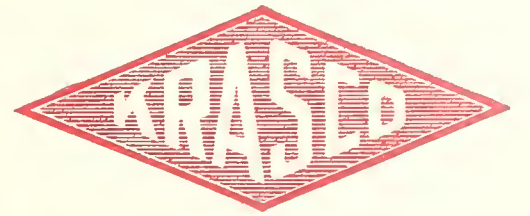
We are giving our dealers valuable service and co-operation and the "Record of Quality" is winning new friends steadily.

Do You Know What Our Service Means?

THE GARFORD MFG. CO.
ELYRIA, OHIO

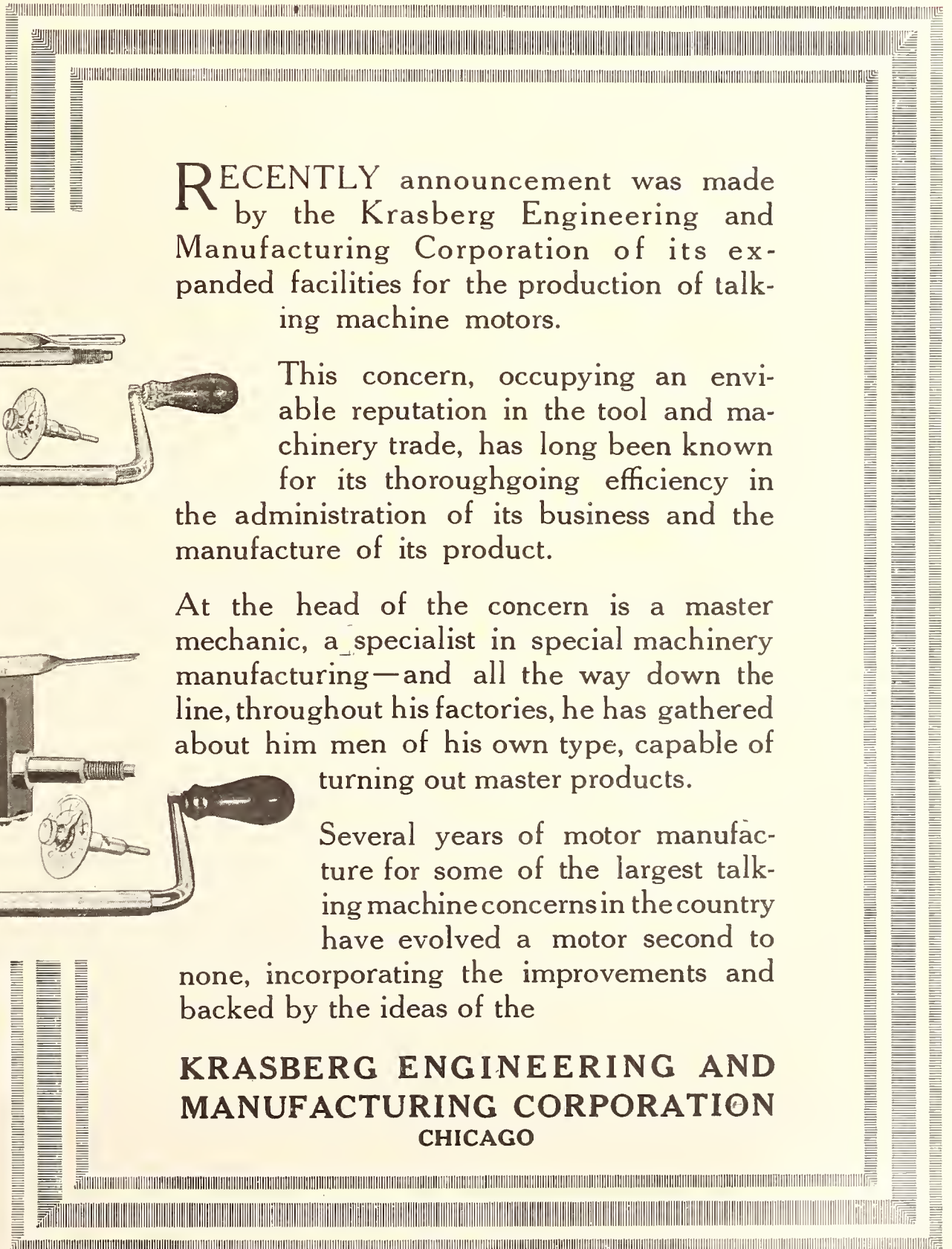
What the name

Krasberg



has stood for in mechanical production during many years

Silent Power



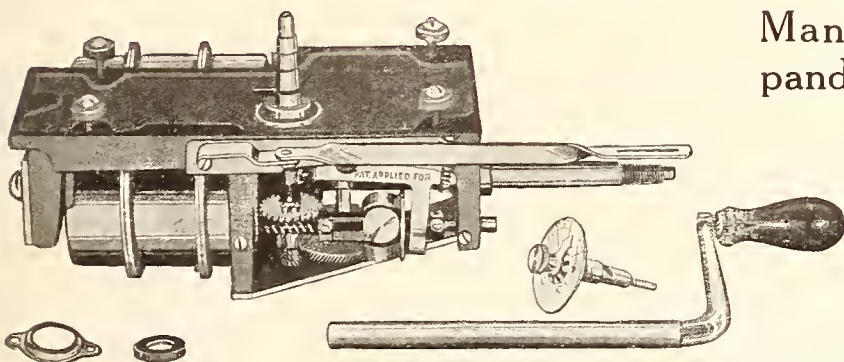
RECENTLY announcement was made by the Krasberg Engineering and Manufacturing Corporation of its expanded facilities for the production of talking machine motors.

This concern, occupying an enviable reputation in the tool and machinery trade, has long been known for its thoroughgoing efficiency in the administration of its business and the manufacture of its product.

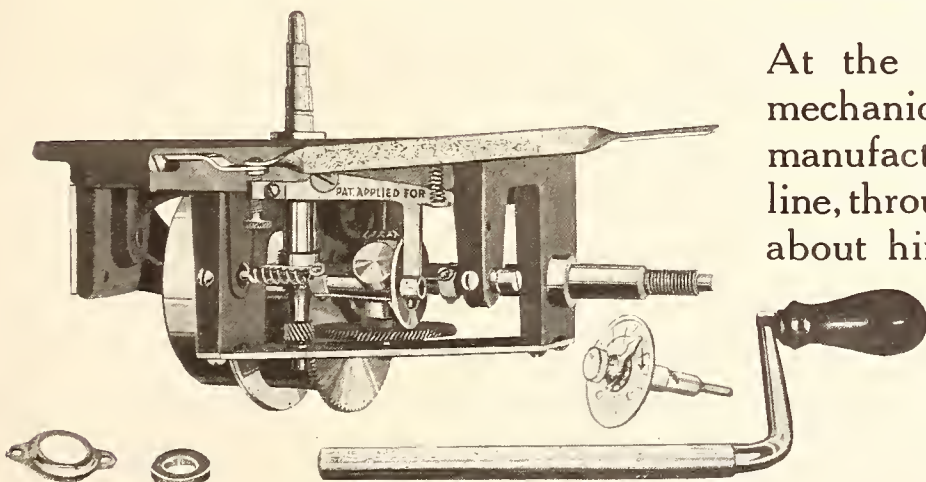
At the head of the concern is a master mechanic, a specialist in special machinery manufacturing—and all the way down the line, throughout his factories, he has gathered about him men of his own type, capable of turning out master products.

Several years of motor manufacture for some of the largest talking machine concerns in the country have evolved a motor second to none, incorporating the improvements and backed by the ideas of the

KRASBERG ENGINEERING AND MANUFACTURING CORPORATION
CHICAGO



No. 4 Motor



No. 2A Motor



DIDN'T NEED THEM AFTER ALL

Traveler From the United States Found That His Spanish Records Were Unnecessary

An interesting light on the trade conditions between the Northern and Southern halves of our continent is found in the following story told by an American business man about his first experience as a traveling representative in South America for a North American concern. He had but a slight knowledge of Spanish and in order to help him in his work he had made a series of records designed to explain his business to the natives in their own tongue. When he arrived in South America and called on his men he started the records telling his story. His hearers listened respectfully until the last record had been played. Then they told him in very good English that they had enjoyed the performance, but they were perfectly capable of continuing the conversation without the aid of an interpreter.

RECORDEON CO. BUYS NEW PLANT

Walter H. Schwab and Edward A. Heaney have purchased the plant of the American Auto Body Co., Thirty-ninth and Villard avenues, Milwaukee, Wis., and will start a factory for the manufacture of talking machines. The new concern is known as the Recordeon Phonograph Co. and is capitalized at \$100,000. The plant of the Minn Billiard Co. was purchased by the same men last December, also for the manufacture of talking machines.

FAULTLESS CASTER CO. BUSY

Work is being rushed on the new quarters of the Faultless Caster Co., Evansville, Ind. The new steel stockroom is nearly completed and the office building is steadily assuming large proportions. This building is a two-story and basement structure, finished in wood and steel inside and pressed brick on the outside.

VISITS DEALERS BY AIRPLANE

D. A. Rankin, of Tarkio, Mo., Travels From His Home to Kansas City to Place Order for Machines and Records in That City

Last week D. A. Rankin, of Tarkio, Mo., came to Kansas City by airplane to purchase some Grafonolas. Mr. Rankin, whose home is about one hundred and forty miles from Kansas City,



The Airplane as a Sales Factor made the trip in less than two hours. While in Kansas City he placed a substantial order for Grafonolas and records. The accompanying photograph shows Mr. Rankin just a few minutes after returning to Tarkio. He claims that by systematically calling on the Columbia branch in Kansas City in this manner he will be able to obtain all the Grafonolas and records he desires.

TO EXHIBIT MANDEL PHONOGRAPH

The Mandel phonograph, made by the Mandel Mfg. Co., Inc., Chicago, Ill., will be exhibited at the Chicago Market in July in the Chicago Furniture Exhibition Building, 1411 Michigan Boulevard.

The Chorister Phonograph Co., Chicago, Ill., has been incorporated with a capital of \$2,000 by Herbert Green, Ambrose Riddon and William W. Hoover.

NEW OKEH RECORD CATALOG

Very Diversified List Found in New Booklet Which Is Now Being Distributed by Otto Heineman Phonograph Supply Co., New York

In its usual progressive manner, the Otto Heineman Phonograph Supply Co., Inc., 25 West Forty-fifth street, New York, has published a most comprehensive catalog of OkeH Records, including all records issued to June 1, inclusive. The booklet is now being distributed for the use of OkeH jobbers and dealers and one of its features is the diversity of the records listed. The list comprises the very latest dance music, including several Hawaiian selections. Under the caption of "Heart Songs" are found many of the latest ballads. There are also many humorous records by Golden and Heins and Arthur Collins. The instrumental records cover a very wide scope and include classical as well as popular selections. There is also a series of marches and patriotic selections, while the popular songs listed are the very latest published and include a variety of baritone and tenor solos, duets, trios and quartets. One page of the catalog is devoted to sacred selections, while the list of standard songs is of the very highest character.

RENO STORE ADDS BUILDING

J. D. Mariner Makes Plans to Handle Rapidly Growing Business

The new building erected in Reno, Nev., for the J. D. Mariner Music House will be ready August 1, according to the present plans. This house handles everything in the musical line and has an extensive business, both in Nevada and surrounding States. J. D. Mariner says that he is not dependent upon San Francisco for his supplies, as he buys directly from the factories. This concern handles the Mehlin, Ivers & Pond, J. & C. Fischer and other pianos, as well as Edison and Columbia machines.



75c
9 INCH

STOP! LOOK!! LISTEN!!!

Is Your Business Slow?
Give It a Boost

WITH

EMERSON INTERNATIONAL RECORDS

in

Polish=Italian=Hebrew-Jewish=Czecho-Slovak=Russian-Ruthenian=Spanish-Mexican

Prompt Delivery
Popular Price
Foremost Artists
Double Disc
Plays on all
Machines

Special Feature

"INTERNATIONAL" Catalogue

containing wonderfully recorded
Operatic and Instrumental Selections
all at SAME PRICE
THE WORLD'S MUSIC

The Foreigner Buys
BIG
ALL THE TIME
GET HIS
BUSINESS

EMERSON INTERNATIONAL INC.

366 Fifth Avenue, N. Y.

Export Office: 160 Broadway, New York, N. Y.



85c
10 INCH



You don't have to rely on a sample package!

Here is what we guarantee to do.

For a limited time, we will send you an *acquaintance order* so that you can see the "run of the mill."

You can make the order whatever quantity you please and we will give you the benefit of our special acquaintance order price.

This holds good for a limited time only and we are backing it up with our unqualified guarantee that Torrington-ball point **Uniform** needles are superior to the ordinary steel needles in every particular.

The acquaintance order we want to send you will prove definitely that **Uniform** needles are a hundred percent *uniform* in point, *uniform* in length, *uniform* in finish and will produce the most even playing results.

We have proved it to the most critical concerns in the trade, and we can just as surely prove it to you and we urge you to embrace this exceptional opportunity without delay.

You Would

surely be interested to know of the help we have extended to many merchants. It is an interesting subject to every talking machine Retailer. It concerns the vital one of INCREASED PROFITS.

We will be mighty glad to help you, too. It is only necessary for you to write us.

Don't bother to dictate a letter.

One line on your letter head will suffice. Just say, "We are interested in greater needle profits." We will do the rest.

And if we weren't mighty sure that we can produce, we would not be so outspoken.

We guarantee that you will make more money out of a two cent stamp than you ever believed to be possible.

Do not delay but send us that 7 word line today:

"We are interested in greater needle profits."

We guarantee you greater profits in selling needles and we know the suggestions will be worth money to you.

President

Uniform in point — length — finish — and quality

CONDON & CO., INC., *Sole Agents*, Fifth Ave. Bldg., New York

Uniform Needles



That "Jazz Baby" just has to jazz. And so does everyone who hears Agnes Lynn sing it. A-2745.

Columbia Graphophone Co.
NEW YORK

TAKE STOCK IN PLYMOUTH CO.

Stockholders of C. F. Kade Co. Vote to Exchange Stock for Shares in Plymouth Phonograph Co. at Fifty Cents on Dollar

PLYMOUTH, Wis., June 25.—At a meeting of the stockholders of the C. F. Kade Co., of Port Washington, Wis., held in this city last week and presided over by C. F. Kade, president of the company, it was voted unanimously for the stockholders of the Kade Co. to exchange their stock in that company for corresponding stock in the Plymouth Phonograph Co., of this city, on the basis of fifty cents on the dollar. On this basis, two shares in the Kade Co. are to be traded for one share in the Plymouth Co. at a par value of \$100. At the meeting it was stated that the assets of the Kade Co. amounted to \$109,000, or about half the par value of the company's outstanding stock.

AN AD WITH THE PERSONAL TOUCH

A very attractive Columbia ad, and one which is all the more interesting because of the personal touch, recently appeared in the Houston, Tex., papers showing Miss Minnie Seegar, expert saleslady of the Eganhouse Fonograph Shop in that city, demonstrating a Grafonola. This shop is a part of the Eganhouse Optical Co. and carries a good stock of Columbia Grafonolas and records.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

COLUMBIA CO. BUYS BIG FACTORY

Takes Over the Large Factory Building Adjoining Its Present Plant in Bridgeport, Conn., From the Remington Typewriter Co.

The announcement was made last week of the purchase by the Columbia Graphophone Co. of the big factory adjoining the Columbia plant at Bridgeport, Conn., and owned by the Remington Typewriter Co. The factory building just purchased is on Railroad avenue, and has a considerable frontage on Clinton avenue, extending several hundred feet along the railroad. Part of the property is on the shore of Cedar Creek, and although there is no dockage there now, it is possible this may be developed later, according to officials.

The original factory was built forty years ago for the manufacture of Sharpe rifles. Just what departments of the Columbia Co. will be housed in the new building have not yet been announced, but without question the additional facilities thus provided will prove most welcome in solving the Columbia Co.'s present production problem.

The transaction was said to involve considerably more than a million dollars, the assessed valuation of the plant being \$770,624, of which land and buildings total \$360,000; machinery, equipment and stock, \$417,263, and other property, \$361, according to the City Hall records. The Remington Typewriter plant employs in the neighborhood of four hundred hands.

NEW BONUS FOR EDISON EMPLOYEES

ORANGE, N. J., June 21.—At the annual field day of the Edison employes recently held at Olympic Park, Irvington, it was announced by Charles Edison that a new bonus system would go into effect on July 1. The object of the new bonus system is to reduce wastage and it will apply to 7,000 employes.

NEW YORK FIRM CHANGES NAME

The Reliable Purchasing Co., Irving Lasky, proprietor, which conducts a wholesale business in talking machines, records and accessories, 133 Mercer street, New York, has announced that the name of this concern has been changed to the Interstate Purchasing Co.

The Columbia Music Co., Inc., Lynchburg, Va., has opened a new store at 615 Main street. G. W. Legg is in charge.

SCORES SUCCESS ON THE STAGE

Sonora Portable Figuring in a "Star" Capacity on the Stage These Days

A new musical show entitled "Come Along," which will soon begin a tour of the country and which is based on an American soldier's experience on the other side, includes a Sonora Portable in the stage setting in the second act. Six beautiful ladies sing a song about some gentleman who played the Sonora, and then to make the scene complete the six young ladies later appear, each carrying a Sonora Portable.

The Sonora Portable phonograph also appeared on the stage when the Lambs Gambol



Sonora Portable in Good Company

housed in the new building have not yet Farrell Case," by George M. Cohan, the stage setting consisted of a simply furnished room, a desk, chair, telephone and on a small stand a Sonora Portable. During the farcical sketch practically all of the actors were killed off, and the last one, trying to reach the window and shout for help, falls over, turns on the Sonora Portable and expires to its lovely strains. The playing of the Sonora Portable under such ludicrous circumstances was received with howls of joy by the audience, and through the door ever-famous George M. Cohan, accompanied by his own American flag, rushed in and took the applause which some say rightly belonged to the Sonora Portable phonograph.

MADE DIRECTORS OF EMERSON CO.

Lewis B. Hall, Jr., of James B. Colgate & Co., 36 Wall street, New York, and Jacob Scholer, of the law firm of Kaye, MacDavitt & Scholer, 149 Broadway, New York, have been elected directors of Emerson Phonograph Co.

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE, ST. LOUIS, MO.

Largest Manufacturers of 3-ply Waterproof Veneer Phonograph Shipping Cases

Ask for Prices and Samples

The Phonograph Dealer who will make the money this season is the man who has the *right* instrument on his floor—and who has the knack of seeing its beauty and hearing its melody through the eyes and ears of his best customers.

The secret of this invaluable knack is released to you in the new and beautiful *Nightingale Book*.

You can get just a faint idea of it from this proof of the front cover. It is like no other phonograph book in the world.

★ ★ ★


Success has entered more than one life through the reading of a single book.

Reach *now* for your letter-head, and say to the *Nightingale Manufacturing Company*, at 422 *Armour Street*, *Chicago*, just four words—

“Send the Nightingale Book!”

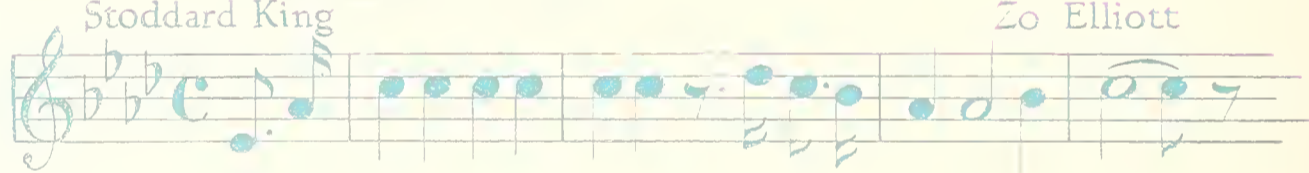


*The
Nightingale*



Stoddard King

Zo Elliott



The musical notation is written on a single staff in treble clef with a key signature of one flat (B-flat) and a common time signature (C). The melody consists of the following notes: G4 (quarter), A4 (quarter), Bb4 (quarter), C5 (quarter), Bb4 (quarter), A4 (quarter), G4 (quarter), F4 (quarter), E4 (quarter), D4 (quarter), C4 (half), Bb3 (half), A3 (half), G3 (half), F3 (half), E3 (half), D3 (half), C3 (half).

“There’s a long, long trail a-winding,
Into the land of my dreams —
Where the Nightingale is singing
And the white moon beams — —”

~“There’s a Long, Long Trail”



LYONS FAIR TO BE HELD IN FALL

Musical Instruments Will be Exhibited in Fall Session, October 1-15—Official Representative Sent to New York—To be Held Twice a Year

The Lyons Fair has been so successful that the authorities in France have determined to continue it, running two exhibitions each year, one October 1-15 and the other March 1-15.

According to this plan the Fair will be divided into trade sections, each section being open to exhibitors only once a year, i. e., at one of the dates mentioned above, the plan being to group the sections at each fair in such a way as to prevent buyers of similar articles from having to visit the Fair twice in the same year.

The Fair does not consist of windows and showcases, but of real shops and offices, independent of each other, where each manufacturer may feel absolutely at home.

Entries should be sent before December 31 for the Spring Fair, and July 31 for the Autumn Fair. In the case of shipments from the United State, all samples, catalogs and exhibits must be in the hands of the American Express Co. within two weeks following the above-mentioned dates; that is, for the Fall Fair samples and exhibits must be in the hands of the American Express Co. on or before August 15. After these dates entries may be accepted, but the position of the stalls in their respective trade divisions cannot be guaranteed.

Musical instruments are listed under section 29 and are scheduled for exhibition at the Autumn Fair.

The Lyons Fair has recently sent to New York, as its official representative, Ernest Perrin, who has opened an office at No. 3 Park Row.

CHANGE IN EMERSON RECORD SIZES

June "Emersonian" Contains Much of Interest in This Connection—House Organ Praised

The second issue of the "Emersonian," which appeared last month, contains many helpful comments on handling the Emerson business, and is also full of interesting sidelights on Emerson recording. Perhaps the most interesting news to the trade to be found within its covers is the announcement of an important change in Emerson record sizes. All popular song hits of the day, it announces, will be recorded as heretofore on Emerson Gold Seal nine-inch records only. Dance, band, and standard instrumental music will be recorded on Emerson Gold Seal ten-inch records. All religious, standard and semi-classical music will be recorded on Emerson Gold Seal ten-inch records. International Emerson label records of songs, melodies, instrumental, semi-classical and operatic music will be recorded on nine-inch records. The Emerson Co. believes that by adopting this policy it caters to the demands and wishes of the public.

INSTALLING NEW BOOTHS

Brunswick Bros., distributors for the Brunswick in Pittsfield, Ill., are installing new sound-proof booths in their building. A large stock of records is carried, among them being Victor, Columbia, OkeH and Pathé. An attractive display is being made.

Special on STEEL NEEDLES

We are contemplating closing a contract for **Thirty Million Needles** Per Month within the near future, and must arrange to sell them, and can quote prices as follows:

10 thousand lots . . .	45c per thousand
100 thousand lots . . .	43c per thousand
500 thousand lots . . .	42c per thousand
1 million lots . . .	39c per thousand
5 million lots . . .	33c per thousand

LUCKY "13" PHONOGRAPH CO.
46 East 12th Street, New York

CHARGED WITH UNFAIR PRACTICES

Complaint Served on Boston Piano & Music Co. By the Federal Trade Commission

WASHINGTON, D. C., June 23.—The Federal Trade Commission has served formal complaint of unfair competition against the Boston Piano & Music Co., Iowa City, Ia., and the defendant is cited to make answer before the Commission in Washington on July 21. The charge alleges fraudulent schemes and practices, and false representation in the interstate sale of talking machines and records known as "Masterphone" machines and records. It is charged that salesmen for the concern assured prospective purchasers that dealers were abandoning the sale of various standard makes of machines in favor of their product, and made other promises of exclusive selling rights and sales and advertising support which were not forthcoming.

Every dealer should keep up the campaign for music in his locality.

NEW EDISON STORE IN WICHITA

Phonograph Department of Innes Dry Goods Co. to Be Conducted as Separate Concern Under the Name of Innes & Cosgrove

WICHITA, KAN., June 16.—The Edison phonograph department of the Innes Dry Goods Co. store is being separated from the department store proper and hereafter will be conducted as a separate concern under the firm name of Innes & Cosgrove.

Claude W. Cosgrove, manager of the Edison department at the Innes store, will be manager of the new concern, which will be located at 407 East Douglas street. The new concern has taken out a charter and is capitalized at \$20,000.

TO ADD TALKING MACHINES

A large stock of talking machines has been added to the line of the Bruce Piano Co., Springfield, Ill. Plans are under way for improvements to the present quarters on Monroe street.

FAULTLESS

PIVOT BEARING

CASTERS

Casters that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size—C-65

Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:

Geo. Mittleman, 487 Broadway, N. Y.



“THE ARTIST”

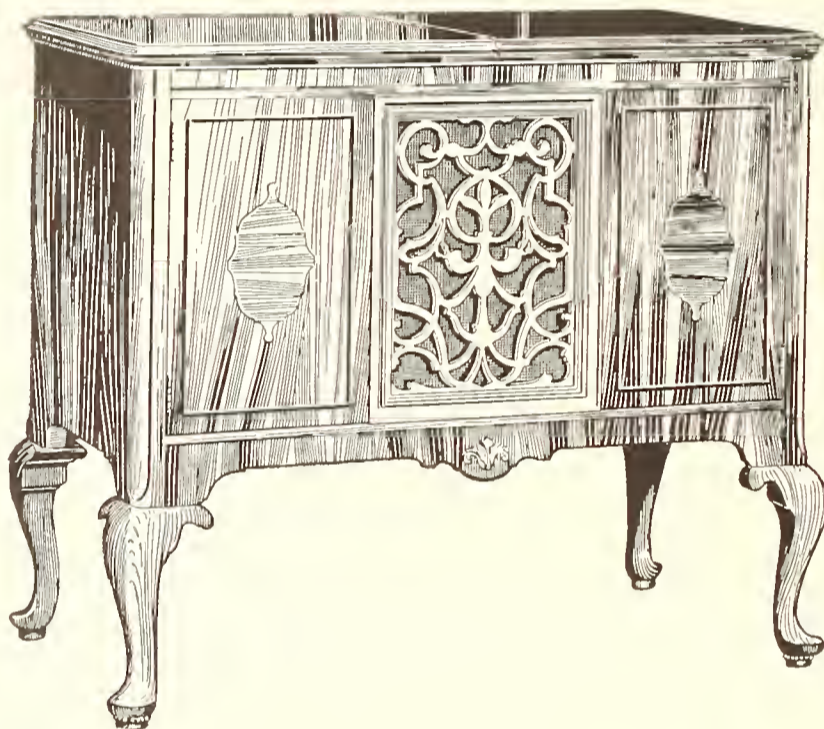
Appeals to Every Dealer Who Thinks

Because of its—

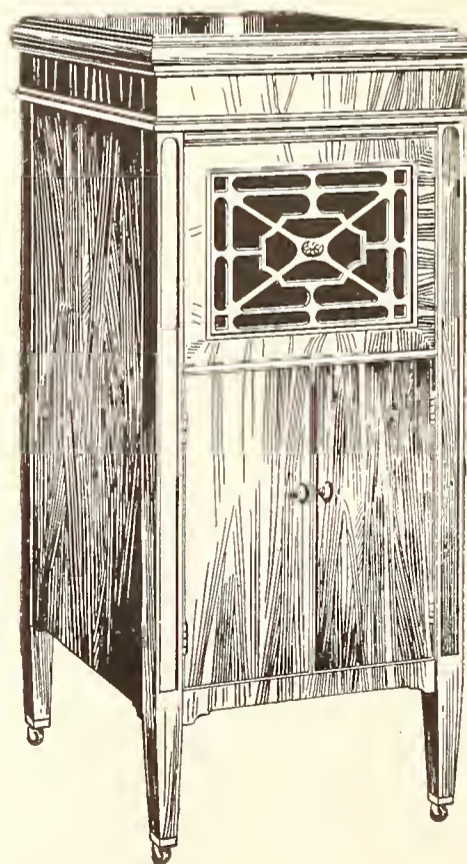
**Tonal Supremacy
Cabinet Excellence**

**Mechanical Perfection
Great Value**

**Certain Deliveries
Liberal Discounts**



It is a fact, because of L'Artiste-Fletcher reproducer in conjunction with the very exceptional L'Artiste tone arm and the greatly improved construction of L'Artiste all-wood horn, that L'Artiste reproduction is of unusual quality, ample volume, with far less surface noise than usual.



**YOUR CATALOG
IS READY**

Shipments in August

Five Upright Cases
\$100, \$125, \$150, \$175, \$250

Four Console Tables
\$150, \$200, \$250, \$300

GRAND RAPIDS PHONOGRAPH COMPANY

Fourteen hundred Block Front Ave., N. W.

Grand Rapids, Mich.

NEW PLYWOOD OF UNUSUAL MERITS

Wartime Product of Haskelite Mfg. Corp. Now Available to Trade—Albumin Glue Used

A new plywood manufactured under the name of Haskelite, which is produced by the Haskelite Mfg. Corp., whose executive offices are located at the Chamber of Commerce Building, Chicago, has many unusual features that should interest talking machine manufacturers. Instead of using the ordinary glue an albumin glue is used, which is set and hardened under a combination of pressure and heat. Due to the fact that a glue of this sort is used, further heating, soaking or steaming does not affect the glue to any noticeable effect other than that it sets more firmly. When a plywood is made up with this patent glue a paneling is obtained which has a minimum warp, and which is impervious to water, and will not warp when subject to heat. Because of the elasticity of the binding material, Haskelite can be bent at right angles without cracking, splitting, or in any other way affecting the exterior surface. Haskelite was a wartime invention and as a new product the Government did not allow the manufacturers to give publicity to their product during the war, as it was believed information about it might be of value to our enemies. Haskelite, as the plywood is called, is made up to practically any thickness, and in sizes to meet the demands of the individual. The variety of uses to which Haskelite may be put can be judged from the fact that to-day it is employed in the manufacture of the hulls of submarine chasers, the tops of automobiles, and the panels of art cabinets. In the latter a gum wood exterior is used, which, when finished, shows the unusual grain and obtains a high polish.

VICTOR CO.'S LATEST DIVIDEND

The Victor Talking Machine Co. has declared a regular quarterly dividend of 5 per cent. and an extra dividend of 15 per cent. on the common stock and the regular quarterly dividend of 1 3/4 per cent. on the preferred stock of the company, payable July 15 to stockholders of record June 30.

COLUMBIA CO. SIGNS YERKES' BAND

The Columbia Graphophone Co. has just made a contract with Harry A. Yerkes, of Yerkes' Novelty Orchestra, for the exclusive right to record the work of the saxophone sextet with the understanding that the organization shall be known as the Columbia Saxophone Sextette.

Take Advantage
of the
Summer Months

Suggest to your customers how they may return from their vacations at the mountains or seashore with the accomplishment of another language acquired, at the same time providing excellent pastime for the long summer evenings.

Sell them the

CORTINA
Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

The Cortina Academy
12 East 46th Street :: New York

BUYS OUT SCHIRMER DEPARTMENT

H. W. Hess Assumes Control of Talking Machine Department of G. Schirmer, Inc.

H. W. Hess, formerly of Tilden-Thurber, Providence, R. I., who last September took charge of the talking machine department of G. Schirmer, Inc., New York City, last Tuesday purchased this talking machine department from the Schirmer Co. Since the business was originally placed under Mr. Hess' management it has increased considerably. The business in the future will be conducted under the name of the Central Talking Machine Sales Co., Inc., but as far as the public is concerned all publicity, etc., will continue to be conducted and all retail business done under the name of Schirmer.

FRIDAY, THE THIRTEENTH, UNLUCKY

The Jinx Lures Piano and Talking Machine From Freight Car in Chicago Yards—The Judge Next Morning Proves Unsympathetic

We thought our luck on Friday, the 13th, was too good to be true. We knew that somewhere in this busy country the jinx just naturally had to pick on someone, and we have found out that the scene of the misfortune was in the New York Central yards in Chicago. On the afternoon of the fateful day a freight car entered the yards and was shunted to a side track. Within this car were a piano and a talking machine. The doors of the car were locked and sealed. An hour after the car came to rest the jinx descended and transported the instruments to the home of Lily Wallace, a negress, at 4130 Forestville avenue. Not long afterward two negroes greeted the gentleman at the bench with the usual "Good morning, Judge" and gave their explanation. The men were Henry Gest, sometime native of Florida, and Burt Burton, who rooms at the Wallace house.

"Boss, we ain't lugged nothing nowhere," replied Gest. "The things just followed us. We couldn't keep 'em from doin' it. And we was trying to coax 'em back to that freight car when we was arrested."

The negroes were held for freight car theft.

SALES REGISTER BOOK

Little Volume to Be Issued by New York Talking Machine Co. Will Greatly Interest Trade

A Sales Register Book to keep an accurate accounting system of the talking machine business by an individual concern is to be issued by the New York Talking Machine Co. This book will be gotten up in a loose-leaf binder style so that it is perpetually up to date. The book will contain a practical and modern system of registry: the purchase of talking machines, the models of the machines purchased, the date of purchase and the name of the jobber from whom they were obtained. It will also contain pages for the sale of machines, showing to whom the sale was made, the style of machine and the day of sale. It is believed that a book of this sort will greatly facilitate the dealer in keeping records of his purchases and sales.

F. R. SMITH IS PROMOTED


Former Head Bookkeeper in New York Made Assistant Manager of Boston Branch of Columbia Graphophone Co.

F. R. Smith, until recently head bookkeeper of the New York retail branch of the Columbia Graphophone Co., has been appointed assistant manager of the Boston branch of the Columbia Co. He will replace M. C. Perkins, who has resigned to take up the management of the Perkins Music Co., Malden, Mass. Mr. Perkins plans a vigorous effort in behalf of his new business, as he feels there is a splendid field in the territory in which he will operate. His store will handle the Columbia line exclusively.

!!!

The
DEMAND
for
PHONO-GRAND
is
S-P-R-E-A-D-I-N-G
over all the land
The Reason
Phono-Grand

↓



Dealers are Making Big Money

in all parts of the country selling this wonderful little instrument

Phono-Grand is an Edition de Luxe Phonograph and a Splendid Reproducing Electric-Controlled Player Piano

ALL IN ONE
"IT'S ALL VELVET!"

Write us today and we'll tell you why

J. P. Seeburg Piano Co.
209 S. State St. Chicago, Ill.
419 W. Erie St.

Get in touch with the jobber who operates in your territory

1—Sonora Phonograph Co.

616 MISSION ST.
SAN FRANCISCO, CAL.
Washington, California, Oregon,
Arizona, Nevada, Hawaiian Islands,
Northern Idaho.

2—Strevell-Paterson Hardware Co.

SALT LAKE CITY, UTAH
Entire States of Utah, Colorado,
Wyoming, New Mexico and Southern
Idaho.

3—Minneapolis Drug Co.

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

4—C. D. Smith Drug Co.

ST. JOSEPH, MO.
Nebraska, Missouri, northern and
eastern part of Kansas and 5 coun-
ties of Northeastern Oklahoma.

5—Walthall Music Co.

DALLAS, TEXAS
Western part of Texas.

6—Southwestern Drug Co.

WICHITA, KANS.
Southern part of Kansas, Oklahoma
(except 5 northeastern counties), and
Texas Panhandle.

7—Southern Drug Co.

HOUSTON, TEXAS
Southeastern part of Texas.

8—Yahr & Lange Drug Co.

MILWAUKEE, WIS.
Wisconsin, Upper Michigan.

9—C. J. Van Houten & Zoon

MARQUETTE BLD'G.
CHICAGO, ILL.
Illinois, Kentucky and Iowa.

10—Kiefer-Stewart Co.

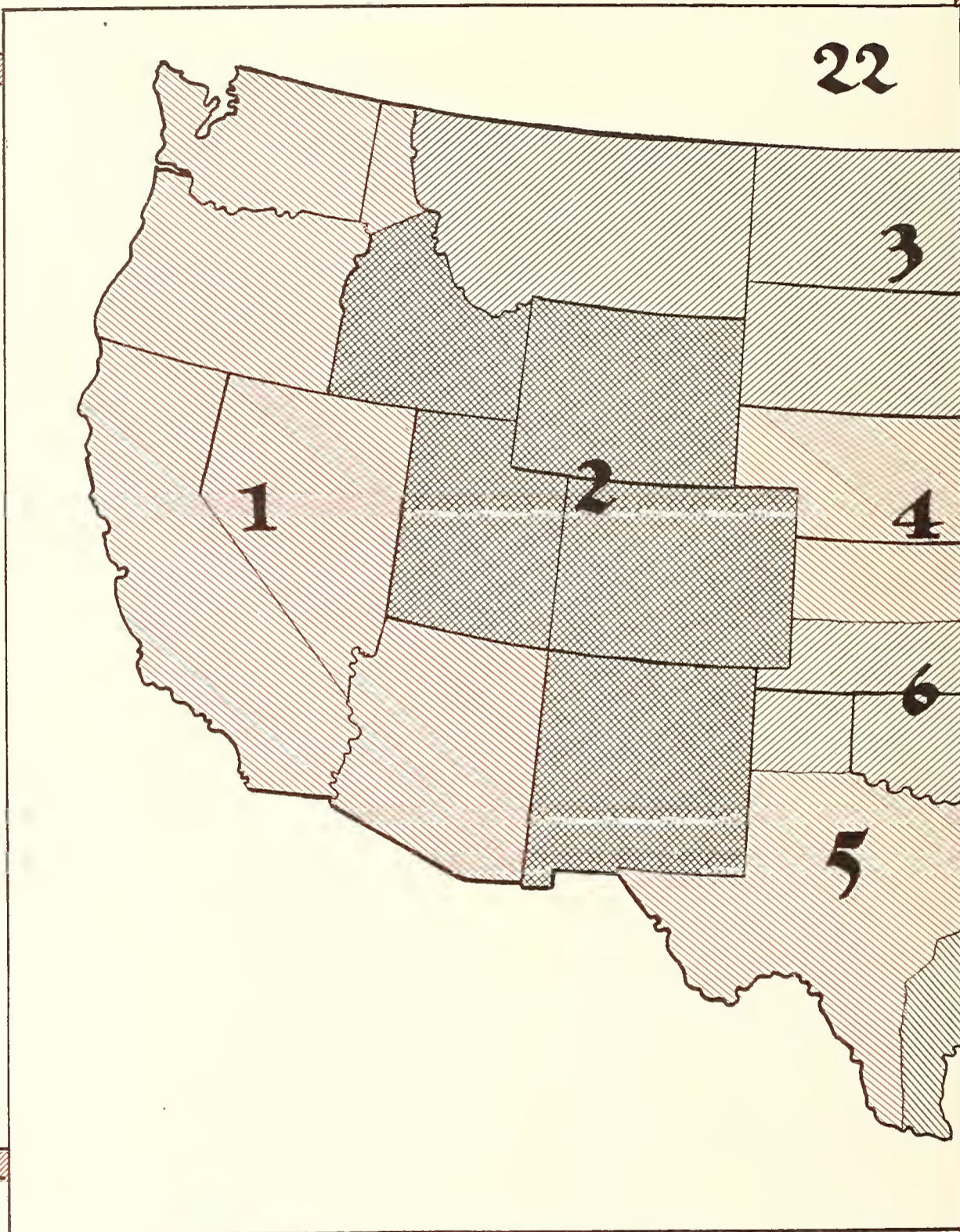
INDIANAPOLIS, IND.
Entire State of Indiana.

11—Ohio Sales Co.

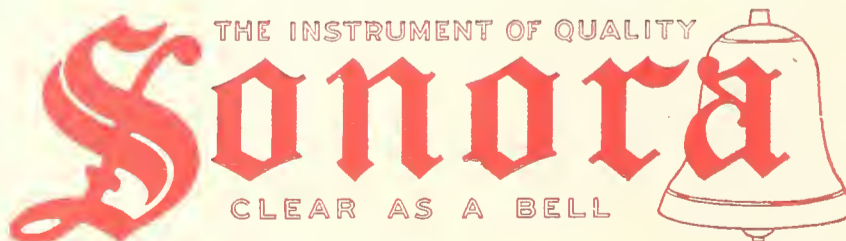
BECKMAN BLDG.
409 SUPERIOR ST
CLEVELAND, OHIO
State of Ohio.

12—Hessig-Ellis Drug Co.

MEMPHIS, TENN.
Arkansas, Louisiana, Tennessee,
Mississippi.

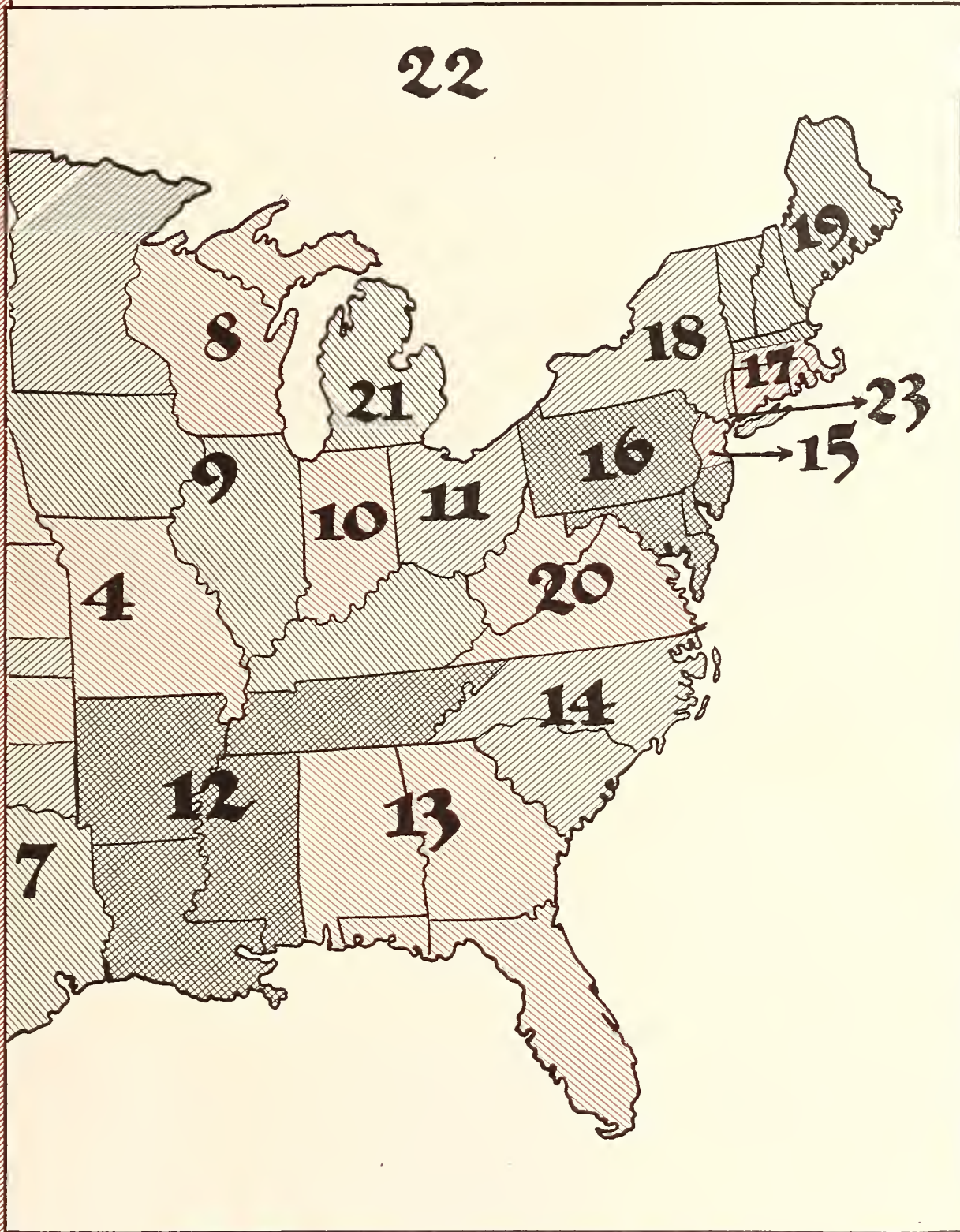


The Highest Class
Talking Machine
in the World



A complete line of upright and period models is available at prices from \$50 to \$1000
The Sonora is the instrument which won the highest score for tone quality at the Panama-Pacific International
Exposition and sells easily and for cash.

These firms will see to it that you get the best of service



13—Southern Sonora Phonograph Co.

SELMA, ALA.
Alabama, Georgia and Florida.

14—Rountree Corporation

RICHMOND, VA.
North Carolina and South Carolina.

15—Griffith Piano Co.

605 BROAD ST., NEWARK, N. J.
Northern New Jersey.

16—Smith, Kline & French Co.

PHILADELPHIA, PA.
State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

17—Musical Supply & Equipment Co.

221 COLUMBUS AVE.
BOSTON, MASS.
Connecticut, Rhode Island and Eastern Massachusetts.

18—Gibson-Snow Co.

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

19—W. B. Glynn Distributing Co.

SAXTONS RIVER, VT.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

20—Hillman & Son Phonograph Co.

WHEELING, W. VA.
Virginia and West Virginia.

21—C. L. Marshall & Co.

82-84 GRISWOLD ST.
BUTLER BLDG.
DETROIT, MICH.
State of Michigan.

22—I. Montagnes & Co.

RYRIE BLDG.
TORONTO, CANADA.
Canada


23—Sonora Phonograph Sales Co., Inc.

279 BROADWAY, NEW YORK
Distributors for Greater New York.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Semi-Permanent
Silvered
NEEDLES

replace steel needles and increase your phonograph records' life
They play 50 to 100 times, are used on ALL MAKES of steel needle records, are more economical, convenient and give the maximum of satisfaction.
30c per card of 5—40c in Canada



**“Tears (of Love)” and “Yama Yama Blues”
on the same record will dry anyone’s tears,
drive away any blues. A-2741.**

**Columbia Graphophone Co.
NEW YORK**

COLUMBIA NOVELTY RECORD BOOK

New Booklet Featuring Green Label Records
One of the Handsomest of Its Kind—Con-
tains Interesting Facts for All Buyers

One of the most impressive booklets among the many in the record field is the latest publication of the Columbia Co. called the “Novelty Record Booklet.” This booklet is handsomely and artistically arranged and contains many features that will attract and hold the attention of its readers. The front cover design is beautifully lithographed in colors and suggests one of the big advertising values of the novelty record scheme, featuring the new green label which has been adopted as the symbol of these records. The inside cover displays the green label itself. As for the pages of the booklet, each is devoted to the particular records of some foreign country, such as Spain, China, Japan, Serbia, Italy, Bohemia, Russia, Belgium, Holland, Turkey, Sweden and others, and contains a sketch concerning the music of that people which makes interesting and instructive reading. Around the borders of each page are little thumb-nail illustrations in soft tints of red, gray and green, accurately portraying the costumes, instruments and customs of the country the music of which is listed on the page.

The foreword explains the purpose and origin of this unique collection of records which has been produced in response to the belief that the music of the Far East is worthy of more

NEW SONORA BILLBOARD AT CONEY ISLAND ATTRACTS

A new and novel sign, which is as visible at night as by day, has recently been erected by the Sonora Phonograph Sales Co., Inc., near Coney Island. Its location is such that it can

Sonora. It makes the name stand out more prominently than the rest of the display. The visibility and advertising power of this sign can be seen from the illustration on this page.



This Sign is Seen for Miles by Visitors to Noted Resort

be seen for miles when approaching Coney Island. The sign is illumined by night by large and powerful lamps played directly on it, and by a battery of bulbs placed behind the word

than passing interest and that the beauty of the melodies lies not so much in their strangeness but in their natural harmonies. Each type of music has been reproduced for the records by the instruments used by the native peoples and thus a faithful portrayal has been obtained.

This new novelty collection of records is expected to have a phenomenal sale among rec-

This sign must unquestionable leave a strong impression on the thousands who throng Coney Island these days and nights and is a good example of artistic advertising.

ord buyers and with this in mind the Columbia Co. is planning an extensive campaign to be carried on all over the country.

FOUND BIG WESTERN BUSINESS

John Cromelin, General Sales Manager of the Otto Heineman Phonograph Supply Co., Inc., Returns From Interesting Trip

John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., Inc., returned to New York a few days ago, after visiting the trade in Grand Rapids and Chicago. In Grand Rapids Mr. Cromelin found the principal OkeH jobber, Chas. Kalder, most enthusiastic regarding the progress and success that he is making with the OkeH records. Mr. Kalder has completed arrangements to increase his sales force materially and additional salesmen are now visiting the dealers in his territory. They are co-operating with the dealers in every possible way and an extensive advertising campaign has been inaugurated.

In Chicago Mr. Cromelin visited the various OkeH jobbers and was pleased to find that the OkeH record is gaining steadily in popularity throughout the Middle West. The new bulletins are meeting with a hearty reception and the jobbers expressed their pleasure regarding the splendid tone quality of the OkeH record.

While visiting the Chicago trade Mr. Cromelin took advantage of the opportunity to call upon a large number of the “independent” phonograph manufacturers in this section, and found conditions phenomenal. Practically all manufacturers are far oversold and the principal problem confronting them at the present time is a question of product and not one of merchandising. From all indications, this year will be the greatest in the history of the phonograph industry and in fact the majority of manufacturers are already making plans for 1920 activities.

1919 Will Be A Banner Phonograph Year

Prepare Now To Give

YOUR CUSTOMERS THE BEST POSSIBLE

By Getting

Pathe Phonographs and Pathe Records

Through

The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.

Announcement

I HAVE assumed control of the Record Needle & Mfg. Co., and am reorganizing the business to assure the Record-Lite and Record Needle Cutter of their rightful prominence in the talking machine trade.

Increased and improved equipment and renovated factory methods insure that every piece of goods we turn out will be *right* in every detail. I guarantee this.

A new marketing plan insures absolutely fresh batteries—no deterioration—no battery stock in jobbers' warehouses.

Consistent advertising and energetic sales methods will characterize the business.

Record-Lite and Record Needle Cutter are destined now to become two of the liveliest selling specialties in the talking machine field.

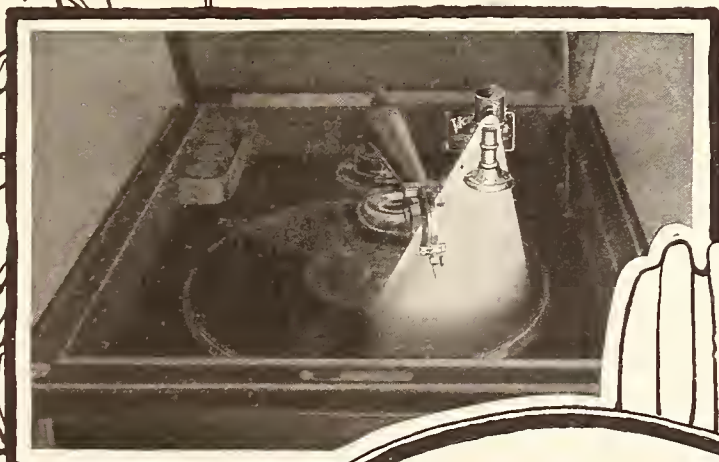
I urge Jobbers and Dealers to take steps *now* to supply the trade.

Record Needle & Mfg. Co.
Milwaukee, Wis.

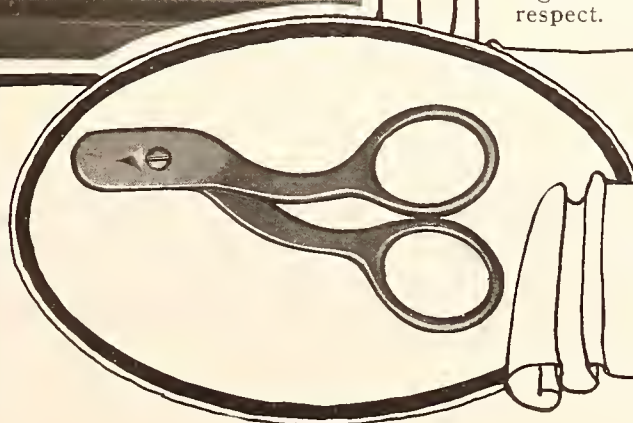
R. N. Zinke
President

President Milwaukee Association of Music Industries.

President Wisconsin Association of Music Industries.



Universal Record-Lite
Both Universal and Victrola Record Lites completely remodeled—better materials, better nickel and gold plating. Absolutely guaranteed in every respect.



Record Needle Cutter
Perfected workmanship, better materials and fitting all through. Blades specially heat treated, hardened, ground and sharpened. Last indefinitely. Each cutter guaranteed.



IMPORTANCE OF BRANCH OFFICES

Recent Experience in Heineman Canadian Headquarters Shows Value of Fireproof Construction—Well-appointed Departments in Chicago and San Francisco Also Maintained

Had it not been for the fact that the office of the Canadian division of the Otto Heineman



Canadian Office, Toronto, Ont.

Phonograph Supply Co., Inc., is of absolutely fireproof construction, and that the receptacles for wastepaper and the like are of metal, a serious fire would have occurred recently. When C. J. Pott, manager of the division, entered his office on a recent Monday morning he found



Shipping Department, Chicago Office

the place full of smoke, and upon investigation he discovered that sometime between Saturday and Monday spontaneous combustion had taken place in some oil-soaked waste that had been used in the workshop. The waste set fire to a work bench, but the fire burned no further, owing to the fact that there was nothing but fireproof material around it. The stock in the

warerooms was untouched. In one of the accompanying illustrations a view of the office may be seen.

The other two reproductions are of the shipping department in the Chicago office showing the painstaking methods pursued in facilitating Heineman service, while the other shows a corner in the office of the San Francisco branch. Standing to the left of the table is Manager L. Gruen, discussing in detail the important features of the motor held in the hand of one of his assistants.

The maintaining of these offices shows forcefully the thorough manner in which the Otto



Corner in San Francisco Office

Heineman Phonograph Supply Co., Inc., has the country covered from coast to coast so that jobbers and dealers handling Heineman products will at all times have the benefit of a branch office within a certain radius, as well as the home office in New York.

OPENS IN NEW LOCATION

The Phonograph Shop, North Adams, Mass., has opened in its new quarters at 24 Bank street. This concern will handle Edison and Steger machines and records. The shop is under the management of Walter Timoney, who has had much experience in talking machine work.

George E. Buss, Edison dealer of New Philadelphia, Ohio, has leased new quarters and will move in as soon as alterations are completed.

PRECISION CASTINGS CO. ENLARGES

E. N. Dallin Tells of Improvements to New Syracuse Plant—Finds a Gradual Trend Toward Aluminum Castings at Present

SYRACUSE, N. Y., July 5.—A representative of The World in a chat with E. N. Dallin, of the Precision Castings Co., Inc., of this city, gleaned the following interesting information: "We are making large additions to our plant and increasing our equipment. When we are finished we will have one of the finest die casting plants in existence, although, of course, not the largest. We are doing a great deal of talking machine work, but are limiting ourselves to quantity production orders, as the character of our equipment is such that small orders cannot be economically run. We find a gradual trend towards aluminum castings and recently have booked large orders for some of the most difficult work in this line.

"We have also recently found that our factory locations in Fayetteville, N. Y., and Pontiac, Mich., are such that we are not subject to interference from the radical labor elements. Our employes are well paid and satisfied, and as far as we can see ahead will continue to remain so. The indications for business are encouraging and if they are realized our capacity will be far too small to satisfy the demand."

NEW UNICO BOOTHS INSTALLED

The Petersburg Music House, Petersburg, Va., has just added six new demonstration booths made by the Unit Construction Co., of Philadelphia. J. K. Fletcher, manager of the concern, is seeking a new location for his business and when located in the new quarters expects to have at least fifteen demonstration booths.

The Pathé Music Store, Alma, Mich., owned and managed by Frank F. Smith, has moved into new quarters on East Superior street, in the building directly opposite the store formerly occupied by this concern.



Exclusive Tone-Arms That Harmonize With Any Style Cabinet

IS THE tone-arm of your machine featured in your advertising as one of the distinguishing marks of the superiority of your product?

"Indiana" Die Casting Company experts will gladly confer with you on the design of an individual, exclusive tone-arm that will be in accord with the style of your cabinet.

The possession of your own dies will cut the costs, insure individuality, and guarantee deliveries, no matter how rapidly your production increases.

This service incurs no obligations on your part.

Send for the "Indiana" Booklet

"INDIANA"
DIE-CASTING CO.
INDIANAPOLIS, U.S.A.

New York Office: Vitus F. Di Lustro, 1003 Tribune Bldg.

*We received a letter
the other day from
a dealer handling*



OKEH

RECORDS

The letter said:

"I am selling two lines of phonographs that play the OkeH Records and you know, of course, that I am keenly interested in the sale of this record. Another reason is because the music is superior to all other makes, to my way of thinking, and I have handled and demonstrated all makes in all sizes from the smallest records to the largest that are made.

"The instruments that I handle seem to bring the music out of OkeH records wonderfully and I am proud, indeed, to handle these records."

(Name on Request)

We offer the trade a

Quality Record

plus

Immediate Deliveries

of all the

Popular Hits

The OkeH proposition gives liberal discounts to the dealer. Write for details.

Otto Heineman Phonograph Supply Co., Inc.

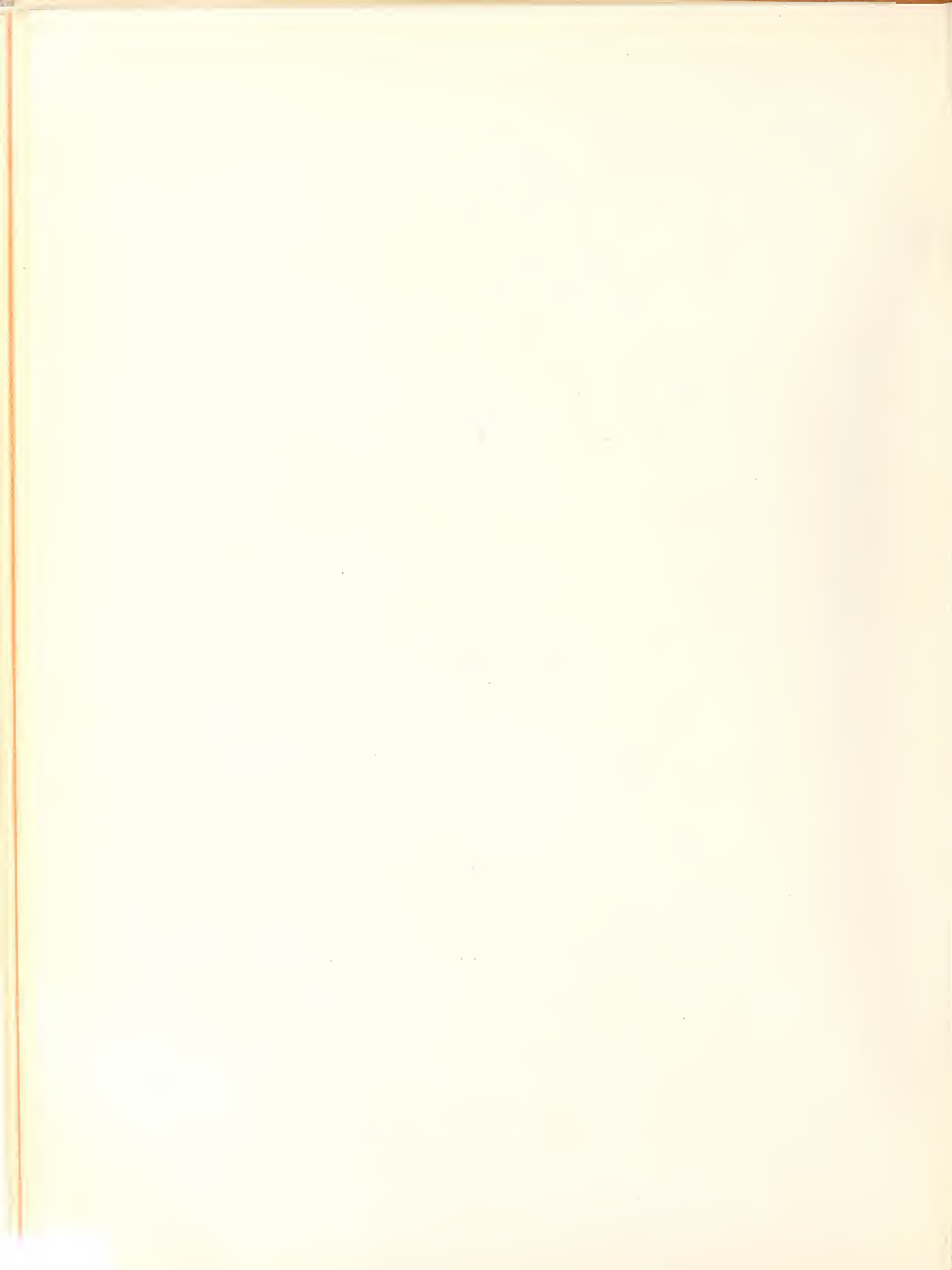
25 West 45th Street

New York City, N. Y.

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

Branch Offices: Chicago, Ill. San Francisco, Cal. Toronto, Can.





REPRODUCER MADE OF GAS MASK

Unusual and Interesting Souvenir Brought Back From France by M. C. Schoenly, Former Member of Victor Co. Traveling Staff

CAMDEN, N. J., June 30.—One of the most unique and interesting souvenirs of the great war has been brought back from France by M. C. Schoenly, of the traveling department of the Victor Talking Machine Co., who as a member of the 101st Engineers of the Twenty-sixth Division served eighteen months in France. The souvenir is nothing less than a most acceptable reproducer, fashioned out of a gas mask taken from a captured German, and used on a Victrola VIII, which had been donated to Company D of the 101st Engineers by Kraft, Bates & Spencer, the Victor dealers of



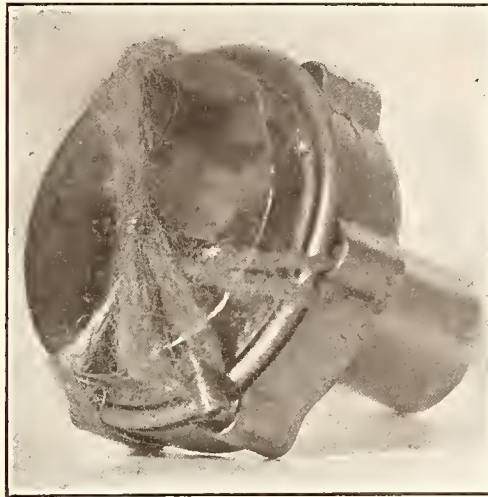
M. C. Schoenly

Boston, Harry L. Spencer being first lieutenant in the company.

After having passed through many battles unharmed the Victrola disappeared mysteriously in July, 1918, and reappeared two months later just as mysteriously, and with the reproducer missing. It was then that the German gas mask was utilized. The mica in the eye holes was made into a diaphragm, a piece of brass tubing from an exploded shell was used as a needle holder and the round rim holding the rubberized cloth and the metal breathing tube in place was also utilized, with the result that a very acceptable reproducer was fashioned. It is true that it did not bring out all the beau-

ties of the records, but it met the emergency to the satisfaction of the soldiers.

The reproducer was literally hammered together, no solder being available, and the needle holder was held in place by a piece of string.



Sound Box From Gas Mask

Reproducing needles were fashioned from ordinary sewing needles, taken from the soldiers' kits. The reproducer proved a never-ending source of interest to soldiers and natives alike.

Mr. Schoenly, who brought the sound box back from France, was a member of the Victor traveling staff before enlisting as private in the First Massachusetts Engineers in June, 1917. He left for France on September 26, 1917, and during his eighteen months of foreign service was never absent from his company. His good service is testified to by the fact that he came home wearing a sergeant's stripes.

MAKES HIT IN PORTLAND PARADE

Wakefield Music Co. Has Attractive Float in the Victory Rose Festival Parade

PORTLAND, ORE., July 4.—The only music house taking part in the Industrial parade during the recent Rose Festival was the Wakefield Music Co., whose float was one of the most talked of and most admired. On the float was a "Cremona," the new phonograph which Mr. Wakefield has just completed and put on the market, which played dance music, while on the float three handsome couples danced to the music furnished as the procession moved through the streets. The young ladies were charmingly gowned and with their partners made an attractive and graceful picture. As the tens of thousands of spectators viewed the parade, the float was a big advertisement for the "Cremona." The whole idea was novel and the new instrument was advertised in a manner that caught on with the crowd.

TALKING PICTURES NOW POSSIBLE

Latest Inventions in Radio Transmission Make Possible Singing and Talking Pictures—Talking Machine Synchronized

According to Mr. Godfrey Isaacs, managing director of the Marconi Co., the latest inventions in wireless transmission have made talking and singing pictures possible.

The cinema articulate opens up immeasurable possibilities in the world of popular entertainment and of educational science. Almost since the invention of the moving picture attempts have been made to introduce a method that would give the effect of making the characters talk. All these efforts were comparative failures. The nearest measure of success was achieved by the gramophone, but great difficulty was experienced in making the talking machine and the pictures synchronize.

For the secret of the new invention—well kept up to now—we have to turn to the greatest hidden force of modern science—wireless telegraphy.

Mr. Godfrey Isaacs, managing director of the Marconi Wireless Telegraph Co., states that the invention has reached the stage of commercial enterprise.

"There is no doubt whatever about its capacity to reproduce all sounds," says Mr. Isaacs. "As you know, all the nations in the world have been engaged in experimenting in order to produce the real thing, and at last wireless has accomplished the seemingly impossible. This development is, of course, of the greatest importance to film producers. The spoken picture play has always been the goal at which they aimed. The one great difficulty of making the speech of the actor coincide with his actions has been overcome."

By the new process when a man speaks or sings his voice is photographed at the same time, and the new animated picture will be screened from the same roll. Music, of London, says that the actual difficulties of production are minute and the cost is not extravagant.

S. E. OVERTON CO. ENLARGING

The S. E. Overton Co., South Haven, Mich., is building the third addition to its plant in response to the rapid growth of its business. This firm makes piano benches and legs for talking machine cabinets and its product is in great demand all over the country.

Rice & Co., Vicksburg, Miss., have taken on a new line of talking machines which they plan to feature extensively.



HERE IT IS

The
FLETCHER UNIVERSAL
TONE ARM and REPRODUCER

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

SAMPLES \$8.00 Specify 8½" or 9½" arm

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

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



There's Really Only One Way to Make Records Life-Lasting—

AND daily more and more owners of talking machines are coming to know what this one way is. No doubt you already know; so do scores of your better-class customers. But ALL should know the "secret"; it's to use

B & H Needles Exclusively

In the interests of better business—"trading up"—you ought to earnestly endeavor to boost your Fibre Needle sales. Through your salesmen, tell your clientele what the consistent use of this popular stylus means: pure, sweet tone, unmarred by hiss; subdued volume of sound; absolute preservation of the records and consequent protection of the record investment.

This plan will result, we confidently believe, in increased volume of business in costlier records and enlarged sales of higher priced instruments. Just try it.

Attractive color-circulars and other sales helps Free on request.

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago

CONVENTION OF EDISON DEALERS IN NEW YORK GREATEST EVER HELD

Many Notable Trade Subjects Discussed by Leaders in Edison Industry at Victory Convention Held in New York City, June 24 to 27

The fifth annual convention of Edison dealers, also known as the Victory convention, took place at the Hotel Commodore, New York City, June 24 to June 27, inclusive. It was the most successful affair of its kind ever staged, both from the standpoint of attendance, which ran up to nearly 1,500, and in practical results accomplished during the business sessions. The opening days of the convention were devoted to the meeting of the Edison travelers, the exhibit of special new period models, shown in the Western ballroom of the hotel, and the exhibition by the advertising department of the comprehensive lines of all forms of publicity utilized in connection with the Edison business. All sessions, for the first time, were open.

On Thursday morning, June 26, the convention started with a popular concert by one of the finest Edison orchestras. Thomas J. Leonard, general sales manager of Thomas A. Edison, Inc., opened the Victory convention with a hearty welcome to the great host of Edison dealers who had migrated to New York to join in the convention proceedings. He introduced H. E. Blake, Edison dealer of Philadelphia, as the chairman of the convention, who acquitted himself with distinction in this important post.

William Maxwell Outlines Future Factory Plans

The business program opened with an address by William Maxwell, vice-president of Thomas A. Edison, Inc., the subject of which was "What the Factory Plans to Do for You."

Mr. Maxwell contrasted the present situation in America with that of a year ago by quoting the headlines from the New York Sun which appeared the opening day of last year's convention and the headlines from that day's issue. Then it was all war, now it is peace. He told how, while the United States was at war, the Edison organization had wholeheartedly and voluntarily devoted its efforts toward war work and explained how this patriotic but not-to-be-regretted policy had handicapped the Edison Co. as regards production when comparison is made with certain other manufacturers of the talking machine industry who did little or nothing to help Uncle Sam win the war. He then went on to say:

"However, I did not come here to prate of patriotism or offer it as an excuse. There is a temporary shortage of certain types of Edison phonographs. What is being done to relieve that shortage and when will it be relieved? Those are the questions you want answered.

The Temporary Shortage

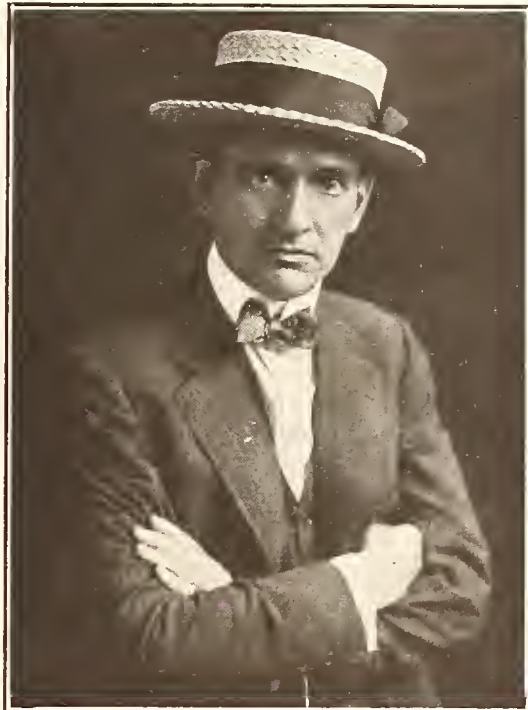
"The war is over, but you notice that the hotels are still stingy with sugar, butter and bread. The war is over, but most of the department stores continue to give us war-time service. The war is over, but smokers are still dodging behind buildings to get a light from matches of 'war-time quality.'

"During the war, as you all know, it was difficult to get skilled labor in factories, if the factories were not engaged in war work. In some of our cabinet factories we were obliged to close our eyes to certain things that we would not have tolerated in normal times.

"When the armistice was signed we said to our cabinet people in effect: 'We have been easy with you, because we knew what you were up against. Now conditions are different. You must meet specifications 100 per cent. on the

Chippendale. The new Sheraton is a real piece of furniture. It's got to be made and finished better than you ever thought of making the C-150.' We went through the entire line in that way.

"What happened? Of course, everybody said



William Maxwell

'Yes,' and promised certain deliveries on certain dates. I suppose it was hard for the cabinet manufacturers to make their men and foremen realize that the war was over. At any rate, the cabinets did not come through the way we wanted them, and they were rejected. Literally thousands were thrown back by our inspectors. The cabinet men said: 'You claim you are in urgent need of cabinets, that your dealers are suffering for goods. There is only one way to get cabinets and that is to lower your



H. E. Blake, Chairman of Convention standards and relax your inspection. You will bankrupt us and put yourselves out of business if you don't.' We said to the cabinet men: 'If that is the case we might as well begin now to get ready to go out of business, as the Edison Co. will not lower its standards or relax its inspection one iota.'

"We sent a neutral expert to several of our cabinet plants to make an unprejudiced investigation. He reported: 'You are enforcing the most rigid standards that were ever in effect in

any furniture factory, but in view of the superb design of your cabinets I believe you are doing right.'

"One of the best-known retail furniture dealers in the country said to our general purchasing agent recently: 'You folks are preparing to make the Edison phonograph the finest piece of furniture in a man's home. We handle some pretty high-priced furniture but nothing that we are as particular about as you are about your cabinets.'

Production Approaching Normal

"Well, we finally won out. It took courage—it has given me a lot of new gray hairs—to refuse cabinets when we knew you needed them so badly, but it was necessary. To-day I believe every Edison cabinet factory is working to our standards in good faith. Cabinets are now flowing in fairly good quantities and the flow is increasing every week. July should bring material relief and August should place us almost abreast of our orders. We have put our own expert production men in several of the outside cabinet factories and they are accomplishing good results. We are doing everything possible to co-operate with our cabinet manufacturers. Recently we settled a strike which threatened to put three of our cabinet factories out of business for a month or more. We are sparing no effort and no expense to increase cabinet production and the results will soon be apparent.

"Our present cabinet specifications are so high that wood-working concerns which previously had supposed they could not afford to consider the manufacture of phonograph cabinets have discovered, as the Aimones did, that they have never made anything finer than Edison cabinets, and accordingly the ranks of our cabinet makers are being recruited by concerns whose work will correspond to that of Aimone. There is no furniture maker in the world to-day who is too exclusive or high class to make Edison cabinets.

No Shortage of Motors

"You have noticed that I speak only of cabinets in connection with the shortage of Edison phonographs. There is no shortage of motors and reproducers. We are making twice as many motors and reproducers as we ever made before. Our factory organization was never so efficient as now. The morale of our workers was not lowered during the war. Most of the war work which we did called for very fine workmanship. We did some work that other people couldn't do and I think the Government came to rely on us a great deal. I recall the case of a certain manufacturer who is internationally celebrated for the supposedly fine character of his work, but who fell down ingloriously on a certain implement of warfare which called for a high degree of precision. The Government asked us if we thought we could handle anything so fine as this particular device. We replied that while there were lots of things too coarse for us to make, there was nothing too fine for us, and we proved it quickly, to the Government's great relief and satisfaction.

"We are very proud of our manufacturing organization. We have good men. They feel that they are getting a square deal and they are happy. I don't believe any agitator could interest them for a second. I don't believe you need to worry about strikes at the Edison manufacturing laboratories.

"I suppose I should say a word about disc
(Continued on page 38)

CONVENTION OF EDISON DEALERS IN NEW YORK GREATEST EVER HELD—(Continued from page 37)

Re-Creation production. All of you know by this time that we can make plenty of Re-Creations. Production is not as yet scientifically distributed, for the very simple reason that the moulds give varying outputs. A new mould is being introduced which will overcome this difficulty, and also provide a product of remarkably uniform quality.

"So much for what we are doing in the way of producing goods for you, and I find I have consumed nearly all of my time with that subject, without getting down to the topics about which I expected to talk. Fortunately Mr. Fuller is to talk to you to-morrow in detail about our various plans for dealer co-operation.

"Already you know about the Diamond Amberola co-operative advertising campaign. The dealer who doesn't push the Diamond Amberola this fall is overlooking a good thing and every dealer who is pushing the Amberola will cer-

tainly want to get in on the co-operative advertising.

to Miss De Wolfe and her work and to all that her endorsement of the Edison period cabinets means. He said, in part:

Victor J. Petry's Talk on the Importance of Period Styles

"What I am going to say may hurt. Until your reproductions of period pieces were introduced we decorators had our own troubles trying to make those commercial, expressionless masses of mahogany or oak blend with the general furnishings, and while I admit that some of your salesmen weighed carefully the pros and cons of what is termed 'eye values,' we had to look upon same through telescopes and smoked glasses.

"The only available process then known to us was that expedient so lately and successfully tested—camouflage. We had to resort to paint

cleverness, versatility and resourcefulness in so many ways that I am sure she will give the same good account of her prowess in this particular regard.

"Let us not attempt to get up '57 varieties of design' merely for the sake of saying we have so many periods in stock, but let us adhere to what is now and always will be considered the best, if only a few very true and clever, reproductions."

Dorn Talks on Canvassing in a Metropolitan District

Following Mr. Petry came John Dorn, an Edison dealer of West New York, N. J., who took as his topic "Canvassing in a Metropolitan District." He said:

"Canvassing is the keynote and the foundation of salesmanship in placing many articles on the



Panoramic View of Edison Dealers From All Parts of the Country Who Attended

and then to the most neutral of tones blending with the environment with perhaps a faint suggestion of embellishment such as striping or a limited amount of polychroming. We thought of period cabinets (this is a fact) but hesitated to thrust them on our customers, being ignorant of the relationship of same to the mechanical device—a very important feature.

"I have been told of a firm in Grand Rapids who formerly paid their then designer \$3,000 per year. They were meeting serious and deserved competition till one decorator nervier than the rest told them they should more faithfully reproduce the gems of the antique. Finally they heeded his advice, secured the services of the foremost living designer for \$15,000 per year and empowered him to purchase any noted specimens obtainable and no questions asked as to price. Their production and sales to-day far surpass and outclass any would-be competitors.

"Not only Mr. Rockabilt and Mr. Van Astor should be able to enjoy the happy combination of good music enclosed in a superior case. Mr.

market. The New Edison is no exception and our experience has shown us that direct canvassing is directly responsible for selling more phonographs than newspaper advertising, circular letters or other numerous forms of publicity.

"I do in no way want to leave the impression that newspaper advertising, etc., is not essential. We use the newspapers, mail out circular letters to follow up our prospects, and find the more publicity the more sales. But by direct house to house canvassing you get in touch with every home and every family. This gives you an opportunity to see personally if there is music in the home or not, and if there is any possibility of making a sale. I was asked to relate the methods we use in going about our work.

Make Your Call a Personal One

"As everyone knows, canvassers are about as welcome to the average home as prohibition is to the longshoreman, and for this reason you must make your call appear a personal one. This can be done by making a mental note of the party's name in the letterbox as you ring the apartment doorbell. Say, for instance, the party's name is Jones, and is the lady who responds to the bell. Your first remark, "Good morning, are you Mrs. Jones?" makes Mrs. Jones believe you have called to see her personally on some business, and she, of course, informs you that that is her name, and waits to hear the nature of your business.

"We then introduce ourselves, asking if she has a phonograph. The lady will inform you if she has one or not, and if she has none there is a good chance for a prospect, and you proceed accordingly.

"It is more than surprising to find, considering the enormous phonograph business done each year, the number of homes without them, people who are in circumstances to well afford them, many who have thought of having one at some time or other, but have never fully made up their minds. It is this class especially where canvassing counts, and with a little persuasion a sale is very often made. A few weeks' canvassing will assure any dealer, I am sure, of the number of prospects obtainable (especially in thickly populated districts), if they are only gone after.



The Boston Group

Left to right: T. E. Dean, F. S. Boyd (standing), L. H. Ripley and G. R. Coner.

Smith, Mr. Jones, and Mr. Brown should have their cabinets represent their personal tastes and environments equally as well as their wealthier brother. There is no reason why they should be compelled, on account of their limited wealth, to have to content themselves with bulky cubic foot and monumental effects.

"The whole matter of case designing is, if I might say so, in its infancy. America has so often, and especially lately, shown her alertness,

Substitutes for Miss De Wolfe.

Following this Victor J. Petry (Beaux Arts, Paris), New York City, substituted for Miss Elsie De Wolfe, the famous authority on good furniture and interior decoration. Miss De Wolfe, who has recently given a very powerful endorsement to the Edison period cabinets, was scheduled to give a talk in person, outlining her opinion on the New Edison period designs from the standpoint of artistic home furnishing. Miss De Wolfe, however, was detained in returning from Europe, which accounted for the appearance of her associate, Victor J. Petry. Mr. Petry paid a warm tribute

CONVENTION OF EDISON DEALERS IN NEW YORK GREATEST EVER HELD—(Continued from page 38)

"If you find your party has no music we usually ask if she has ever considered a phonograph as a means to give her that part of her entertainment which has long been lacking. She may tell you that she had been considering one some time ago, but has given up the idea, or was considering getting one later. It must be borne in mind that you are not selling some small article, where people will fall quickly for your proposition, and you hardly ever find a party who is so anxious as to tell you directly that she wants a phonograph.

Getting an Instrument in the Home

"For this reason we always have an Edison on the auto and when a prospect is found where there is a possible chance for an immediate sale we try to place an Edison in the home on approval for a period of two or three days. This can usually be done by explaining the re-creation of the human voice by Mr. Edison's new \$3,000,000 phonograph, and telling them that it

indexed on a prospect card, with name and address and whatever remarks may be of assistance on the return call, and this is filed away for the month in which it is believed the prospect can be interested.

"When that month arrives a return call is made, and we have sales on record where we have followed up a prospect two or three years and more before making a sale. These return calls always keep you in the prospect's mind, and when they do think of buying a phonograph they think of your store, and your chances of selling them are several times greater than if you had not followed them up diligently. They then come to you, and it is then usually an easy matter to close the sale.

After Prospects in the Winter Months

"In the winter months, when you are busy, and it is impossible to see all your prospects, a circular letter goes a great way in bringing the sale to you. We have used some of the fac-

years in determining just what constituted the ideal quality for diamond points, and of the very careful work which is required in shaping the diamond points. He said that there are seventy-five operations in making a diamond point, practically all of which have to be conducted under a microscope which magnifies up to 1,000 times the normal size. He said: "The diamond must be shaped to fit into the groove exactly, and considering the fact that on the Edison record there are 155 lines to the inch it will be evident how perfectly shaped the diamond must be to fit exactly so small a groove." He also stated that the Edison Laboratories have spent more than a million dollars in proper equipment and experimentation on the diamond point and that no other manufacturer of diamond points could hope to acquire the necessary equipment and knowledge for a smaller investment than a half million. He described the polishing and rounding machine



the Edison Convention Held at the Hotel Commodore, New York, June 24-27

Photo by C. F. Allen © Talking Machine World.

is Mr. Edison's desire to have as many people hear the instrument as possible, and that he is using this method of introducing it, immaterial as to whether the party is ready to buy at the present time or not. Once your phonograph is in the home you have a good opportunity of selling it, for experience has shown us that 60 per cent. are never taken out again.

"We always leave about eighteen records and vary the selections, using a variety to make sure some of the re-creations will meet the musical requirements of the prospect.

"After the phonograph is placed we show the prospect how to operate the instrument, and demonstrate a few selections, generally using 80160, 'I'll Take You Home Again, Kathleen,' and 82536, 'Ave Maria,' the old favorites. We then leave, telling the prospects that we will be back in a day or two and to give the phonograph a good trial. Our return call is generally in the evening, when all of the family are at home. You then meet the husband and the rest of the folks and wait to hear the verdict.

"They most always tell you how pleased they have been with the instrument, but usually have some excuse to offer, such as that they have large obligations to meet, that the cost of living is too high, or any other of the innumerable ones that are always presented to a salesman in any line. Then, if these objections can be overcome, which they very often can, your sale is made, and you have another Edison booster, besides another party to sell records to, which you would never have had if you had not canvassed and used that little persuasion which always leads to sales.

Successfully Overcoming Objections

"Furthermore, it does not mean that you have to go out canvassing six to eight hours a day every day in the week. We usually canvass about two and one-half hours a day about four days a week, but we make it a point never to miss a house or a family, for the party on the fifth floor of an apartment wants music as much as the party on the first floor, and there is never a week that passes but we can show some results from direct canvassing.

"It is not alone the immediate sales you make, but the prospects you obtain that lead to sales later. Every one who we believe is interested or can be interested at a later date is

tory's circular letters and literature with very pleasing results.

"In addition, every person you sell is a booster for you, and with the Edison satisfaction they receive they tell you of their friends, and send them to you. Several of our customers whom we have sold through canvassing have sold from four to six phonographs for us and sold them to friends and relatives a good way from our territory who have gone out of their way to come to us.

"Make your customers believe you are giving them better service than they can get elsewhere, make them believe you are going out of your way to accommodate them, and they will go out of their way to help you make sales."

Geo. E. Clark Tells When a Diamond Is Not a Diamond

George E. Clark, acting manager of the Disc Re-creation Laboratories, then gave a very interesting talk on the subject of "When a Diamond Is Not a Diamond." He outlined in detail the exquisite skill that is required in mak-



The New Orleans Group

Left to right: E. E. Hammond and A. Schreiber.

ing a diamond point for the New Edison. He told how the diamonds for the Edison diamond point are secured from the great diamond market of London, how it is necessary to select absolutely clear crystals of the very highest quality. He went on to explain how the Edison Laboratories were engaged for a great many

which the Edison organization has developed after seven years of intensive study.

James P. Lacey, an Edison dealer of Peoria, Illinois, came next on the program and discussed "Enthusiasm with a Big E." He said:

James P. Lacey Tells Why Enthusiasm Is a Power

"You've been to a ball game on a day when your home team seemed, at the opening of the ninth inning, hopelessly beaten by the visitors. As the first man on your side, wearing a down-and-out expression that perfectly reflected the thoughts of the majority of your home town rooters, came up to the plate in the last half of the ninth to bat, a long lanky individual—whom all your business men classified as a no-account, good-for-nothing baseball nut—rose from his place in the bleachers, waved his skinny arms and pierced the murky depressing atmosphere of that ball park with this clarion command, 'Now, then, fellows, let's give 'em hell!' In just such proportion as your various natures ordinarily respond to the 'never-say-die-spirit' you rooters took up the cry and immediately your team evidenced a re-creation of fighting spirit. You won that game. Your town nut saved the day. He was an enthusiast.

"Enthusiasm, properly directed, always wins. An enthusiast is always a nut, but nuts are not always enthusiasts. That town nut, had he properly directed his enthusiasm along commercial lines, in place of idling it away on dope sheets and batting averages, would have become your biggest business man

"Consult your histories and you'll find that those who have dreamed big dreams, those who have been the most outspoken of radicals, are the ones to whom we pay the greatest homage. They are the ones in whom the spirit of enthusiasm is most pronounced. While I could occupy an hour in so doing, surely I need not delve further into the life of business, invention, sport, war or finance to illustrate to you the necessity of enthusiasm to our individual success.

"You show me a man without enthusiasm and I'll show you he has no personality, pep, ginger
(Continued on page 41)

Edison Message No. 45

Nearly all of our boys have returned from over seas. They are going through a period of readjustment to civilian life. Music is the great stabilizer, the great mental gyroscope that will help divert their minds to normal channels and ease them back into peaceful pursuits with a minimum of friction and with a renewed, a revived activity and enthusiasm.

This is the best reason in the world why Edison Dealers should now redouble their efforts to supply every home with a New Edison.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

CONVENTION OF EDISON DEALERS IN NEW YORK GREATEST EVER HELD—(Continued from page 39)

or any of those qualifications that make for big success.

"You can't successfully handle your dealership without these qualifications. Hear me, that man who criticizes, finds fault, spends his hours and days in worrying over the things which have not been done, is rapidly approaching stagnation. He is engendering in his employes, in himself, in his whole business organization, the spirit of pessimism, a word that also spells failure.

"If you are handling a line of merchandise about which you no longer can enthuse, either go take a vacation and reverse yourself or give it up. There are only two kinds of dealers; the live wire or enthusiast and the complainer or pessimist. You are in one or the other class. As the darky says, you either 'is' or you 'ain't.'

"There are several very necessary assets which every business, to be successful, must have. Were I to ask you the most important you'd yell 'Cash' at the top of your lungs. Yes, I admit it is important and further I admit it's easier to be an enthusiast when the bank balance is bulging than when the reverse is true, yet I question the all importance of cash. How about the asset of Character, Up-to-dateness, Honest Dealing, Popularity, Service, Vision, Pleasantness, and Imagination? Never heard of listing some of these things as business assets, did you? There are many more that could be added to the list. The trouble is, so many of us take too many necessary qualifications for granted. Why not analyze your business and yourself as well and determine positively just how you measure up to your job? Call the following statement ridiculous if you wish, but weigh it well before passing judgment: I consider Enthusiasm, intelligently directed, the greatest business asset of all—greater than 'Cash' or 'Credit,' because our store was a rank failure when cash was plentiful and enthusiasm absent.

"If you could analyze the story of the Diamond Disc Shop, of Peoria, you'd find ample proof of what enthusiasm can and will do. You'd find there was a time when cash gave out because of the lack of enthusiasm; a time when nothing in God's world but enthusiasm could save the situation. Enthusiasm entered, put new life into the organization, sold goods, created recognition over all the country for the store; as a matter of fact made that store almost everything that it is to-day.

"Oh, I could tell you a thousand little stories about enthusiasm as regards our shop, but, since figures better tell the story, listen: Our business in 1918 doubled the 1917 business with less than \$1,000.00 additional expense. The sales for last December exceeded the entire sales for the first twelve months in business, and the sales this year have each month doubled the same month last year. And, gentlemen, enthusiasm did it.

"Don't imagine you can qualify as a real wide-awake dealer unless you are able to be a consistent as well as an everlasting optimist and enthusiast, because it can't be done. Too many of you have waited for the 'cream' stage to arrive before you thought of going after business. When that time does arrive there won't be any business for you to go after because the fellows who have fought on in spite of the difficulties will be the fellows who have covered the entire territory while you have been idling and worrying your time away.

"May I read you, in conclusion, the following verse from 'Success':

The man who wins is the man who does,
The man who makes things hum and buzz,
The man who works and the man who acts,
Who builds on a basis of solid facts;
Who doesn't sit down to mope and dream,
Who bumps ahead with the force of steam,
Who hasn't the time to fuss and fret,
But gets there every time—you bet.
The man who wins is the man who wears
A smile to cover his burden of cares,
Who knows that the sun will shine again,
That the clouds will pass, and we need the rain,
Who buckles down to a pile of work
And never gives up and never will shirk
'Till the task is done, and the toil is sweet,
While the temples throb with red blood's heat.
The man who wins is the man who climbs

The ladder of life to the cheery chimes
Of the bells of labor, the bells of toil,
And isn't afraid his skin will spoil,
If he faces the shine of the glaring sun
And works in the light till his task is done;
A human engine with triple beam
And a hundred and fifty pounds of steam.

Palmer Talks on News Value in Advertising

Following Mr. Lacey, Arthur J. Palmer, advertising manager of Thomas A. Edison, Inc., discussed the matter of "Advertising That Has News Value." His speech ran as follows:

"What constitutes a good advertisement? I should hesitate to pass judgment. I am frank to confess that I do not know positively just



Arthur J. Palmer

what does constitute a good advertisement, but I have my own ideas.

"You might think that the shouting, circus type of advertisement, megaphoning to the public the fact that they can purchase the New Edison for almost nothing down and less than nothing a week, is good advertising, whereas I might think that an ultra-dignified advertisement, utterly devoid of all striking display and absolutely shunning even the thought of terms, is good advertising.

Distinctiveness in Advertising

"However, I am convinced that the character of the Edison magazine advertising which we have been doing for the past nine months is good advertising because it stands out from the ordinary routine of just plain copy on account of its distinctiveness. Each advertisement in itself constitutes a story, an account of something which has actually happened. It tells of a specific occasion on which a humanly interesting test of the New Edison's ability to recreate was made.

"When you open your morning newspaper you expect to find on the front page something different from that which you found the morning before. You eagerly scan the columns to find out what has happened, the latest occurrences out of the regular routine of daily life. Suppose you should find on the front page the same themes, the same stories in a new form, with new headlines, simply paraphrased from yesterday's stories. You would soon grow tired of reading that paper and would very shortly cut it out altogether.

"Then, isn't it logical to assume that a news twist to advertising greatly increases the reader's interest? I think there is no doubt about that, and that is why we strive to give every Edison magazine advertisement a news angle.

"You will recall the Lazzari advertisement, the Case advertisement, the Ciccolini advertisement and particularly the Fields advertisement.

Each one told of a happening of interest to the music-loving reader, each was a distinct advertisement in itself, each one possessed an individuality of its own, telling a story of its own, though all on the same subject.

"You remember when a boy, how when a crowd would gather up near a corner and people would come running from all directions, all the fellows would shout 'Something's up.' Something had happened out of the ordinary routine, something that quickened your interest and appealed to your natural curiosity to find out what was doing. Something of 'news value.'

Lessons from Motor Publicity

"When an automobile manufacturer wins a great race, like the recent Indianapolis classic, the next morning his announcement of the achievement appears in the papers. His car has accomplished a great feat. He does not come out with the mere announcement that his car has four cylinders, or six or eight cylinders. He hits you between the eyes with a live, interest-compelling statement to the effect that his product has demonstrated its superiority over its competitors. So it is with the tire manufacturer and the makers of the various automobile accessories used on the winning car.

"Recently I saw a striking advertisement of a new vacuum bottle that has an unbreakable lining. The figure of a man was shown handing one of the bottles up to the aviator of one of the overseas aeroplanes and the copy said that Hawker, Alcock and Read all had taken this make of vacuum bottle on their perilous trips across the ocean. How intensely interesting is such advertising to the prospective purchaser of the respective products mentioned.

"Remarkable in their field as such products are, I am sure you will agree with me that we have a much more interesting and far more wonderful product and a still more interesting story to tell—and I feel that we are getting our story across to the magazine-reading public with what I might call a 'front-page punch,' and I feel that that is due to the news character of each advertisement.

"Do not misunderstand me. I am not lacking in appreciation of the power of reiteration, but in order to make an advertisement one that will tell an interesting story we must have something more than mere reiteration of a basic theme. We must present our story in a new garb each time it appears, we must dress it up. We are endeavoring to do that by giving each Edison advertisement an individual appeal, a newsy slant that will make it as palatable as the news stories on the front page of your paper.

"It is our present intention to continue these advertisements that have news value so long as subjects hold out, perhaps here and there injecting an advertisement like that of our recent announcement of the new period cabinets.

"If we are correct in our judgment we are making a favorable impression with our present line of advertisements on the magazine readers of the country. We are creating reader interest right in the very neighborhood; in fact, in the immediate vicinity of every dealer present. That interest is an asset. What have you done about it? What are you going to do about it? We are planting the seeds of favorable impression. Are you fertilizing the soil and are you nurturing the crop by running the interlocking advertisements? That reader interest will evaporate into thin air if you do not concentrate it on your store.

"We should like to print the name of every Edison dealer at the bottom all our magazine advertisements. Of course, that is impracticable, but the next best thing is for you to run the interlocking advertisements and shoot out to your prospects the interlocking folders which we furnish coincident with every magazine advertisement we run. Get all that's coming to you out of our national advertising.

"You will find it highly profitable to tie up
(Continued on page 42)

CONVENTION OF EDISON DEALERS IN NEW YORK GREATEST EVER HELD—(Continued from page 41)

your store with 'Advertising That Has News Value.'

H. M. Purdy's Remarks

Following Mr. Palmer, H. M. Purdy, an Edison dealer of Atlanta, Ga., spoke on "Our One Best Bet—the Official Laboratory Model." He outlined why the Official Laboratory Model of the New Edison is the best seller, due to such reasons as it is the model most extensively featured in Edison advertising, it is the model invariably used in the Edison tone-tests, it is the model used in comparison tests of all kinds, etc.

The Amberola Advertising Campaign

John A. Sherman next discussed "The Amberola Co-Operative Advertising Campaign." He spoke of the various ways in which the Amberola headquarters at Orange and the Edison Amberola jobbers are co-operating with the Amberola dealer for an ever-increasing business, and emphasized the fact that the Amberola business is not declining and that it is by no means an instrument the sale of which is confined to the rural districts.

Making Inspection Service Pay

A. D. Ulster, Edison dealer of Meriden, Conn., talked on "Making Inspection Service Pay." In his speech Mr. Ulster digressed to emphasize the extremely important position that service occupies in the modern business world. He enumerated several instances of where his company has rendered special services of a kind that might be deemed unnecessary or uncalled for, with the result that sales of an excellent character were made.

William Maxwell closed the speaking program for the Thursday morning session by reading a speech of R. L. Aimone, head of the Aimone Mfg. Co., New York City. Mr. Aimone was scheduled to give in person an interesting talk on the subject of period cabinets, the Aimone Galleries at present making a large number of period cabinets for the Edison Co. He was, however, called away by the sudden death of a relative, for which reason Mr. Maxwell read his speech to the conventionites. Mr. Aimone's address consisted of a glowing tribute to the quality and design of Edison period cabinets.

The Play "Eye Value" Makes a Hit

The session for Thursday closed with a novel comedy in one act, entitled "Eye Value," written by William Maxwell and produced by Verdi E. B. Fuller. The play took place in the office of Zebolin Oldfather, characterized as "An Edison Jobber and a Wise Old Bird." In the course of the play this same Wise Old Bird was duly convinced by A. Goldstein, a dealer-buyer, representing the Farmers' Bargain House of Intra-Reuben, Ill., that what the public wants to-day are high-class cabinets for phonographs, such as are found in the period models of the New Edison. The play was admirably written, as might be expected considering the authorship, and was well acted throughout. After the play, which finished about 2 p. m., the meeting adjourned until Friday.

Edison's Address Feature of the Session on Friday

The next morning, Friday, June 27, the Edison Dealers' business session resumed, starting in with a concert by the Edison Orchestra. The first event on the program was Thomas A. Edison's message to the convention, which was delivered in excellent form by William Maxwell as follows:

"A new order of things is emerging from the events of the past five years. Whatever may intervene, the ultimate result is going to approach more closely a square deal—for labor, for capital, for the merchant, for the farmer, for every one. The employer who is not square with his employes, or the employe who is not square with his employer, is going to be out of step with the times.

"Demagogues may muster a following of il-

logical radicals who advocate injustice as a means of gaining justice, and stiff-necked reactionaries may selfishly oppose the progress which destiny has decreed as humanity's reward for the sacrifices that have been made, but in the end there will prevail a just and honest basis for the relations between capital and labor.

"This new relationship cannot be legislated into existence. It will spring from the conscience and patriotism of the people. The time is coming when the unjust employer and the disloyal employe will share equal odium in the esteem of society at large.

The Efficacy of the Square Deal

"The square deal is fatal to radicalism. There can be no social revolution in the United States or Canada for the very simple reason that our Government and the Canadian Government are founded on the idea of giving everybody a fair show. There will be few disturbances of con-



Thomas A. Edison

sequence if a majority of us adopt the square deal as our business creed and our social creed. One lone man, who believes in the square deal and has the courage of his convictions, might very possibly convert a whole community. Accordingly the good citizen to-day, in addition to conducting his individual business in harmony with the Golden Rule, has the duty of raising his voice and using his influence in behalf of justice for all—justice as much for the railroad corporation as for its employes, and for the common laborer as well as for the highly skilled artisan. I believe that Edison dealers will recognize this duty and that they will not be found wanting in its performance.

"Of our own business I think I need speak but briefly.

"A large production of disc Re-Creations is already an accomplished fact and steps are being taken practically to double our present production.

"Our only problem at the present time is to obtain a mould that will give us a definite production of absolutely uniform quality. We are introducing such a mould and its use will enable us to get our supplements on schedule and give us a more uniform product.

"The shortage of disc phonographs has been due to our uncompromising determination to have cabinets of the finest quality. We have finally succeeded in getting our standard accepted by the various manufacturers and the shortage of phonographs will be materially relieved in the near future.

"As most of you know, I devoted practically all of my time to Government work from January 1, 1917, to November, 1918. It is not my habit to lavish praise upon my business associates and employes, but it is no more than fair for me to say that in my absence our organization made an extremely good showing in the face of numerous difficulties. Thanks to the responsibility placed on our organization during the war I now find, much to my satisfaction, that the business requires less attention from me and that I accordingly have more time for the phonograph research work, in which I take such a keen interest and from which I derive so much pleasure.

Symphony Orchestra Recordings

"I have already renewed the experiments on symphony orchestra recording, which were interrupted by the war. It is too early to make any definite prophecies, but I feel confident that sooner or later we shall be able to record a full symphony orchestra of ninety-four pieces with a fidelity which will enable us to sustain a tone-test in comparison with the orchestra. Please understand that this does not mean a new record. It will be the same kind of record we are now making, although it will probably have to be twelve inches in diameter.

Continuous Research Work

"I have assistants working constantly—under my direction—in research that covers every phase of phonograph development. I am very happy to be able to say that, so far as I am aware, in the past six years no one has announced a so-called improvement or development in the phonograph art which involved a principle that was unfamiliar to us. I confidently predict that the same thing will be true during the next six years, and, for that matter, the next sixty years. In other words, we are in front and we intend to stay in front. By this I do not mean that you are to expect new and unusual types of phonographs or records. Our progress will be marked by improvements and refinements that will be reflected in a superior musical result, but that will not keep the trade in a turmoil of change. The method which we adopted in introducing the new period cabinets illustrates, I think, that we recognize that changes in our lines must be made in such a way that the dealers will not be prejudicially affected.

"Improved conditions make it possible for us to do a great many things for you dealers that we have not been able to do in the past. This convention has been chosen as the occasion for announcing some of our plans for dealer co-operation. I sincerely trust that the results will afford us justification for increasing our expenditures in this quarter.

Assurances of Future Prosperity

"None of us has the gift of looking into the future with absolute certainty, but I think all of us are satisfied that the next ten years hold large rewards in store for every one who is identified with the Edison phonograph. There may be temporary disturbances in business during that period, but basic conditions in this country are so exceedingly favorable that I think we need have no serious apprehensions and that we are all justified in going ahead with absolute confidence.

"When you go home from this convention I hope that each of you will carry with himself, or herself, the conviction that the Edison Co. will do its best in every possible way to serve your interests and merit a continuance of the loyal support which you have given it in the past. Also I should like to have you feel that the relationship between our company and yourselves is a little closer than the relations which ordinarily exist between a manufacturer and his distributors. All of you have my sincere best wishes."

The New Turntable Tone-Test

E. C. Boykin followed Mr. Maxwell and described in detail the new turntable tone-test, which has recently been put forth by the Edison

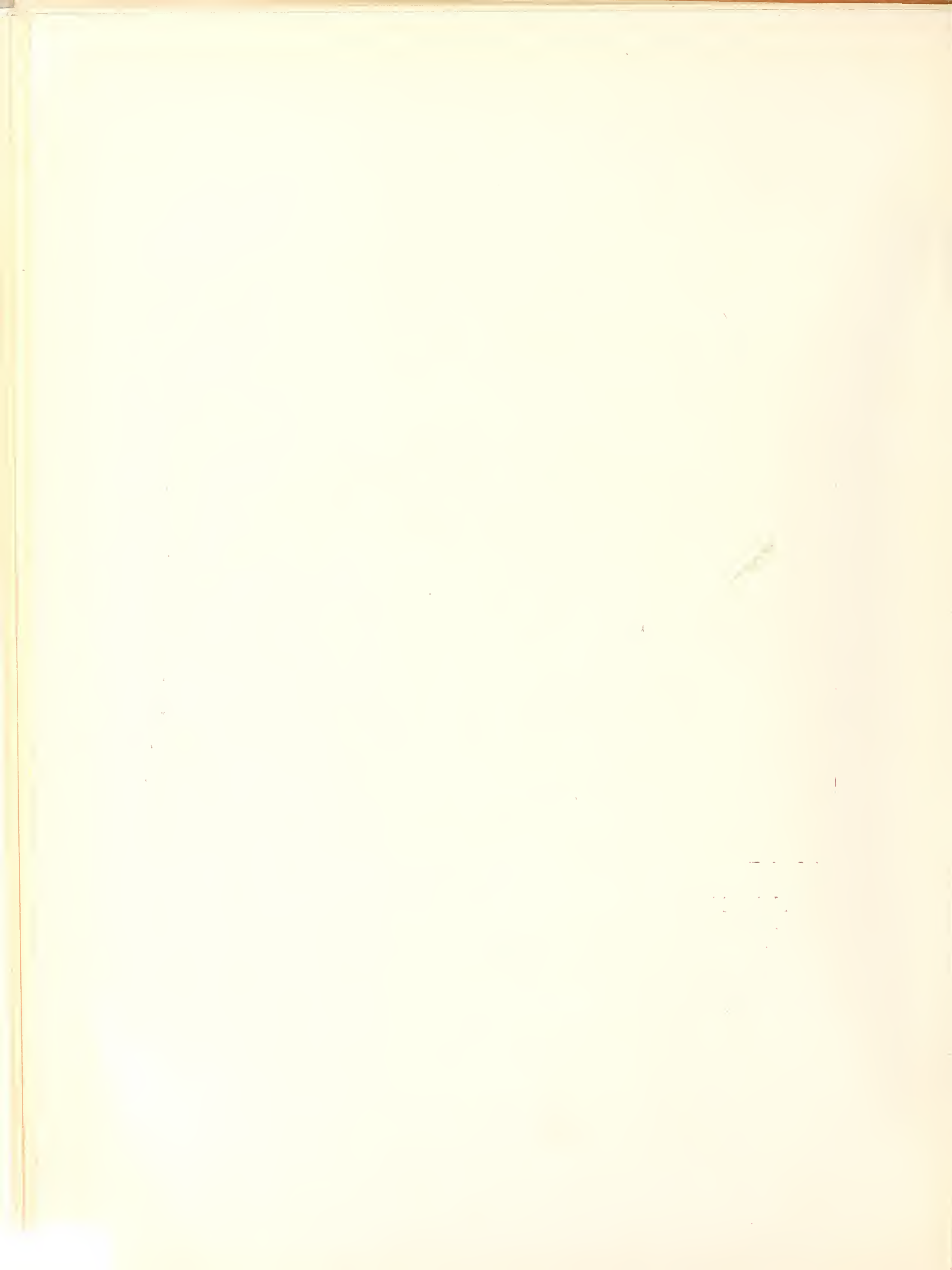


THERE is character to Stephenson accessories a character that adds a clearly defined selling value.

The polished edge of the turntable protects the felt against wear and fraying and adds to the attractiveness of the table-board. The Speed Regulator, too, is of a new design that permits the entire surface to be heavily nickel-plated and highly polished.

The brake acts upon a smooth track on the under part of the turntable, stopping it smoothly and promptly without any possible injury to the motor. Possibly these details may appear as of minor importance but these Stephenson character accessories add a clearly defined selling value.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City



CONVENTION OF EDISON DEALERS IN NEW YORK GREATEST EVER HELD—(Continued from page 42)

organization, and which consists of placing several different makes of instruments on the same turntable so as to give them the same location. The plan is to have the dealers use the turntable whenever the New Edison must be sold in competition with other makes of instruments. Mr. Boykin outlined the conditions of the test in his talk, and also gave several turntable tone-tests, which made a distinct impression upon those assembled. He also rendered a report on the results that have been attained by the different Edison shops which have already put the turntable test idea into practice.

How to Get Part of Half Million

Verdi E. B. Fuller, Director of Sales Promotion of the Edison Co., followed Mr. Boykin and talked on "How to Get Your Share of That Half Million Dollars." Most of what Mr. Fuller said was of a confidential character, and therefore will not be reported in these columns. He outlined in detail how the Edison Co. proposes to spend an additional half million dollars for co-operation with the dealer along several definite lines.

Holden Talks on the Colgate Case

D. Holden, legal counsel of Thomas A. Edison, Inc., spoke next and took as his subject "The Colgate Case." He outlined the significant points in the proceedings of the Colgate case from start to finish, and dwelt on the extremely important bearing the final decision by the Supreme Court has on the matter of price maintenance. He said that the statements in the daily newspapers had from time to time reported this affair in an erroneous light, and that many believed the proceedings originated before the Federal Trade Commission instead of before the Federal Grand Jury of Virginia. The final decision rendered by the United States Supreme Court, he went on to say, gives the manufacturer and jobber the right to sell to whom he pleases, and also the right to announce in advance that said jobber or manufacturer may discontinue to sell to any retailer who does not uphold desired retail prices. On the other hand, he said, the Colgate decision makes it possible for any jobber or dealer who has purchased goods outright to sell at any price he chooses to sell at. In other words, the one restraining factor in the case of the retail merchant, as far as price maintenance is concerned, is the danger of his source of supply being cut off, should he start a cut-price campaign.

Pullin Chats on Record Service

F. C. Pullin, manager of the Record Service

Department, followed Mr. Holden and discussed "Catalog Numbers and Supplements." He informed the Edison dealers that the production difficulties which had been encountered during the war can now be forgotten, and looked upon absolutely as a thing of the past. He outlined the plans which the Edison Co. has in mind for supplying Edison dealers with all records of operatic, standard and popular selections in the desired quantities on time. He predicted great things for the future of the record business, as far as the Edison dealers are concerned.

Stimulating Musical Interest

E. F. Carroll, an Edison dealer of Waco, Texas, read an interesting paper entitled "Along Broadway, and Other Factory Printed Matter." In his talk Mr. Carroll described in detail how his company used the musical paper entitled "Along Broadway," published by the advertising department of Thomas A. Edison, Inc., to stimulate musical interest among the residents of Waco, Texas, particularly with a view to increasing the sales of Edison records and of the New Edison. He reported the actual results obtained by his company through extensive use of "Along Broadway" and the other co-operative advertising matter secured through the Edison advertising department.

Sigmund Spaeth Discusses the Future of Music

Sigmund Spaeth, musical critic of the New York Times, came next, and dwelt on "The New Edison's Part in the Future of Music." He heralded the phonograph as the biggest educational factor in music and stated that successful musical education consists, not in imposing what is not wanted and needed, but in allowing the public to discover music values for themselves. This, he stated, can undoubtedly be best accomplished through the medium of the phonograph. Mr. Spaeth believes that all persons have an inherent or potential appreciation of music, and that it simply requires familiarity with music to bring out this musical appreciation. Familiarity, he stated, breeds enthusiasm in the case of all art, whether it be painting, sculpture or music, etc. Ragtime selections are easy to popularize, according to Mr. Spaeth, because the melodies are all very old, and while the public is not perhaps conscious of the fact, they have really heard these melodies time and time again. Mr. Spaeth contends

that when the public is made equally familiar with the melody of the better class of music their enthusiasm for it will be infinitely greater and that for this reason phonograph dealers should bend every effort toward familiarizing the public with the melodies of the really great masterpieces of music. He went on by paying a very sincere and unreserved tribute to the musical perfection attained in the New Edison, and laid particular stress on its ability to reproduce tone quality and tone color. Mr. Spaeth closed by urging every dealer present to exercise the selective power which lies in his hand to induce the public to an intelligent ap-



A Notable Group

Left to right: Charles Edison (son of Thos. A. Edison), C. E. Goodwin and W. E. Kipp.

preciation of music in its finest forms, and said that, through phonograph dealers, the American musical taste can be developed to a really permanent enthusiasm and appreciation, to a point where America will be a really great musical nation.

C. M. Dahl on the Business Outlook

C. M. Dahl, vice-president of the Chase National Bank, next delivered a very interesting discussion on the business outlook as he sees it to-day. He made a very urgent appeal that every American citizen devote a certain amount of time to the conscientious study of public service to the end that our public officials may be of the type really required to guarantee the finest possible position for the American commonwealth. Business, he said, will take care of itself, providing the standard of public service is maintained on a fittingly high plane.

Selling Phonographs in the Summertime

Frank A. French, Edison dealer of Manchester, N. H., closed the speaking program with a talk on "Selling Phonographs in the Good Old Summer Time." In his talk he gave a list of the various kinds of entertainment which may compete with the phonograph during the summer months and also a list of the entertainments which may compete with the phonograph during the winter months. The balance sheet showed that actually there are more means of the public finding entertainment in the winter, particularly along musical lines, than in the summer, and that, therefore, the summer months constitute a particularly good time for pushing the phonograph business. He recommended that the dealer make a point of going out summer evenings and where he finds a family out on the porch, offering to have an Edison sent up and placed on the porch for the evening entertainment. He stated in cases where this had been done by his company the family would enjoy the music up to so late an hour that the instrument could be left with the family over night, in other words, moved off the porch, inside the home. By delaying for a day in calling for the instrument the family were given a chance to sell themselves on the phonograph, and in this way a considerable number of sales were effected during the middle of the summer season.

Open Forum Closes Sessions

The business sessions of the Edison Dealers' convention closed with an open forum. The following officials of Thomas A. Edison, Inc., were placed in semi-jury form before the Edison dealers: William Maxwell, vice-president; T. J. Leonard, general sales manager; C. W. Luhr, manager of the Edison phonograph

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EDISON VICTORY CONVENTION

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works: George E. Clark, acting manager of the disc record manufacturing laboratories; W. E. Sanborn, manager of the Amberola record plant; W. H. Miller, manager of the recording laboratories; F. C. Pullin, manager of the record service department; Verdi E. B. Fuller, director of sales promotion; Arthur J. Palmer, advertising manager, and John Constable, chief engineer.

As soon as the jury had duly seated itself the Edison dealers were invited to bring up any questions of any description which they wanted to be answered. Quite a number of those present availed themselves of this opportunity, the questions asked bearing both on merchandising and the technical end of the Edison business. All the questions asked were promptly and effectively disposed of by the Edison official particularly qualified to answer each individual question asked. The meeting was adjourned at noon.

Most Enjoyable Banquet Brings Convention to Close

The annual banquet of the Edison Dealers' convention, held in the grand ballroom of the Hotel Commodore on Friday night, June 27, was marked by unbounded enthusiasm and graced by many of the most famous artists in the musical world. Thomas A. Edison was the center of attraction and was wildly cheered by the 1,500 guests, who rose with one accord to give him a tremendous ovation when he entered the banquet hall. The big room was decorated with the Allied flags and the music was furnished by Earl Fuller's Edison orchestra, which also came in for its share of applause. William A. Maxwell was master of ceremonies and introduced each artist who appeared on the program. When he first appeared on the platform he received three rousing cheers and made his well-known bow, which should make him eligible for a place in the realm of the famous actors.

As for the dinner itself, it was complete and mere words cannot do justice to its merits. Everyone had the time of his life and even the delegates from the parched and thirsty zones got so used to the popping of the corks that they didn't dodge.

After the guests were comfortably seated they were startled by the appearance of a real live bear, which wandered up the aisle and paused to make a bow to Thomas A. Edison, and then mounted the platform to give the latest version of the "shimmy." "Big Jim the Jazz King" certainly made a hit with the dealers. Following this opening event the entertainers appeared in rapid succession and included some of the most famous Edison stars.

Mr. Maxwell proposed three cheers for Herbert E. Blake, of Philadelphia, for his good work as chairman of the convention and the response of those present left no doubt as to their feeling in the matter.

Amid redoubled applause the New Edison was moved to the center of the stage, following which "Frisco" appeared with his xylophone and gave an interesting tone-test of his own playing and its reproduction. Mr. Edison requested "Silver Threads Among the Gold," this being one of his favorite songs.

William A. Maxwell then rose and made the announcement which he had reserved for the occasion that Albert Linquist was the newest addition to the Edison staff of artists and the recreations of his songs would appear in the fall. Mr. Linquist sang the favorite song of the British Tommies, "Tommy Lad," which he sang when he was with the Red Cross in England at the outbreak of the war.

Miss Gladys Rice was the next singer, followed by the inimitable Al Bernard, who convulsed the entire gathering by his allusion to the key to his cellar. The subject seemed to be a very vital one to all, even to the delegates



Annual Banquet of Edison Dealers, Which Closed the Victory Convention, Held at the Hotel Commodore Friday Evening, June 27—Cross in Left Center Indicates Thomas A. Edison.

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from the arid States. "When you spend \$50,000 in one month on one girl there must be a lot to her," said Mr. Maxwell, ambiguously, as he introduced Leola Lucey, but there seemed to be no doubt in the minds of the guests that she was worth all of that. The Criterion Quartet sang "Ring Out, Sweet Bells of Peace" and responded to the encore with an original bagpipe number.

A telegram was read from Frieda Hempel, which speaks for itself: "All good wishes to the Edison convention. To-day is my birthday and I am drinking a toast here in the Adirondacks to the health of the dealers and to Mr. Edison and the organization. I saw the new catalog and think it is most beautiful and artistic."

Carl Jorn, the Metropolitan Opera star, sang a new song, "Singing to You," which will appear among the Re-Creations this fall.

The popular Marie Morrisey sang her favorites, "Just a Wearyin' for You" and "Way Down Upon the Suwanee River," while everyone joined in the chorus with a will. A man from Dixie then moved the dealers from the Sunny South with his "Caroline"—yes, it was Vernon Delhart. Glen Ellison gave "Roaming in the Gloaming" and his bit o' Scotch was delightful.

Anna Case Receives an Ovation

The appearance of Anna Case caused the conventionites to fairly outdo themselves and the Dallas contingent could hardly keep themselves from storming the stage, so greatly did they admire the noted singer. This was her first time at an Edison convention and she was forced to respond to encore after encore, while the crowded galleries implored her to continue. She sang one of her own compositions, called "Song to the Robin." The Flemming Trio followed Miss Case and played in their own pleasing way.

Next Convention in New York

Mr. Maxwell then mounted the stage and asked where the next convention should be held. Suggestions came back with the patter of a machine gun. He then asked if it should be held in Chicago and the Western delegates were loud in their cries of approval. But he dashed their hopes by saying that considering the distance from the Windy City the vote was larger than he expected, by which we are to infer that the convention will be held here next year. In closing Mr. Maxwell expressed his appreciation of the large attendance and the good work done by all to make the convention a success. Dancing then began in the West Ballroom and with the last waltz closed the fifth convention, which was declared the best ever.

SPECIAL EXHIBIT OF NEW EDISON PHONOGRAPHS SHOWN

Several New Period Models and Complete Line of Regular Models Exhibited at the Hotel Commodore During the Edison Victory Convention—Advertising Department Also Has Display

During the fifth annual convention of Edison dealers a special exhibit of New Edison phonographs was made in the West End Ballroom of the Hotel Commodore. The exhibit included a very complete line of the regular line models and also of the special Edison period models of the more expensive type. This exhibit was

dore was devoted to an exhibition by the advertising department of Thos. A. Edison, Inc. It consisted of a very comprehensive array of all the co-operative advertising, house organs, bulletins, display cards, Hansen window service, etc., that can be had by Edison dealers through headquarters at Orange. Needless to



New Period Models Shown at Special Edison Exhibit—Miss Marie Tiffany in Background

conducted primarily for the benefit of dealers attending the convention, but was also open to the general public. Throughout Tuesday the exhibit room was well crowded, both with members of the trade and the general public.

Among the brand new models of the New Edison which made their debut at this exhibit were the new Heppelwhite model at \$155, the new Sheraton Sans Inlay at \$195, the new Jacobean at \$250, the new Louis XIV, the new XVIII Century English (Adam) at \$450, the new Italian (Umbrian) at \$450 and the new Chalet table model at \$95. All these new instruments are very individual in design and are constructed on the same extremely high quality principles that characterize the entire Edison line. Another special room at the Hotel Commo-

say, this convention feature attracted much attention.

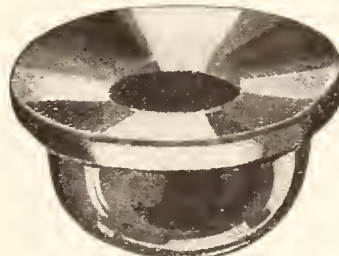
A brand new catalog entitled "Edison and Music" made its debut at the convention. It is very handsome typographically and contains artistic drawings of all the Edison instruments, including all of the various new models.

UDELL WORKS TO EXHIBIT

The Udell Works of Indianapolis have been making a good showing of their talking machine record cabinets and player roll cabinets on the north half of the second floor of the Klingman Building, Grand Rapids, during the great furniture exhibit that takes place in Grand Rapids annually each summer.

NEEDLE CUPS, TONE ARMS, MEISSELBACH MOTORS

Ask for our prices, lowest prices to quantity users. Ask for samples.



Immediate deliveries of this universal tone arm equipped with extra loud and clear sound box. Samples \$4.25. Ask for quantity prices.

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1" x 0.20 x 13', for Victor, with oval hole, each.....	0.50
1" x 0.28 x 10', for Columbia.....	each 0.50; per 100..... 45.00
7/8" x 0.25 x 10', each.....	0.38
3/4" x 0.22 x 10', Columbia, oval hole.....	0.35
3/4" x 0.25 x 9', oval hole, each.....	0.30
5/8" x 0.22 x 8', each.....	0.27

MICA DIAPHRAGMS

1-23/32", Victor Ex. Box, with or without center hole.....	Each 0.15
1 1/8", for new Victor No. 2, very best, with or without center hole.....	Each 0.18
1-31/32", for Sonora and all standard soundboxes.....	Each 0.20
2-3/16", for Columbia No. 6, very best.....	Each 0.25
2-9/16", for Pathé or Brunswick.....	Each 0.45

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire.....	Each 0.27
Pathé, soft tone.....	Each 0.27
Edison, very best, loud tone.....	Each 0.27
Edison, very best, medium tone.....	Each 0.27

SUNDRIES

Attachment for Victor Arm.....	Each 0.25
Attachment for Victor Arm, permanent.....	Each 1.15
Kent Attachment for Edison Arm, nickel or gold plated.....	Each 1.75
Kent Attachment for Edison with Sound Box, nickel or gold plated....	2.75
Attachment for Columbia Arm.....	Each 0.25
Green turntable felt, 10" cut.....	Each 0.10
Green turntable felt, 12".....	Each 0.15
Governor springs, for Columbia motor.....	Each 2c; per 100 1.00
Governor springs, for Victor motor.....	Each 2c; per 100 1.00
Motor, double spring Meisselbach No. 12, complete.....	12.50
Motor, single spring, with 10" T. T., each.....	2.25
Tone Arms, style P with mica box, each.....	4.25
Soundbox, "M," fit Victor tone arm.....	1.00
Columbia bevel pinion, No. 12333.....	Each 90c; per doz. 9.00
Columbia driving shaft, No. 11778.....	Each 60c; per doz. 6.60
Stylus Bar (needle arm) for Victor Exhibition Sound Box, complete, Each.....	0.35

FAVORITE PHONOGRAPH ACCESSORIES COMPANY, 1506 DeKalb Ave., BROOKLYN, N. Y.

EDISON TRAVELERS HOLD THEIR SECOND CONVENTION

Progressive Organization Met at Hotel Commodore on Last Month and Discussed a Number of Subjects Which Mean Much for the Future of the Industry—Close With Banquet

The second Edison Travelers' Convention was held in the West Ballroom of the Hotel Commodore on Tuesday, June 24. The morning session started at 10 o'clock with a brief word of welcome by T. J. Leonard. Following him Wm. Maxwell, as chairman of the meeting, made a talk on general matters which included several announcements of surpassing interest to the men present. M. M. Blackman, of Kansas City, next delivered an address on "The Laboratory Model," in which he outlined the importance of urging dealers to promote this model at the present time and how to do it effectively. An open forum followed directly after Mr. Blackman's talk. It was led by Messrs. Geo. C. Silzer, of Des Moines, Ia.; H. G. Anderson, Indianapolis, Ind.; A. R. Holbrook, of Cincinnati, O., and L. Taylor, of Ogden, Utah, by whom various suggestions were given.

E. E. Hammond, of New Orleans, La., next delivered an interesting discussion on "Canvassing." He outlined how important canvassing is to successful dealership, and how he persuaded the dealers in the Louisiana territory to adopt his belief. Following Mr. Hammond's talk an open forum ensued on the subject of canvassing which was led by G. F. Maxey, Detroit, Mich.; G. A. Sholes, Milwaukee, Wis.; O. M. Fisk, Kansas City, and O. A. Reynolds, of St. Louis, Mo.

W. L. Hightower, of Kansas City, Mo., was the next speaker and took as his subject "The Amberola Co-operative Newspaper Advertising Campaign," after which an open forum followed bearing on the Amberola, which was led by C. W. Hough, Omaha, Neb.; H. D. Stinchfield, Minneapolis, Minn.; J. K. Nichol, of Pittsburgh, Pa., and J. F. Tolleson, of Atlanta, Ga.

Following this J. G. Brown, of Syracuse, delivered an address entitled "Dealers' Quotas—What They Mean to Both Jobber and Dealer," after which followed an open discussion by O. P. Curry, Dallas, Tex., and C. H. DeForest, of New Haven, Conn.

The meeting then adjourned for luncheon but resumed activities again at 2.30, starting in at that time with a discussion by P. P. Hawley, of Albany, N. Y., on "Travelers' Reports." An open forum followed bearing on travelers' reports in which everybody participated. H. H. Blish, of Des Moines, Ia., then spoke on the topic of "Tone Tests: In What Respects Can the Present Scheme Be Improved?" The open forum which followed the "Tone Test" address was led by W. D. Word, Atlanta, Ga.; M. R. Kreusch, Cleveland, O.; T. A. Dillon, Toronto, Can., and L. A. Sutfin, Chicago, Ill.

J. K. Nichol, of Pittsburgh, Pa., spoke next on the subject of "Inspection Service: What Is the Dealers' Most Frequent Objection and How Do You Usually Meet It?" An open forum followed, headed by J. D. Gowdy, of Pittsburgh,

Pa.; G. C. Silzer, Sioux City, Ia.; P. P. Bassett, of Cincinnati, O.; J. Robinson, Philadelphia, Pa.

C. E. Stapleton, of New York, spoke next on "'Along Broadway,' and Other Laboratory Literature." The forum which followed was participated in by everybody. After that everyone took up the matter of new dealers-promotion plans with the result that many interesting and practical suggestions were made.

The meeting adjourned after having decided to hold the next Travelers' Convention at a time to be decided later.

Tuesday night those who attended the business session of the Edison Travelers' Convention were the guests of the Thos. A. Edison, Inc., at the Central Theatre, and enjoyed to the fullest extent the popular play, "Take It From Me."

Those who attended the convention were:

- Albany—N. D. Griffin, P. R. Hawley.
- Atlanta—W. L. F. Rosenblatt, W. B. Word, J. F. Tolleson.
- Boston—F. H. Silliman, L. H. Ripley, G. R. Coner, F. S. Boyd, T. E. Dean, E. B. Compton.
- Chicago—C. E. Goodwin, H. D. Buchanan, L. A. Sutfin.
- Cincinnati—P. H. Oelman, A. R. Holbrook, P. P. Bassett.
- Cleveland—B. W. Smith, L. N. Bloom, M. R. Kreusch.
- Dallas—O. P. Curry, B. A. Ward, J. K. Patterson.
- Denver—W. C. Wyatt.
- Des Moines—G. C. Silzer, H. H. Blish, Jr., F. R. Williamson, E. C. Horne, H. F. Silzer.
- Detroit—R. B. Alling, G. F. Maxey, M. E. Mikesell.
- Indianapolis—W. E. Kipp, H. G. Anderson, E. H. Jarrard.
- Kansas City—M. M. Blackman, W. L. Hightower, O. M. Fisk, F. E. Holmes.
- Milwaukee—W. A. Schmidt, G. A. Sholes.
- Minneapolis—L. H. Lucker, H. D. Stinchfield, G. H. Compton.
- Montana—L. A. Walker.
- New Haven—W. O. Pardee, F. T. Keeney, F. L. Stoddard, C. H. DeForest.
- New Orleans—F. E. Hemenway, E. E. Hammond, A. Schreiber.
- New York—E. C. Boykin, C. E. Stapleton, A. W. Toennies, W. E. Fredericks.
- Ogden—R. Proudfit, L. Taylor.
- Omaha—G. W. Shultz, J. M. Chapman, C. W. Hough.
- Philadelphia—R. B. Cope, J. Robinson.
- Pittsburgh—A. A. Buehn, J. B. Gowdy, J. K. Nichol, H. C. Trader.
- Richmond—C. B. Haynes, E. Bowman.
- San Francisco—A. Gabler.
- St. John, N. B.—J. G. Harrison.
- St. Louis—M. Silverstone, M. Goldberg, O. A. Reynolds.

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

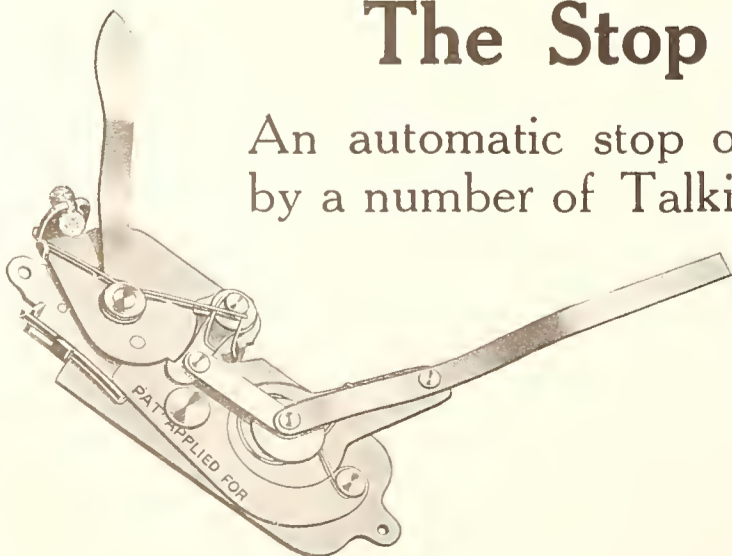
WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY
The Machine Creates Interest and Discussion.
It is Self-Advertising.

WONDERFUL SELLER
DEALERS—Send for Particulars, Prices, Terms
BROOKS MFG. CO., Saginaw, Mich.

- Sioux City—G. U. Silzer, W. E. Morgan, R. W. White, O. W. Craik.
- Syracuse—F. E. Bolway, J. G. Brown, C. L. and W. P. Eddy, H. D. Bush, A. W. Fiedler.
- Toronto—R. S. Williams, H. G. Stanton, O. Wagner, T. A. Dillon, J. C. McKay, H. D. Cockburn, G. B. Petch.
- Montreal—J. Arthurs.
- Vancouver, B. C.—G. L. Bell.
- Winnipeg—G. W. Paul.
- Williamsport—W. A. Myers.
- Edison Laboratory—Charles Edison, C. H. Wilson, W. Maxwell, T. J. Leonard, A. M. Hird, J. A. Shearman, V. E. B. Fuller, R. Michie, F. C. Pullin, K. R. Moses, E. E. Davidson, E. C. Trautwein, P. J. Burns, A. Rhinow, J. Van Riper, W. A. Reinhardt, H. R. Holmes, H. Durant, A. Walsh, H. R. Skelton, C. S. Gardner, J. J. Callahan, C. W. Burgess, W. F. Taylor, J. W. Scott, A. J. Palmer, C. H. Miller, J. P. Constable, G. C. Clark, E. H. Philips, D. Holden, W. Hildebrand.

The Stop That Stops Them All

An automatic stop of demonstrated success. Already in use by a number of Talking Machine manufacturers in this country and Canada, giving complete satisfaction. It always works—in short it is entirely dependable. *Write for details.*



The Phonomotor Company

121 WEST AVENUE

ROCHESTER, N. Y.

CHARMAPHONE PHONOGRAPHS

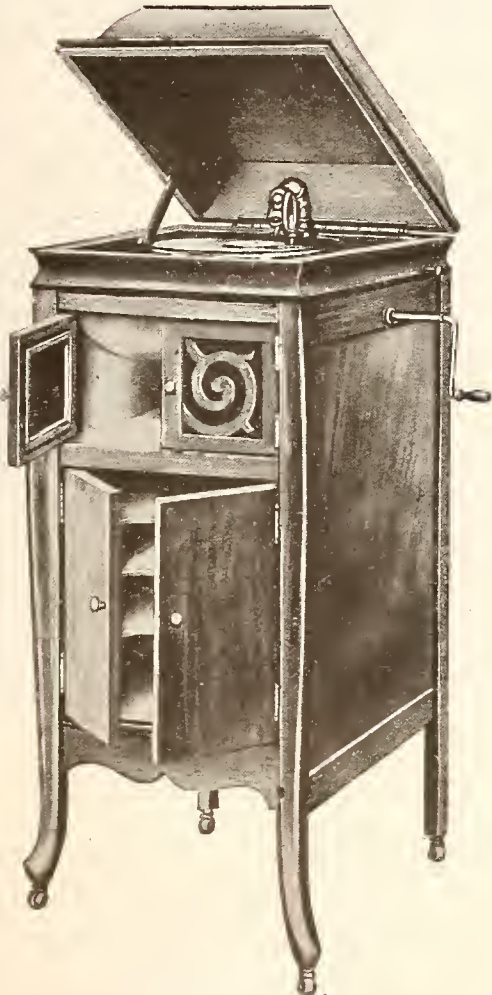
Sold on a "QUALITY AND VALUE BASIS"

HERE IS THE LINE

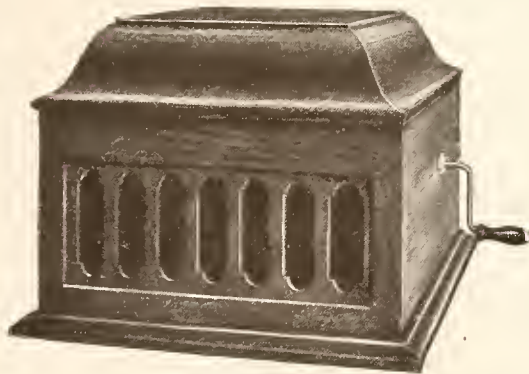
For you to handle that will give you substantial profits

THE CHARMAPHONE'S splendid tone quality, attractive appearance and moderate price have made it the most popular Talking Machine on the market.

Order Today Samples of the CHARMAPHONE, and compare them with any high class machine. You will surely become a CHARMAPHONE dealer immediately.



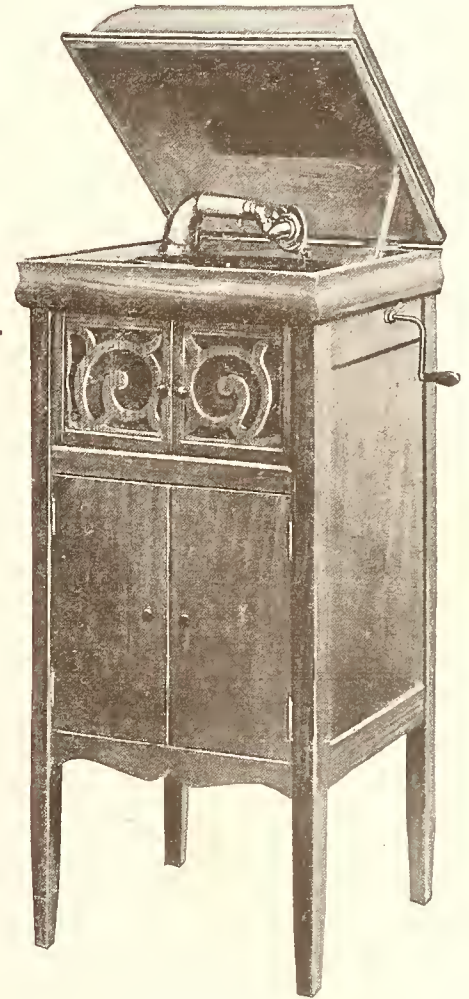
MODEL 80-A.
44 in. high, 18 in. wide, 20 in. deep,
Heineman No. 33 motor, Heineman
Universal tone-arm and sound-box,
tone modifier, casters.
Wholesale Price \$40
Plus war tax
F. O. B. Pulaski, N. Y.



MODEL 35
12 in. high, 18 in. wide, 20 in. deep,
Heineman No. 36 motor, Charma-
phone Universal tone-arm and sound-
box.
Wholesale price \$17.50
Plus war tax
F. O. B. Pulaski, N. Y.



MODEL 65-A.
42 in. high, 18 in. wide, 20 in. deep,
Heineman No. 36 motor, Heineman
tone-arm and sound-box.
Wholesale Price \$32.50
Plus war tax
F. O. B. Pulaski, N. Y.



MODEL 55-A.
40 in. high, 18 in. wide, 18 in. deep,
Heineman No. 36 motor, Charma-
phone Universal tone-arm and sound-
box.
Wholesale price \$28
Plus war tax
F. O. B. Pulaski, N. Y.

The Best Popular Priced Talking Machine on the Market

The Charmaphone Company

Executive Offices and Showrooms

39-41 West 32nd Street, New York, N. Y.

We manufacture all our phonographs at our factory, Pulaski, N. Y.

—to score “direct hits” was the ambition of every battery in the A. E. F.

Emerson dance hits and song hits score “direct hits” with the music-buying public.



If you wish representation why not write today to our Vice-President, Mr. H. T. Leeming?

Emerson Phonograph Company, Inc.

NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Boulevard

VERY ATTRACTIVE UNICO MODEL DEPARTMENT INSTALLED

Interesting Feature of the First Floor of the Demonstration Building of the Victor Talking Machine Co. in Camden Is the Attractive Display of Unico Booths to Be Found There

PHILADELPHIA, Pa., July 2.—The Victor Talking Machine Co. have just installed on the first floor of their demonstration building in Camden a complete Unico model department as shown herewith. This was installed in order to demon-

strate to their dealers visiting the plant the value of efficient department layout and equipment. The department, occupying a space 28x60 feet, includes a display lobby, display windows, machine and demonstrating rooms, record sales room with record racks and counter, manager's office, and stockroom, which has all been com-

pletely furnished and equipped. This department is designed and installed by the Unit Construction Co., and embodies the most advanced ideas in every detail and will undoubtedly prove of great value to Victor dealers in maintaining the following partial list of recent installations: Eastern Talking Machine Co., Boston, Mass.; Clark & Jones, Birmingham, Ala.; Floyd's Music Shop, Paxton, Ill.; P. C. Peuser, Scranton, Pa.; Linton Co., Philadelphia; J. D. Harden, Sterling, Ill.; Bailey's Music House, Berlin, N. H.; Schultz & Schultz, Crawfordsville, Ind.; Earl Shepard Co., Klamath Falls, Ore.; A. O. Elliott, Savanna, Ill.; B. L. Conchar Co., Springfield, Mass.; G. F. Fields, Philadelphia, Pa.; W. H. Hill, Punxsutawney, Pa.; Redewell Music Co., Phoenix, Ariz.; Cable Piano Co., Wilmington, Ill.; Taylor-Moorehouse Co., Duluth, Minn.; E. T. Barron & Co., Superior, Wis.; Home Phonograph Co., St. Louis, Mo.; Union Outfitting Co., Omaha, Neb.; John H. Newell, Beverly, Mass.; F. G. Mardis, Mt. Vernon, O.; Van Wickle Piano Co., Washington, D. C.; C. L. Crowell, Leetonia, O.; S. E. Murphy, St. Cloud, Minn.; Cowperthwait Co., Brooklyn, N. Y.; Hadley Drug Co., Miami, Okla.; Thomas C. Watkins, Ltd., Hamilton, Ont.; Newton B. Heims, Pittsburgh, Pa.; Frederick Piano Co., Youngstown, O.; H. B. Newkirk, Salem, N. J.; C. A. Miller, Clyde, N. Y.; Maison Blanche, New Orleans; Music Lovers Shop, Rochester, N. Y.; Wilson Talking Machine Co., Oshkosh, Wis.; Schreve Studios, Boston, Mass.; Robert Clark, Osborne, Kans.; Leopold Adler Department Store, Savannah, Ga.; Cleveland Music Co., Beloit, Wis.; Donahoe & Donahoe, Fort Dodge, Iowa; William R. Zollinger & Co., Canton, O.



Unico Model Department Installed at Victor Headquarters in Camden, N. J.

strate to their dealers visiting the plant the value of efficient department layout and equipment. The department, occupying a space 28x60 feet, includes a display lobby, display windows, machine and demonstrating rooms, record sales room with record racks and counter, manager's office, and stockroom, which has all been com-

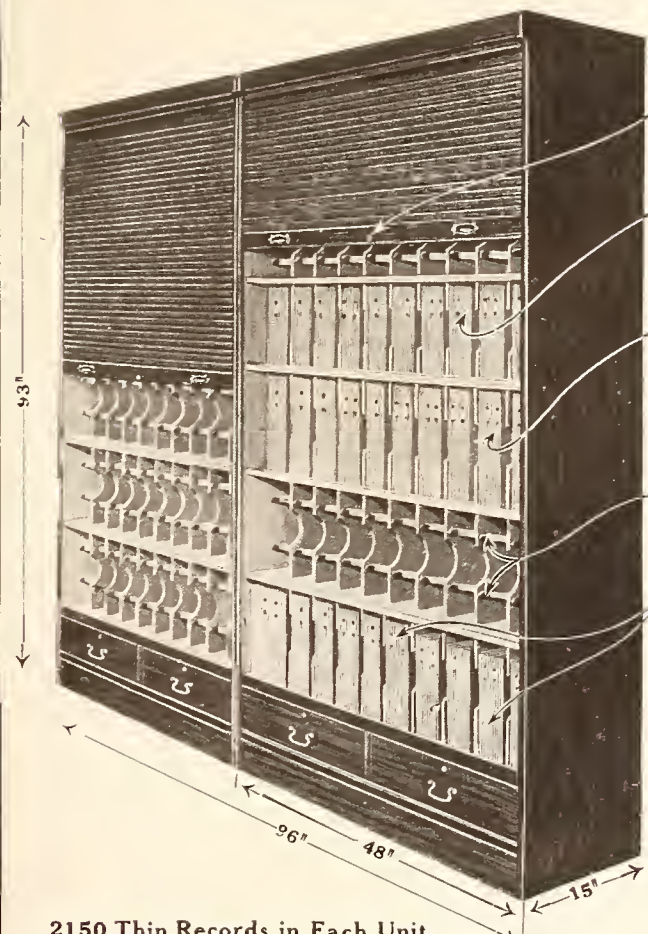
pletely furnished and equipped. This department is designed and installed by the Unit Construction Co., and embodies the most advanced ideas in every detail and will undoubtedly prove of great value to Victor dealers in maintaining

a high standard of sales efficiency in their establishments. During the past thirty days the Unit Construction Co. closed contracts with over sixty concerns in various sections of the country for the installation of Unico departments. The wide extent of these installations may be visualized by

HELMUTH KRANICH, JR., RETURNS

After more than a year and a half service in the navy, Helmuth Kranich, Jr., son of Helmuth Kranich, secretary of Kranich & Bach, has been honorably discharged from the navy. During the latter eight months of his service Mr. Kranich was attached to the torpedo boat "S. S. Davis," which was on patrol duty on both this and the other side of the water. Before going into the navy Mr. Kranich was connected with the retail talking machine business.

GUARANTEED



2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

Locking Roll Top Prevents Dust and Theft.

350 10" Records on each shelf. Filed in Sales System Covers and Index Guides.

350 10" or 12" Records on this shelf.

Soft Flat Supporting Springs Prevents Warping (Patented).

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

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections . . .	Oak \$6.00, Mah. \$6.25
Base . . .	Oak 5.00, Mah. 5.25
Top . . .	Oak 2.50, Mah. 2.75
Roll Curtain for complete Unit,	3.00

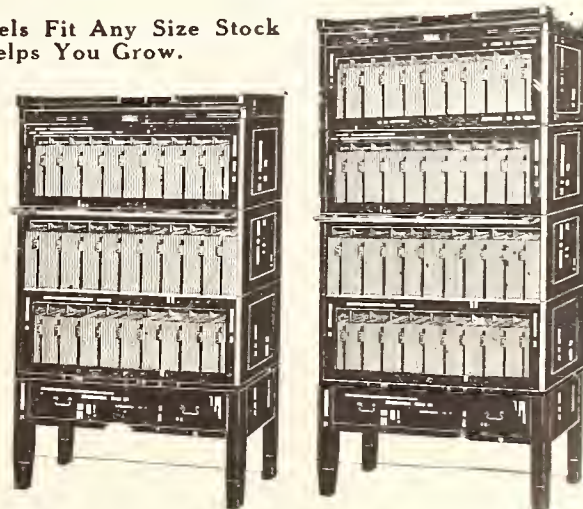
File Your Records So You Can Sell Them

This System pays for itself in six months. Automatically Re-orders All "Sold Out" Records. Every Record Located Instantly as Simple as 1-2-3.

PRICES, Models No. 2150 D. D. and L. C. (PATHE MODELS SPECIAL)

OAK	Locking Wood Roll Curtain	\$70.00
	Spanish Leather Roll Curtain	60.00
BIRCH MAHOG.	Locking Wood Roll Curtain	75.00
	Spanish Leather Roll Curtain	65.00

Sectional Models Fit Any Size Stock and Helps You Grow.



The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

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



There are forty fox-trots to select from on this month's Columbia list.

**Columbia Graphophone Co.
NEW YORK**

INDUSTRIAL TENETS FIXED

Twelve Principles Indorsed by Referendum of American Employers

WASHINGTON, D. C., July 2.—Twelve principles of industrial relations have been indorsed by American employers, as represented in the membership of the United States Chamber of Commerce. Underlying the principle that "public interest requires adjustment of industrial relations by peaceful methods" were those declaring "the right of workers to organize," that "industrial harmony and prosperity will be most effectually promoted by adequate representation of the parties in interest," and that "industrial relations agreements should be faithfully observed." Fixing a basic day as "a device for increasing compensation" was held to be a subterfuge.

ALBERT SPALDING RETURNS

Albert Spalding, the noted violinist whose records made for the Edison have had such wide popularity, returned from abroad aboard the troopship "Dante Alighieri." During the war he served as an aviator and received his training in that branch in Italy. On the return trip he helped entertain the doughboys and delighted them by playing many selections. He made it a point to add his opinion that the war has done much for music and gave to the American soldier a better appreciation of the classics. While he is very much interested in aviation he is planning to return to the concert stage in the near future.

FINED WHILE GIVING SERVICE

C. J. Pott, Canadian Manager for Otto Heineman Phonograph Supply Co., Inc., Has to Say "Good Morning, Judge"

"Ten dollars and costs" adjudged the magistrate in a Toronto Police Court to C. J. Pott, Canadian manager of the Otto Heineman Phonograph Supply Co., Inc., who, when summoned before the "Beak," admitted that he might have been driving his car a little faster than the dizzy rate of fifteen miles per hour, which is the limit on Toronto streets.

"How can I give service at that speed?" counters Mr. Pott, who is more concerned about Heineman and Meisselbach products getting to the public via high-grade phonographs than he is in petty speed limits. In fact, his ear is so attuned to the rapid pace at the Heineman headquarters in Toronto that he just naturally goes over the speed limit.

NEW COLUMBIA DETROIT BRANCH

Manager Lind to Make Final Arrangements for New Branch in That City

S. E. Lind, manager of the Columbia branch at Detroit, is at present making final arrangements with the executive officers in New York for the equipment and arrangement of the new branch in that city. The new location of this branch will allow a larger operating space and has better shipping facilities which will ensure better service. The change in location is due to the increasing Columbia demand.

DEMAND IS MOST ACTIVE

Manager Bauer, of Cassidy & Co., Tells of Call For Victor Machines in Central New York

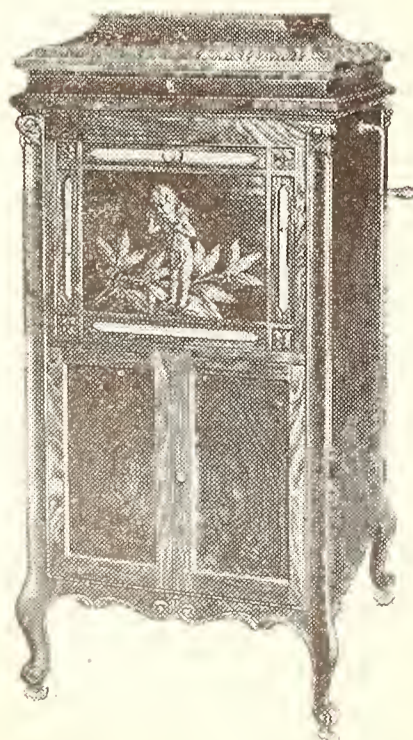
SCHENECTADY, N. Y., July 3.—The demand for Victor products in this city has been very great, with every indication that this exceptional demand will continue for some time to come. This highly encouraging report comes from Charles A. Bauer, the capable and aggressive manager of the Victor department of the Geo. A. Cassidy Co. Mr. Bauer, since his connection with the Victor department of the Geo. A. Cassidy Co. in 1911, has built a wonderful Victor business in Schenectady and his pleasing personality has won him a host of friends and made his department one of the foremost in the State. The general opinion of dealers in this section of the State is that Victor business has a very bright future in this section and all are planning to make the most of it.

RECENT INCORPORATIONS

The Jamaica Talking Machine Shop, Inc., Jamaica, L. I., has been incorporated with a capital stock of \$50,000 by C. Wischerth, A. Schwimm and A. H. Taylor, of Jamaica.

The General Phonograph Corp., of Illinois, has been chartered in Chicago with a capital stock of \$5,000. The incorporators are Henry F. Antos, Otto P. Lex and Otto B. Steiskal.

Wyman, Babb & Co., Chicago talking machine dealers, have opened a branch store at Chicago avenue and Leamington street.



The Wonderful Tone Production of PHON D'AMOUR

is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

PHON D'AMOUR

**THE FRITZSCH PHONOGRAPH CO. N. W. C. Main & Canal
CINCINNATI, OHIO**

Announcing the

Steinburn

CHICAGO



Quality

unsurpassed and unsurpassable because side-by-side comparisons establish its obvious LEADERSHIP.

Tone

clear, rich, mellow music without even the slightest foreign vibrations. Steinburn LEADERSHIP is based on scientific improvements exclusively controlled by the Steinburn Corporation.

Popularity

assured by a policy of predominating national advertising and practical newspaper advertising wherever dealers are established.

Production

on a scale so large that accepted dealers will be assured deliveries.

Price

Large capital and no indebtedness permit us to establish retail list prices that give consumer 15% to 25% greater value.

Terms

four months acceptances without interest from date of invoice enabling the dealer to handle a far larger volume of business without using his capital.

Guarantee

a 5-year Guarantee Bond with each Steinburn phonograph assuring absolute consumer and dealer satisfaction.

Policy

one dealer in a locality but he must be a wake to the value of LEADERSHIP and able to retain it.

Model 40 Steinburn Phonograph.

50 in. high; 23 in. wide; 24 $\frac{3}{4}$ in. deep.
Finest selected veneers, genuine mahogany or quartered oak, golden or fumed. Extra heavy 5-ply panels. Finest hand finish.
Style F6, De Luxe tone arm, special precision weight adjustment for all records.
Steinburn orchestral reproducer—the very finest ever devised.
Steinburn all wood resonator with continuous curvilinear reflecting throat and two point support.
Improved non-muffling tone modifier.
Motor SC triple spring finest precision type.
Record compartment with shelves.
Automatic stop.



STEIN-BURN CORPORATION

General Offices and Display Rooms for Dealers
Heyworth Building, Corner Wabash Ave. and Madison St.

CHICAGO

More on next page

Announcing the

Steinburn

CHICAGO



ESTABLISHED merchants who appreciate the value of **LEADERSHIP** are invited to send at once for our catalog, or if possible to call personally at our Sales Office and Display Rooms for the purpose of seeing the Steinburn line and arranging for representation.

The Steinburn line comprises phonographs ranging in retail prices from \$32.50 to \$450.00 list.

Steinburn Phonographs play **all** records. The beautiful cabinets are made in Mahogany, Oak or Walnut.

The line has eleven distinctive models including popular cabinet styles, also period designs in Adam, Chippendale, Queen Anne, Louis XVI, and console models—each predominatingly superior.

The Stein-Burn organization has been successfully identified with large business interests of Chicago for forty years. For several years past we have been manufacturing phonographs of the better class. Our new policy of selling direct and exclusively to dealers assures the pre-eminence and leadership of the Steinburn phonograph. The securing of this line represents a franchise of unusual value to each dealer accepted.

Model 219 Steinburn Phonograph.

48 in. high; 21½ in. wide; 22 in. deep.
Finest selected veneers, genuine mahogany or American walnut—extra heavy 5-ply panels, very best hand finish.
Style 5B extra large balanced Grand Opera tone-arm and reproducer.
Steinburn all wood resonator with continuous curvilinear reflecting throat and two point support.
Improved non-muffling tone modifier.
Motor SAA large double spring of finest precision type.
Record compartment with shelves.
Automatic stop.



STEIN-BURN CORPORATION

General Office and Display Rooms for Dealers
Heyworth Building, Corner Wabash Ave. and Madison St.
CHICAGO

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., July 5.—The talking machine business in this city is still finding the same great demand that has existed all through the year. The factories were able to supply more goods in June than they had done during the previous months of the year, and conditions generally are improving.

More Victor records and machines were received in June and it looks as if by late in the fall this firm will be in a position to supply a most satisfactory quota of the demand.

New Building For Columbia Co.

On Monday of this week the Columbia Grafonola started in to remodel the new building at Sixth and Filbert streets, which may be occupied by August 1. There will be 27,000 feet of floor space to lay out, which will be divided between the Columbia, which will move down from Broad street, and the Dictaphone, which will move over from Chestnut street, so that both establishments will be under the same roof.

Aside from the necessary offices, storage section, warerooms, etc., a handsome reception room for the trade will be built, and in the center of the second floor there will be a fully equipped talking machine salesroom, with all the necessary furnishings to be used as a model for dealers who wish to get a thoroughly up-to-date establishment. J. M. Bayliss, of the service department of the Columbia, is here working on the new building.

Columbia and Dictaphone Picnic

On Tuesday, June 10, the managers and employes of both the Columbia Co. and the Dictaphone Co. held an enjoyable picnic at Neshaminy Falls, near this city. Every one was there from Manager Wilcox down. There were plenty of good things to eat, and sporting contests of every character were held. There were several baseball games from pick-up nines of both com-

panies. There was a fat man's race, and this was won by Manager Wilcox, the prize being a handsome silk shirt, while the booby prize, a jumping jack, went to his assistant, H. E. Gardner.

A hotly contested egg race was also indulged in, and was won by D. S. Ramsdell, Mr. Westervelt leading until almost the finish, when he unfortunately dislodged his egg from the spoon and used it as decoration for his clothing.

Visitors to Columbia Offices

The Columbia Co. reports that business is improving right along, and the situation regarding machines and records is easing up materially. Among the Columbia visitors the past month were: H. L. Wilson, the general manager of the Columbia; R. E. Rea, who spent several days at the Philadelphia office; Calver Anderson, of Wilmington, Del.; R. L. Kieferle, a Columbia dealer of Lewiston; Mr. Youngjohns, of Norristown; S. N. Culver, of Delmar, Del., and H. Jarvis, of Millville, N. J.

Thomas J. Cummins, who for a number of years was head of the Strawbridge & Clothier talking machine department, has returned from France and has resumed his old place.

E. A. Manning, who contracted influenza last fall during the epidemic, has just returned to the Columbia, where he is the credit man.

Perfek'tone Co. Opens Warerooms

Philadelphia had a new firm added to its already long list in June, when the Perfek'tone Co. opened elaborate warerooms at 1127 Chestnut street. They have taken the entire building, which will be used for retail purposes. It has been elaborately furnished and all the case work of the Perfek'tone machines is of either reed or cane. The wholesale offices of the firm are located at the factory headquarters of Heywood Bros. & Wakefield Co., Fifth and Locust streets.

This firm represents the largest reed industry in the world, and the Perfek'tone machines are made at the Wakefield plant, at Wakefield, Mass.

New Edison Designs Popular

Herbert E. Blake, the biggest Philadelphia Edison dealer, reports that June was a most satisfactory month for him, although there was a shortage of machines during the month, due to the Edison Co. getting out a new line of period models which will be retailed by the dealers at from \$155 up.

Two Firms Enlarging

R. L. Perrett, of the Grafonola Shops Corp., is making extensive improvements in his warerooms at 1107 Chestnut street. He expects they will all be finished by the first of September. During the month he was in Boston attending a meeting of the store managers.

A large addition to the building of the W. L. Hurley Co., Camden, N. J., is nearly completed, and will be one of the finest in this vicinity. At the store, which is located at the corner of Broadway and Pine street, they handle the Brunswick, the Victor and the Edison machines. They have been advertising the Brunswick extensively.

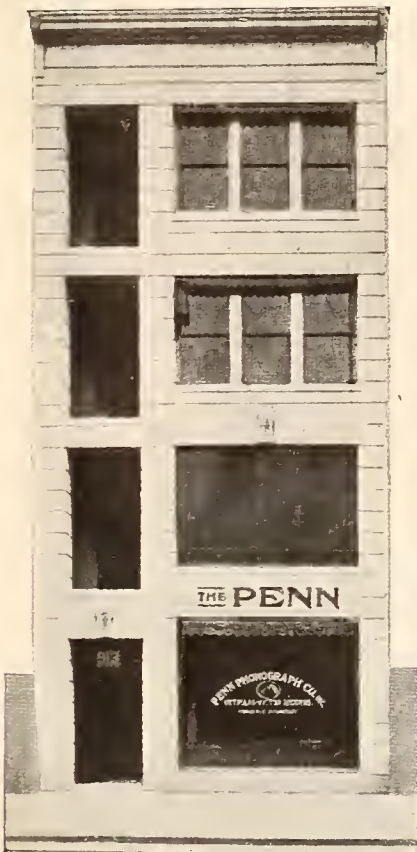
C. P. Chew Again With Brunswick

C. P. Chew has again assumed full charge of the selling of the Brunswick in this territory, and he says that in all his experience he never saw dealers ordering machines as they are doing at present. The Brunswick machines are coming through much faster, and the factory seems to be catching up to the demand. They have a number of applications on file for the handling of the Columbia by big firms here, but they have refrained from putting on any new dealers until their present trade orders are filled. A. J. Kendrick, the sales manager of the Brunswick, was

(Continued on page 53)



A VICTOR DOG IN EVERY HOME



The Home of the Miniature Victor Dog

Permanent Advertisement

WANTED—Every Victor Dealer to provide a temporary home for the Plaster Paris Miniature Victor Dog. This miniature dog is the biggest permanent advertisement for the individual Victor dealer and the Victor business ever offered to the trade. Write for particulars and prices.

WANTED

PENN PHONOGRAPH CO.
 913 Arch Street Philadelphia, Pa.
Victor Distributors Wholesale Only



BU EHN

SERVICE

WHAT are you doing?

Taking it easy—

- or insisting that July sales total April business
- planning a special August drive
- “polishing” your store equipment for Fall sales
- analyzing sales and creating quotas for September, October, November and December?

You ought to plan right now for the balance of 1919. This will be a banner year—that's sure.

The Louis Buehn Company

Victor Wholesalers

PHILADELPHIA



VICTOR

PHILADELPHIA

HITS! JAZZ! SONGS! BALLADS!

Recorded on **Emerson Records**

Attention!
Dealers in

Philadelphia
Eastern Pennsylvania
Southern New Jersey
Delaware
Baltimore
Washington, D. C.

What'll you have?

- 9184 { Everybody Wants the Key to My Cellar
Golden Wedding Jubilee
- 9198 { Blues My Naughtie Sweetie Gives to Me
I Ain't Got-en No Time to Have the Blues
- 9195 { Himalya
Oh How She Can Sing
- 1025 { Alcoholic Blues
Western Land
- 1020 { Kiss Me Again
The Magic of Your Eyes

AND—LOUISIANA FIVE'S best JAZZ pieces

Keep your cash register jazzing to the tune of Emerson Records by carrying a complete stock.

We have anything you want ready for immediate delivery.



Emerson Philadelphia Co.

Parkway Building

PHILADELPHIA, PA.

Broad and Cherry Sts.

Distributors of EMERSON RECORDS, IDEAL MUSIC ROLLS, BRILLIANTONE NEEDLES, and Albums.

in Philadelphia about the middle of the month, reporting good business.

Sonora Shipments Improving

E. S. White, Philadelphia jobber-manager of the Sonora, reports that machines are coming through in a much more satisfactory way. He says that the factory has promised the Philadelphia house substantial shipments in the near future. Mr. White was a recent visitor to Indianapolis.

Dogs, Fish and Mr. Barnhill

The Penn Phonograph Co. reports that business has been fair in June and that records have been coming through a little more promptly. Mr. Barnhill, who recently seems to have developed an unusual passion for animals, and especially the dog, is turning that penchant into good hard cash in the production of "His Master's Voice" in great quantities. On a recent visit I found a large aquarium of goldfish on Mr. Barnhill's desk, and have been wondering how they were to be used, but it must be for some commercial purpose.

Earl G. Dare Back With Penn Co.

Sergeant Major Earl G. Dare, who recently returned from France where he was with the 32d Division, has assumed his old position with the Penn Co. Recent visitors were C. N. Andrews, of Buffalo, N. Y., and J. W. Bridge, of Lock Haven, Pa., Leon Wittich, of the Wittich store, Reading Pa., K. H. Troop, of the Troop Music House, Harrisburg, Pa. The Troop firm is at present building a special record room, and will add several additional demonstration booths, making a total of fourteen.

Recent Visitors From Other Cities

George Gwehr recently visited this city and called at a number of different stores. He is making extensive alterations at his Wilmington, Del., talking machine store, which, it is said, will cost him \$40,000, and when completed will be the finest wareroom in this line in the State of Delaware. Mr. Holland, of the Roeblyn Piano Co., of Wilmington, was also here looking over the Philadelphia places to complete the plans

that he has already made for the improvement of his warerooms. H. E. Gardner, of the Columbia, recently spent several days among the firm's trade in Pennsylvania. A clever young woman talking machine representative, Miss Frankel, was in this city recently calling on the trade, representing the Sterling Talking Machine Co.

Riggins Piano Co. Opens

The Riggins Piano Co., also extensive handlers of talking machines, had the opening of their new store on July 1, where more than

double the former space will be given to the talking machine department.

E. E. Hipple, of the sales force of the Penn. has taken his family to Chelsea, Atlantic City, for the summer, and T. R. Clarke, of the same house, is spending the summer with his family at Pitman Grove, N. J.

"Shipments of Victrolas and records," says Harry W. Weymann, of H. A. Weymann & Son, "are showing considerable improvement

(Continued on page 56)

WEYMANN Victor Service.

WE aim to co-operate with our Victor Dealers in giving courteous and efficient attention to all inquiries and orders, and making prompt deliveries.

WEYMANN & SON

Victor Wholesalers

DISTRIBUTERS FOR QRS
PLAYER ROLLS

WEYMANN KEYSTONE STATE
STRINGED INSTRUMENTS

1108 Chestnut Street

Philadelphia, Pa.

Established since 1864

Pathé

YOU will make more money this year, next year and in the years to come with the magic name of *Pathé* over your store and the unequalled phonographs and records of *Pathé* in your store ready for the every day's growing demand for *Pathé* products than in any other field of endeavor.

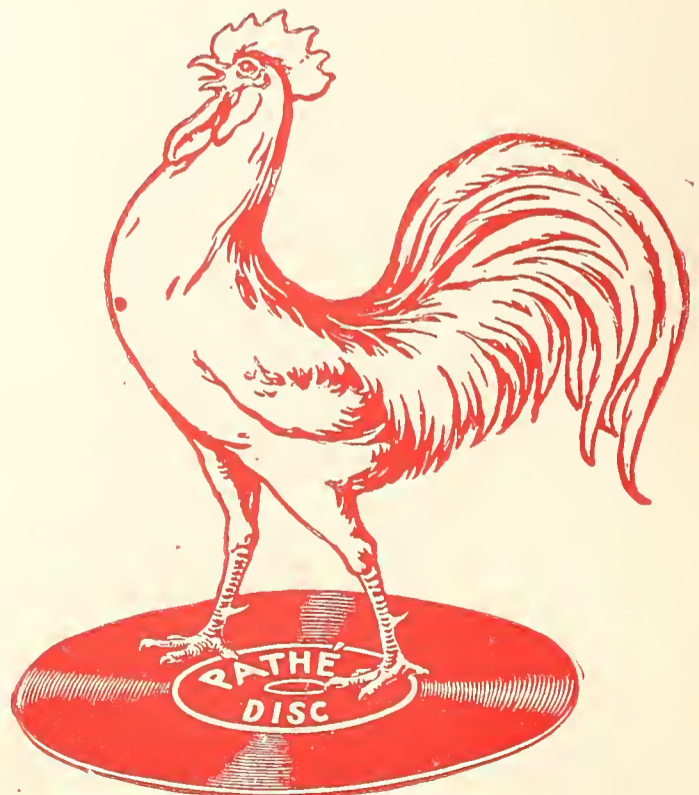
YOU will never have as good an opportunity—perhaps opportunity will have passed out of your reach tomorrow—as you have today. *Pathé* dealers will not be crowded “off the map” and many are heeding the summons and taking advantage of the exceptional terms now being offered.

Write Nearest Distributor NOW

PATHE DISTRIBUTORS

PATHE FRERES PHONOGRAPH CO. (City Sales)
18 East 42d Street, New York

- | | |
|---|--|
| HALLET & OAVIS PIANO CO.,
146 Boylston St., Boston, Mass. | HARBOUR-LONGMIRE PHONOGRAPH CO.,
1001 Elm St., Dallas, Tex. |
| BRISTOL & BARBER
111 East 14th St., New York | HARBOUR-LONGMIRE PHONOGRAPH CO.,
311 W. Main St., Oklahoma City, Oklahoma |
| PATHE FRERES PHONOGRAPH CO.,
(City Sales Department)
18 East 42d St., New York City | THE FISCHER COMPANY
940 Chestnut Ave., Cleveland, Ohio |
| NATIONAL PIANO CO.,
305-307 N. Howard St., Baltimore, Md. | THE FISCHER COMPANY
44-46 Vine St., Cincinnati, Ohio |
| INTERSTATE PHONOGRAPH CO.,
1026 Chestnut St., Philadelphia, Pa. | CHURCHILL DRUG CO.,
Burlington, Ia. |
| PITTSBURGH TALKING MACHINE CO.,
963 Liberty Ave., Pittsburgh, Pa. | CHURCHILL DRUG CO.,
Peoria, Ill. |
| ROCHESTER PHONO. CO., INC.,
44 Clinton Ave. North, Rochester, N. Y. | CHURCHILL DRUG CO.,
Cedar Rapids, Ia. |
| BUFFALO WHOLESALE HARDWARE CO.,
317 Washington St., Buffalo, N. Y. | FULLER-MORRISON CO.,
540 W. Randolph St., Chicago, Ill. |
| WEAVER PIANO COMPANY,
York, Pa. | HELLRUNG & GRIMM,
904 Washington Ave., St. Louis, Mo. |
| M. SELLER & CO.,
Fifth and Pine Sts., Portland, Oregon | W. W. KIMBALL CO.,
Jackson & Wabash Aves., Chicago, Ill. |
| M. SELLER & CO.,
Spokane, Wash. | MOONEY, MULLER & WARD CO.,
101 S. Meriden St., Indianapolis, Ind. |
| WM. VOLKER & CO.,
Main, 2d and 3d Sts., Kansas City, Mo. | SALT LAKE HARDWARE CO.,
Salt Lake City, Utah |
| WM. VOLKER & CO.,
Houston, Texas | G. SOMMERS & CO.,
Park Square, St. Paul, Minn. |
| WM. VOLKER & CO.,
Denver, Colorado | WM. D. BROOKS & HINCHMAN SONS,
26 Congress St., Detroit, Mich. |
| ARMSTRONG FURNITURE CO.,
59 N. Main St., Memphis, Tenn. | WRIGHT & WILHELMY CO.,
Tenth & Jackson Sts., Omaha, Neb. |
| JOHN A. FUTCH COMPANY,
630 Washington St., Jacksonville, Fla. | WESTERN PHONOGRAPH CO.,
985 Market St., San Francisco, Cal. |
| GRAY & DUOLEY CO.,
Nashville, Tenn. | WESTERN PHONOGRAPH CO.,
820 S. Broadway, Los Angeles, Cal. |



Pathé FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

10-52 GRAND AVE.

BROOKLYN, N. Y.

Pathe Freres Phonograph Co. of Canada, Ltd., Toronto

Pathé

Pathé sapphire—the beautifully polished round sapphire ball that fits perfectly into every record groove and flows over the surface of the record, reproducing accurately and smoothly the beauty of tone without it being marred by the scratching of the record-destroying hard steel needle.

Pathé sapphire—the crowning feature of **Pathé** **THE** Phonograph—makes the difference between music and mere noise—that is why **Pathé** has grown in such immense selling proportions during the last few years. **Pathé** dealers are reaping the benefits every day.



A Few New Best Sellers

- 22109 { "Sweet Hawaiian Moonlight".....Orpheus Trio
Accompaniment by Shebo's Novelty String Orchestra
- 22110 { "Lullaby Blues".....Premier American Male Quartet
- 22110 { "Eyes That Say I Love You".....Lewis James, Tenor
With Acme Male Quartet
- 22110 { "Alabama Lullaby".....Lewis James and Charles Hart
Accompaniment by Shebo's Novelty String Orchestra
- 22113 { "Chong"Premier American Male Quartet
- 22113 { "On the Ozark Trail".....Collins and Harlan
- 22114 { "Heart Breaking Baby Doll".....Billy Murray, Tenor
- 22114 { "Everybody Wants a Key to My Cellar".....Arthur Fields, Baritone
- 22118 { "Wild Honey"Toots Paka Hawaiian Troupe
- 22118 { "Till We Meet Again".....Toots Paka Hawaiian Troupe
- 40171 { "My Cairo Love"—Fox Trot.....Joseph Samuels' Orchestra
- 40171 { "Limbo-Land"—Medley One Step.....Joseph Samuels' Orchestra
- 22117 { "The Alcoholic Blues"—Fox Trot.....Synco Jazz Band
- 22117 { "Lassus Trombone"—One Step.....Synco Jazz Band
- 22121 { "I'll Say She Does"—Medley Fox Trot,
Green Brothers' Xylophone Orchestra
- 22121 { "Fluffy Ruffles"—One Step...Green Brothers' Xylophone Orchestra

Pathé FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

10-52 GRAND AVE.

BROOKLYN, N. Y.

Pathe Freres Phonograph Co. of Canada, Ltd., Toronto

THE TRADE IN PHILADELPHIA

(Continued from page 53)

over previous months, and I am very optimistic over the prospects, and believe that conditions are going to be normal in a very short time."

Gus Pleibel, for many years connected with the Weymann talking machine department, recently returned from France and assumed his old position. John J. Powers, formerly at the head of the talking machine department of the George W. Huver Co., and who was in France for a year and a half, recently resumed his old post. A. P. Ackley, the talking machine dealer at 3161 Frankford avenue, is making extensive improvements in his store. C. G. Gardner, the Eastern supervisor of the Edison, was a recent Philadelphia visitor.

Eckhardt Takes Talking Book Agency

Walter Eckhardt, the jobber and retailer here of the Pathé, has just taken the agency for the distribution of the Talking Book Corporation's little "Talkers." His territory covers Pennsylvania, Maryland, Delaware, District of Columbia, North Carolina and Virginia. He has already placed these "Talkers" with the following firms: John Wanamaker, Philadelphia; Munger & Long, Camden, N. J.; Kauffman & Baer; Joseph Horne & Co., and Boggs & Buhl, of Pittsburgh, Pa., and the Schuldenfrei Dry Goods Co., of Atlantic City, N. J. R. S. Hibsman, who was recently with the Aeolian Co., has taken charge of Mr. Eckhardt's talking book department.

Mr. Eckhardt is at present very much engaged in the completion of a sales manual that he has been preparing for some time. It will give practical hints from a practical and successful dealer in talking machines.

Weymann & Son Add Music Rolls

H. A. Weymann & Son, well-known Victor and musical instrument distributors of this city, have found it expedient to add player rolls to their line. Many dealers on their list also carried music rolls and in the interest of efficiency and quick service H. A. Weymann & Son decided to make this addition to their stock. H. W. Weymann, who is in charge of this department, said: "The dealers will thus become identified with our three leading lines in their localities, all of which are of a quality that is indisputable. I look forward to fall with a most optimistic view and feel that the supply in all three lines will be greatly increased over corresponding months of last year." H. W. Weymann and family are spending the summer at Atlantic City, as usual, stopping at the Hotel Dennis.

Barnhill to Take Vacation

T. W. Barnhill, president of the Penn Phonograph Co., Victor wholesalers, will leave immediately after the Victor Distributors' convention is adjourned for a well-earned vacation, to be spent in New England.

Bevan Co. Installs Booths

The Bevan Co., of Wilkes-Barre, I am informed by the Penn, has entirely remodeled the present store and has installed seven additional booths.

COLUMBIA MEN BACK FROM FRANCE

D. V. B. Allen, formerly connected with the general sales department of the Columbia Graphophone Co., returned recently from France with the rank of lieutenant after fourteen months' service in the U. S. Army. Mr. Allen has resumed his connection with the general sales department.

E. B. Shiddell, formerly manager of the Columbia Co.'s branch at Dallas, who resigned to go overseas with the U. S. Army, returned from France this week as a lieutenant, bearing the insignia of the Croix de Guerre and the Victory Ribbon with two stars. Mr. Shiddell will probably resume his association with the Columbia sales division in the near future.

The Central Talking Machine Shop, New York, has been incorporated with capital stock of \$50,000 to manufacture talking machines.

TO REPRESENT AMERICAN MAKERS

William Gerner, of Chicago, to Visit Scandinavian Countries and Study Music Trade Conditions There for American Interests

CHICAGO, ILL., July 2.—William Gerner, for over thirty years a member of the Chicago piano trade, leaves Thursday of this week for New York, whence he will sail within a fortnight for a four months' European trip, a greater part of which time will be spent in Norway, Sweden and Denmark. The trip is taken with a view to studying conditions in the music trades of these countries and other European States in order to open them up for American-made pianos, players, organs, phonographs, music rolls, cabinets, benches and specialties. Mr. Gerner, himself a native of Norway, has already taken several trips to Scandinavia and in the past has done considerable export business. He is now entering this field on a permanent basis and expects to promote American trade with Scandinavia and vice versa. He will have associated with him his son, William Ger-

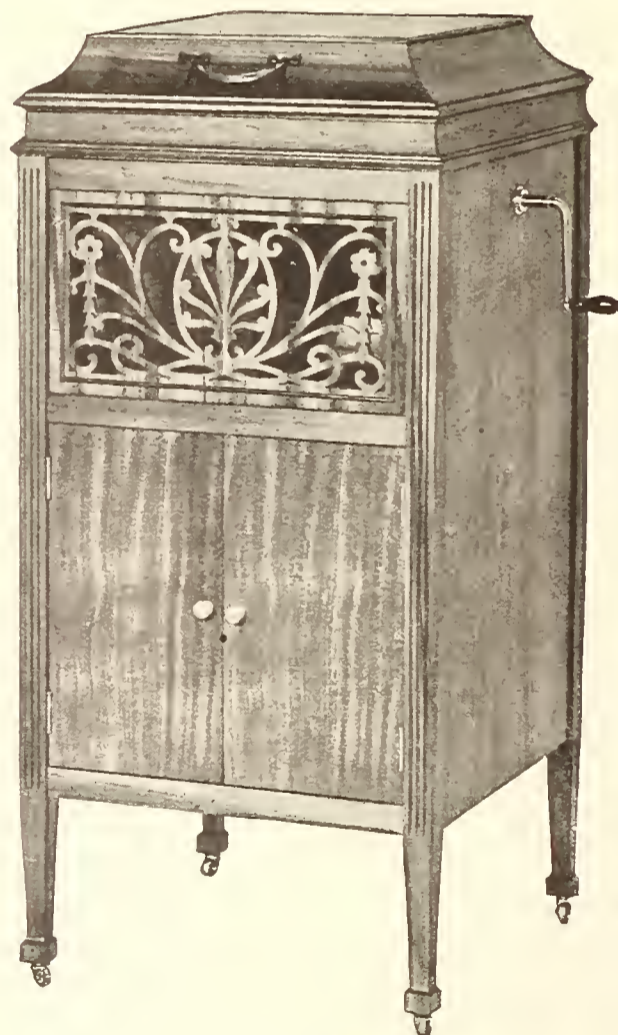
ner, Jr., who recently received his discharge in France after sixteen months' active service with the A. E. F., and who is now visiting the music dealers abroad. While in New York Mr. Gerner will interview manufacturers with a view to obtaining representation of their products. His address while in that city will be the Swedish-American Chamber of Commerce. His foreign office will be 1 Graensen, Christiania, Norway, and the American office is 4909 Broadway, Chicago. A comprehensive system of export service has been devised.

BOOKED GOOD ORDERS ON TRIP

Fred S. Solton, of the sales staff of the New York Album & Card Co., has just returned from a five weeks' trip throughout the trade. This was Mr. Solton's first trip after his return from service abroad. He was well pleased with the reception given him by his old friends in the trade, which took tangible form in the volume of orders received. Mr. Solton found business conditions very good throughout, and was impressed with the recent growth of the trade.

The FRANKLIN

The Phonograph That Stays Sold



ADAM, \$125

Like a good watch, the vital thing in a phonograph is its works, the motor must run true, and, above all, the Reproducer, Tone Arm and Horn must be balanced and of the best quality.

We invite Comparative Tests as to the tone value of the Franklin.

Ten styles from \$50.00 to \$700.00.

Let us send you a price list, or, better still, order a sample at once.

The Franklin

is different.



FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

10th & Columbia Ave.

PHILADELPHIA, PA.

**The public wants today's dances today.
And that's what they get on Columbia
Records.**

**Columbia Graphophone Co.
NEW YORK**



TRADE CONTINUES VERY BRISK THROUGHOUT OREGON

Victory Rose Festival an Event of Last Month—Big Demand for Victrolas—Wiley B. Allen Operations—Dealers Placing Heavy Orders for Fall and Winter Demands—Other News

PORTLAND, ORE., July 5.—The Victory Rose Festival was the important event of last month in this city. It rather interfered with the business of the talking machine houses during the three days when the parades occupied the attention of the thousands of visitors who crowded the streets, but the after-effects of the festival were stimulating to the summer trade.

Charles H. Carder, of the Victrola department of Sherman, Clay & Co., has had orders for Victrolas from as far east as eastern Pennsylvania, orders which it has been impossible for him to fill on account of the shortage of stock. A firm in Crown Point, Ind., wrote to him and asked him if he could fill an order for them in twelve months, but Mr. Carder was absolutely unable to give them any assurance that the order could be filled even then. The demand in Portland and surrounding country for Victor machines is increasing.

Extensive alterations are being made in the Wiley B. Allen store. The record department will be put on the floor in which the shop is now located and this will make that department one of the largest and most complete on the Coast. Frank Case, manager of the local house, says that everything will be done to increase the efficiency of this department and make it comfortable and pleasant.

Paul B. Norris, manager of the Wiley B. Allen talking machine department, has made more than his usual number of big sales during the month of June. A good stock of machines and a fine supply of records is on hand.

The G. F. Johnson Piano Co. is extensively advertising the Cheney phonograph. Cheney style 1 is the big seller of the summer season. It is in great demand for dancing, and its popularity increases every day.

The Remick Song Shop has such pleasant well-ventilated demonstration rooms that many of the young people who visit this store for the purpose of buying sheet music go into these rooms and buy Columbia records. The new venture of the Remick Song Shop is well looked after by Mrs. Frances Powell.

L. D. Heater, of the Columbia Graphophone Co., reports very satisfactory business. The dealers are calling for the L-2 Columbia, a \$225 instrument, which is a sensational seller. Mr. Heater says there is an extraordinary demand for big machines, although vacation models are wanted at present. The dealers here have been seriously handicapped by not being able to furnish these small models, which are so desirable for automobile trips, campers, and so forth.

A big shipment of records, including a fine assortment of foreign records, has just been received at the Columbia Grafonola shop.

Miss Reils, in charge of the record department of the Reed-French Co., has made some good sales during the month.

George W. Haskins, of the Burmeister & Anderson Co., Oregon City, Ore., who are dealers

in Columbia and Edison phonographs, was a recent visitor.

A shipment of thirty-two Brunswick machines has just been received by the Wakefield Music Co.

The G. F. Johnson Piano Co. have a very handsome new sign in front of the entrance on Sixth street. The famous Victor trade-mark forms the upper portion of the sign, the word Victrola being shown in large letters beneath the firm's name. It is a double sign and equipped with flashes so that the sides are alternately light and dark.

H. E. L'Anglaise, of the Remick Song Shop, is in Portland at present getting Columbia stock for the Wade fibre needle cutter.

Taylor C. White, 309 Stock Exchange Building, exclusive jobber in talking machine accessories, is making a phenomenal success with his entire line. He has just closed a deal whereby he becomes the exclusive jobber for Oregon, Washington, California, Idaho and Montana for the Wade fiber needle cutter.

G. C. Cook has become sales manager for the Taylor C. White line. Mr. Cook is making a tour of the Coast States.

The Wax-Wilson Co., which is the distributor for the Tone-Clear, is having splendid success in handling the record cleaner and renewer.

It has just sold one concern in San Francisco \$10,800 worth of the article.

Foley & Van Dyke are very fortunate in having a goodly stock of small machines on hand, which are in such demand during the summer months. Mr. Foley said that they took the advice of Frank McGallaird, representative of the Victor Co., who visited Portland a few months ago, and bought pretty heavily of small Victor machines.

Calef Bros. are placing very interesting advertisements in the local papers calling attention to the Pathé phonograph.

A new index card system has been devised by E. B. Hyatt, of the Hyatt Talking Machine Co. All of his assistants are enthusiastic over the new method, which is a big improvement over any system formerly used.

M. W. Davis, manager of the Edwards Furniture Co.'s talking machine department, is one of Portland's best salesmen. He has sold a goodly number of small machines for camping and outing trips and in three days' time sold in addition five \$200 Brunswicks, and a \$225 Brunswick, and at present writing there is not a \$200 Brunswick in stock.

The talking machine department of the Bush & Lane Co. continues to grow in popularity. More cash sales than usual have been made the past month.

Keenan & Jahn, Detroit, Mich., have opened a new store devoted exclusively to the display of talking machines and records.



THE MASTER KEY
Dusonto
TO ALL PHONOGRAPH
DISC RECORDS

**Iowa, Nebraska
and Wyoming Dealers**

The "Dusonto Phonograph" gets the *best* out of all makes of records. That is why the "Dusonto" is the "Master Key of the Record."

Immediate deliveries can be made to dealers in this territory through

THE BRINSMID CO.

Des Moines, Iowa

Exclusive Distributors for Iowa, Nebraska
and Wyoming.

When dealing with "Dusonto" distributors you are assured of prompt, efficient and courteous service at all times.

Send for details.

The Belcanto Company, Inc.

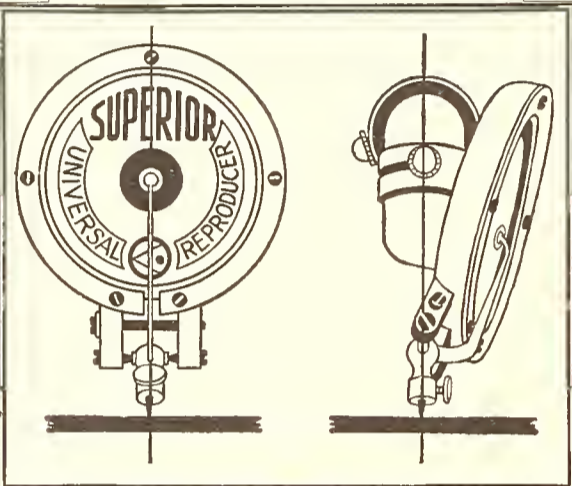
2007-B Bush Terminal Sales Building
130-132 West 42nd Street, New York



The
Scotford Tonearm
and
**Superior Universal
Reproducer**
The Ideal
Combination

Plays All Makes of Records
as they should be played

Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75
Adjusted for Cabinet
measuring 8 1/2 inches from center of Tonearm
base to center of Turntable shaft



Distinctive Features

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.

Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.

The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.

The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.

Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.

The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.

The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.

The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



**Barnhart Brothers
& Spindler**

Monroe and Throop Streets—Chicago

TALKING MACHINE MEN, INC., MEET

Plans Completed for Strong Membership Drive
—Join National Association of Music Merchants—New Service Bureau Working Well

At the monthly meeting of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, held on the 18th day of last month, a full report of the plans for intensive campaign for membership which starts to-day (July 15) was presented.

The campaign will open with a luncheon at the McAlpin Hotel, where the membership teams and the dealers will be addressed by George W. Pound, general counsel and manager of the Music Industries Chamber of Commerce. The drive for new members will end shortly before the annual outing of the association, which is scheduled to take place at Rye Beach August 13.

E. G. Brown, secretary of the association, reported on his trip to Chicago early in June, when he was authorized to join the Music Industries Chamber of Commerce. This the organization accomplished by affiliating with the National Association of Music Merchants, who are already represented in the chamber.

J. J. Davin, who has been taking an active part in the membership drive as well as in the new service bureau of the association, spoke for both committees. In the report on the new service bureau he showed that in many ways they were compiling data, etc., which will be most helpful to the dealers making use of the material. The committee will also enlist the services of Ed Usoskin and Otto Goldsmith. The former is already supplying much material to dealers through his sign service organization and the latter makes a specialty of jobbing in special accessories and materials for dealers.

The membership committee was authorized to have a button made containing the names of the individual dealers of the association, these to be worn at meetings and outings as a means of recognition, as well as to encourage the dealers to make the acquaintance of all the members of the association. This plan is followed by the Rotary Club and other organizations and is a good idea.

ISSUE THEIR INITIAL CATALOG

GRAND RAPIDS, MICH., July 1.—The Grand Rapids Phonograph Co. of this city have issued their initial catalog to the trade. The book has been very attractively and artistically produced and the engravings portray realistically the nine models constituting the entire line. Five of the models are of the upright type and four of the Console type. All are in period designs, and the periods used are Chippendale, Louis XVI. Queen Anne, Adam and Sheraton.

BACK ON PEACE BASIS

Harry B. Haring has joined the general sales department of the Columbia Graphophone Co., but has not yet been given a definite assignment. He was formerly with the Fourth New York Infantry and was later captain of a machine gun company, and saw several months' service with the A. E. F. in France.

**TALKING MACHINE DEALERS
—READ THIS—**

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

**NYOIL
IS BEST
FOR ANY TALKING MACHINE**



Being made in our Watch Oil Dep't, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless. Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

NYOIL is put up in 1oz., 3 1/4 oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

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

NEW SONORA PERIOD DESIGN SHOWN

Italian Renaissance Model One of the Handsomest in Entire Sonora Period Family

Perhaps one of the handsomest of the Sonora Period family, namely, the Italian Renaissance Sonora, has just been brought to the public at-



Sonora Italian Renaissance
tention. This Italian Renaissance model is remarkably beautiful in both lines and in color. Due to the fact that furniture of this period is in vogue at this time, such a model is unusually timely. The cabinet will be forty inches high, twenty-six inches deep with a width of forty-six inches. It will be finished in oak and walnut, and all exposed metal parts are of antique gold finish. The Sonora phonograph quality is brought to its highest development in this model and the usual Sonora features, such as the motor meter, the tone arm and the tone modifier, are used in connection with it.

Jazz records are big sellers with the Culp Bros. Piano Co., Inc., Fort Smith, Ark.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

FROM THE **DORAN CO.** 45 MICHIGAN AVE. DETROIT

SOLD BY **HURTEAU, WILLIAMS & CO.** MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

FROM THE **PHONOGRAPH CO.** 1240 HURON ROAD (Enter from Road) PHONES — PRESBYTER 2400 — CENT 4400 CLEVELAND

SOLD BY **WALTER D. MOSES & CO.** Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY **J. E. STRATFORD** AUGUSTA, GA.

Jealous! Ambitious! Selfish! Proud!



GUILTY? Yes! Guilty on every count, and, what's more, we glory in it because back of it all is a Big, Generous, Impelling Motive.

JEALOUS of what others have done—AMBITIOUS to do more. SELFISH lest we may not do most—yet PROUD of what we already have done for the betterment of the TALKING MACHINE INDUSTRY and for the joy of phonograph users the world over. *What have we done?*

We Have Given to the World

The Universal Talking
Machine Needle Supreme!

"Tonofone"

The Semi-Permanent
Needle That's Different

THE NEEDLE WITH THE WONDERFUL TONE-PRODUCING ELASTICUM TIP

"Tonofone" tip is plastic—not hard and harsh. It is elastic—not stiff and rigid. It is pliable—not brash and brittle. It is cylindrical, of correct diameter and blunt pointed—not tapered and sharp. Therefore it will not widen with use nor scratch like other needles. That's why each Tonofone plays 50 or more standard records without injury.

ITS TONES ARE MARVELOUSLY PURE!

"Tonofone" is not a loud needle, but brings out all the tone-value of the record without the scratch. It does not sacrifice the tone quality for the sake of volume. It is the "needle of quality."

ITS ARTICULATION IS AMAZINGLY CLEAR!

"Tonofone" tip being plastic and elastic, quickly shapes itself to the groove and picks out every one of those wonderful microscopic sound waves, thereby giving a perfect reproduction which no needle of any other construction can do.

OTHERS MAY IMITATE—NONE CAN DUPLICATE!

"Tonofone" makes the talking machine all but human—makes it sing and talk just like the human voice—makes it play instrumental music like the instruments themselves in master hands.

IT MAKES ALL RECORDS BETTER! IT MAKES GOOD RECORDS GREAT!
IT IS THE "MASTER NEEDLE"!

"Tonofone" is not an experiment—it has stood every known test. Musically, mechanically and scientifically, it is correct. It has set a new standard in "Phonography."

DISTRIBUTORS

- The Reed Company
237 Fifth Avenue, Pittsburgh, Pa.
- Home Music Co.,
9 No. Queen St., Lancaster, Pa.
- Smith Bros.,
Sandusky, Ohio.
- World Phonograph Co.,
Chicago.
- W. A. Carter,
Cable Building, Chicago.
- The OkeH Record Distributing Co.,
OkeH Bldg., Grand Rapids, Mich.
- World Sales Corporation,
1340 Lawrence St., Denver, Colo.
- Walter S. Gray,
Chronicle Bldg., San Francisco, Cal.
- M. D. Swisher,
115 So. 10th St., Philadelphia, Pa.



If You
Make or Sell
Talking Machines
or Records You
Need *"Tonofone"*

SNAPPY
PROPOSITION.
NOW READY
"COME AND GET IT"

EASTERN AND EXPORT DEPT.
160 BROADWAY
NEW YORK CITY
U. S. A.
TEL. CORT. 8586

MADE for THE TRADE by
R. C. WADE CO.

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE
CHICAGO, ILL.
U. S. A.
TEL. RANDOLPH 2045

The
CHENEY
 PHONOGRAPH

IN DESIGN, workmanship, choice of woods and finish Cheney Phonograph Cabinets are equal to the old world masters of period furniture design.

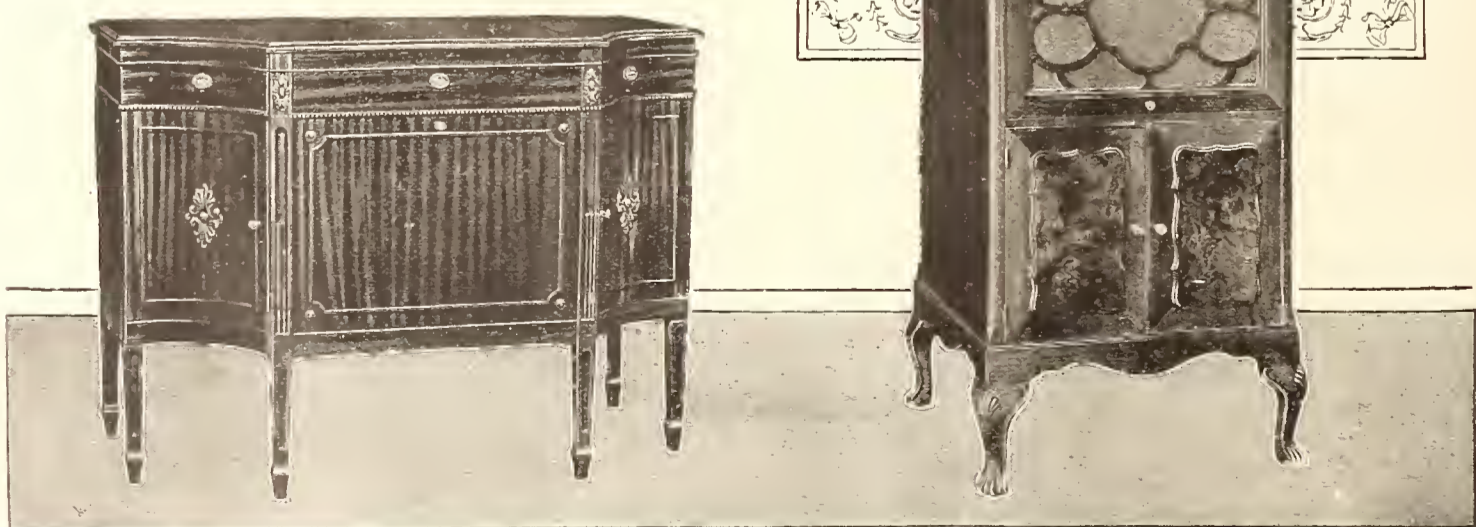
Sheraton and Hepplewhite, and those craftsmen of the William and Mary, Georgian and Queen Anne periods, live again in masterful Cheney creations.

We offer Cheney Phonographs in Regular and Console models, and create Art Models to suit individual requirements.

Cheney Cabinets are matched only by the Cheney Tonal System which they enclose. A series of *acoustic inventions covered by basic patents*, keep Cheney Tones serenely pure, comparable only to the original production.

On Display
at the
Grand Rapids Market
Keeler Building Arcade
June 23—July 19

Cheney Talking Machine Company
 831 Marshall Field Annex Building
 24 North Wabash Avenue
 Chicago, Illinois



THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., July 3.—These are the days when business is expected to let up; no establishment looks for a serious drain on its line of machines or of records, although the shore and mountain business that has been developed the past few years has been surprisingly great. Machines that are especially popular are the lower priced ones, such as are adapted to camps and canoes, and to-day there is scarcely a lake or river resort where one will find a canoe without a machine. One hears of splendid prospects, and big ones, too, that will materialize in the fall, for good business is in the air. It is the lucky and businesslike dealer that plans now to place his fall order for goods, for there promises to be a shortage for those who are not early in the field.

Death of Russell L. Steinert

Robert S. Steinert, head of the Arch street Victor Department of the M. Steinert & Sons Co., has had the sympathy of a large circle of friends in the trade in the loss by death of his elder brother, Russell L. Steinert, president of the Jewett Piano Co., and associated also with the Steinert house. The young man while at a family outing dived into shallow water and hit his head on the bottom, so injuring himself that he died the following day at a hospital. Russell Steinert had been in business only a few years, following his graduation from Dartmouth College in the class of '12, and he had a most promising career before him.

Aeolian-Vocalion Forces Hold Picnic

The Boston Chapter of the Aeolian-Vocalion Co. held a picnic at Norumbega Park the last Saturday in June, and it was "some party." Manager T. W. Hindley was insistent that everybody should have a good time and between sports and dancing and canoeing and a good

supper the company spent a pleasant afternoon and evening. In fact, so well pleased were all the members of Manager Hindley's staff that they may get together again at some resort before the end of the season. This organization, which was started less than two months ago, is accomplishing all that was bespoken for it, and it is developing a fine esprit de corps among all the employes.

Signs Up Many New Dealers

Manager Oscar W. Ray, of the Emerson New England, reports that the new 10-inch record just introduced has been a good seller from the start, and dealers are eager to get a large supply of them. Mr. Ray has lately been over in New York and Bridgeport, Conn., this trip being taken in part in connection with the company's plan to develop an international and foreign business for its product, and already 100 accounts have been opened throughout the New England territory. The Metropolitan Furniture Co. in Springfield, Charles F. Boardman in Gloucester and I. F. Corinha in Woburn are some of the new dealers who have lately been signed up.

M. C. Perkins in Partnership With Brother

One of the important changes to be announced this month is the resignation of M. C. Perkins, the right-hand man to Manager Fred E. Mann at the Columbia wholesale headquarters. Mr. Perkins, who has had a long and valuable connection with this company, has gone into partnership with his brother, A. M. Perkins; and the Perkins Music Store, located in the Auditorium Building, Malden, is the result of the combination. This new store was briefly referred to in this department last month, at which time it had been in operation about two weeks. In the meantime the Columbia busi-

ness has been coming along at such a rate, for this is exclusively a Columbia store, that Mr. Perkins felt obliged to give all of his time to the enterprise much sooner than he had expected. Mr. Perkins was six years with the Chambers street, New York, quarters of the Columbia, and thereafter until coming to Boston he was manager of the Springfield store. Mr. Perkins has made many friends in Boston and both office employes and dealers will miss him greatly; but all are wishing him the best of success.

To succeed Mr. Perkins, Fred R. Smith has been brought over from the New York offices, where he has been well trained in the particular line of work he is called upon to take up here. Mr. Smith is a brother of Assistant Manager Smith, of the Pittsburgh offices of the Columbia. He reached Boston about the middle of the month.

Manager Mann, of the Columbia, spent considerable time the middle of the month in an inspection tour of the various Columbia agencies in Massachusetts and southern New England. He returned to Boston with a new fund of enthusiasm not only for the Columbia dealers, but for the volume of present business done and the fine prospects for the late summer and fall.

Showing New Vocalion Model

A new Vocalion model, No. 620, which will be included in the fall catalog of the company, is being shown at the Boylston street warerooms of the Vocalion and is being well spoken of by those who have examined into its merits. The handsome fivefold screen, "The Siren of Music," which attracts so much attention as the background for the Vocalion's window display.

(Continued on page 62)

A Part of Your Daily Life

"New England Service for New England Dealers"



MORNING and night—and frequently at noon—you think of Eastern Service.

IN fact it is part of your daily life. To make your business better is our chief aim.

AS our interest is primarily in your welfare our staff believes that your improved success is the basic cause of our continuous growth.

The Eastern Talking Machine Co.

Victor Wholesalers

85 Essex Street

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 61)

play, is the work of Miss Edna Tremaine, of the Normal Art School.

A. E. Russell, of the Vocalion staff, recently spent a half-day studying the intricacies of the Vocalion laboratories and another half-day making a similar visit to the Columbia laboratories.

Install Larger Booth Equipment

Kraft, Bates & Spencer are having installed at their Boylston street warerooms a series of Unit booths which are being put in by the Unit Construction Co. There are to be six on one side and seven on the other and the general finish is to be old ivory. These booths are to occupy considerable of the floor space of the warerooms. Harry Spencer is giving his personal attention to the work. With the addition of these booths the warerooms will be especially well fitted to demonstrate the Brunswick proposition, with which the company is having marked success.

Developing Outlying Territory

A recent visitor to Boston was J. E. Pollard, manager of the United Talking Machine Co., of Rutland, Vt., which carries a large line of Columbia goods. Mr. Pollard says that he has lately installed a system of motor trucks which promise to perform a valuable service for the outlying territory, and he adds that he already has seen the good effects of this system as the business in the more distant sections has been wonderfully developed in a short time.

Found Business Moving Well

Joseph H. Burke got back toward the end of June from a week's trip among the principal centers of Connecticut, where he found business moving along in tip-top shape. He says that the trade everywhere is feeling in fine shape and they all are booked up with orders far ahead. Mr. Burke is planning to get away some time in July on a vacation with his family, but as yet he is undecided just where to go, although he leans toward a salt water trip. J. C. Morris, president of the Musical Supply & Equipment Co., was in town the middle of the month and expressed himself as well pleased with the way business is forging ahead in this territory.

Model Booth Near Completion

The model booth to be installed by the Unit Construction Co. at the large quarters of the Eastern Talking Machine Co. in Essex street is not reaching the state of completion as quickly as hoped for. The material now is all on hand and work on it will be rushed, so that it will be ready for use early this month.

A Victor Record With a History

In the Boylston street windows of M. Stein-

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.  BOSTON

WHOLESALE HEADQUARTERS

DEVELOPMENT

is the keynote of our policy. We aim to give our trade *prompt delivery and courteous and efficient attention.*

ert & Sons there is a Victor record that is attracting much attention. It was found on the German submarine U-11, when she was surrendered to the Allies and made the trip from Plymouth, Eng., to New York City manned by officers and crew of the United States Navy. This record was presented to Robert S. Weeks, who was very prominent in the last Liberty Loan campaign, by the American commander of the U-boat when the boat was on a recent visit to Boston.

Some Brieflets

George Lincoln Parker, the Colonial Building Edison dealer, went down to Providence the latter part of June for his class reunion at Brown University.

Harold Clapp, who has been serving with the Twenty-sixth Division, and is now discharged from service, is again in charge of the talking machine department of Frank Ferdinand's store out in Roxbury.

Joins Forces in Boston

H. M. Blakeborough, who for quite a time

was the New Haven, Conn., manager of the Columbia, has come to Boston, where he is associated with Arthur Erisman in the conduct of the Grafonola Co. of New England. Mr. Blakeborough at the New Haven establishment has been succeeded by H. L. Moorey, who has been one of the assistant auditors. Mr. Blakeborough has been in New Haven more than ten years.

Frank K. Pennington, assistant general sales manager of the Columbia, was a visitor here a short time ago, making his headquarters at Manager Mann's offices.

Vacations Now Under Way

E. J. Silliman, in charge of the record department of the Columbia, is the first of the Columbia forces to go away on his vacation; in fact, he is already home, following a pleasant two weeks in the country.

J. F. Carr, for the Columbia, started on a fortnight's trip toward the latter part of the month and his itinerary included Albany, N. Y., a trip down the Hudson and a several days' visit

— Oldest and Largest
Manufacturers of Talking
Machine Needles in the
World—There are several reasons

W. H. BAGSHAW CO., Lowell, Mass.

do they have the "Blues" in Boston?

Yes indeed, "Blues" one-steps and fox-trots have taken staid, conservative Bostontown by storm. All New England, for that matter!

New England Folks are one-stepping and fox-trotting to the melodious dance records which the famous Louisiana Five is making, these days, for the Emerson Phonograph Company.

Emerson dance and song hits are selling like the proverbial hot-cakes. If you want to handle a line that keeps your cash-register working overtime, ask us to outline our proposition.



Emerson New England INC.

68 Essex Street, Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 62)

in New York, where he combined business and pleasure. He was accompanied on the trip by his daughter, who has been attending a private school in Boston.

General Manager Herbert Shoemaker, of the Eastern Talking Machine Co., who is forging ahead most commendably, has been attending the Victor jobbers' convention at Atlantic City, where he met many of his old friends. Charles H. Farnsworth, president of the Eastern Co., was lately over at the Victor factory, remaining there for several days.

On Visit to Chicago

Harry Spencer, of the firm of Kraft, Bates & Spencer, whose house carries the Brunswick, was a Chicago visitor early in the month, having gone there for the convention of the piano men.

Did Surprising Business

Clarence W. Hill, manager of the Music Shop, located in the Meeting House Hill section of Dorchester, and which is an exclusive Columbia shop, did a surprising first day's business when he opened up a few weeks ago.

United Co. Takes on Another Floor

The United Talking Machine Co. of Brockton, Mass., has just added another floor to its talking machine department. The company's business has developed so rapidly of late that this addition was absolutely necessary to meet the demands of its customers. With this additional space there will be better opportunity to display a number of art models for which there was not room before. The company is planning to handle a line of pianos later on at not only its store here, but at its places in Plymouth and Willimantic, Conn.

Attended Edison Convention

Boston was well represented at the Edison convention in New York. Among those attending from this city were Manager Frederick H. Silliman and the four traveling men of the Pardee-Ellenberger Co., L. H. Ripley, F. S. Boyd, Guy R. Coner and E. B. Compton; Will-

iam E. Birdsall, of the F. H. Thomas Co.; Francis White, of the Edison department of the C. C. Harvey Co., and Lawrence Barry, of the same company's Lynn store.

Kenneth Read, traveling man for the Victor department of the Steinert house, was one of those going over for the Victor convention in Atlantic City this week. Mr. Read made the trip by boat from Boston to New York. Prior to starting for the convention he made a tour

of the Steinert houses through New England and was away for a week. Robert A. Steinert, manager of the Victor department, had planned to go to Atlantic City also, but the sudden death of his brother, mentioned elsewhere, caused him to abandon the trip.

The Edison parlors of the M. L. Parker Co., Davenport, Ia., have issued a new booklet for Edison dealers and prospects in that territory.

The Brunswick

ALL PHONOGRAPHS IN ONE

A MUSICAL INSTRUMENT OF CHARACTER FOR THE CRITICAL DEALER

IF LOCATED IN NEW ENGLAND WRITE

KRAFT, BATES & SPENCER, INC.
156 BOYLSTON ST. BOSTON, MASS.

"THE COMPLETE BRUNSWICK DEALER SERVICE STATION"



A Recent Curry Installation

The Curry plant is one of the best equipped wood-working plants in Boston. Over 11,000 sq. ft. devoted to the production of talking machine booths and accessories.

CURRY INSTALLATIONS SHOW INDIVIDUALITY

Each installation is designed to suit the location after inspection by our architect.

The construction of Curry Booths has proven exceptionally satisfactory. There has never been a sign of a crack and no sectional joint openings.

As best proof we submit a partial list of Curry installations of many years' standing.

- A. McArthur Co., 111 Washington Street, Boston.
- Rosen's Talking Machine Co., 11 School Street, Boston.
- Frank Ferdinand, Inc., 2260 Washington Street, Boston.
- Jordan, Marsh Co., 450 Washington Street, Boston.
- Charles S. Norris, 181 Tremont Street, Boston.
- Hallet & Davis Piano Co., 146 Boylston Street, Boston.
- The Grafonola Co. of New England, 174 Tremont Street, Boston.
- C. F. Hovey Co., 33 Summer Street, Boston.
- Royer Talking Machine Co., 1 Kingston Street, Boston.
- Bates & Holdsworth, Framingham, Mass.

Watch out for J. H. Remick's new installation, 168 Tremont St., Boston, Mass.

FRANK B. CURRY

Manufacturer

72-74 E. Dedham St.

Boston, Mass.

ENTER A. DORMAN GEISSLER, JR.

Arthur Dorman Geissler, president of the New York Talking Machine Co., is celebrating the arrival of another prospective power in the talking machine field in the person of Arthur Dorman Geissler, Jr., who made his appearance on June 23. While the youngster has not issued any statement of his future intentions we may easily imagine what his work will be as soon as he is old enough to follow in his father's footsteps.

ENTERPRISING INDIANAPOLIS HOUSE

INDIANAPOLIS, IND., July 1.—The Sonora talking machine department of Charles May & Co. is one of the nicest equipped in the city. Ernest L. Arthur, manager of the exclusive Sonora department, is pleased with the record the department is making in its opening weeks. This is one of the oldest and best-known stores in Indiana and is aggressively pushing the Sonora through large display advertising in the newspapers and through billboard advertising.

WINS REDUCED RATES FOR NEEDLES

Walter S. Gray Wins Fight for Proper Rates From Railroad Authorities—Big Saving

SAN FRANCISCO, CAL., July 3.—Walter S. Gray has won the deepest gratitude of the talking machine dealers, not only of the Pacific Coast, but throughout the entire United States, for his strenuous work with the railroad authorities on the subject of rates on talking machine needles. For years the rate on needles has been double that of talking machines and parts. Many efforts have been made to convince the Western Classification Committee of the railroads that this was an erroneous classification, but without effect, until recently Mr. Gray took the matter in hand, with the result that talking machine needles are now classed as talking machine parts and bear the same freight rate. This is a clear saving of 50 per cent. of the former rate. The saving for the dealers in dollars and cents will be considerable, and many have expressed their appreciation of Mr. Gray's work.

The Culp Phonograph Co., New York City, are taking advantage of the summer months to bring their line forcibly to the attention of the trade. In this way A. Culp, president of the company, is planning to equalize the rush of the latter months of the year.

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.



These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the originator of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

JAQUITH MACHINERY BUREAU, Inc.

Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited
77-79 North Washington St., Boston, Mass.

REPAIRS AND REPAIR PARTS

Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston

WIDMANN RETURNS FROM SIX WEEKS' EUROPEAN TRIP

President of Pathé Frères Phonograph Co. Confirms Report That His House Will Handle All Pathé Phonograph Products for Entire Western Hemisphere—Schipa to Record for Pathé

E. A. Widmann, president of the Pathé Frères Phonograph Co., arrived in New York Monday, June 30, on the French liner "Lorraine," after a six weeks' absence. Mr. Widmann confirmed the report previously received by cable stating that he had contracted with Pathé Frères in Paris to handle as from July 1 all the Pathé phonograph products for the entire Western Hemisphere, Great Britain, her



E. A. Widmann

colonies and possessions. Mr. Widmann announces that under this arrangement the British company, its stock, plant and policy will hereafter be controlled by his American company. In behalf of the American company Mr. Widmann has arranged with M. Jacques Pathé and M. Emile Pathé to act as managers in London. Since the war started the French

Pathé Company have erected extensive factories in London, but these will be at once greatly enlarged so as to be a duplicate of the Brooklyn plant, which is now being extended to cover the whole block on Grand avenue from Flushing to Park avenue. Mr. Widmann said that records in France are selling at a very much higher price than in America, but that in London, although selling at a very much higher price than before the war, records are selling at about the same price charged in America.

Mr. Widmann also announces that Pathé has made an exclusive contract for the recordings of Tito Schipa, said to be one of the most wonderful tenors in France. Schipa's reception in the Royal Opera House at Madrid was greater than that ever given any other operatic artist. He is now in South America, where he will sing during the season, and later on will go to Chicago as leading Italian tenor with the Chicago Opera Association.

VAN WICKLE CO. REBUILDING

WASHINGTON, D. C., July 2.—Work is rapidly being completed on the new building of the Van Wickle Piano Co., Washington, D. C., and present indications are that the quarters will be ready for occupancy some time before the middle of the present month. Many important changes have been made in the structure at 1217 F street, which was destroyed by fire some months ago, and the new home of the Van Wickle Piano Co. will be able to take care of the increasing business of this concern. A large stock of pianos has been ordered from the manufacturers and in addition to pianos the Victor and Columbia talking machines will be handled.

The Starr phonograph and Gennett records are featured by the advertising of the Music Shop, Pittsburg, Kans.

The "PERFECTION" REPRODUCER



No. 11a
"PUR-I-TONE"
TYPE

reproduces all makes of hill and dale records on Columbia machines, especially Edison Disc records. The reproduction of sound through the medium of this reproducer is the most perfect that may be desired on the part of Columbia owners who wish to play Edison Disc records on their machines.

These reproducers are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

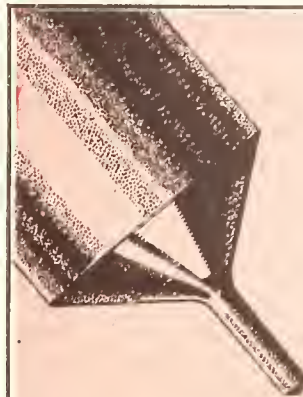
New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET BOSTON, MASS.

Pacific Coast Distributor: **WALTER S. GRAY**

Chronicle Building, San Francisco, Cal.



Millions have
already been sold!

Millions of these wonderful needles are now used and they are giving unequalled service and perfect satisfaction. Delighted purchasers are telling their friends and sales are growing very rapidly.



Semi-Permanent
Silvered

NEEDLES

enable you to make excellent profit. No matter what make of phonograph you handle you will find it advisable to have these needles in stock to supply your customers who are asking for them.

Sonora Semi-Permanent Silvered Needles are for use on ALL MAKES of steel needle records, play 50 to 100 times, are more convenient, more economical, and increase the life of the records.

Our production department is constantly increasing its capacity in order to satisfy demand. Send your order at once to get prompt delivery.

3 Degrees—
Loud, Medium, Soft
30c per card of 5
40c in Canada

**Sonora Phonograph
Sales Company, Inc.**

George E. Brightson, President

279 Broadway, Dept. Y, New York

TORONTO: Ryrie Building

Caution! Beware of similarly constructed needles of inferior quality

FOUR-STATE ASSOCIATION PLANNED IN CLEVELAND

Plan to Organize Dealers of Ohio and Neighboring States in One Body to Be Taken Up This Week—Cleveland Trade Happenings

CLEVELAND, O., July 7.—The Talking Machine Dealers' Association of Northern Ohio will hold its monthly meeting July 17, when reports upon efforts to form an organization of dealers in four States—Ohio, Pennsylvania, Indiana and Michigan—may be received. It is proposed, if possible, to make Cleveland the headquarters of the four-State association, because dealers in this section of the Middle West recognize that the organization in Northern Ohio is a model one.

Charles K. Bennett, general manager of the Eclipse Musical Co., distributor and retailer of Victor machines, and former president of the Cleveland association, is looking after the preliminary work of forming the proposed new body in Ohio. Charles Grinnell is doing a similar line of work in Michigan.

Several Cleveland men were among those who attended the conference of Victor jobbers and dealers in Atlantic City, the last week in June. Mr. Bennett headed the Clevelanders. Others included Charles Maresh, of the Maresh Piano Co., and M. O. Matlin, of the Home Piano Co.

The Cleveland Music Trades Association, several of whose members are handling talking machines, will have a picnic and outing at the country home of A. B. Smith, head of the A. B. Smith Piano Co., of Akron, O., and president of the association, July 14.

Talking machine dealers are pleased over the outcome of an effort of piano movers to raise their prices. A strike was threatened several weeks ago by these movers but a compromise was reached by dealers agreeing to pay certain competent men what they wanted and in some instances even more, leaving the incompetent mover without much real backing, so they never struck. The same agreement was reached with the piano tuners who wanted increased pay for their services. The best tuners are well paid.

Talking machine and piano dealers do not like the system some manufacturers have of billing pianos and talking machines and the boxes containing them on one bill.

Frank Jackson, a talking machine salesman, of St. Louis, was among the Cleveland visitors recently.

AUTOMATIC COVER SUPPORT

SIMPLE—SUBSTANTIAL
ECONOMICAL

No. 1287

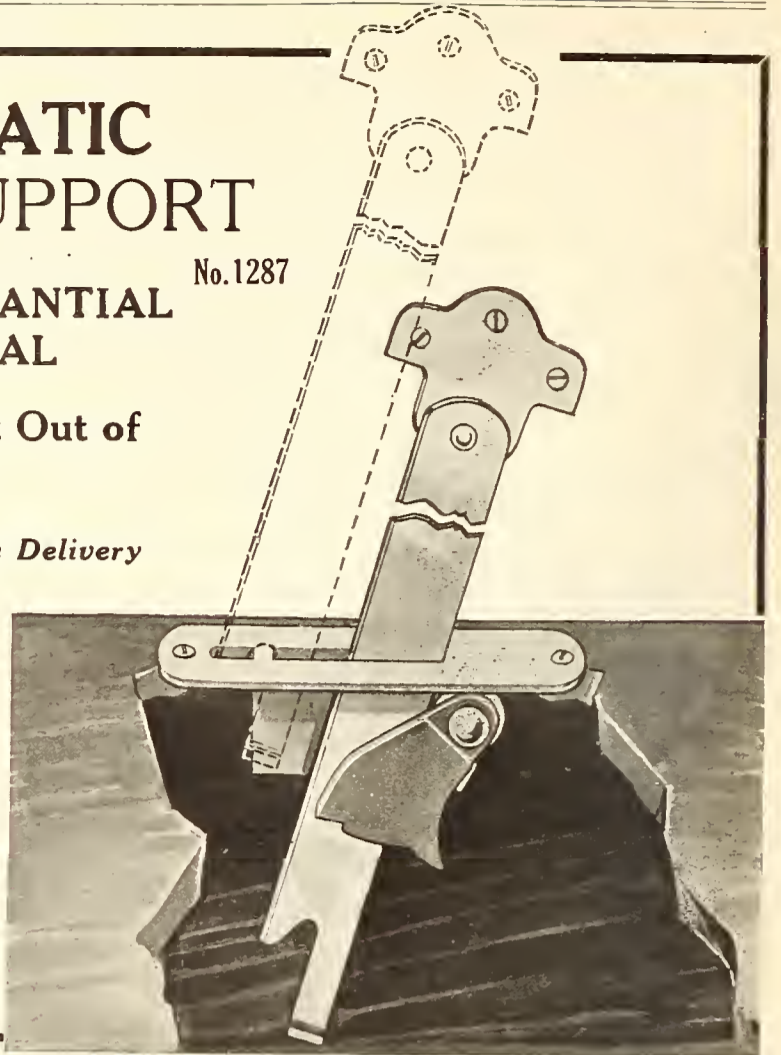
No Springs to Get Out of
Order

Order Now for Future Delivery

Finished in

GOLD
SILVER
NICKEL
COPPER
BRASS

WEBER-KNAPP CO.
JAMESTOWN, N. Y.



The big July Fourth home-coming celebration in Cleveland in honor of the city's discharged soldiers gave an impetus to music rolls, talking machine records and sheet music of the patriotic type. Cleveland's Director of Parks and Public Property, Floyd E. Waite, backed by the financial resources of the Mayor's advisory war board, staged a \$10,000 pageant, "Democracy in the Making," in one of the parks. This was supplemented by a community chorus of 2,000 voices in the open air. Prof. Haper Garcia Smyth directing the army of singers. About 1,500 persons participated in the pageant. Parades, pyrotechnical displays, street carnivals and concerts by bands added to the day's festivities. The demand for talking machine records reproducing war songs and patriotic music was exceptionally brisk, all dealers said.

The Starr Piano Co. has just added a big line of phonographs to the stock of the firm's four

Cleveland retail stores. Since the war ended the Starr factory, in Richmond, Ind., has been rushing to make up lost time on orders for talking machines.

Even the signing of the peace treaty has not brought out from under the ban talking machine records reproducing German songs. This class of records, when banned several months ago by members of the talking machine dealers' association, included about 1,000 titles. The Muehlhauser Brothers Piano Co. is featuring \$1,000 Corona phonographs in July Fourth window displays. The Cheney Sales Co., 4614 Euclid avenue, distributor for the Cheney phonograph, is making big strides for new avenues of business in Cleveland and throughout northeastern Ohio.

T. H. Towell, president of the Eclipse Musical Co., says that the talking machine business is just getting "its findings" with music lovers. In addition to his talking machine interests he is president of the Cleveland-Cadillac Co., wholesaler and retailer in Cadillac and Dodge automobiles. The distributing department of the Eclipse Musical Co. is located on the second floor of this building, while the company's retail store is located a few blocks down Euclid avenue, in the heart of the city's shopping district.

The Brunswick phonograph machine is not only holding its own among others in Cleveland but is steadily finding a stronger foothold among lovers of high-class phonographs for home amusement. The firm's branch store, in Huron road, is always well stocked with machines.

The Young Furniture Co., which operates two of the largest house furnishing emporiums in Cleveland, is constantly adding to its talking machine line of stock.

TO OPEN NEW STORE

The Glendale Phonograph & Piano Co., of Glendale, Cal., has leased a store in Burbank, and when alterations are completed this new branch will be run by the Salmanica brothers.

ATTENTION DEALERS

We manufacture a beautifully designed and splendidly constructed Talking Machine of the large 50-inch type. Write for illustration and terms.

TYROLIA TALKING MACHINE CO.
WILMETTE, ILLINOIS



TONE ARM AND REPRODUCER

Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

No Springs
Nor Weights
To Adjust



PATENTED
MAY 13, 1919
Plays any Make
Record Perfectly

Made in
Four
Lengths

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL.

Factory: CLEVELAND, OHIO

Address all inquiries to Chicago Office

"Friends" and "Smiles" and "Tears" are all big hits. "Friends" is the latest one. A-2744.

**Columbia Graphophone Co.
NEW YORK**



REMARKABLE DEVELOPMENT OF TRADE IN SAN FRANCISCO

Music Stores Rapidly Being Outnumbered—Heineman Progress—Recording Numbers of Talking Machines—Widdicomb Display at Baldwin's—Business Brisk, With Satisfactory Outlook

SAN FRANCISCO, CAL., June 28.—Perhaps nowhere else in the country has the talking machine business shown such a remarkable development in proportion to the population as on the Pacific Coast. It seems but a short time since the business was a mere side issue of the music trade, while now the number of stores devoted exclusively to talking machine goods probably outnumber the regular music establishments. In the large cities some of these stores are regal in their equipment and occupy the most prominent locations in the business districts. The music houses, without exception almost, have been compelled to devote their most attractive space to the talking machine departments and judging by the vast amount of alteration work going on the future prospects are very bright. The shortage of standard machines is a great inconvenience to the trade, but there is no lack of new makes. The rapid increase in the number of manufacturers on the Coast is somewhat disconcerting and one wonders how success can be possible with most of them, especially when prices are being maintained on so firm a basis as they are at present. The general report is that the more expensive machines show the strongest demand.

Though only established in San Francisco a few months, the Pacific Coast branch of the Otto Heineman Phonograph Supply Co., Inc., has already had to increase both its office force and storeroom space. L. Gruen, the manager, is gratified that his company has been so liberal in supplying him with stock notwithstand-

ing the heavy Eastern demands upon the factories and he says this fact has done much to gain him the goodwill of the Coast trade. By making prompt deliveries he has won the confidence of his new customers and has established a reputation for excellent service. Jobbers in all the principal cities of the Pacific Coast region now handle Heineman goods and show a disposition to co-operate with Mr. Gruen in developing the market, both for the popular OkeH records and the various specialties. The repair department in San Francisco fills an urgent need and is kept busy all the time. Most of the Heineman and Meisselbach products can be repaired here without sending East. The 6C soundbox, the new product recently introduced to the trade, is considered a wonder for tone quality and volume. Some of the largest manufacturers of talking machines on the Coast are using it exclusively in their machines.

The Talking Machine Dealers' Association of the San Francisco Bay District, at their last business meeting, adopted a policy of recording the number of each machine which is brought in for repairs at the various repair shops, with the idea of keeping track of all machines. Thus stolen machines may be traced more easily and the dealers given greater protection against irresponsible buyers. A special list of missing machines will be placed with all the dealers so that they can be on the lookout for them. This co-operative measure helps to solve one of the most puzzling problems in the business. Other progressive plans will be discussed at the next business meeting.

F. A. Levy, president of the Talking Machine Dealers' Association and president of the California Phonograph Co., has planned to leave this week for an extended Eastern trip, combining business and pleasure. He will study conditions in the Eastern trade with the idea of discovering new wrinkles for the Coast business.

The latest arrival at the Sonora Shop on Stockton street is the beautiful \$140 model called the "Nocturne." This machine will prove a winner, thinks E. C. Johnstone, the store manager, as it combines the best features of the Sonora machines with a popular price. Business on high-priced machines is encouraging. The special featuring of the Sonora Invincible has already borne good results. The demand for machines for country homes has increased this year, as the exodus to the country this summer is unusually heavy.

Andrew McCarthy, of Sherman, Clay & Co., is attending the annual jinks of the Bohemian Club at Bohemian Grove on the Russian River, an event which he never misses. Four members of the company are at the grove this year. Sherman, Clay & Co. are making extensive alterations in both their Tacoma and Spokane stores.

The talking machine departments will be greatly enlarged and improved by the addition of some of the newest equipment features.

R. E. Wolfinger, of the Wiley B. Allen Co., is about to leave for his annual vacation. This year he will visit the Yosemite and also southern California as far as San Diego. The chances are he will cross the Mexican border. Tijuana promises to be a popular resort for Americans in the very near future.

The Baldwin Piano Co., of San Francisco, has been displaying on the main floor for the last few weeks the line of Widdicomb phonographs manufactured in Grand Rapids. Mr. Thompson says he is trying out the idea of selling talking machines on the piano floor and if the scheme proves sufficiently attractive he will make it a permanent feature of the business. Some of the piano salesmen are former talking machine specialists. No records are carried.

New Pathé agencies recently established by Omer Kruschke, the Pacific Coast Pathé jobber, are: The Morgan Furniture Co., Livermore; J. R. Ricks, Dinuba, and Miller & Pinell, of Porterville.

Columbia business is heavy all along the line. Mr. Milnor, manager of the San Francisco office, has been calling on the Columbia agencies in the San Joaquin, and says the prosperous condition of the interior means a continuance of good talking machine and record business. The traveling force of the company has not yet been able to let up on activity despite the summer vacation season. Mr. Milnor attended the national convention of the Rotary Clubs at Salt Lake City June 16 to 21. Byron Mauzy, of San Francisco, also attended it on his way to the Piano Merchants' convention in Chicago.

INCORPORATED

The Repeatograph Co., Dover, Del., has been incorporated to manufacture talking machine repeating devices and attachments. The capital stock is \$100,000.

The Mutual
TONE ARMS & SOUND BOXES

**Speak
for
Themselves**

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

LANGUAGE RECORDS



Progressive Dealers sell
**LANGUAGE
Phone Method**
and ROSENTHAL'S
Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.
THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

BUFFALO CONTINUES TO BE A LIVELY TRADE CENTER

Fire Visits Neal, Clark & Neal Store—Confined to Basement and Rear—Andrews in New Wholesale Headquarters—Hoffman Expansion—Placing Orders Now for Holiday Stock—New Brunswick Agents—News of Month

BUFFALO, N. Y., July 2.—Fire visited the retail store of Neal, Clark & Neal, Victrola agents, on the evening of July 1. The loss was caused by fire, water and smoke and is estimated at \$10,000. The fire was confined to the basement and rear and was held in check on account of the excellent judgment of the firemen. Several of them, who wore gas masks, were overcome by the smoke. The blaze broke out in the evening and after working about two hours the firemen had it under control. The place was kept open all night and the fans in the booths and the overhead suction fans were in operation until morning in driving out the smoke. Very few machines were damaged and the store was open for business as usual next day. B. E. Neal and O. L. Neal were absent at the time. They were attending the Victor Jobbers' convention at Atlantic City. They were reached by long-distance telephone by W. J. Bruehl, sales manager of the store, who apprised them of the fire. Mr. Bruehl sent a letter to all the Buffalo newspapers, in which he praised the good work of the firemen, who in extinguishing the blaze worked carefully and minimized the damage to the elaborate store.

W. H. Reilly recently arranged a beautiful New Edison window for the Utley Piano Co.'s store. There was a background of green lattice work in an arch effect and across the top were the words, "New Edison." The central feature of the display was an official laboratory model.

W. D. and C. N. Andrews have moved into their beautiful new wholesale headquarters in the Builders' Exchange at Pearl and Court streets. Complete details of the improvements

in the building, of which they are owners, will be given later. C. N. Andrews and Mrs. Andrews attended the convention of Victor jobbers at Atlantic City. He and a member of his staff went on the trade-boosting excursion of the Buffalo wholesale merchants and manufacturers and furnished a Victrola for the trip. F. P. Besser recently returned to his former position with the firm. He served with the 106th Field Artillery in France. For a time he attended the American artillery school at Samur, France.

The Hoffman Piano Co., distributor of the Okeh records in this territory, is daily adding to its list of dealers. The Hoffman Co. has received a new shipment of these records and an abundance of high-class literature pertaining to them. "These new records are remarkably clear, distinct and full-toned," said L. M. Cole, manager of the Hoffman talking machine department. "We are planning for a great fall campaign on this merchandise."

With the temperature reaching the hundred mark, Buffalo's talking machine dealers are fixing their minds on Christmas. The reason is that on account of the shortage of goods many of them are wisely placing their holiday orders now. This they are doing for their own protection. So far as summer trade is concerned there is an extra heavy demand for summer portables, which fill the bill most satisfactorily. There is

also a lively call for expensive models. Working people are demanding the best in talking machines and have plenty of money to buy high quality goods.

W. H. Tyler has been appointed a salesman for the William Hengerer Co.'s Victrola department. H. J. Childs, assistant manager, has a large acquaintanceship among Buffalo's downtown business men and this connection has helped him in making many sales.

"Please send in my subscription to The Talking Machine World," he said. "I want to be fully informed all the time and The World is by far the best medium."

L. H. Scott, manager of the Hengerer Victrola department, says that despite the hot weather business is better than last year.

Among the firms which have lately been appointed Brunswick agents are the Koskie Music Co., Hornell; the Andrews Piano Co., Jamestown, N. Y., and Arthur M. Ferris, Utica. Speaking of the foregoing concerns, J. R. Flynn, manager of the Brunswick branch in Buffalo, said: "On account of the high standing of these firms our head office decided to add them to the Brunswick family. The dealers of this section of the country are keeping the Buffalo branch busy explaining that it is impossible to take on any more dealers. Many of our best dealers are placing their Christmas orders in self-defense as they are seeing the light."

The young ladies employed by Denton, Cottier & Daniels recently held an enjoyable picnic at Delaware Park. Among the features was a ball game, which ended in a tie score. In the evening Mr. and Mrs. Daniels treated the picnickers to a motor trip through Buffalo's parks and other delightful points about the city.

E. O. Hock, formerly connected with the Victrola department of the Robert L. Loud Music Co., has returned to the employ of that concern. For several months he was connected with the adjutant's department at Camp Upton.

A. F. Koenig, of the Koenig Piano Co., has bought a beautiful home at 611 Linwood avenue. Other residents of this thoroughfare include William H. Daniels, of Denton, Cottier & Daniels; George Goold, of Goold Bros., and Walter Erion, of the Erion Piano Co. Mr. Koenig and O. L. Neal, of Neal, Clark & Neal, were among those who recently attended the annual picnic of the Buffalo Optimists' Club.

A. H. Trotter, traveling representative of the Gibson, Snow Co., New York State distributors of the Sonora, was a recent caller.

The Hoffman Piano Co. is making a feature of models of the Sonora portables which were recently displayed in an effective manner in the Hoffman show window. L. M. Cole is manager of this department.

Joseph De Pasqualle, who was the "brains" of the gang that robbed George Mossinger, treasurer of C. Kurtzmann & Co., was recently sentenced by Justice Brown to thirty-eight years in Auburn prison.

A cargo of fresh opinions on business was brought home by 500 Buffalo boosters, who recently went on the Chamber of Commerce cruise to Cleveland. The talking machine trade was represented on the trip.

Edward H. Droop, of E. F. Droop & Sons Co., Washington, D. C., will occupy his lodge in the Blude Ridge Mountains this summer and will be able to keep in touch with his business in the capital.

"A Million A Year"

WHAT'S YOUR SHARE OF

MICA DIAPHRAGMS OF BEAUTY

—Phonographically Speaking—They Talk for Themselves—

Manufactured for over ten years for the larger consumers by the

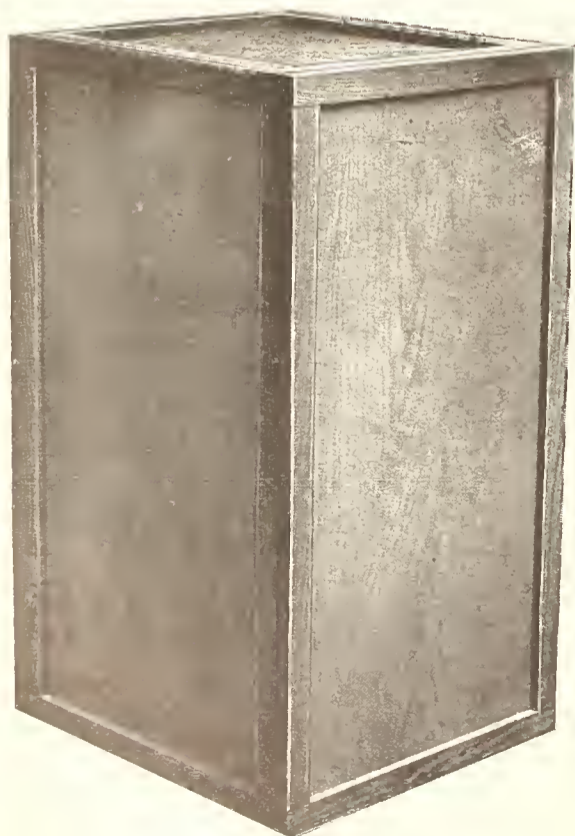
INTERNATIONAL MICA COMPANY

Factory and Sales Dept. {	37th & Brandywine Sts. W. Philadelphia, Pa.	Mines, Executive Dept. {	1228 Filbert St., Philadelphia, Pa.
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Send for samples and quotations now and eliminate your diaphragm difficulties

PHONOGRAPH CASES

Reinforced 3 ply veneer
THE STANDARD CASE
for Talking Machine and Records



and
**Plywood
Cases**

ARE SYNONYMOUS

For 10 years phonographs have travelled in plywood cases and have reached destination in perfect condition.

Our capacity and experience in manufacturing insure you getting good service and well made cases.

We make record cases too.

Let us figure on your requirements.

Made by

PLYWOOD CORPORATION

GOLDSBORO, N. C.

8 Mills in Va., N. C., and S. C.

New York Office, 103 Park Ave.

Chicago Office, 111 Monroe St.

The Modernola

*A Home Delight
to Ear and Eye*

*If You Are
To Sell Them—*

It's important that you make territory reservation and place your initial order—at once.

For while we are now in our large new factory, and production has been largely increased, we are finding it impossible to keep up with the demand for this different, distinctive member of the phonograph family.

The Modernola is a circular instrument, its graceful rounded effect and artistic finish adding wonderfully to any setting.

And then the Lamp feature. What life and color it gives to the dealer's window and floor displays. How much easier it makes selling.

And in the home—how a Modernola brightens and cheers—when silent as well as when entertaining.

Here's an instrument of 100 per cent. satisfaction for everybody. All equipment is of high quality and proven merit. The Saxophone Horn Chamber is original with The Modernola. Its tone richness and evenness is unsurpassed.

United States Government Patents cover designing and the exclusive Lamp Shade feature. Modernola sales rights will prove of more and more value.



The Modernola is round. The Lamp is detachable.

**WRITE—
DO IT NOW**

Territory is being allotted. Your request will bring desired information. Write at once and be prepared to sell Modernolas in your city, town or territory.



**THE MODERNOLA CO.
JOHNSTOWN, PA.**

“Mickels”—Really “Live!”

With Two (2) Aggressive, Thoroughly Capable Victor Distributing Points—Omaha and Des Moines



And, if you were to ask: “Which is the bigger and busier, the Mickel ‘Omaha’, or Mickel ‘Des Moines’ establishment?” the answer would be: “They’re BOTH LIVE WIRES.”

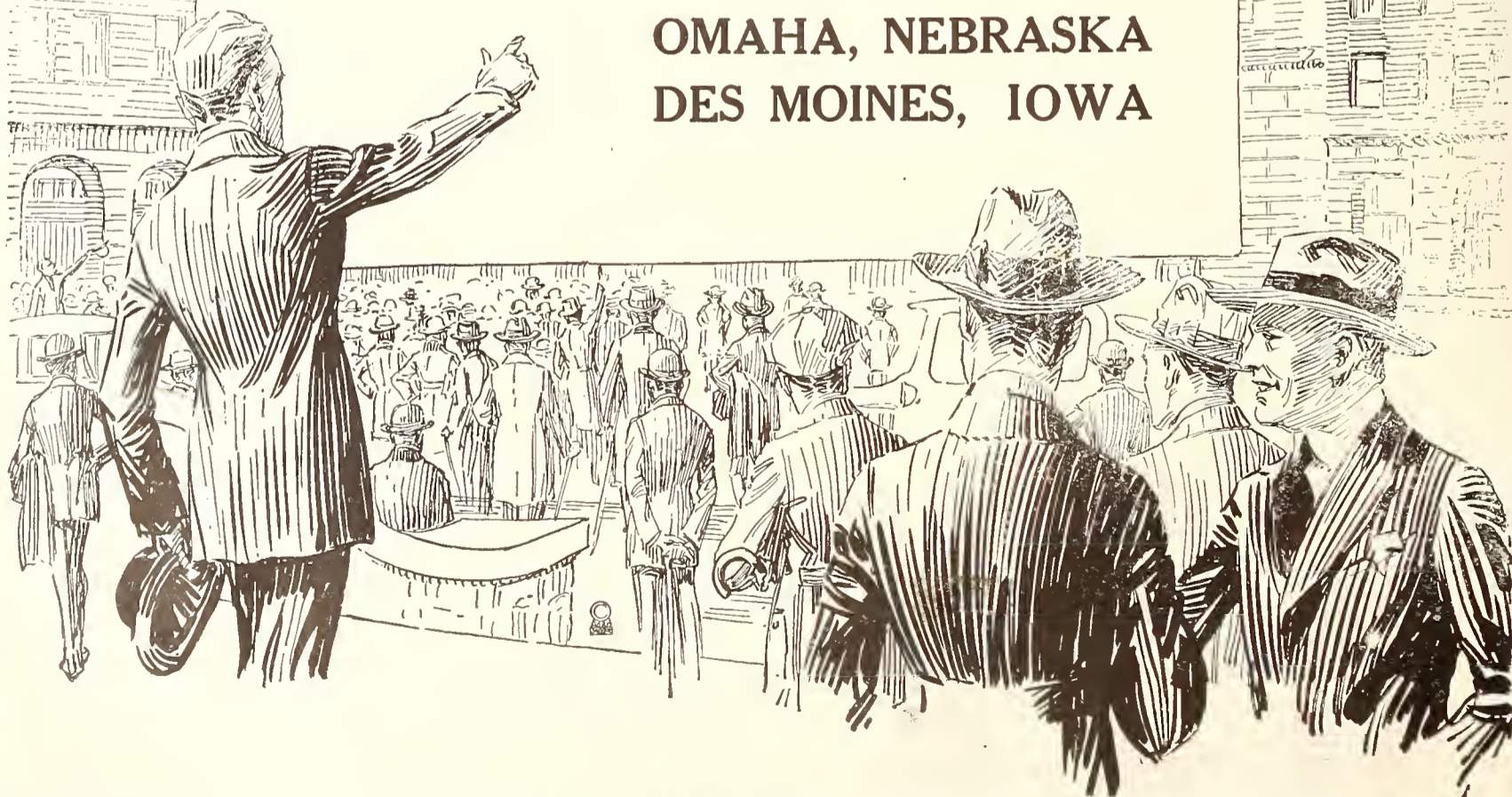
Seldom, indeed, has any American concern succeeded in keeping TWO establishments so nearly alike in the matter of the business done, stocks carried and services rendered.

It’s merely a matter of geography—if the Mickel Omaha establishment looks a little nearer to you on the map or from there—if Des Moines will serve you quicker because of its closer situation to your town, well, then, make it Mickels at Des Moines.

Either way you are going to experience an immense amount of satisfaction. And, by the way, we are going to witness the BIGGEST Victor business in history this Fall. Are you measuring your wits against it? Better get the spirit and start the connection NOW, with

Mickel Bros. Co.

OMAHA, NEBRASKA
DES MOINES, IOWA



LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY

Great Gathering of the National Association of Talking Machine Jobbers, the First Held Since the War, Took Place Last Week at Atlantic City

ATLANTIC CITY, July 2.—The general convention of the National Association of Talking Machine Jobbers, the first meeting of the complete membership of that organization since 1917, was held at the Hotel Traymore here on Monday and Tuesday of this week, with the business sessions proving full of consequence and accomplishment.

Although no general meeting has been held for two years there have been held a number of executive committee meetings to consider the many problems growing out of the war and to the majority of these sessions the membership at large was invited, and, in fact, urged to attend. The association work has not lagged an instant. The official body of the organization had both initiative and the willingness to work and the result was that several serious situations were met and handled in a manner that has proven most gratifying to the members of the body. Then, too, as the conditions warranted, recommendations were made to the Victor factory officials and to the jobbers themselves regarding various phases of the production and marketing of Victrolas and records.

For the most part the general convention this week was given over to a review of what had been accomplished by the association during the past two years and the endorsement of the various recommendations to the factory and the membership at large as embodied in the reports of the president and secretary and presented before the meetings themselves. The confidence of the jobbers, as a whole, in the Victor Co. and its policies and satisfaction in the progress made by that company since the first of the year in getting back to a pre-war producing basis, or better, was plainly in evidence, particularly after a number of the Victor Co. officials, including R. L. Freeman, secretary of the company, had addressed the jobbers and set forth some facts regarding what the company had accomplished and planned to accomplish. At this meeting the jobbers themselves had some matters to discuss with and recommendations to make to the factory officials regarding future activities.

The attendance at the convention was excellent, practically 90 per cent. of the total association membership being represented. Although the arrangements committee had been busy in planning for entertainment, the fact that the majority of the jobbers came to Atlantic City primarily for serious business was evidenced by the fact that the two business sessions scheduled for Monday and Tuesday afternoon were supplemented by a third session on Tuesday morning in order that there might remain nothing undone.

After several executive and general committee meetings held on Sunday and Monday morning the first regular business session of the association was called to order on Monday afternoon and was devoted almost entirely to the reports of the officers and various committee chairmen.

President J. N. Blackman Reviews Conditions in Report

The first report presented was that of the president, J. Newcomb Blackman, which covered the period since the 1917 convention, reviewed present conditions in the trade and was most comprehensive generally. In his report President Blackman said, in part:

When you called me back to the presidency two years ago I not only appreciated the great honor, but accepted the office with a full realization of the responsibility involved.

War Service

We had been in the World War but a few months and with no precedent as a guide no one could forecast the events which have since made unparalleled history. Every true American must feel it a great privilege to live in this generation and to have taken part in the world struggle for the preservation of liberty, finally terminating with victory.

It was inevitable that true service meant sacri-



J. Newcomb Blackman, Retiring President

...ce, and among the many rewards of victory will be a better realization of the fact that most things worth while are accomplished by unselfish sacrifice.

The World Struggle and Business

Germany attempted to force autocracy on the world and prove that "might made right." In this attempt she undertook to tear down a foundation on which this country was built and under which it has prospered. The cost of defense has been great, but the victory is worth while, and, we hope, permanent. Likewise the talking machine business was established on a

foundation of liberty in the manufacture and sale of honest merchandise. For years our industry was protected by legislation and in the courts. Then the price-cutter, like Germany, with ulterior motives and dishonest propaganda, attempted to force recognition of the false principle that "Opportunity Is Privilege."

Officers of the National Association of Talking Machine Jobbers for 1919-1920

President, George L. Mickel
 Vice-president, Thomas H. Green
 Secretary, A. A. Trostler
 Treasurer, W. H. Reynalds

... In the World War we fought with every resource, staking our lives on principles, which, if deserted, would be renounced. A year ago the enemy seemed to have victory in sight and then the tide turned and success crowned our efforts. During the same period and with the same confidence we have been defending the

The Recent Colgate Decision

It is my judgment that the recent Supreme Court decision in the Colgate case has correspondingly turned the tide and the principles of honest merchandising will soon be acknowledged and protected again.

We therefore meet in convention again with a feeling that the sacrifices we have made are worthy contributions to the cause of our country and our industry. Let us face the future prepared to meet, and solve as well, the many problems of the transition period.

1918 Convention Omitted

Your executive committee were sustained in their judgment that last year's convention should be omitted in keeping with the need for war economy and to avoid unnecessary travel.

Support Heartily Appreciated

Your officers, national councilor, executive and special committees have endeavored to faithfully perform their duties, which have been many and arduous. The support of these associates and the entire membership has encouraged and stimulated my efforts in serving as your president. It is, therefore, my privilege and pleasure to record here my grateful appreciation.

Communications through the mail and the trade papers have enabled your membership to keep posted on the association's activities. But to resume and refresh memories I want to review some of the most important.

Victor War Service

The patriotic action of the Victor Co. in immediately placing at the disposal of the War Department their entire organization and manufacturing facilities was in keeping with their reputation for leadership and service. The company's manufacture of war material necessitated extreme curtailment of their regular production and the entire trade patriotically and willingly shared in the sacrifice of business.

Industry's War Participations

With the general curtailment of business owing to the war the non-essential character of certain industries became a subject for interpretation. By personal and written argument the talking machine business successfully maintained its claim that it was essential during the war and that "music maintains morale." Its service and contribution were further demonstrated in the many Liberty Loan drives, the various camps, hospitals, on board transports and even in the trenches.

Executive Meetings

Our executive committee met four times since our last convention. Owing to the omission of our last year's convention and the importance of many changes and war restrictions we considered it advisable to hold open as well as executive sessions. All meetings were well attended.

Association Counsel

Owing to the complicated legal situation surrounding the conduct of our business the employment of expert legal counsel, at an annual retainer, was decided upon. Gilbert H. Montague, of New York, who has been closely identified with many test cases affecting sales policies, was retained as our general counsel. He is also one of the counsel for the defendants in the Victor-Macy case, where a

(Continued on page 72)

**Next Convention
Atlantic City, 1920**

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 71)



Attendants at the General Convention of the National Association of Talking

number of our New York members are co-defendants. The clear and concise explanation and advice given by him in our two last general meetings, as well as his guidance in association procedure, have been extremely valuable.

Revenue Bill Work

Our efforts to avoid unreasonable and discriminating taxation have been very successful. The final tax in the 1917 Revenue bill of 3 per cent. on the manufacturers' sale price and a 1½ per cent. floor tax was really a compromise after many hearings and conferences in Washington, in which the Victor Co. and our association took a prominent part. The United States Chamber of Commerce, evidently through ignorance of the facts, presented our industry in a most unfavorable light in its referendum number 25—recommending drastic tax measures. Victrolas were all classed as luxuries, and a 20 per cent. tax on the retail price



L. C. Wiswell, Free of Convention Worries

recommended. Discrimination was apparent, although no doubt unintended, for other musical instruments were classed more favorably and some exempted.

Protest on Referendum No. 25

Owing to the influence of this national body and its referendum I filed a strong protest with Mr. Goodwin, the secretary, which was published in the trade papers, and used by our secretary as a brief for the same purpose when our executive committee voted on the referendum in question. Later developments indicated that our efforts were successful.

1918 Revenue Bill

The 1918 Revenue bill necessarily taxed heavily almost everything except war merchandise. The original House bill imposed a tax of 10 per cent. on the manufacturer's sale price, as well as a floor tax. The need for revenue was so urgent that the representatives of our trade hesitated to protest too strongly. Convincing arguments finally resulted in the entire elimination of the proposed floor tax and the reduction to 5 per cent. on the manufacturers' sales. The net result was a 2 per cent. increase over the existing 3 per cent. tax in the 1917 bill. The Victor Co. met the situation in the manner now so well known and appreciated by absorbing and paying this increase.

Federal Trade Commission's Hearings

For the purpose of determining the merits

of contending claims on the uniform price question the Federal Trade Commission conducted hearings in Washington on October 3, 4 and 5, 1917. A large attendance and free discussion resulted. Henry C. Brown and members of our association took a prominent part in the debate. The outcome may be best judged by the



Roy J. Keith and Parham Werlein

commission's recommendations to Congress in December of last year, that suitable legislation be enacted to protect reputable manufacturers against unscrupulous price cutters. The Stevens bill was referred to specifically as meeting the situation if amended to provide supervision by the commission. This amendment has since been made.

Action by the Department of Justice

The action of the Department of Justice investigating and declaring unlawful the continuance of certain sales policies affected the Victor Co. and many other manufacturers. In



Chas. K. Bennett, P. J. and T. H. Towell the spring of 1918 new Victor prices were announced and the trade were advised that they must exercise their own judgment as to sales and resale prices.

Fair Trade League

Our executive committee and members in open session unanimously agreed that we should join the American Fair Trade League and become permanent contributors. Your president was elected to the board of directors of the league to fill the vacancy caused by the resignation of Louis F. Geissler. At the re-

cent annual meeting of the league the reports of Secretary Whittier and the league counsel, Joseph C. Davies, former chairman of the Federal Trade Commission, were extremely encouraging. The general impression is that with continued efforts the Stevens bill or other suitable legislation will be passed by Congress this session.

The Executive Meeting in January

Our executive committee meeting January 27 and 28, 1919, included two open sessions and was probably the most important and successful ever held. My report and recommendations contained so many subjects of permanent importance that I would like to present part of them at this time for further consideration. A special committee was appointed to prepare a report from the executive committee to the Victor Co. containing also certain suggestions and recommendations. The spirit in



Wm. Nolan, Who Took Care of the Ladies which they were received by the Victor officials showed an unmistakable desire to cooperate to the fullest extent. The response was almost immediate and perhaps the most important action taken was to equalize distributors' costs by a freight allowance announced in the company's letter, to take effect March 1, 1919.

Increased and Concentrated Production

The factory has promised to use every possible resource to greatly increase production. Our suggestion to concentrate manufacture on machines and records in immediate demand has been carried out very largely. The result has been that goods received have been at once sold and waste of labor and material in manufacture has been reduced to a minimum.

Record Supplement and Cut-out List

Monthly supplement issues have been kept down and the August list omitted for a purpose, I believe, generally approved. The large cut-out list announced will be a valuable guide and eventually afford much relief in record stocks.

Summarizing and without regard to preference I recommend that:

First—We continue our activities in the interests of legislation, such as the Stevens bill, and endeavor to accomplish the elimination of the present 5 per cent. manufacturers' tax.

Second—We continue our affiliation with, and support of, the American Fair Trade League.

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 72)



Machine Jobbers, Held at the Hotel Traymore, Atlantic City, N. J., June 30 to July 2

Third—The incoming president be authorized to continue employment of legal counsel according to his judgment, subject to the approval of the executive committee.

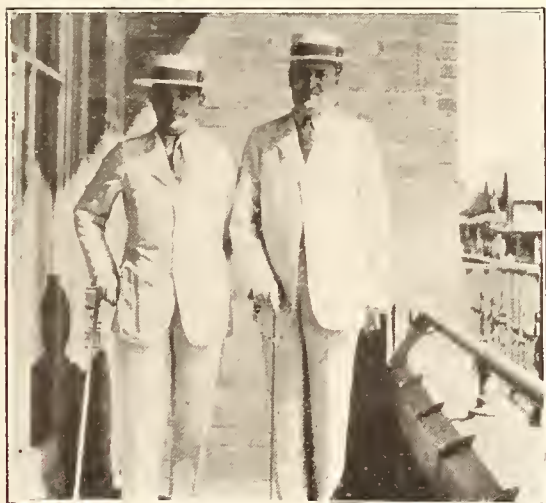
Fourth—That the executive committee's reports and recommendations to the board of directors of the Victor Co., dated January 28, 1919, be reviewed and supplemented according to the judgment of this convention or the executive committee.

Interesting and Constructive Report by Secretary Roush

The next report presented, which was likewise comprehensive and interesting, was that of the secretary, Joseph C. Roush, and was, complete, as follows:

The more important phases of the secretary's work since our last convention in July, 1917, have been covered from time to time by written reports direct to the membership.

In addition to the usual routine duties of the secretary's office during the past two years



The Palm Beach Twins, E. P. Hamilton and Thos. H. Green

there has been considerable special work, occasioning a number of trips to Philadelphia, to Washington and to the factory for conferences with President Blackman and other members of the executive board, attendance at hearings before the Federal Trade Commission, conferences with factory officials, etc. The secretary also sent many letters and telegrams to Congressmen and Senators on behalf of the association during our fight on the luxury tax proposition and the other discriminatory features of proposed tax legislation.

Since the last convention there have been four meetings of the executive committee as follows: November, 1917; April, 1918; September, 1918, and January, 1919. The necessity for these meetings, the action taken and the results achieved are, I believe, sufficiently well known to the membership without requiring a detailed review.

There has been added to the membership roll since July, 1917, the George D. Ornstein Co., of Philadelphia, Pa. Upon the admission of this company to membership it was consid-

ered that the important part which Mr. Ornstein had played in establishing and perpetuating the system of distribution which has made this association possible entitled him to a special note of welcome to our ranks. Accordingly, the executive board adopted a special resolution and caused it to be spread upon the minutes of the association and directed that a copy be suitably inscribed and delivered to Mr. Ornstein.

Upon receipt of the secretary's letter enclosing the resolution Mr. Ornstein replied: "Please accept and express to the members of the asso-



J. C. Roush, Retiring Secretary

ciation my very sincere thanks for the very beautiful and highly flattering testimonial. It is most gratifying to have the little service which I rendered to the distributors acknowledged in this manner.

"Your very truly, Geo. D. Ornstein."

The association has lost the following members; C. Becker, Guatemala, C. A.; S. B. Davaga, New York, N. Y.; Consolidated Talking Machine Co., Salt Lake City, Utah; Greenhut Co., New York, N. Y.; O. K. Houck Piano Co., Nashville, Tenn.; O. K. Houck Piano Co., Little Rock, Ark.; Orton Bros., Butte, Mont., and John Wanamaker, New York, N. Y.

These changes leave us a total membership at this time as follows: Full, 79; branch, 8; total membership, 87.

The secretary has collected and turned over to the treasurer since July, 1917, the sum of \$16,600. He is very pleased to be able to report that all members of the association now on the roster have paid their dues in full to date and that all expense and other bills incurred by the association under its present administration have been paid. There are now no outstanding debts. The affairs of the association will be turned over to the new officers with a clean slate.

Members have been advised of the association's reasons for not holding the annual convention for 1918. The sentiment was strongly opposed to a convention upon patriotic grounds, the result of a mail vote on the subject being five for holding and sixty-one against holding a convention.

It has been the grievous duty of your secre-

tary to chronicle since our last general meeting the deaths of Henry Horton, Elton F. Taft, Mrs. Leslie Wiswell, Robert B. Gregory, C. H. Eisenbrandt, and Russell B. Steinert.

Upon receipt of news of the death of each your secretary immediately sent on behalf of the association floral tributes and suitable expressions of regret.

The membership has been supplied with copy of the written report and recommendations of the association addressed to the Board of Directors of the Victor Talking Machine Co. at the close of the series of meetings held at Philadelphia last January. These recommendations to the factory were summarized under the following heads:

1. Equalization of distributors' costs f. o. b. distributors' city.
2. Greatly increased machine production especially on elevens and fourteens.
3. Immediate and adequate supply of popular selections while "hits."
4. Monthly supplement issues not to exceed twenty-five domestic selections.
5. Immediate record cut-out list of not less than 750 domestic selections.
6. Monthly supplements to be printed and distributed from a central Western point.

It should be most gratifying and encouraging to our members to observe the sincere and determined manner in which the Victor factory has undertaken to comply with our recommendations, and to note that in every essential respect they have actually complied. While it was not found feasible to print and distribute supplements from a central Western point as recom-



Fred H. Putnam, Charles Bruno and Fred P. Oliver

mended, the problem of supplement distribution has nevertheless received earnest consideration, and I am authorized to say the factory will speedily announce a system which promises to give entire satisfaction to all concerned.

Measured from the standpoint of results actually achieved, these January meetings were perhaps the most important and productive sessions in the history of the association. I consider these results especially significant because they indicate a readiness upon the part of the Victor Co.'s Directing Board to carefully weigh

(Continued on page 74)

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 73)

the demonstrated needs of the trade when those needs are properly and concisely presented, and to co-operate sincerely with distributors and dealers in broadening and bettering the conditions under which we carry on the business of marketing Victor products—wherever and whenever such co-operation is possible and consistent.

In view, therefore, of the splendid prospects of early relief from the shortage of Victor products which has prevented the full exercise of our sales effort, and of the development of the legal situation as reflected in the Colgate case, with which you are now familiar, the present stability



Louis Buehn, Who Looked After the Arrangements

and the future prosperity of this industry seem doubly secure.

By way of recommendations for the consideration and action of the association at this time I beg to submit the following:

First. That the annual membership dues be reduced to \$50 for full members and \$25 for branch members, and that no membership dues for the year 1919-20 be charged or collected by the Association. When the annual dues were raised in 1917 to \$100 the raise was consented to by the membership because it was considered there existed an emergency wherein the safety and success of the Association demanded a larger outlay of funds than the lower rate of dues would provide. That emergency is passed. In fact, the dues should have been reduced last year, and no doubt would have been reduced had there been a general meeting at which such action could properly be taken.

Second. That members of the Association take advantage of every opportunity to convey to the directors and department heads of the Victor Talking Machine Co. the fullest and clearest possible information as to general trade and competitive conditions existing in their respective territories, and that the urgent need of greatly increased production on both machines and records be constantly emphasized to the factory by citing specific cases, etc.

Third. That members who have up to this time conducted both wholesale and retail operations now carefully consider the rapidly changing trade situation and the future bearing which those changes may have upon the interests of a house conducting both wholesale and retail operations in the same territory.

Fourth. That members carefully consider the new status of competition and representation in our industry as compared with the old status of three to five years ago, and that a most thorough and thoughtful study be made of the subject of readjusting retail representation in such a manner as best to meet the needs of the line in each locality.

Fifth. That those members who believe the present level of list prices on machines and records is low enough, and in the interests of the line should not be reduced, express their belief to the directors and department heads of the Victor Co. at every opportunity. It has been said there is sentiment at the factory favoring return to pre-war price levels as soon as quantity production is again achieved. I submit that it would be more in the interest of the entire trade and would help to maintain better service to the public if the economies accomplished through increased production were expressed by an increased discount to the dis-

tributor, which would enable him in turn to quote a correspondingly increased discount to the dealer, leaving list prices approximately at the present level.

Treasurer's Report

A. A. Trostler, the treasurer, in his report, also covered the two-year period in a most efficient manner. The report covered the financial affairs of the Association for each of the two years and there was also provided a recapitulation, which might be accepted as a complete financial statement of the Association in detail. Incidentally the report indicated that the Association was in a most healthy financial condition.

Mr. Trostler was tendered a vote of thanks for the manner in which he had handled the duties of his office, a mark of appreciation that was also tendered the president and secretary at the conclusion of their reports.

Legislative Committee Reports

The legislative committee, of which George E. Mickel is chairman, presented a short report, much of the matter being already covered in the report of the president.

By-Laws Changed

In order to simplify matters a resolution was adopted changing the by-laws to provide for the holding of general conventions of the Association during the month of June or July instead of confining the convention period to the month of June as was formerly stipulated.

Annual Dues Reduced

Another resolution, likewise adopted promptly, provided for the reduction of the annual dues of association members from \$100 to \$50. The dues, originally fixed at \$25, were increased during the period of the war to \$100 to provide funds to carry on the greatly increased work of the association in handling the various problems growing out of wartime laws and regulations. With the passing of the emergency came the reduction of the dues, a move which was accepted most gracefully by the membership of the association at large.

After some discussion on general matters the meeting adjourned until Tuesday morning.

Much Important Business at Tuesday Morning Session

The convention session on Tuesday morning was devoted largely to the discussion of the several recommendations offered in the reports of the president and secretary, both in regard to matters to be taken up with the factory and



C. N. Andrews, Mrs. C. N. and W. D. Andrews other matters concerning the actual business of wholesaling machines and records. All the recommendations made by the officers were accepted and approved by the association as a whole, and their carrying out was left in the hands of the incoming executive committee.

Suggests Votes for Washingtonians

E. H. Droop, of E. F. Droop & Sons Co.,

Washington, together with W. R. Roberts, of the same house, brought before the association the question of securing the voting privilege for residents of the District of Columbia. As is generally known, residents of the district have no say by vote in the conduct of the Government, and a move is on foot to give them this right.



A. Davega and B. R. Forster

It was the consensus of opinion of the association members that the movement should be regarded favorably, but no definite action was taken.

Endorse Victor Co. War Policy

E. H. Droop presented to the association a resolution, adopted promptly and unanimously, supporting and approving the policy of the Victor Co. during the period of the war in turning over their manufacturing facilities to the Government for war purposes. The resolution was accepted as expressing most admirably the sentiments of the entire association.

Business Men and the Government

The association went on record as being strongly in favor of the idea of business men generally taking a more active interest in national politics, for the protection and advancement of the business of the country generally.

The association in convention reaffirmed the sentiment already expressed to the effect that factory production must not be allowed to lag, but should be stimulated to the greatest degree possible, with the assurance that the trade will be able to absorb and distribute any possible increase of production of Victrolas and records. At the same time some encouraging reports were received regarding the present increase in Victor factory output.

Favor One-cent Postage Campaign

On motion of A. Hospe, of Omaha, the association went on record as favoring the campaign that has been conducted for some time past providing for one-cent postage on letters.

Atlantic City Again Next Year

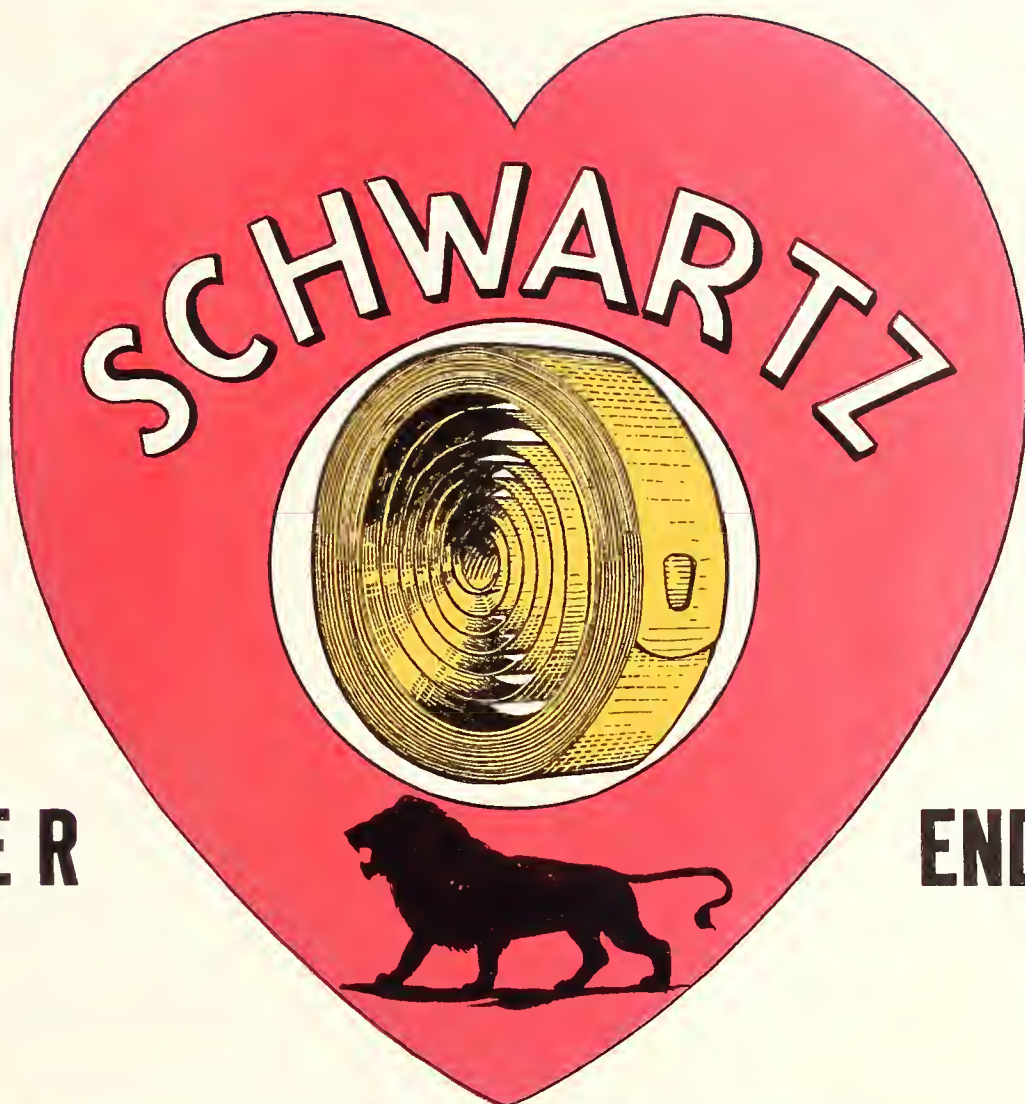
There was the usual discussion regarding the place at which the 1920 convention is to be held, and, as usual, the sentiment was overwhelmingly in favor of returning again to Atlantic City, and this is the final decision. The exact date is left to the discretion of the executive committee.

Tellers Have a Busy Time

Considerable time during the morning was given over to the election of a new executive committee to preside over the destinies of the association during the coming year. It finally developed that twenty members had been nominated for the fifteen positions on the executive committee. A vote was then taken and the tellers disappeared ostensibly to count the votes to determine the result. Strict search was made but they were not found in time for the afternoon session.

(Continued on page 75)

SCHWARTZ LION HEART SPRINGS.



P O W E R

E N D U R A N C E

THE HEART

To win true success, to rise beyond the common herd, a MAN must possess POWER and ENDURANCE WITHOUT LIMIT. If not, he is a failure. To possess these qualities a man must have a LION'S HEART, the heart that never falters or misses a beat no matter what the conditions, and endures to the end, pulsating with power when others have ceased being. A weak HEART is sure failure.

THE SPRING

As with a MAN so with the talking machine. Its motor must possess POWER and ENDURANCE WITHOUT LIMIT to be a true SUCCESS, to rise beyond the common herd. Otherwise it is a FAILURE. To possess these qualities it must be equipped with SPRINGS that never falter or miss no matter what the conditions, and endure to the end, pulsating with power when others have ceased being. SPRINGS possessing the LION HEART QUALITY do this. YOUR TALKING MACHINE is NO BETTER than its Springs. A weak spring is sure FAILURE.

SCHWARTZ-LION HEART SPRINGS

embody everything their name implies. They will give more power, wind for wind, than any other make, and continue to do so indefinitely, without any deviations. Send us your specifications. We will send you samples. You are the sole judge as to their quality.

SCHWARTZ HERRMANN STEEL WORKS INC.

CHICAGO

JOHN W. GAGE MGR.
817 WASHINGTON BLYD.
TEL. MONROE 6733

OFFICES WORKS
SOMERVILLE,
NEW JERSEY

NEW YORK

JOS. E. VINCENT JR. MGR.
NO. 55 LIBERTY ST.
TEL. CORTLAND 5765

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 74)

Victor Officials Speak At Tuesday Afternoon Session

The final session of the convention on Tuesday afternoon was given over chiefly to a series of interesting talks by various officials of the Victor Co., although the question of determining the new officers was first settled, they being chosen from among the members of the executive committee as follows:

The New Officers

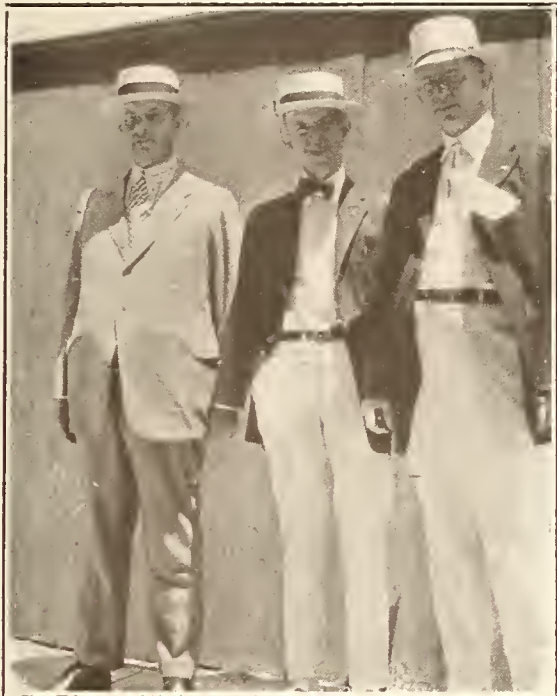
President, George E. Mickel, Mickel Bros. Co., Omaha, Neb.

Vice-president, Thomas H. Green, Silas E. Pearsall Co., New York.

Secretary, A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.

Treasurer, W. H. Reynolds, Reynolds Music House, Mobile, Ala.

In addition to the four officers named the executive committee includes: James F. Bowers,



A. A. Grinnell, C. H. Grinnell and George Martin Lyon & Healy, Chicago; P. B. Whitsit, the Perry B. Whitsit Co., Columbus, O.; J. C. Roush, Standard Talking Machine Co., Pittsburgh; J. N. Blackman, Blackman Talking Machine Co., New York; Louis Buehn, Louis Buehn Co., Philadelphia; Daniel Creed, Chicago Talking Machine Co., Chicago; A. A. Grinnell, Grinnell Bros., Detroit; Andrew J. McCarthy, Sherman, Clay & Co., San Francisco; Burton J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo., and H. A. Winkelman, Oliver Ditson Co., Boston.

This will be Mr. Mickel's second experience as president, he having held that chief office of the association during the year 1914-15. His past experience should insure the success of the administration.

Victor Co. Officials Talk

Perhaps the most interesting features of the convention were the addresses made by Ralph L. Freeman, secretary of the Victor Co.; Fred-



George E. Mickel

erick J. Staats, comptroller, and G. C. Child, director of the Recording Laboratories.

Mr. Freeman brought a most encouraging message to the wholesalers, and emphasized strongly the manner in which the Victor Co.



The Corley Co. Trio—Fred Kesnick, J. G. Corley and Frank Corley

had worked since the first of the year in bringing the factory production back on its old basis, a task that was now completed. He stated that the company had recovered from the war conditions more rapidly than any other concern of like size and which had been in a similar position. The goal of the Victor Co., however, he said, is not simply to get back to a pre-war

basis, but to go ahead with development work, and increase the output to meet the new demand that has grown for Victor products. Incidentally he outlined several new projects under way of distinct interest to both wholesalers and dealers, and which will be made public at the proper time.

Mr. Child for his part dwelt chiefly upon the record situation, and had some important announcements to make in that connection, and concerning moves now under way that should tend materially to increase the sales of Red Seal records. Mr. Child dwelt strongly on the fact that the success of the Victor record business lies largely in the attitude of the trade themselves towards the records, and urged that the wholesalers show a true appreciation of the tremendous musical value of the records, how they tend to place the best of music within the reach of the most humble, and work out their campaign along those lines, with a view to keeping the talking machine on its proper plane.

Mr. Staats also had some interesting information to offer the wholesalers as to factory con-



Rudolph Wurlitzer, C. Alfred Wagner and J. G. Corley Getting the Sun

ditions, the outlook for the immediate and distant future, and various plans under way calculated to develop and increase Victor business and prestige.

At the conclusion of the talks by the Victor men several of the members of the association took occasion to discuss certain phases of the various questions brought up by the factory men, and present their views regarding sundry policies.

New President Installed

The new president, G. E. Mickel, was duly installed in office, and a vote of thanks was offered to the various retiring officers for their earnest work during the past two strenuous years, and their willingness to carry the burden of association duties during that period.

Tribute to Departed Members

At this point President Blackman called the

(Continued on page 77)

The Corley Company

**VICTOR WHOLESALERS
RICHMOND - VIRGINIA**

DITSON VICTOR BOSTON

DITSON VICTOR SERVICE embodies many features that are unusual and work to the advantage of the dealer directly.

There's a human side to the service that goes just a little beyond the ordinary wholesaler-dealer relationship

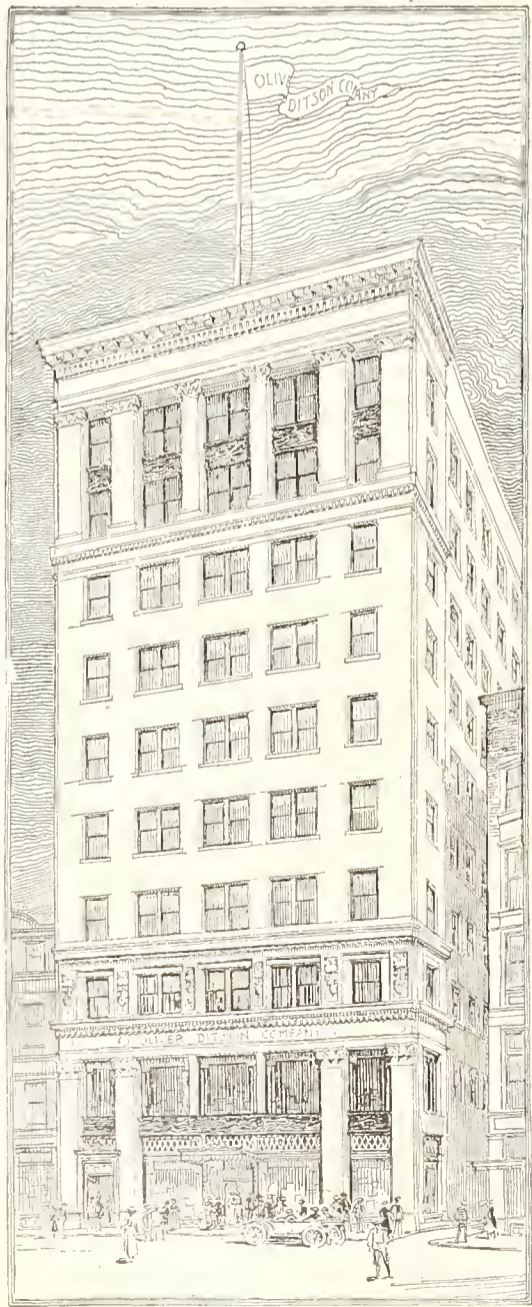
We cannot accomplish the impossible—make machines and records grow over night, for instance—but we can, and do, make the dealers' interests our interests—

Honestly and unselfishly.

To the dealers who use

DITSON SERVICE

that fact will mean much this fall and afterwards.



OLIVER DITSON COMPANY

178-179 TREMONT STREET
BOSTON, MASS.

CHARLES H. DITSON & CO.
NEW YORK

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 75)

attention of the association to several prominent members who had been cut down by the Grim Reaper during the past year, and a standing and silent tribute was paid to their memory. The convention then adjourned, preparatory to the annual banquet, the closing event Tuesday evening.

Annual Banquet Tuesday Evening a Splendid Success

Despite the demise of John Barleycorn the preceding midnight, and his absence therefore from the tables at the annual banquet of the association on Tuesday night, that affair was a success in every particular, and measured up well with preceding events, even the members of the Anvil Chorus proving that with noise-making devices handy they could still be happy without the flowing bowl.

Those who came to enjoy the banquet in all seriousness had the privilege of listening to what was probably the most masterly address on the talking machine and its relation to music that has ever been delivered before the association, the address being by James M. Beck, noted jurist, former Assistant Attorney General, and at the present time counsel for the Victor Co.

After the banquet proper had been disposed of to the accompaniment of some lively singing by the Peerless Quartet, and solos by the old record favorites, Billy Murray, Henry Burr, Frank Croxton and Monroe Silver, maker of the "Cohen" records, J. Newcomb Blackman, the retiring president, introduced as toastmaster James F. Bowers, who presided in the same capacity at banquets, for, lo, these many years.

Mr. Bowers immediately proceeded to make some of the diners feel badly by bringing up the question of prohibition and its effectiveness, quoting liberally from prose and verse to substantiate his contentions. His reference to Omar, "a loaf of bread, a pitcher full of lemonade, and thou," met with quick response, and after repeating Kipling's words,

"And when it comes to slaughter
You'll do your work on water,
And lick the boots of him that's got it,"

the toastmaster proceeded with the introduction of the several speakers of the evening.

J. Newcomb Blackman's Address

The first speaker was J. Newcomb Blackman, the retiring president, who outlined some of the trials and tribulations of the association members during the past few years, how they have rallied to the support of one another, and patriotically to the support of the Government during the period of the war without ever hav-

ing lost confidence. He declared that now there was a rainbow on the horizon of business, and that the future was full of promise.

Charles K. Haddon, vice-president of the Victor Co., who was scheduled to speak, was compelled to be absent, due to the serious illness of a near relative.

The New President Introduced

The next speaker introduced was the new president, George E. Mickel, who after some humorous introductory remarks told of the responsibility of the future as it related to the Victor wholesaler, and how the call is now for



James F. Bowers

energetic and resourceful business methods. He emphasized the tremendous size of the company, whose products the wholesalers represent, and the high standing of those products, and declared that they must be marketed in the best possible manner in keeping with their standing.

R. L. Freeman's Message

At the conclusion of Mr. Mickel's address a standing toast was drunk in honor of Eldredge R. Johnson, president of the Victor Co., after which Mr. Bowers introduced Ralph L. Freeman, secretary of the Victor Co., to make his initial address at the association banquet. Mr. Freeman told of the manner in which the Victor Co. had recovered from the effects of war conditions, having made greater progress since January 1 in that direction than any concern of like size and similarly placed. He declared that with the factory and distributing forces working together there was in sight an unparalleled era of prosperity for the entire trade.

In closing his brief talk Mr. Freeman invited

the wholesalers to visit Camden on Wednesday and inspect the factory to see personally just what was being done to speed up the output for their ultimate benefit.

Letter From Louis F. Geissler

After Mr. Freeman's address the toastmaster read a letter from Louis F. Geissler, former general manager of the Victor Co., who, after extending greetings to the association members, expressed his regrets at being compelled to miss the banquet for the first time since the forming of the organization.

James M. Beck's Masterly Address


The feature of the evening was the wonderfully able and scholarly address of the Hon. James M. Beck, who is known to be a brilliant speaker, but surprised his most enthusiastic admirers with his talk on the talking machine and its relation to music. Mr. Beck declared that talking machine wholesalers, or many of them, did not fully appreciate the dignity of the work in which they were engaged. He declared that "talking machine" and other generic terms for music-reproducing apparatus did not begin to fully convey just what the product was designed to accomplish and did accomplish.

The "Printing Press of Music"

In making his point clear Mr. Beck coined a new term for the talking machine, the significance of which should not in any sense be lost on members of the trade. He termed it "the printing press of music," and declared that as the original printing press of Gutenberg had delivered the world from ignorance of the written word, bringing knowledge to the masses, instead of confining it to the few, so had the talking machine delivered the world from ignorance of music. While it is true, he said, that music is written, in that form it is understandable only to a comparatively small number. The talking machine, however, has taken this written music and interpreted it with all its wonderful meaning in a manner comprehensible to anyone able to hear.


Of music itself, and its history, Mr. Beck proved himself a profound student. He stated that music was known before language, and lived longer than language. He told how the "Marseillaise," written by a soldier of France, had survived and been recognized as the hymn of freedom and quality, while impassioned addresses of noted Frenchmen of the period were forgotten. The brilliant addresses of the period of the Revolution, with the possible exception of Patrick Henry's oration, were likewise forgotten, and yet the "Yankee Doodle" of the same period has survived, and still survives. By

(Continued on page 79)



SINCE JUNE 21st, 1912, WE HAVE BEEN

EXCLUSIVELY WHOLESAL





FOR SEVEN YEARS EVERY DOLLAR'S WORTH OF VICTOR MERCHANDISE THAT WE HAVE RECEIVED HAS BEEN TURNED OVER TO SOME VICTOR DEALER.

We pledge to Southern Victor Dealers a continuance of this policy, and our co-operation to the fullest extent in the development of their Victor business.

ELYEA COMPANY

EXCLUSIVELY WHOLESAL

ATLANTA

Meet Low-Price Competition with a High Grade Product

Lundstrom
CONVERTO

PATENTED DEC. 11, 1917

Talking Machine CABINET



Cheap, unknown cabinet machines attract customers solely by Low-Price. There is none of the basic confidence felt as with Victrolas for instance.

You can easily win customers with limited means away from such competition by offering genuine Victrolas, small models, in which they have full confidence, and Lundstrom Converto Cabinets. In this combination they get a cabinet-type machine that you and they know is reliable, at a LOWER price than cheap but unknown cabinet machines.

Most of the leading Victor Distributors handle the Converto Cabinet as a STANDARD product.

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

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

Converto Distributors

Atlanta, Ga. Phillips & Crew Piano Co.
Austin, Tex. The Talking Machine Co. of Texas.
Baltimore, Md. Cohen & Hughes
E. F. Droop & Sons Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. The Eastern Talking Machine Co.
Oliver Ditson Co.
Buffalo, N. Y. W. D. & C. N. Andrews
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Bros.
Chicago, Ill. Lyon & Healy
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The Collister & Sayle Co.
The Eclipse Musical Co.

Columbus, O. The Perry B. Whitsit Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Knight-Campbell Music Co.
Des Moines, Ia. Mickel Bros.
Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Kansas City, Mo. J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
Memphis, Tenn. O. K. Houck Piano Co.
Milwaukee, Wis. Badger Talking Machine Co.
Mobile, Ala. Reynolds Music House
Newark, N. J. Price Talking Machine Co.
New York, N. Y. Emanuel Blout
The Cabinet & Accessories Co.,
Inc.
Knickerbocker Talking Machine Co.

Omaha, Neb. Mickel Bros. Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The George D. Ornstein Co.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa. W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. Cressey & Allen, Inc.
Providence, R. I. J. Samuels & Bro., Inc.
Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
Sioux Falls, S. D. Talking Machine Exchange
St. Paul, Minn. W. J. Dyer & Bro.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Toledo Talking Machine Co.
Washington, D. C. Cohen & Hughes.
E. F. Droop & Sons Co.

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 77)

taking music, therefore, robbing it of its mystery, and presenting it through the medium of records, in a manner understandable to the millions, talking machine manufacturers and their wholesalers, even though they may view the project solely as one of business, are nevertheless working for the benefit and uplift of humanity.

Then in addition to printing the music in understandable form for the ears of the masses, making it as comprehensible to the ear as the printed word is to the eye, said the speaker, the talking machine has enabled the noted singers of the day to be heard by millions of people all over the world, more people than they could



J. Elliott Clark, Ross P. Curtice and Geo. A. Mairs

appear before personally in a lifetime, if they sang before audiences of thousands nightly. The great singers of the past were known by reputation only to the masses, and personally to a comparative few. The voice of Caruso, in all its brilliance, however, is familiar to millions, in all parts of the world, familiar only because the talking machine makes it possible. Memories of the voices of other great artists have died with them, but through the talking machine Caruso's voice will be known and remembered through the centuries, declared Mr. Beck.

Speaking smoothly, quietly, the speaker held his audience spellbound for the better part of an hour, but out of the address there came one gem of thought, "the printing press of music."

At the conclusion of the speaking dancing was enjoyed until a late hour.

Those in Attendance at the Convention

The attendance at the convention came close to breaking all previous records, not, perhaps, from the number of individuals who were present, but from the number of concerns who had sent delegates. There were few of the old faces missing, but instead of being accompanied by delegations, as in previous years, the heads of the companies came alone or with their wives. Some companies proved more or less liberal in providing nice seashore vacations for several of their staffs. The Droop delegation from Washington, for instance, consisted of five members.

Members of the association represented at the convention and their delegates were:

American Talking Machine Co., R. H. Morris; Andrews Music House, W. H. Andrews and M. T. Jordan; W. D. & C. N. Andrews, Buffalo, Mr. and Mrs. C. N. Andrews; W. D. Andrews, Syracuse, W. D. Andrews; Badger Talking Machine Co., S. W. and H. A. Goldsmith; Blackman Talking Machine Co., Mr. and Mrs. J. Newcomb Blackman, Albert Blackman, Mr. and Mrs. P. Oliver; Emanuel Blout, Mr. and Mrs. E. B. Blout and daughter, and Mr. and Mrs. D. B. Riddell; C. Bruno & Son, Charles B. Bruno; Louis Buehn Co., Mr. and Mrs. Louis Buehn, and Mr. and Mrs. W. T. Nolan; W. H. Buescher & Sons Co., F. W. Buescher; Buffalo Talking Machine Co., Mr. and Mrs. O. L. Neal and Mr. and Mrs. V. W. Moody; E. J. Chapman, M. L. Wells; Chicago Talking Machine Co., G. P. Ellis; John Elliot Clark Co., John Elliot Clark; Cohen & Hughes, Baltimore, Mr. and Mrs. I. S. Cohen and the Misses Evelyn, Elizabeth and Cecile Cohen; Cohen & Hughes, Washington, Mr. and Mrs. F. S. Harris; Collister & Sayle, F. C. Larter and L. H. Dorn; The Corley Co., Mr. and Mrs. J. G. Corley, F. W. Corley, and Frank Kesnich; Cressey & Allen, C. B. Snow; Ross P. Curtice Co., Ross P. Curtice and C. R. Moores; Knickerbocker Talking Machine Co., A. Davega and Richard Veale; Charles H. Ditson & Co., Mr. and Mrs. P. E. W. Carlson; Oliver Ditson Co., Mr. and Mrs. H. A. Winkelman; E. F. Droop & Sons, Baltimore, W. C. Roberts; E. F. Droop & Sons, Washington, E. H. and Carl Droop, W. A. Lyman and C. Hauser; W. J. Dyer & Bro., G. A. Mairs; Eastern Talking

Machine Co., C. A. Farnsworth, G. H. Dodge, and Herbert Shoemaker; Eclipse Musical Co., T. H. and P. J. Towell and Charles K. Bennett; E. R. Eisenbrandt, Mr. and Mrs. W. A. Eisenbrandt and the Misses Alice and Eloise; Elmira Arms Co., J. W. Butts; Elyea Co., Mr. and Mrs. E. N. Upshaw; Florida Talking Machine Co., W. M. Edwards; W. F. Frederick Piano Co., Mr. and Mrs. G. H. Rewbridge and Mr. and Mrs. Benjamin Boycott; Gately-Haire Co., Mr. and Mrs. John Gately; Grinnell Bros., A. A. and C. H. Grinnell and George Martin; C. J. Heppe & Son, F. J. Heppe and W. T. Ellwell; Horton-Gallo-Creamer Co., E. C. Gallo; A. Hospe Co., A. Hospe; O. K. Houck Piano Co.,



W. C. Dierks, P. T. Evans and P. W. Simon, a Pittsburgh Crew

J. F. Houck and L. W. Pitts; J. W. Jenkins' Sons Music Co., Mr. and Mrs. Burton J. Pierce; Knight-Campbell Music Co., C. H. Arbenz; Koerber-Brenner Co., Mr. and Mrs. C. B. Gilbert; Landay Bros., Mr. and Mrs. Max Landay, and Mr. and Mrs. James Landay; Lit Bros.; Frederick Loeser & Co., Mr. and Mrs. E. Paul Hamilton; Lyon & Healy, James F. Bowers and L. C. Wiswell; C. C. Mellor Co., W. C. Dierks, Mr. and Mrs. J. C. Fischer and P. T. Evans; Mickel Bros., Des Moines, W. P. Deal; Mickel Bros., Omaha, George E. Mickel, Miss Gladys Mickel and G. E. Mickel, Jr.; Musical Instrument Sales Co., C. A. Wagner and C. R. Wagner; New York Talking Machine Co., Hugh C. Ernst and R. J. Keith; Ormes Inc., R. Wolf and C. L. Price; George D. Ornstein Co., George D. Ornstein; Silas E. Pearsall Co., Mr. and Mrs. Thomas F. Green; Penn Phonograph Co., T. W. Barnhill; Phillips & Crew Piano Co., M. C. Robson; Price Talking Machine Co.; Putnam-Page Co., Roy Page and Mr. and Mrs. Fred. H. Putnam; Reynolds Music Co., W. H. Reynolds; Robert C. Rogers, Mr. and Mrs. R. C. Rogers; Sanger Bros., Lester Burchfield; Schmelzer Arms Co., C. J. Schmelzer and A. A. Trostler; Standard Talking Machine Co., J. C. Roush, French Nestor and W. H. Russell; M. Steinert & Son, A. E. Reed; Stewart Talking Machine Co., Mr. and Mrs. A. M. Stewart, George Stewart and James Stewart; Talking Machine Co., Austin, Tex., Mr. and Mrs. A. E. Swan; Talking Machine Co., Birmingham, A. R. Boone; Talking Machine Co., Philadelphia, Mr. and Mrs. A. M. Stern and Mr. and Mrs. H. A. Ellis; Toledo Talking Machine Co., W. L. Kellogg and C. H. Womeldorff; W. G. Walz Co., W. G. Walz; Philip Werlein, Ltd., Parham Werlein and J. G. Moore; H. A. Weymann & Son, Mr. and Mrs. H. W. Weymann and Mr. and Mrs. A. C. Weymann; Perry B. Whitsit Co., Mr. and Mrs. P. B. Whitsit and Mr. and Mrs. W. F. Davison; G. T. Williams Co., G. T. Williams; Rudolph Wurlitzer, Chicago, L. V. Noble, and the Rudolph Wurlitzer Co., Cincinnati, Rudolph Wurlitzer.

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Music, which played such an important part in winning the World's freedom, returns once more to its natural sphere, inspiring men to deeds of more exalted usefulness.

VICTROLAS and VICTOR RECORDS will be the vehicles which will play the greatest parts in restoring once again the World's balance.

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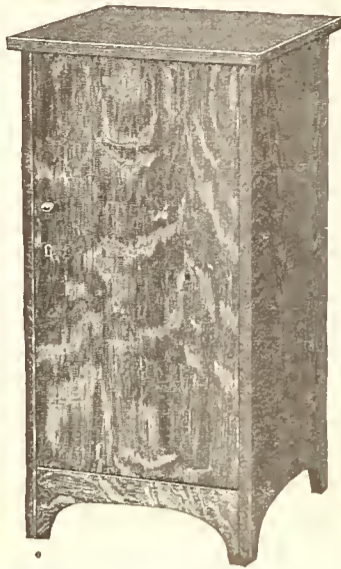
Let GRINNELL Service assist you in establishing Peace upon Earth and Good Will Towards Men.

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FIRST and STATE STS.
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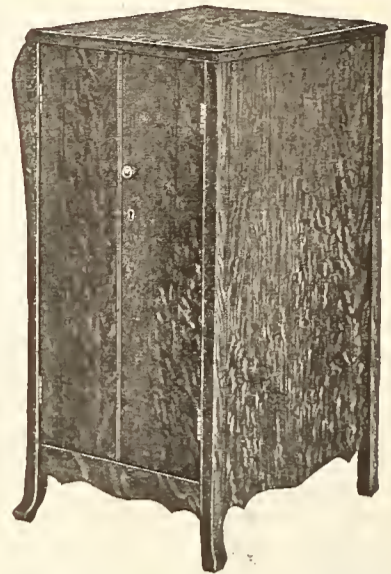
QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 3/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No 25 and No. 35.



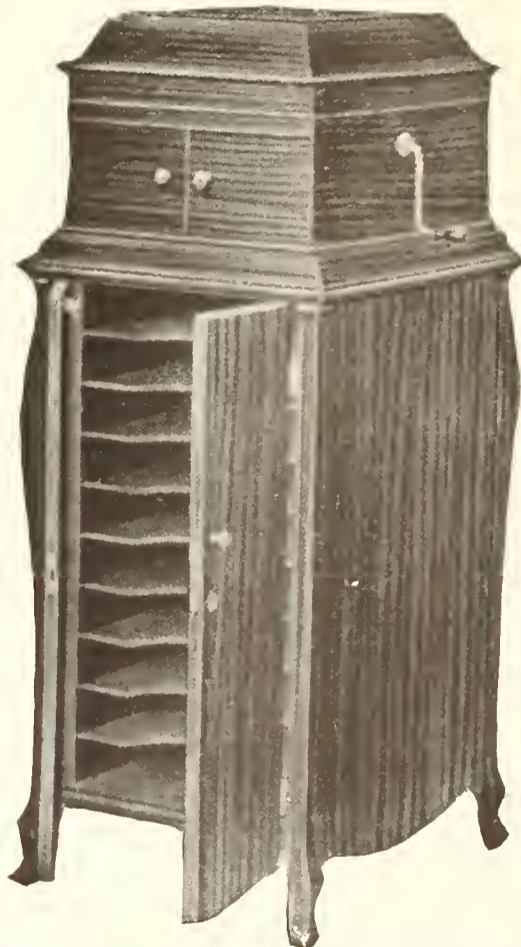
Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



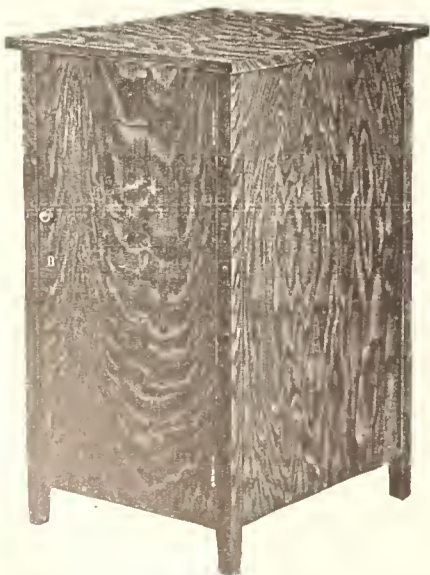
Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



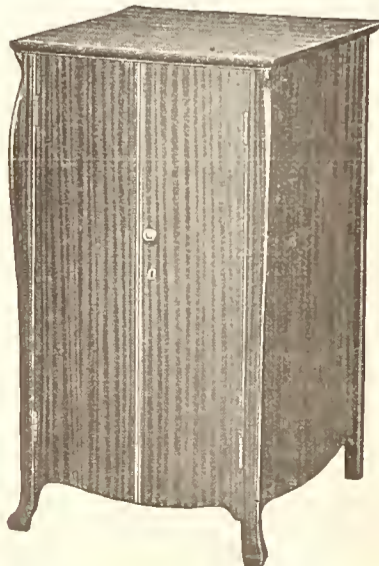
Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line

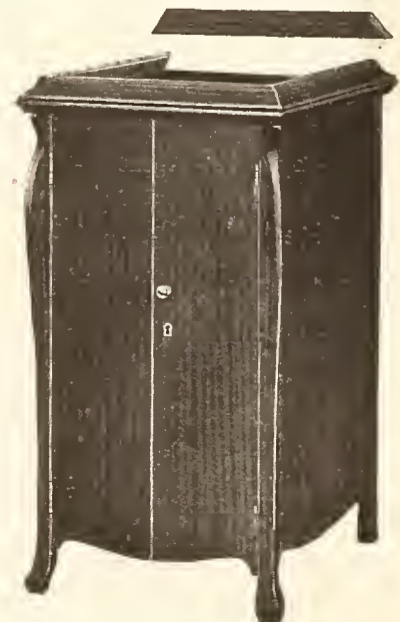
**The Geo. A. Long
Cabinet Company
HANOVER, PA.**



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 79)

SPLENDID ENTERTAINMENT GIVEN JOBBERS BY VICTOR CO.

After a Visit to the Factory Victor Jobbers Are Guests at Special Concert Given at the Little Theatre, Philadelphia, Followed by a Dinner and Dance—Great Array of Artists

On Wednesday the members of the National Association of Talking Machine Jobbers were the guests of the Victor Co. on a tour of the factory in the afternoon, and at an elaborate concert at the Little Theatre, Philadelphia, in the evening, followed by a dinner, entertainment and dance in the roof garden of the Bellevue-Stratford Hotel.

The wholesalers and their families left At-

In the evening at 8 o'clock the guests adjourned to the Little Theatre and enjoyed an elaborate concert, at which Jascha Heifetz, John McCormack and Sophie Braslau were the featured artists, with the Victor Orchestra, led by Pasternack, appearing in several numbers. After an overture by the orchestra, under the direction of Josef Pasternack, Mr. Heifetz played several numbers in his exquisite style,

audience to their feet with his impassioned singing of Fay Foster's masterpiece, "The Americans Come." An encore number completed the program with the exception of some selections from "Eileen," played by the Victor Orchestra, whereupon Ed Droop, the gifted orator, arose and in glowing words expressed the gratitude of the Victor jobbers for the wonderful treatment accorded them by the artists, Mr. Child and the Victor Co.

From the theatre the party went to the Bellevue-Stratford, where during the service of an elaborate dinner in the Rose Room they were entertained by Joseph C. Smith and his orches-



Banquet Tendered National Association of Talking Machine Jobbers by Victor Co., Philadelphia, July 2, 1919

lantic City after a swim in the morning and upon arriving at the Hotel Bellevue-Stratford, Philadelphia, found that accommodations had been arranged for them by the Victor Co. officials. They then visited the factory at Camden, where they witnessed some striking new models of the Victrola, of which due announce-

ment will be made later, and were taken on a tour of inspection through various departments of the immense plant of the company in order that they might see for themselves just what strenuous efforts were being put forth in every department to speed up production. As many of the wholesalers remarked, the Victor factory had never looked busier, with every section of the plant under full headway.

among them being a nocturne in E-minor by Chopin, a rondo by Mozart, a Slavonic dance in E minor by Dvorak-Kreisler and a series of Gypsy airs by Sarasate. In answer to the enthusiastic applause he gave several enjoyable encores. Miss Braslau sang a sacred number, "Father, Why Hast Thou Forsaken Me," most impressively, singing a lighter number as an encore. John McCormack, after an opening number by Donizetti, aroused his audience with a beautiful rendition of "Dear Old Pal of Mine," one of the favorite songs of the day, and an Irish ballad by Moore. He then brought many of the

tra, the Criterion Quartet, the Misses Holt and Rosedale, Billy Murray and Ed Smalle, Victor Herbert, the Van Eps Trio, Pietro Deiro, Miss Adele Rowland and several other popular artists associated with the Victor recording staff.

Dancing on the Bellevue-Stratford roof garden



John McCormack

ment will be made later, and were taken on a tour of inspection through various departments of the immense plant of the company in order that they might see for themselves just what strenuous efforts were being put forth in every department to speed up production. As many of the wholesalers remarked, the Victor factory had never looked busier, with every section of the plant under full headway.



Miss Sophie Braslau



Jascha Heifetz

to the accompaniment of Smith's Orchestra and the Van Eps Quintet served to round out a perfect day, perfect with entertainment of the inimitable Victor style and likewise proved a fitting finale to the varied convention activities, both in Atlantic City and in Philadelphia.

LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 81)

VICTOR CONVENTIONITES TRY THEIR SKILL AS AVIATORS

Airplane Flights Attract the More Adventurous, While Sailing, Automobiling and Bathing Parties Add to the Enjoyment of Those in Attendance at the Atlantic City Meeting

As is usually the case at the Atlantic City conventions, the program of entertainment laid out by the Arrangements Committee was quite

afternoon, at the Airport. A substantial delegation of talking machine men and their ladies went out to the grounds to watch the flights,

gation appeared overanxious to repeat the experience.

On Tuesday at noon the ladies were taken in automobiles to the Sea View Country Club, where luncheon was served to them. Mr. Nolan



Mr. and Mrs. I. Son Cohen and Miss Cohen liberal in its scope, particularly in so far as it was planned to keep the time from hanging



Perry B. Whitsit Ready for a Flight

and several of them had the courage to take to the air in company with capable pilots. A. A. Trostler was picked out by the aviator to accompany him on an exhibition flight, and the next birdman who inveigles brother Trostler into the same predicament will have to work some. Suffice it that a few nose spins and a loop-the-loop or two do not help the digestive apparatus to any great degree. Others who took the opportunity of "flying" included Ralph L. Freeman, Parham Werlein, V. W. Moody, Perry B. Whitsit, Miss Cecile Cohen, Mrs. I. Son Cohen and A. Davega.

Whether it was the \$25 fee or the sensation is undetermined, but the fact remains that after a brief voyage in cloudland none of the dele-



Ralph L. Freeman, One of the "Aces"

again did the honors and this popular gentleman had fifty-three representatives of the fair sex under his wing.

The unofficial program was likewise long and interesting, including bathing parties, and particularly on the night of June 30 bands of pilgrims wandered in and out of the many oases on or near the Boardwalk and helped to dry them up. Also the roller chairs enjoyed their usual popularity, the sad sea waves lost none of their attractiveness for bathing purposes, at least, while the piers offered desirable entertainment, and a good time was had by all.

(Continued on page 83)



A. A. Trostler and V. W. Moody

heavily on the hands of the ladies, while their "worsen halves" were in the business sessions.



Parham Werlein as an Aviator

On Monday afternoon William T. Nolan, of the Louis Buehn Co., put on his gay garments,



Capt. Steele and A. Davega

grabbed a cane, and escorted the ladies in special buses to the Inlet, where a boat was started and a pleasant hour spent in sailing the high seas.

The big affair in the entertainment line, however, was the airplane flights later on Monday

Victor Wholesalers

Wholesale Only



We Are Nearly Ready

to give VICTOR dealers the great advantages of efficient Victor service made possible through the equipment embodied in our new headquarters—to which we will move the end of this month.

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

New Building

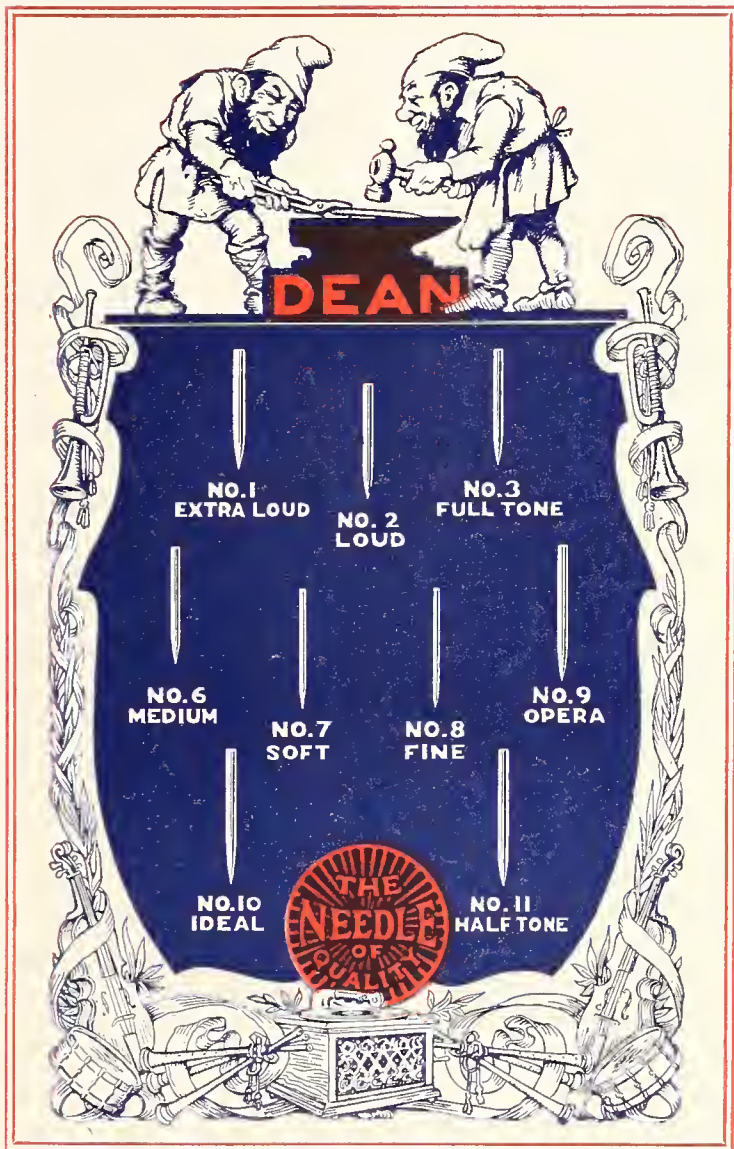


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DEAN

For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.

Petmecky Multitone Steel Needle Plays Ten Records Perfectly

Three Different Tones

1. For **LOUD TONE**—Play with flattened side facing record.
2. For **MEDIUM TONE**—Play at intermediate angles.
3. For **SOFT TONE**—Play with edge facing record.

One Needle with three different tones

LOUD — MEDIUM — SOFT

Petmecky Multitone Steel Needle



LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 82)

Heard in the Lobby of the Traymore

Atlantic City always proves a lodestone to talking machine men and their families and it is therefore to be expected that there will be a good showing from all sections of the country at the convention. Although the number in attendance was not so great as at some previous conventions, that fact did not interfere with everyone endeavoring to have the best possible time when not tied up by the convention sessions. The regular crowd knew just where to go and what to do to have the best time, and proceeded to carry out their ideas without delay. Some were so anxious to get into the swim that



The Ladies Outward Bound

they arrived two or three days before the convention opened. The balance kept right on arriving up to Tuesday night in time for the banquet. Owing to conditions covering railroad travel there was no attempt made to run special cars from New York or from the West, so some of the travelers made up special parties in order to break up the monotony of travel. The main thing is they all got there.

The threat that the country would go dry on July 1 stimulated the desire on the part of a score or more of our livest Victor jobbers to see the passing of the wet and the coming of the dry in proper style. The result was that a table for twenty was reserved in the Submarine Grille of the Traymore as far back as February, and a liberal deposit paid thereon. When the selected twenty on Monday night went down to enjoy the benefits of their foresight they found that there was plenty of room in the grille for probably 100 more who had not taken time by the forelock. Lack of a crowd did not interfere with the twenty enjoying the trip right up to the last moment. Some swore it was 2 A. M., others hesitated and the remainder declined to commit themselves. Besides the Submarine Grille all the leading resorts on or near the Boardwalk had their quotas of talking machine men and their ladies attending the wake of

John Barleycorn, mostly in the guise of spectators rather than participants. In so far as action went it is no secret to say that most of them were disappointed.

Pittsburgh claims to have had the biggest delegation at the convention and appears to be entitled to that distinction, the Standard Talking Machine Co. being represented by J. C. Roush, French Nestor and W. H. Russell, and the C. C. Mellor Co. by W. C. Dierks, Mr. and Mrs. J. C. Fischer and P. T. Evans. P. W. Simon, a live dealer of Uniontown, Pa., was also declared in on the delegation.

E. F. Droop & Sons, of Washington and Baltimore, also sent a very substantial delegation, including E. H. and Carl A. Droop, W. A. Lyman and C. Hauser, of the Washington headquarters, and W. C. Roberts from Baltimore. At Atlantic City that delegation spelled generosity.

One convention visitor introducing an accessory did not have to visit the Boardwalk to hunt up his party. Going to his room one evening to demonstrate his product to a wholesaler he opened the door to find three of the hotel maids dancing merrily to the music of his Victrola. The accessory man was game and insisted upon the girls staying and making a real party.

The broad scope of the association membership is indicated by the fact that there were present at the convention men from Maine and men from Hawaii, C. B. Snow from Portland,



The Schloss Brothers Arrive

for instance, and W. D. Adams from Honolulu. Florida, Texas and Illinois were also represented by native sons or successful visitors.

Never have rumors been so numerous at any convention as they were at the Atlantic City meet. To have accepted them all as founded on fact would have meant that the Victor Co., as well as every prominent wholesale house in the trade, is going to be reorganized. The

funny part of it was that some of those regarding whom the rumors were true denied them point blank, while those referred to in rumors that had no basis frequently looked guilty, and kept the scribes guessing. It can be said, however, that many surprising shifts are going to be announced very shortly. In fact, some of them are already announced in The World this month.

The Schloss Brothers, cabinet men, arrived in due course in Edwin Schloss's Hudson super-six. Incidentally Mr. Schloss found time to burn up the roads around Atlantic City just



The Ladies Ready for the Sail

to see what the car could do when pushed a little. On the straightaway it served to cure any desire to fly.

Sunburn lotion was at a premium with many of the convention visitors. The weather for a couple of days was pleasantly cool, and the bathers loitered on the beach without giving due regard to the fact that Old Sol was still on the job going strong. On Wednesday the sunburned element resembled a delegation of cripples.

On Tuesday afternoon one of the conventioners wandered into a cafe, with a thirst, in search of a highball. "Nothing but beer and wine," said the barkeeper; "that's orders." "Well, what about the bottle of whiskey I ordered this morning?" demanded the talking machine man. So good was his acting that he got away with the bluff and likewise the whiskey.

The ocean air and beautiful weather were not calculated to induce Atlantic City visitors to stay indoors, but nevertheless a few packs of cards being available some delegates were moved to closet themselves behind closed doors and give the call of the desert poker player to its mate, "Oh aces! oh aces!"

The convention received considerable attention in the columns of the local newspapers, as well as New York and Philadelphia dailies, through the efforts of George C. Kerr, publicity man of the Traymore. Brother Kerr has the

(Continued on page 86)

Exclusive Victor Wholesaling

ON A HIGHER PLANE OF CO-OPERATIVE SERVICE THAN HAS EVER BEFORE BEEN ATTEMPTED

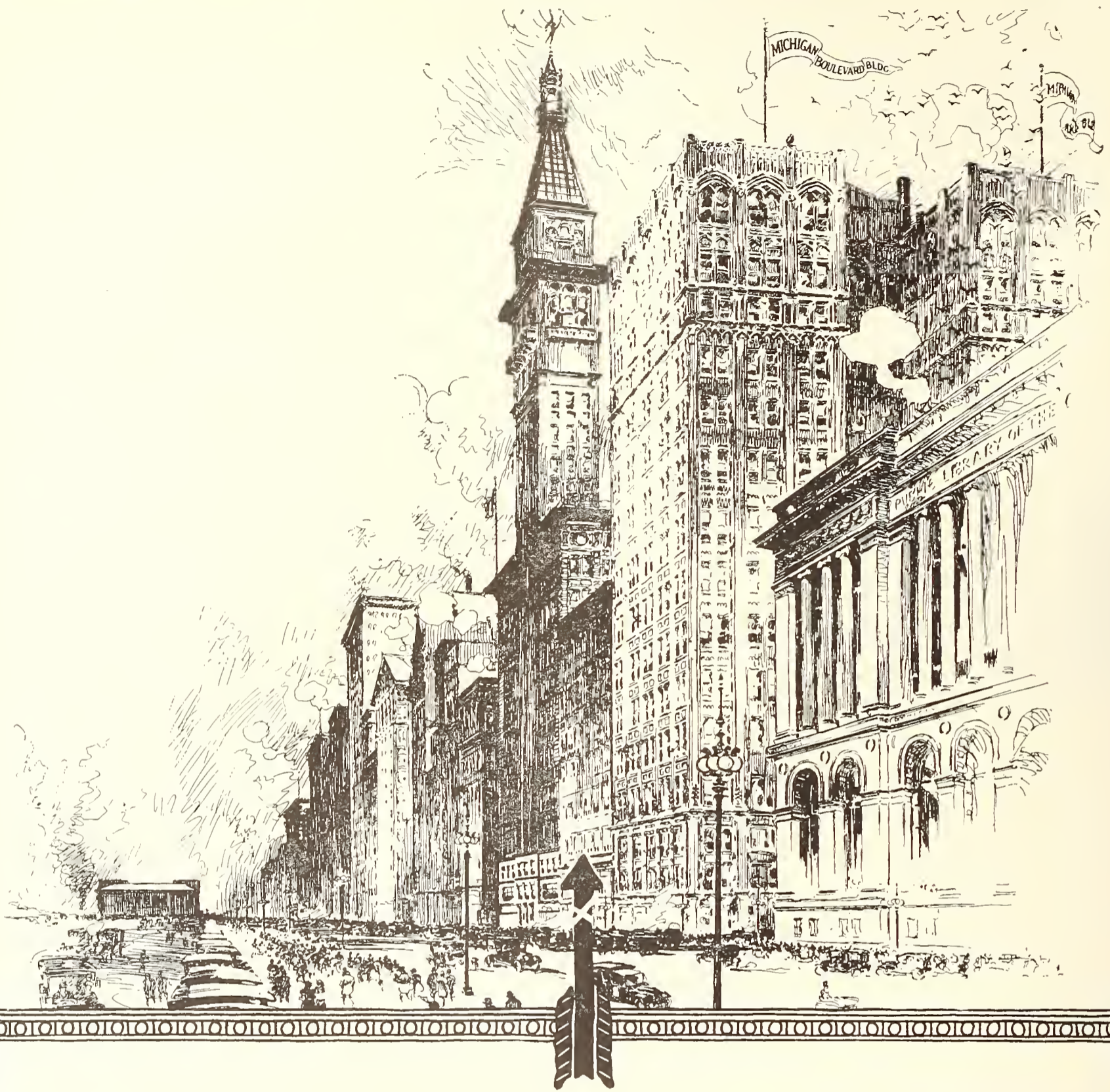
We cordially invite all Victor Retailers and their organizations to visit our model Victor Wholesaling Establishment

Knickerbocker Talking Machine Co.


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Victor Talking
Machines
Records and
Supplies*

119 W. 40th St.
New York City



LIVELY GENERAL CONVENTION OF VICTOR JOBBERS AT ATLANTIC CITY—(Continued from page 83)

knack of making friends with newspaper men and in rendering them every assistance in the conduct of their business. The result is much free publicity for the Traymore.

Fortunately for some of the bachelors among the jobbers several of their contemporaries had the foresight to bring their daughters to the convention. I. Son Cohen, of Baltimore, and Mrs. Cohen, for instance brought three, and that fact served to make the dancing so much more interesting.

Fred P. Oliver proved one of the busy bees at the convention in helping Louis Buehn to see that the arrangements worked out properly. Meanwhile Wiswell and Trostler, who have had much to do in the past, simply posed around the lobby nonchalantly and carefree.

The talking machine men may, and did, advocate high-grade music and the exploitation of Red Seal records, yet it seems to take some real wicked jazz to make them show unusual pep.

At the Atlantic City conventions the jobbers usually have a day or two spoiled by J. Pluvius, but this year was the exception. If the committee had ordered the weather in advance they could not have selected any better.

Those self-confessed experts of the trade who can go around the course at par, or in one or two strikes below, were keenly disappointed when it was announced that after the tournament had been postponed from Saturday to the following Wednesday and then to Thursday there were too few players left to make a tournament worth while. Several jobbers who had been telling each other how good they were



All Aboard for Ocean Trip

fought duels on greens near Philadelphia and no prize cups were awarded.

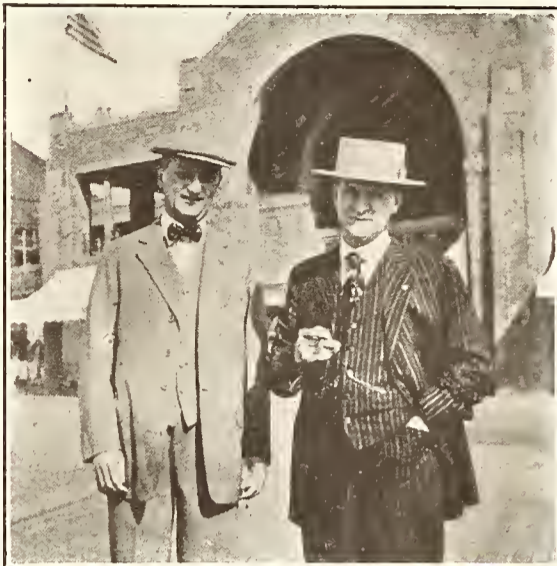
Toastmaster Bowers' asides at the banquet were so delightful that banqueters were sorry when he started to introduce speakers. His usual dialogue of quotations with E. H. Droop were missing because Mr. Droop had gone home, but Ernest John proved a worthy substitute. It is said there is no subject known regarding which Mr. Bowers cannot quote

P. T. Evans, who accompanied the Mellor Co. delegation from Pittsburgh, is a real veteran of the great war. He went across as a member of an advance signal detachment of seventy-eight men, a part of the Twenty-eighth Division, and but eighteen members of the company came back. Eight members of the Pittsburgh talking machine trade, including Mr. Evans, were in the company, and only one of them was lost. The Twenty-eighth Division saw some hard fighting and Mr. Evans is privileged to discuss the war with authority.

It was a very peculiar fact that those who attended most of the heavy committee meetings were married men and that the meetings were mostly held during the evening. Another peculiar fact was that having disappeared after the

meeting the committeemen returned, some seeking large bills in exchange for bunches of small ones and other strolling to the desk to have checks cashed. It might have been a coincidence, but—

The evening of entertainment by the Victor Co. was well duplicated in point of quality by the very handsome concert program and the



S. Ernest Philpitt and W. C. Roberts handsomely engraved and embossed supper-dinner menu. Both were real works of art.

ACCESSORY MEN AT CONVENTION

Take Advantage of Opportunity to Meet Jobbers and Introduce New Lines

As has usually been the case at previous conventions, a goodly number of manufacturers and distributors of cabinets, needles and other talking machine accessories took occasion to visit Atlantic City during the convention of the National Association of Talking Machine Jobbers.

Among those seen around the lobbies of the Traymore were Clement Beecroft, of Philadelphia, who took occasion to display to the jobbers a new type of cabinet with a revolving record compartment, working almost automatically and which does away with the usual cabinet door. He also displayed the other specialties for which he is the representative.

B. R. Forster, of the Brilliantone Steel Needle Co., New York, was also there with some interesting samples and the glad hand.

Otto Goldsmith, of the Cabinet & Accessories Sales Co., New York, was also much in evidence to tell about the merits of the Lundstrom cabinets and the other specialties he handles.

W. A. Condon, of Condon & Co., Inc., spent some time around convention headquarters and told those jobbers, not already familiar with them, something regarding the Torrington "Uniform" needles, for which his company is agent.

E. H. Lansing, the cover man from Boston, brought Mrs. Lansing with him and made a holiday of his visit.

Lewis C. Franc, of the Lu-Franc Sales Service Co., Detroit, took advantage of the opportunity of displaying to the jobbers his new special monthly series of record envelopes.

Phil Ravis, president of the Peerless Album Co., New York, looked the conventioners over, as did D. Tauber, president of the Progressive Phonograph Supply Co., New York, manufacturers of the Wall-Kane needles.

Edwin E. and Myron Schloss, of Schloss Bros., New York, the cabinet makers, motored down to the convention city for the purpose of shaking hands.

Rayburn H. Smith, H. A. Dalley and E. E. Morton, of the Unit Construction Co., Philadelphia, the latter being the company's Chicago representative, were also seen about the Traymore during the convention period.

Jones-Motrola, Inc., New York, the New England Talking Machine Co., makers of the "Perfection" reproducers and other concerns were also represented.

GOLF CONTEST FOR BLACKMAN CUP

Although Formal Tournament Is Postponed a Number of Jobbers Enter Contest With the Handsome Blackman Cup as Prize—Regular Tournament Postponed Till Next Year

Although the official golf tournament to be held in connection with the convention of the National Association of Talking Machine Jobbers was postponed for a year, owing to the fact that it was found impractical to hold it either in Atlantic City or Philadelphia, due to conflicting circumstances, a number of the jobbers decided to enter into contest for the handsome cup offered by J. Newcomb Blackman, retiring president of the Association, and the match was played off at the Old York Road Country Club, Jenkintown, Pa., near Philadelphia, on Tuesday morning.

Throughout the playing of the entire tourney a closeness of scores made interest most keen, and it was not until the last few holes were played that A. C. Middleton and Burton J. Pierce forged ahead of the others. The final score found Mr. Middleton and Mr. Pierce tying for first place with the score of 79. Mr. Walz ran third with a score of 81, Mr. Buehn fourth with a score of 83 and Mr. Oliver followed next with a score of 85. Those who played were H. C. Middleton, director of the Victor Talking Machine Co.; Burton J. Pierce, of J. W. Jenkins' Sons, Kansas City, Mo.; Louis Buehn, of Louis Buehn Co., Philadelphia, Pa.;

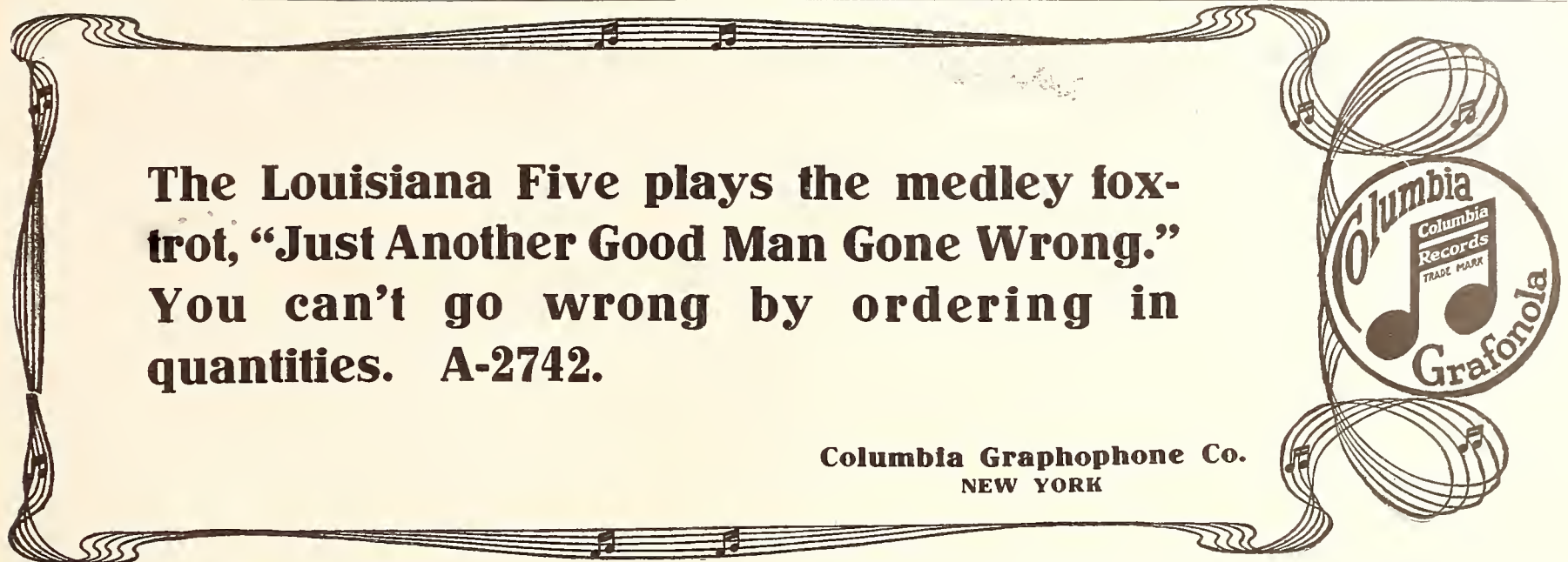


The Blackman Cup

Elmer Walz, general manager of Cohen & Hughes, Baltimore, Md.; and Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co.

In order that a final decision may be reached as to which of the two tallying the best scores may be awarded the cup for the coming year, a match will be played between Messrs. Middleton and Pierce at the first occasion when Mr. Pierce visits Camden. This eighteen-hole match will probably be played in the latter part of the summer, as Mr. Pierce expects to visit the city again at that time.

The cup offered by Mr. Blackman, who is the retiring president, is given with the idea that it should be played for every year until some lucky one has won it three times. The winner each year has the right only to hold it until the ensuing tournament of the next year, when the cup passes on to the next lucky one.



The Louisiana Five plays the medley fox-trot, "Just Another Good Man Gone Wrong." You can't go wrong by ordering in quantities. A-2742.

**Columbia Graphophone Co.
NEW YORK**

TWIN CITY TRADE PREPARING FOR HEAVY FALL BUSINESS

Work Begins on Elaborate New Home for Columbia Graphophone Co.'s Branch—Golden Rule Store's Victrola Department Enlarged—Vocalion Gaining Ground—General News

MINNEAPOLIS and ST. PAUL, July 7.—Hot weather brings no surcease from troubles to the talking machine dealer or distributor in the twin city territory. Their woes may not be quite as plentiful as they were some months ago, but they are numerous enough. Primarily the source of the general discontent lies in the inability of the manufacturers to supply both machines and records in quantities that will meet the persistent and constantly growing demand. To be sure, the general situation has eased considerably in the past few weeks, and the horizon of hope and encouragement is somewhat brighter. Preparations are being made, however, for a record trade in the late summer and fall, the magnitude of which will only be limited by the shipping facilities of the manufacturers.

Work was begun last week on the new Northwestern home of the Columbia Graphophone Co., 18-22 North Third street, Minneapolis. This will be a distributing center solely. Manager W. L. Sprague, Northwestern representative, will have 30,000 square feet of floor space at his disposal to begin with and will have in reserve an additional 20,000 square feet. The arrangements will be as complete and convenient as modern engineering skill can devise.

Work already is underway for the enlargement of the Victrola department in the Golden Rule Store, St. Paul. Manager J. L. Pofahl has been on a study tour of the East and will incorporate some of the ideas he gathered into the

plans for his new space. He will have about twenty demonstration booths, which will take care of the most of the 3,000 square feet allotted to him. Various other houses likewise are providing facilities for their talking machine departments.

The Aeolian-Vocalion after its fine start in the Northwest is getting a footing here and there through the active efforts of the Stone Piano Co., general distributors. Manager T. S. Leavitt, of the talking machine department in The Emporium, is completely satisfied with his new line.

More Sonoras, a great many more, could be sold in the Northwestern territory if the instruments could be obtained, says Sewell D. Andrews, manager of the Sonora department of the Minneapolis Drug Co. The improved baby grand model is finding many warm friends and all the Sonora dealers want them.

Minneapolis was represented by six "live wires" at the big Edison meet the last week in June. The party consisted of Laurence H. Lucker, Edison's Northwestern agent; H. E. Stinchfield, Joseph Lowy, George Compton and Captain Toppel, all of the Lucker organization, and Frank Gonyo, head of the talking machine department of the New England Furniture Co. Edison business in the cities and the country would be entirely satisfactory, but for one thing and that is—

George Mairs, head of the Victrola department of W. J. Dyer & Bro., St. Paul, and E. F.

O'Neill, of Beckwith-O'Neill, Minneapolis, have nothing to say. "What's the use?" they ask. "Everybody wants a Victrola."

Director E. L. Kern, of the Brunswick-Balke-Collender Co., is still away behind in his orders. The Brunswick machine is being extensively pushed both in St. Paul and Minneapolis.

Really, the only manager who is not coming forward with some lusty denunciation is Jay H. Wheeler, who supervises the Pathé department for the G. Sommers Co. He does not say that he has assembled as big a stock as he would desire, but believes that he will be able to satisfy the majority of his numerous patrons in the Northwest.

OUTING OF SCHLOSS BROS. FORCE

Employes of Cabinet Factory Enjoy Lively Day at Coney Island Resorts

Schloss Bros., the well-known cabinet manufacturers of New York, gave an outing to their employes and a number of guests on Friday, June 18. The entertainment included surf bathing, followed by a banquet, after which the party repaired to Steeplechase Park, where all the sports of that resort were indulged in. Various other pleasures were programmed and the gathering returned to the city after a day of much activity. The employes were taken to the beach in three large sightseeing cars.

The Alexander Victrola Store, 118 Broadway, Long Branch, N. J., has undergone improvements and several new soundproof booths have been added.



An Excellent List of Victor Records

We Will Gladly Play Any Record For You

18475-10	Hot Time in the Old Town (Melody Sketch)	Victor	50
18476-10	God I Love Blessed Me (Melody Sketch)	Victor	50
18477-10	Sweet Little Buttercup	Victor	50
18478-10	Homeward Bound	Victor	50
18479-10	Life of the Victor	Victor	50
18480-10	What's Your Hat (Jack Band Play)	Victor	50
18481-10	Melody Lark & Elm	Victor	50
18482-10	Victory in the Air	Victor	50
18483-10	March Selection #1	Victor	50
18484-10	March Selection #2	Victor	50
18485-10	March Selection #3	Victor	50
18486-10	March Selection #4	Victor	50
18487-10	March Selection #5	Victor	50
18488-10	March Selection #6	Victor	50
18489-10	March Selection #7	Victor	50
18490-10	March Selection #8	Victor	50
18491-10	March Selection #9	Victor	50
18492-10	March Selection #10	Victor	50



Art Series

Delivery Envelopes

Jobbers get particulars—Very attractive

Also Columbia, Edison and Pathé lists of Records in Art Series

RECORD CABINETS

made with **Beecroft's Patent Moulding**

Pat. No. 1,244,944

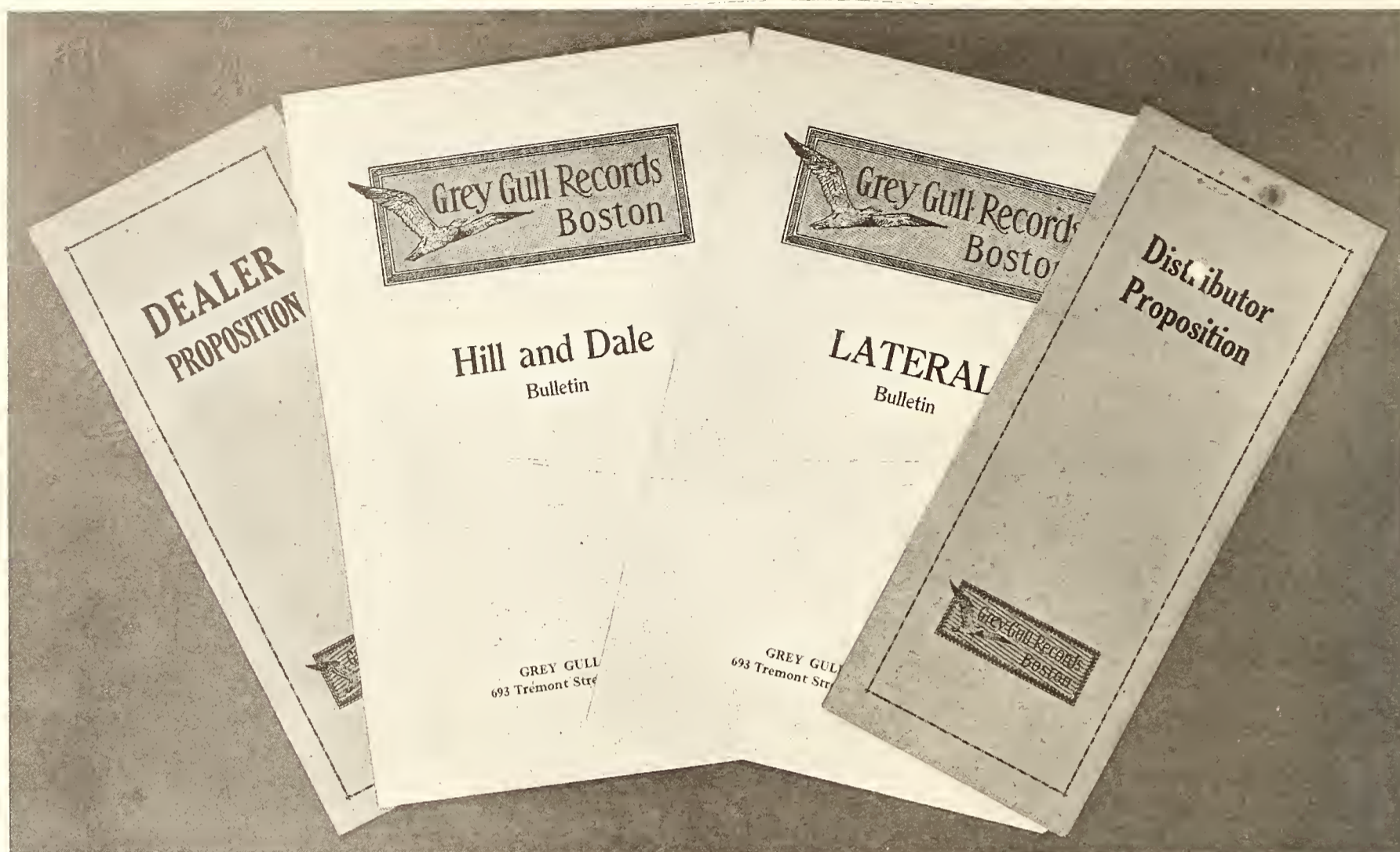
SOME NEW STYLES

Correspondence solicited

309 W. Susquehanna Ave.

CLEMENT BEECROFT

Philadelphia, Pa.



Free! Any or all of these leaflets will be sent to you in answer to a request on your business letterhead. There are no secrets about our terms to the trade.

Grey Gull Records are made attractive to you, *not* by unusually large discounts; nor by special concessions of *any* kind. They are made attractive to you because you are certain that *nobody* is buying them on better terms than those published; because they are beautifully recorded and cleanly printed; because they are made by a responsible, strongly financed concern; because you can be sure of getting your monthly quota promptly and regularly, this year, next year, five years from now and twenty years from now. Write us today, at 693 Tremont Street, Boston.



BIRMINGHAM DEALERS INTERESTED IN NEW ASSOCIATION

Southern Victor Dealers' Association to Have Hearty Support of Talking Machine Men in Alabama—Unico Booths in Demand—Plan Nine o'Clock Saturday Closing—Other News

BIRMINGHAM, ALA., July 3.—Victor talking machine dealers of this section were very much pleased to receive letters from the Elyea Co. Victor distributors, Atlanta, Ga., calling together all Victor dealers in convention in Atlanta on July 16 for the purpose of forming the Southern Victor Dealers' Association. The Elyea Co. have had this step under consideration for several years, but have held the matter up pending cessation of hostilities on the other side. From all reports the convention is bound to be a success as dealers from all sections of the South have signified their intention of attending. This is most certainly a big step forward for the Southern Victor dealer.

The Cable-Shelby-Burton Piano Co., of this city, are now busily engaged in making extensive alterations and additions to their talking machine department. Mr. Burton, the genial manager of this progressive house, has said that the talk-

ing machine department is to be his "pet department" and from the evident growth of the department Mr. Burton's remark is true.

H. Allen Dalley, vice-president of the Unit Construction Co., Philadelphia, spent several days in the city investigating the merits of Birmingham as a distributing point for "Unico" products. Mr. Dalley was very favorably impressed with conditions all through the South and reported having taken many orders for "Unico" equipment.

B. F. Bibighaus, representing the Victor Talking Machine Co., spent several days here during the month. Mr. Bibighaus had been spending some time in the smaller towns of Mississippi and expressed himself as pleasantly surprised on arriving in Birmingham and finding so many "live" dealers. Mr. Bibighaus did not confine his visits to Victor dealers, but managed to call, for a short visit, on every dealer here.

J. D. Moore, manager of the wholesale department of Philip Werlein, Ltd, New Orleans, was a visitor in Birmingham for several days. It was Mr. Moore's first visit to this city since his connection with Messrs. Werlein and it gave him an opportunity to meet personally many of his good customers in this section.

Mr. Dahlberg, of the Dahlberg Talking Machine Co., Montgomery, Ala., was a visitor in the city for several days and reported his business to be unusually good for this season of the year. Mr. Dahlberg does not devote any of his time to the business, but leaves it entirely in charge of one of the young ladies who has been with him some little time. His house handles the Victor line exclusively.

Mr. Ely, of the Pathé Frères, spent two days here last week in the interest of his house. Mr. Ely made a special trip to the city to take up important matters with the Haverty Furniture Co., which handles the Pathé line in its chain of stores throughout the South.

A. R. Boone, proprietor and manager of the Talking Machine Co., this city, left on Saturday for Atlantic City to attend the Victor Jobbers' Convention.

Victor Wan has left the J. E. Cain Furniture Co. and accepted the management of the phonograph department of F. W. Browning. Mr. Wan is effecting extensive alterations in the Third Avenue store and promises to give the Edison and Vocalion lines a representation henceforth that they will do credit to these products.

Miss Willie Cox, of the Clark & Jones Piano Co., is spending her vacation in Chicago, where she will spend some time with Lyon & Healy in their Victor Department. Miss Cox expects to visit also the Widdicomb factory in Grand Rapids. Miss Cox is known to the Birmingham public as the "Phonograph Girl." She has been engaged in the business for many years and has probably sold more talking machines and records than any woman in the South.

The Clark & Jones Piano Co. report, as usual, a tremendous business for the past month. The house has looked for a falling off of its business during the summer months, but with judicious advertising and concentrated effort on the part of the salespeople the firm reports an extremely good business for June.

During the past week the talking machine dealers of this city signed a petition to close their doors at nine o'clock on Saturday evenings. This is decidedly a step forward because heretofore many of the dealers had no specified time to close and it created confusion in the minds of the record-buying public.

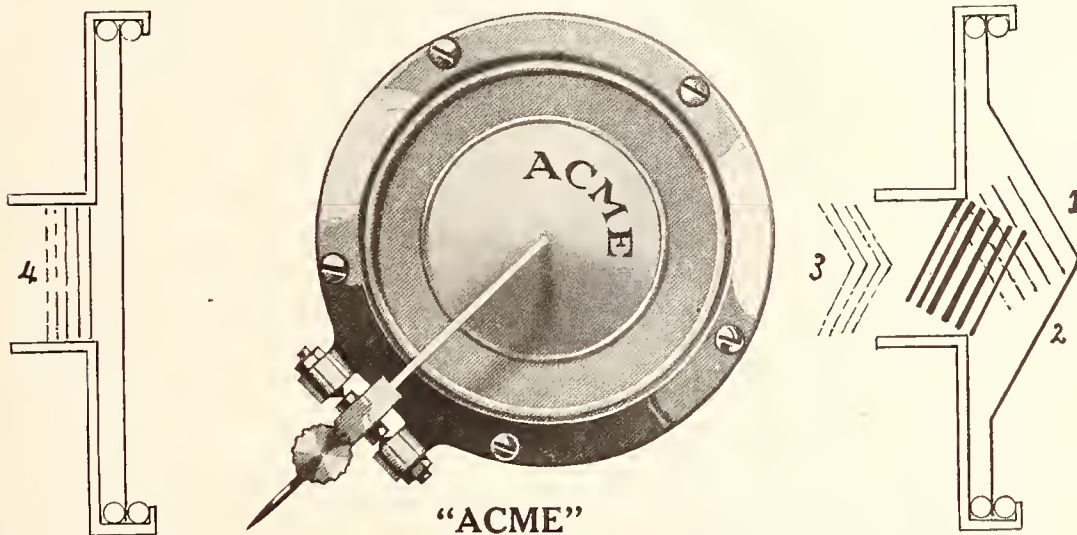
Last week quite a little excitement was created by a fire on the mezzanine floor of the C. C. Holcombe Co. Plumbers were at work and a gasoline burner exploded and set fire to everything in a radius of ten feet. Several of the salesladies lost wraps and other belongings and slight damage was done to other material on the floor.

The Clark & Jones Piano Co. purchased last week two new trucks for the delivery of talking machines during the coming season.

Loveman, Joseph & Loeb have been featuring the new Edison cabinets in their advertising during the past month. The phonograph department of this house is very much more active since the installation of Mr. Golden as manager, and the coming fall promises to be a busy season.

The ACME of Perfection

in tone reproduction is attained in the ACME soundbox, because of its scientifically correct diaphragm construction which produces the real scientific sound waves.



This illustration shows the short tone waves of the ordinary soundbox as used on most phonographs.

"ACME"
The Tone Magnificent

Nature's tone wave as produced by the ACME reproducer and approximately six times longer than tone waves of the ordinary soundboxes.

The result is an unmuffled NATURAL TONE of immense volume and an entire absence of that tin can, metallic tone of mica diaphragms. Made in Nickel and Gold to fit Victor, Columbia and Sonora.

SPECIAL ATTACHMENTS to play
Victor and Columbia Records on
EDISON Machines

Try an ACME reproducer for yourself. If not delighted you may return it. The price is right. Special inducements to live dealers and jobbers.

ACME PHONOGRAPH CORPORATION
New York City

46 Murray Street

Tel. Barclay 7633
7634

Write for our catalogues on phonograph hardware, motors, tone arms, records and accessories.

HIGHEST QUALITY LOWEST PRICES
COLE & DUNAS MUSIC CO.
54 W. LAKE STREET CHICAGO

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.
LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York

THE PROBLEM OF SUPPLY AND DEMAND IN CINCINNATI

Dealers Kept Busy in Trying to Make Two Factors Balance—New Machine Enters the Field—Big Convention of Columbia Dealers Held—Linking Up Records With Films—News of Month

CINCINNATI, O., July 3.—Getting ready for the fall and winter rush of business in the midst of unusual hot weather is the story of the retail and manufacturing trade of the Middle West. The merchants are not at all bothered about existing conditions, for the main question is to keep a satisfactory supply of selling records on hand.

P. H. Oelman, manager of the Phonograph Co., Cincinnati, was back at his desk Monday, following his attendance at the dealers' convention. While speaking highly of the usefulness of gatherings of this nature, Mr. Oelman's main thoughts were along the lines of a bounteous supply which is not forthcoming.

Holiday inquiries are being received at the Fritsch Phonograph Co., Canal and Main streets, where business is reported active.

Among the many out-of-town visitors to the local Columbia branch during the past two weeks were: George W. Hunter, Dayton, O.; E. C. Christian, of the Christian Music Co., Lexington, Ky.; Chester Fisher, Harrison, O.; Jacob Gordon, Butler, Ky.; Mr. Elmer Woodhead, Falmouth, Ky.; Mr. Shaffer, of A. R. Simpson Co., Hillsboro, O.; J. Margolis, of the Victor Furniture Co., Dayton, O.; Mr. Kramer, of the Sterling Jewelry Co., Dayton, O.; E. G. King, Williamsburg, O.; U. V. Walker, Owenton, Ky.; A. D. Kirk, Winchester, O.; A. R. Polasky, Georgetown, O.; J. J. Davis, Seaman, O.; W. T. Breeze, Brooksville, Ky.; C. L. Hutsiniller, of the Modern Drug Shop, Prestonburg, Ky.; Mr. Trapp, of Trapp & Gardener, Ripley, O.; Jeff Thompson, Lebanon, O.

"The Heart of Humanity," which played at the Lyric Theatre the past week, gave the Columbia dealers in Cincinnati an opportunity to tie-up with that film, by window displays, newspaper advertising, etc., and in that way sell more records of "The Heart of Humanity," which is

recorded by the Columbia Co. Also "The Red Lantern," which is playing this week at the Lyric Theatre, is receiving co-operation from the Cincinnati Columbia dealers. A. F. Greenwood, formerly of the Cincinnati branch, has resigned, and as yet no one has been assigned to succeed him.

F. F. Dawson, manager, has been visiting dealers in Kentucky the past week.

R. F. Bolton, sales manager of the International Record Department, has also been a visitor to the Cincinnati branch in the past week. Mr. Bolton gave some very good ideas about selling foreign records.

The big event of the Cincinnati branch this month was the Columbia dealers' convention, June 4 and 5. There were over 100 dealers present, including their sales people. Mr. N. B. Smith, assistant manager of the Cincinnati branch, had charge of the meeting, which was held in the assembly room of the Sinton Hotel, while Manager Dawson presided in the evening at a banquet in the grill room of the same hotel. The first meeting opened with a talk by Chas. Corday, manager of the Leo Feist Inc., on advertising. The talk of the evening was made by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co. C. K. Woodbridge spoke briefly about his branch of the business. The latter is connected with the Columbia Dictaphone.

The "Recall" will be the name of the product of the Huss Bros. Phonograph & Piano Manufacturing Co.'s factory, just being assembled at the northwest corner of Canal and Vine streets. It will be made in four sizes. The company will not be in quite shipshape for turning out goods under two weeks, according to C. C. Coppin.

Mrs. Janet Furniss has been spending considerable time with the Campbell Furniture Co., at Piqua, O., installing a new record system,

and is having wonderful success in her work.

Manager T. Sigman, of the Victrola department of the Rudolph Wurlitzer Co., is elated over the general trend of things in his territory. In speaking of business yesterday he said:

"The hot weather during the month of June did not affect the demand for talking machine goods, for the sale of Victrolas and records in our wholesale and retail departments was way over June of last year.

"Many small Victrolas, such as the \$25.00 and \$35.00 models, were sold to campers and vacationists, who seemed more than ever to realize the entertaining qualities these wonderful little instruments possess. 'Just the thing,' one young lady said, 'to have our dancing out on the lawn.'

"Instrumental records proved the best sellers this month, with jazz bands and dance records leading.

"'Service' seems to be the one great aim of all the enterprising Victrola dealers, and they are spending large sums of money for fixtures, booths, sign displays and many other attractive articles, in order that they may get their stores to look attractive and also for the convenience of their customers."

C. L. Byars reports the biggest Vocalion business the local Aeolian store has ever experienced in the month of June. He is still suffering a shortage of goods, but Mr. Byars feels confident that if some stock comes in to relieve the situation in July and August these two months will be record breakers.

Miss Hortense Palmer, one of the charming members of the Vocalion Record staff, has just embarked on the long journey on the sea of matrimony. Miss Palmer leaves with the congratulations and best wishes of all her associates.

One of the newest organizations to take on the jobbing of Emerson records is the Southern Sonora Co., Selma, Ala., which has been given the territory covering all of Georgia and Florida.

For Edison, Victor and Columbia Dealers Only

WE HAVE THE

SIMPLICITY ELECTRIC MOTOR

(AUTOMATIC SWITCH IN MOTOR)

Makes winding unnecessary. Electrifies your Edison, Victor or Columbia efficiently and satisfactorily. The **Finest Electric Motor** on the market.

FOR ALL OTHER DEALERS

For dealers handling any make of phonograph other than the Edison, Victor, Columbia we have perfected a new

WINDING DEVICE

that is automatic, "self-operating." Best ever offered to the trade. It is attachable to any make of phonograph other than the three mentioned above and electrifies any phonograph instantly. Requires no adjustment.

Shelton Electric Co.

16 East 42d Street, New York · 30 East Randolph Street, Chicago

STRADIVARA

"KNOWN FOR TONE"

YOUR FALL TRADE WILL DEMAND THE STRADIVARA. SIX BEAUTIFUL MODELS, POPULARLY PRICED WITH UNUSUAL TONE QUALITY AND EXQUISITE WORKMANSHIP. SOME DESIRABLE TERRITORY STILL AVAILABLE IF YOU APPLY QUICKLY. FULL ADVERTISING SERVICE, OF COURSE.

Manufactured by THE COMPTON-PRICE CO., COSHOCTON, O.



THE SUBTLE BEAUTIES OF ALL RECORDS ARE BROUGHT TO LIFE ONLY WHEN PLAYED ON THE STRADIVARA

W. C. FUHRI JOINS HEINEMAN STAFF

Well-known Talking Machine Man Appointed General Manager of Record Division of Otto Heineman Supply Co., Inc.—A Man of Wide Experience in All Branches of the Industry

The Otto Heineman Phonograph Supply Co., Inc., announced this week, through John Cromelin, general sales manager, the appointment of W. C. Fuhri as general sales manager of the record division, with headquarters at the company's executive offices, 25 West Forty-fifth street, New York. Mr. Fuhri will also devote his time to co-operating with and giving serv-



W. C. Fuhri

ice to the users of all other Heineman products, including Heineman motors, tone arms, sound boxes, needles, etc.

W. C. Fuhri is one of the best-known members of the talking machine industry in the country. For the past twenty-one years he has been associated with the Columbia Graphophone Co., having occupied important executive positions with that company.

In 1898 he joined the Columbia forces at St. Louis, in a short time becoming assistant man-

ager of that branch. After six months he was promoted to manager and two years later was district manager, with headquarters in St. Louis, his territory comprising the entire Southwest.

In 1906 Mr. Fuhri was transferred to Chicago, where he was given control of the entire district from New Orleans as far west as Salt Lake City. He occupied this post for ten years.

In 1916 Mr. Fuhri went to New York to become United States manager for the company, having under his jurisdiction the entire business throughout the United States. A change of policy influenced him later to request that he be reassigned to his former post in Chicago, where he has been for the past year.

Mr. Fuhri's past experience admirably equips him to render invaluable co-operation and service to the Heineman clientele. He brings to his new position a thorough knowledge of the phonograph industry and an intimate familiarity with all details of record and phonograph merchandising that is equaled by very few members of the trade. Mr. Fuhri will take a much-needed rest and assume his new duties within the near future.

ATLANTA TRADE CONTINUES STRONG

Summer Months Show No Lessening of Business—Leading Houses Report Continued Activity—Columbia Salesmen and Dealers Meet

ATLANTA, GA., July 7.—Reports from several hundred talking machine dealers in this State indicate that business is running in higher figures than ever, and the summer months are bringing no noticeable slowing up. Trade conditions are entirely satisfactory, largely due to the fact that cotton has advanced in price and a great deal of money is in circulation.

Manager Terhune, of the local branch of the Columbia Graphophone Co., recently made a trip to Florida and returned very much pleased with conditions as he found them.

A feature of the month was the meeting of Columbia traveling salesmen and dealers held at the Ansley Hotel early in June. After an excellent dinner the new records were played and short talks were given by various dealers.

Active summer business is reported by the Zaban Furniture Co., Columbia dealers; the Atlanta Talking Machine Co., the Cable Piano Co., Victor dealers; the Delpheon Shop, Chamberlin-Johnson-DuBose Co., Victor and Sonora dealers; the Phillips & Crew Piano Co., Phonographs, Inc., Edison jobbers, and the Elyea Co.

Prepare!

DURING the past year or more dealers have sold many excellent records for which there had been little demand.

THE extreme shortage which resulted in the dealer's inability to supply sufficient of the records asked for, forced him to familiarize himself with the class of records he could procure and to interest his customers in them.

THE demand for records will continue to grow and even with increased output there will be a shortage of many numbers.

ANTICIPATE this demand and see that you have a stock of those so-called slow selling records and do not lose profits other dealers are making.

SALESMEN ARE CRANKS ON TONE

They have tried every needle on the market—but now they are perfectly happy with the perfect needle.

THE DE LUXE STYLUS

It plays 100 to 300 Records

Three for 30 Cents

They are enthusiastic about it because it does not scratch or hiss.

It brings out the perfect tone.

Used once always enjoyed.

You can't afford to be without The DE LUXE

The Duo-Tone Co.

Manufacturers of Talking Machine Needles

ANSONIA, CONN.

C. BRUNO & SON

INCORPORATED

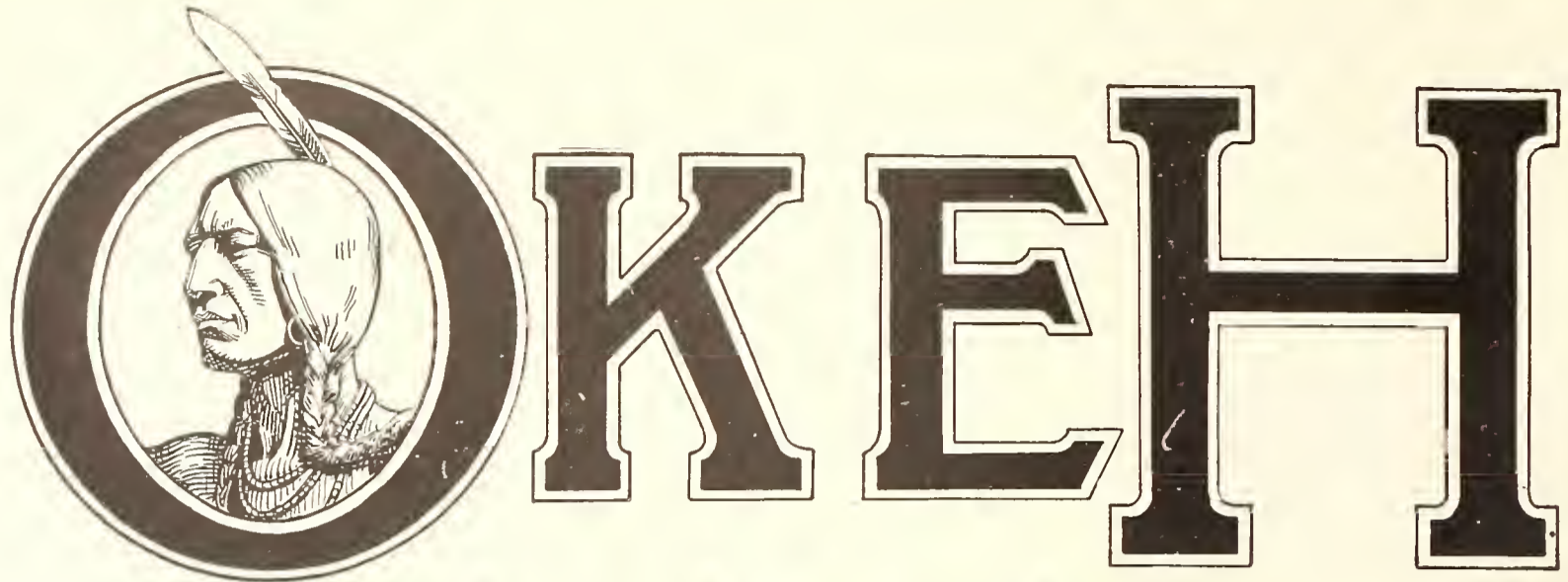
Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

WE DO NOT RETAIL

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RECORDS

**WELCOME
COMPARISON**

This record is not only the most popular record line on the market because dealers are receiving IMMEDIATE DELIVERIES of the best-sellers of the day, but because it is a QUALITY PRODUCT.

OkeH Dealers can therefore furnish the popular hits of the day IMMEDIATELY, and they can also merchandise the OkeH Record strictly on its musical merits, and tonal superiority.

ISN'T THIS A WINNING COMBINATION?

We can tell you more about our dealer plan

RISHELL PHONOGRAPH COMPANY

OkeH Jobbers

WILLIAMSPORT, PA.

UNITED PHONO. CORP. ENTERTAINS

Dealers From All Parts of Country Visit Puritan Phonograph Plant—Show Visitors How Machines and Records Are Made

SHEBOYGAN, Wis., July 2.—During Friday and Saturday of last week the United Phonograph Corp., makers of the Puritan phonograph, entertained dealers from all parts of the country who came to inspect the Puritan plant. The visitors divided their time between the factories at Grafton, Port Washington and this city. At Grafton they had the opportunity of seeing records made. At the banquet on Friday night a pleasing program was offered by the artists on the Puritan staff and the officials of the company outlined the plans by which the present success of the concern has been attained. Col. E. J. Barrett presided as toastmaster and gave the credit for the success of the Puritan to the splendid co-operation shown by the dealers.

Among those present at the banquet were: R. W. Micks, Gladstone, Mich.; L. J. Lively,

Morrison, Ill.; Joe Frank, Bristol, Tenn.; O. C. Horn, Oshkosh; C. E. Whitcomb, Minneapolis, Minn.; Arthur T. Garrett, St. Paul; Robert J. Karsten, Milwaukee; Raymond A. Kuhn, Milwaukee; C. B. Allen, Madisonville, Kentucky; I. Zimmermann, Duluth, Minn.; Elmer J. Joosten, Peoria, Ill.; A. J. McCampbell, Bessemer, Ala.; Dick Kimm, Rockford, Mich.; Joseph P. Malloy, B. Brown, Charles J. Orth, Milwaukee; L. M. Beck, Fort Wayne, Ind.; Col. E. J. Barrett, Gordon Osborn, L. T. Jenkins, R. L. Meves, Sheboygan, and O. E. Moeser, Port Washington.

CHATTANOOGA TRADE STILL ACTIVE

Conditions for June Satisfactory—Sterchi Bros. Change Name—Trade in Rural Districts Unusually Active—Other News of Interest

CHATTANOOGA, TENN., July 7.—Business conditions in the talking machine trade in this city for June were very satisfactory. The volume of sales continued to be unusually large, and most dealers received shipments of stock with greater

regularity than for some time past. The record business especially is very active, many of the manufacturers being oversold for months ahead on the standard pieces.

The Sterchi Bros. Furniture Co., Columbia and Edison dealers, announce a change in firm name to Sterchi Bros. & Fowler. Mr. Fowler has for several years been an officer and stockholder in the firm, and his addition to the staff of this concern is a recognition of his work in the music trade in the South. This firm has for some weeks past been using much space in the local newspapers, and excellent results have been obtained from this form of advertising.

Other enterprising music houses that are sharing in the general trade here are the Stulce-Yarnell Furniture Co., Columbia dealers; Rhodes-Mahoney Co., Victor and Brunswick dealers; Clemons Bros., Victor and Sonora dealers; and the Templeton Piano Co., which has increased its talking machine department considerably within the last year. Reports from travelers in the surrounding territory indicate that business is very good in the rural district.

The Machine that Plays any Record



PHONOGRAPHS and RECORDS

The Machine that Plays any Record

Empire records are becoming more popular every day and dealers are finding large sales for them. One of our dealers writes as follows:

“Received the 50 records No. 31104 this morning and sold them all before 5.00 P. M. Wish I had ordered more.”

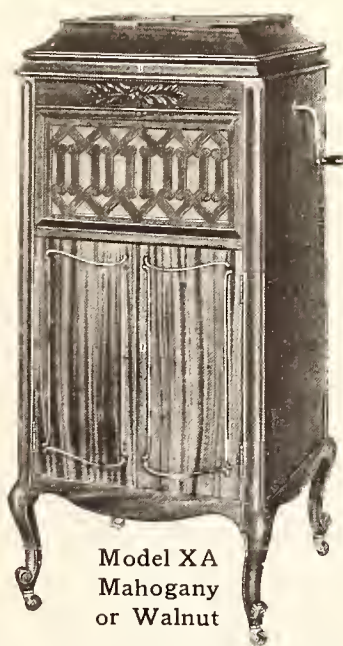
We know that you can also sell a great number of Empire records to your patrons. Write for our August record catalog or send us an order for a dozen samples. Liberal discounts to dealers. See list of August records in record bulletin of this paper.

EMPIRE UNIVERSAL CUT

Records can be played on any phonograph using a steel needle



See List of August Records in the Record Bulletin of this Paper



Model XA Mahogany or Walnut



Model B Mahogany Walnut or Oak

EMPIRE UNIVERSAL CUT

Records can be played on any phonograph using a steel needle



No Attachment Needed No Sound Box to turn

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

Empire talking machines are unexcelled in quality and are all equipped with high grade motors. There are ten models in the line—prices at retail are from \$35.00 to \$500.00.

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

THE SATURDAY EVENING POST

VITANOLA

Plays All Records — Natural As Life

ALTHOUGH our nation-wide publicity campaign has just been inaugurated, already the VITANOLA has taken its rightful place among the world's largest sellers.

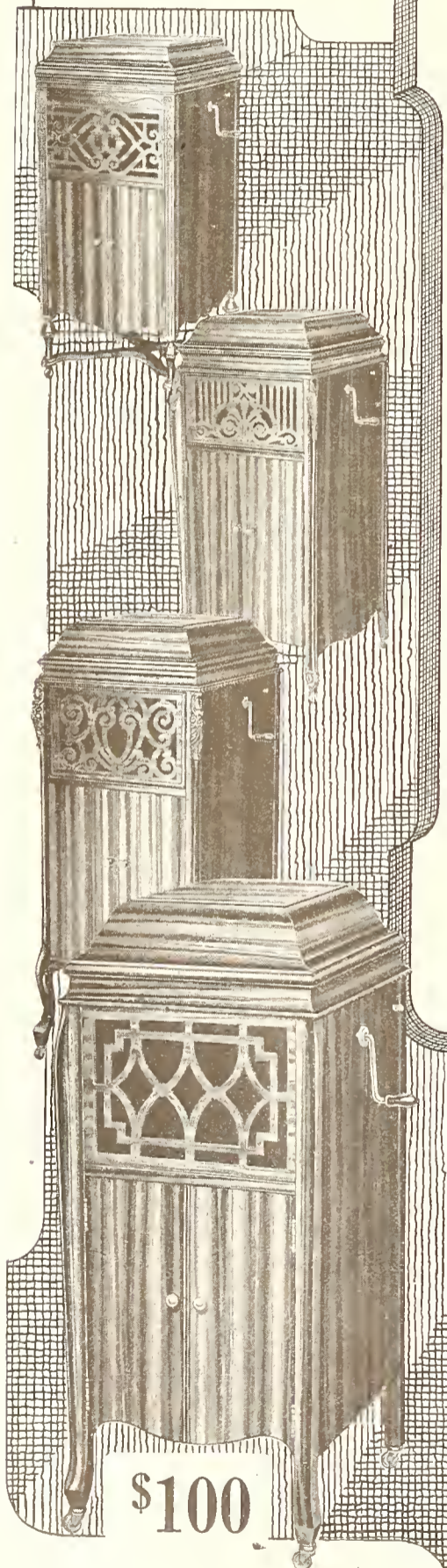
Not only is the VITANOLA—*The Phonograph of Marvelous Tone*—now being brought, through extensive National publicity, to the attention of millions of buyers, but our service to dealers has been broadened accordingly, and we invite you to learn more about this by sending for a copy of the pamphlet entitled "Making a Phonograph Department Pay."

This pamphlet will be interesting and instructive to you, whether or not you handle the VITANOLA, as it is based entirely upon actual experiences of successful dealers.

Write for your copy today.

Vitanola Talking Machine Co.

508 West 35th St., Chicago, Ill.



CONVENTION OF HEINEMAN EXECUTIVE AND SALES STAFF

Encouraging Reports Made at Two-day Gathering of Heineman Forces—President Otto Heineman Gives Valuable Data—Garford and Meisselbach Enterprises Steadily Progressing

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., 25 West 45th street, New York, was the host at a luncheon given at the Hotel Astor recently in conjunction with a convention of his executive and sales staff. The meeting lasted two days and many important topics were discussed and plans consummated which will greatly enhance the co-operation and service offered to the Heineman clientele.



Otto Heineman

At the luncheon Mr. Heineman gave his staff some valuable data in connection with the remarkable progress of the various Heineman factories during the past six months. Figures were advanced showing that the output of Heineman motors has increased tremendously within the past year, and after submitting these figures Mr. Heineman paid a well-deserved tribute to the untiring efforts and indefatigable work of A. G. Bean, president of the Garford Manufacturing Co. (now a part of the Heineman organization), who has been in charge of the Elyria plant since the inception of the Otto Heineman Phonograph Supply Co., Inc.

Record of A. G. Bean

Mr. Bean, who was recently elected president of the Garford Mfg. Co., after being its vice-president and general manager for many years, is one of the best-known manufacturers in the Middle West. He has been an important factor in manufacturing circles throughout this section of the country for a number of years and at the present time is president of the Manufacturers' Association of Elyria. He has worked day and night to bring the Elyria factory to its present state of high efficiency and the phenomenal success attained by the Heineman motor may be attributed in a considerable measure to Mr. Bean's rare executive acumen, remarkable manufacturing knowledge and thorough familiarity with every phase of motor production. He has left nothing undone to make the Elyria plant a model factory in every sense of the word and visitors to this plant are amazed at its magnitude and scope.

Some time ago Mr. Heineman made a trip through the Middle West, spending several days at the Elyria factory, and after a conference with Mr. Bean arrangements were made providing for the enlargement of the plant in practically every department and contracts were awarded for new machinery. This machinery is now installed and its beneficial effect on Heineman motor production is indicated in the fact that the output during June far exceeded any month in the history of the company. Mr. Bean submitted preliminary estimates showing that July and August will even outdistance the June figures and the executive and sales organization was delighted to receive this gratifying news.

Encouraging Meisselbach Reports

A. F. Meisselbach, vice-president of the Otto Heineman Phonograph Supply Co., Inc., gave equally encouraging reports of the situation at Newark and in one of his usual witty speeches expressed his sincere appreciation of the co-operation that has been given the Meisselbach

division by every member of the Heineman organization. The new \$500,000 Meisselbach factory at Newark is making rapid headway, and when this plant is completed ample facilities will be afforded for the development and growth of the Meisselbach division. For several years past the demand for Meisselbach motors has been far in excess of the available factory output, but the new building will solve this problem satisfactorily and give Mr. Meisselbach and his associates an opportunity to vastly increase their output.

OkeH Records Going Well

John Cromelin, general sales manager of the company, furnished interesting data regarding the progress being made with the OkeH record. The sales organization was pleased to learn that the new lists of OkeH records have won enthusiastic commendation from well-known musical critics who have visited the OkeH record laboratories during the past few months and Mr. Cromelin advised the sales staff that manu-

facturing conditions will enable the record division to give immediate deliveries and prompt service to OkeH jobbers and dealers everywhere.

Brief addresses were also made by several other members of the executive staff, and among others who attended the luncheon in addition to those mentioned above were the following: Adolf Heineman, vice-president; Jacob Schechter, secretary; W. G. Pilgrim, assistant general manager; Pliny Catucci, chief engineer; A. L. Patrick, treasurer of the Garford Mfg. Co.; S. A. Ribolla, general manager of the Chicago branch; John Dean, of the Dean Division; C. J. Pott, Canadian manager; Anthony Vesseli, superintendent of the Newark factory; P. L. Baerwald and M. E. Schechter, managers of the Eastern sales division; W. C. Strong, of the Newark division; R. C. Ackerman, export manager, and L. M. Robinson, advertising manager.



A. G. Bean

TO ADDRESS TALKING MACHINE MEN

Geo. W. Pound to Speak Before Local Organization at Luncheon on July 16—To Launch a Strong Membership Campaign

George W. Pound, general counsel of the Music Industries Chamber of Commerce, will address the members of the Talking Machine Men, Inc., at a special luncheon of that organization at the Hotel McAlpin on Wednesday, July 16. It is stated that Mr. Pound will have an important message to deliver to the talking machine men who, by virtue of their recently acquired membership in the National Association of Music Merchants, have become affiliated with the Music Industries Chamber of Commerce.

At the meeting on July 16 the Talking Machine Men, Inc., will launch their strong membership campaign, which will last the month, and will wind up at the annual outing of the organization at Rye Beach on August 13.

CANADIAN COPYRIGHT ACT DROPPED

OTTAWA, ONT., July 1.—The special committee of the Canadian Senate on the proposed new Copyright Act has submitted its report to that body. It is understood that the bill will be dropped by the Government with the idea of introducing it again next session. In the meantime negotiations will be entered into with the United States in an effort to reach an agreement regarding a mutually satisfactory basis of copyright between the two countries.

THE COPPER PROCESS CO.
OF NEW YORK

WISHES to announce to the manufacturers of Talking Machines that they are now in a position to produce according to the demands and specifications of the manufacturer, copper tone arms of unbreakable structure. Tone Arms of less parts, of more graceful lines and of better tonal qualities, are the products of our company.

We are also makers of Tone Arms of our own designs. We recommend that you acquaint yourself with our "Universal No. 2."

THE COPPER PROCESS CO.
19-21 WEST 44th STREET, NEW YORK

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES
K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks

SLIGHT SLUMP IN TOLEDO TRADE

Local Conditions Have Temporary Effect on Talking Machine Business—Stocks Still Slack—What Various Concerns Report

TOLEDO, OHIO, July 7.—Most of the local dealers seen by your correspondent report business not quite up to normal. This, however, is due entirely to the conditions here in Toledo.

The various Pathé, Columbia and Brunswick dealers report business fair. The Edison representative is having a fairly good sale on the higher priced models. Until local conditions improve business in the talking machine field will not show marked activity.

The Cable Piano Co. reports the demand for Victrolas in excess of its shipments, with a slight falling off in the demand for records.

The Whitney & Currier Co. are experiencing difficulty in getting a sufficient quantity of Victrolas and records to take care of their trade.

The J. W. Greene Co. reports business fairly good in all lines.

Chas. H. Womeldorff, manager, and Warren

L. Kellogg, assistant manager of the Toledo Talking Machine Co., have just returned from the jobbers' convention at Atlantic City, and report being very well satisfied with conditions at the factory. In their estimation the Victor Co. is doing all that is possible to speed up production. They were very favorably impressed with the new period designs just shown by the Victor Co., and believe that these machines will meet with a ready sale to the dealers and to the trade in general. All things taken into consideration, the past convention was the most successful of those held by the National Association.

The demand for Victor goods from the out-of-town dealers still continues unprecedented, and prospects are for an immense business this fall and winter.

INCORPORATED

The National Phonograph Co. of Pittsburgh has been incorporated under the laws of Pennsylvania with a capital stock of \$50,000 by H. H. Fleischman and others.

Specialized Manufacturing Production for the Phonograph Trade



"They buy at a place where prices compete, where Quality must always excel."
Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need ?

Correspondence invited—
Orders promptly attended to
60 Grand Street New York City

CONVENTION OF EDUCATIONAL FORCE

Staff of Victor Co., Educational Department, With Heads of Departments Conducted by Jobbers and Dealers, to Convene in Camden

During the last week in August there will be held at the Victor Co. headquarters in Camden a general convention of the staff of the Educational Department of that company, under the direction of Mrs. Frances G. Clark, which convention will also be attended by the heads of the various educational departments conducted by wholesalers and dealers. During the course of the convention there will be held a number of interesting and helpful lectures by musical authorities as well as a series of descriptive concerts. The growing interest shown in educational work by the Victor wholesalers and dealers at large and the establishment of special departments by many of them to handle that phase of the business should serve to lend much interest to the forthcoming convention. Before the August meeting Mrs. Clark plans to spend a vacation of several weeks in Maine in order to recuperate after a distinctly strenuous season.

ANNA CASE ENTERTAINS WOUNDED

Soldiers From New York Hospital Guests of Edison Artist at Home Near Mamaroneck

An admirable climax to the notable war work accomplished by Miss Anna Case, the Edison artist, was a lawn party and concert given by her at her summer home near Mamaroneck on Flag Day to 200 wounded soldiers from a New York hospital. The feature of the entertainment was a short concert by Miss Case, assisted by some vaudeville acts from New York theatres. The entertainment was given on a side porch overlooking the wide lawn and Long Island Sound, the porch being draped attractively in the national colors. The soldiers and their nurses were grouped about the lawn, many of the former being in such shape that they had to be carried from the army ambulances on cots.

Miss Case sang a new song which she has just composed: "The Robin's Song," and her singing served to inspire the wounded soldiers immensely. "You don't know how much you've done for us, Miss Case," said one. "This is the happiest day I've ever known." After the entertainment supper was served on the lawn, and the guests returned to the hospital.

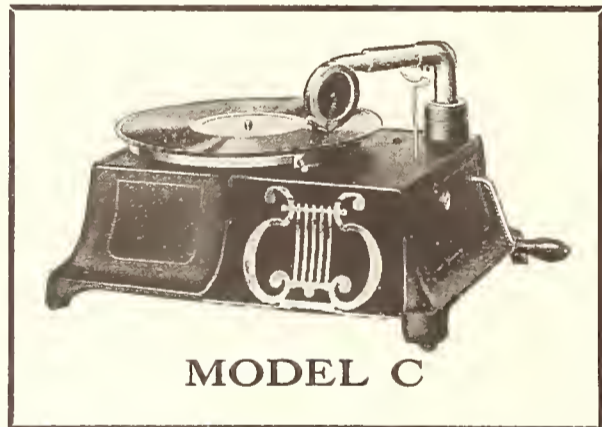
S. S. Hackett and his wife and daughter, all from Fresno, Cal., spent a few days recently in New York City. Mr. Hackett is of the Bristol-Cowan Co., large Columbia dealers.

STIMULATE SUMMER SALES

The GARFORD Model C Phonograph is designed to assist you in developing a profitable summer business. Its appeal to vacationists is only one of its many sales possibilities.

THE GARFORD MODEL C

Retails
at
\$15



MODEL C

Retails
at
\$15

The GARFORD Model C is a high-class phonograph constructed of quality materials and *guaranteed* to give absolute satisfaction and excellent service.

Our Dealer Proposition is Unusually Attractive

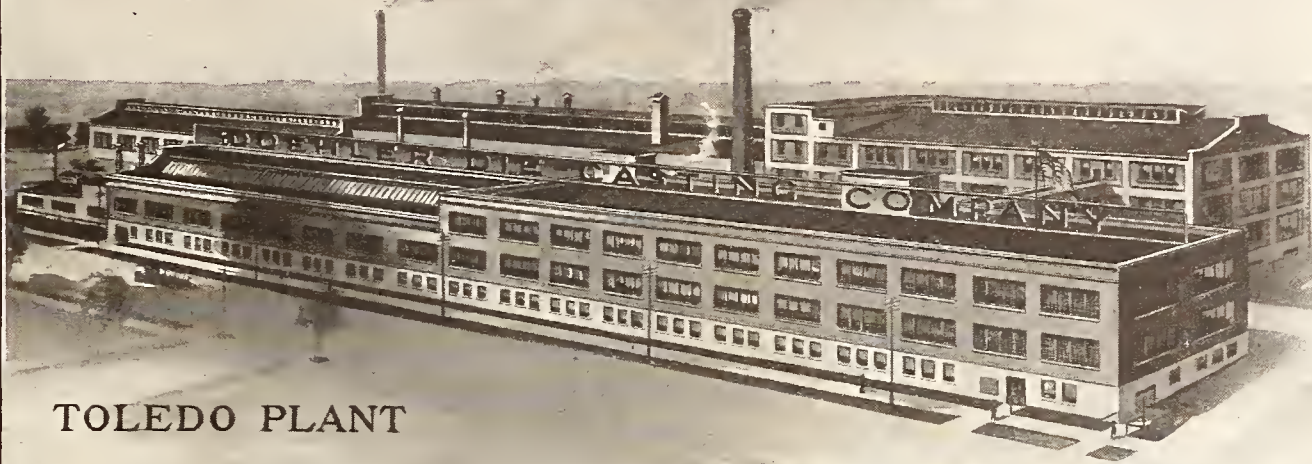
THE GARFORD MFG. CO.
ELYRIA, OHIO

COTTON FLOCKS

.. FOR ..

Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street NEWARK, N. J.

HOME OF **DOEHLER** PRODUCTS



TOLEDO PLANT



BROOKLYN PLANT

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y.

WESTERN PLANT
TOLEDO, OHIO.

SALES OFFICES IN ALL PRINCIPAL CITIES

HANDSOME WINDOW POSTER

Sonora Phonograph Sales Co. Sends Out a Number of Sales Aids in Form of Posters Bearing Particularly on the Sonora Portable

The Sonora Phonograph Sales Co., Inc., is sending to its dealers at this time some extraordinarily handsome window display posters, two of which are unusually apropos of this season, inasmuch as they feature the Portable. One of



Sonora Window Poster Much Admired

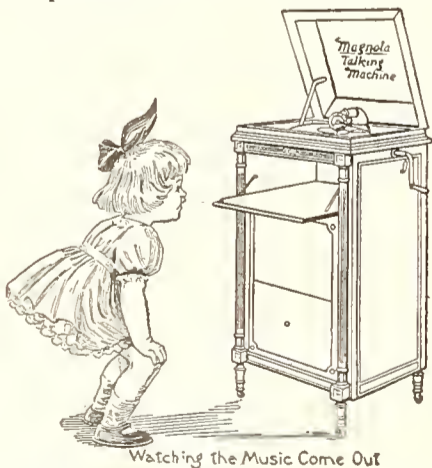
these posters pictures a Sonora Portable in connection with a wonderfully inviting vacation scene, composed of pretty girls, snow-capped mountains, and beautiful vistas. Another illustrates the Sonora Portable entertaining a party of smart automobilists while resting leisurely on the roadside, an illustration of which appears herewith.

Both of these attractive posters prove to be extremely powerful arguments to demonstrate that the Sonora Portable is just the kind of musical instrument to be taken with one on a vacation.

Among other artistic lithographs which the Sonora Co. is sending out is one showing the Baby Grand in a fashionable shore home. All of these display posters are excellent in coloring and composition and undoubtedly constitute a set of the sales aids that will be appreciated by dealers.

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."

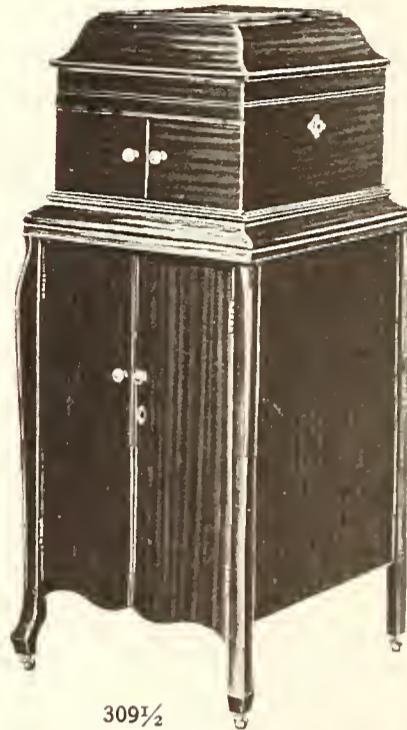


Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
 General Offices: 711 MILWAUKEE AVENUE, CHICAGO
 Southern Wholesale Branch: 1530 CANDLER BLDG., ATLANTA, GA.

**A
 RECORD CABINET
 MATCHING
 VICTROLA NINE A**



309½

309½.—Mahogany, golden oak, fumed oak, weathered oak, nickel plated trimmings, lock and key, shelves interior, casters. Height, 33 inches. Top, 18¼x21⅞ inches. Matches New Victrola IX A. Patented rimmed moulding with removable back piece, so machine can easily slide in, giving a perfect "Cabinet-match" appearance. Average weight, crated, 70 pounds.

MANUFACTURED BY

SCHLOSS BROS.

637-645 West 55th Street New York

Cabinets of all descriptions and finishes

Catalogue No. 20 Ready for Distribution.

Have You One?

E. J. WALZ WITH COHEN & HUGHES

Well-Known Member of Victor Co. Staff to Become General Manager for Cohen & Hughes, Prominent Wholesalers of Baltimore.

BALTIMORE, Md., July 2.—Cohen & Hughes, prominent Victor wholesalers of this city, have just made the important announcement that Elmer J. Walz, who for the past fifteen years has been connected with the Victor Co. in various capacities, will become associated with the Cohen & Hughes organization as general manager on August 1.

In making the announcement Cohen & Hughes say: "Realizing that the reconstruction period is bringing bigger possibilities and broader responsibilities, we have found it necessary to augment our organization in order to give our dealers the full measure of support and co-operation to which they are entitled."

The wide experience of Mr. Walz in the Victor business eminently fits him for his new responsibilities, and it is expected that his association

with the house of Cohen & Hughes will prove a distinct factor in the development of that company's business.

NEW DEALERS IN BELL HOOD NEEDLES

The New England Musical Instrument Trading Co., New York, distributors for the Bell Hood semi-permanent needle, have added many dealers to the list of those acting as agents for their product. The needle is meeting with success and from a consumer's standpoint is gaining much popularity. Philip Jacobson, head of the above company, is making a campaign to enlist the support of the dealers in the eastern territory which will be immediately followed by a drive in the Middle West.

Write for our catalogues on phonograph hardware, motors, tone arms, records and accessories.

HIGHEST QUALITY LOWEST PRICES
COLE & DUNAS MUSIC CO.
 54 W. LAKE STREET CHICAGO

The WATSON SISTERS (Fannie and Kitty)

Celebrated Stars of the Winter Garden Show "Monte Cristo Jr."

Record Four Song Hits *Exclusively* for

OKEH RECORDS

IMMEDIATE DELIVERIES of the WATSON SISTERS OkeH Records, and all the other *popular hits* listed below, comprising our

ORDER NOW

SEVENTH BULLETIN

ORDER NOW

- | | | | |
|------|---|------|---|
| 1193 | WHO PLAYED POKER WITH POCAHONTAS? (Fannie Watson, of Watson Sisters) | 1199 | CHONG (Fox Trot) |
| | FOR JOHNNY AND ME (Kitty Watson, of Watson Sisters) | | SINGAPORE (Fox Trot) |
| 1194 | WHEN YOU SEE ANOTHER SWEETIE HANGING AROUND (Kitty Watson, of Watson Sisters) | 1200 | AFTER ALL (Fox Trot) |
| | EVERYBODY WANTS A KEY TO MY CELLAR (Fannie Watson, of Watson Sisters) | | (DRY YOUR) TEARS (Fox Trot) |
| 1195 | THE RED LANTERN (Baritone) | 1201 | YOU'RE STILL AN OLD SWEETHEART OF MINE (Vocal Duet) |
| | I'M FOREVER BLOWING BUBBLES (Tenor) | | WHEN YOU LOOK IN THE HEART OF A ROSE (Tenor) |
| 1196 | SWEET SIAMESE (Fox Trot) | 1202 | WAIT AND SEE (Tenor) |
| | RUSPANA (One Step) | | HEART BREAKING BABY DOLL (Tenor) |
| 1197 | MAMMY O'MINE (Vocal Trio) | 1203 | THAT LONG, LONG TRAIL IS GETTING SHORTER NOW (Vocal Trio) |
| | I FOUND YOU (Tenor) | | SALVATION LASSIE OF MINE (Tenor) |
| 1198 | BEAUTIFUL OHIO (Vocal Duet) | 1205 | TURKESTAN (Vocal Quartet) |
| | TEARS (OF LOVE) (Tenor) | | BURMAH MOON (Tenor) |
| | | 1206 | EYES THAT SAY "I LOVE YOU" (Tenor) |
| | | | CHONG (Tenor) |



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J.
Putnam, Conn. Springfield, Mass.



BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.

EXHIBITS OF TALKING MACHINES AT GRAND RAPIDS SHOW

Interesting Feature of Semi-Annual Furniture Show Just Opened in Grand Rapids Is the Extensive Display of Talking Machines Made by Various Well-known Firms

GRAND RAPIDS, MICH., July 1.—Grand Rapids is not only the headquarters market for all high-grade furniture, but it is rapidly becoming one of the leading markets in this country for the talking machine business, at least so far as semi-annual displays are concerned.

The exhibits in this market this summer of talking machines are attracting very pronounced attention, and the company that will admit doing a poor business has not yet been found. Indeed, one concern which does a very fair volume of business is known to have sold its season's output in the first two days of the market. That was unfortunate, it is felt, for obviously that concern sold to jobbers who were anxious to pick up all the stock they could get early. This is the only company in this market which has consented to sell in job lots. The others have talked this way: "We don't care if we don't sell our entire output. We do insist on our goods getting a wide distribution—that's the best sort of business in the end."

As was to be expected, among the most attractive exhibits in the market are those of the Cheney Talking Machine Co., the Michigan Phonograph Co. (Lauzon), the Widdicomb Co., and the Grand Rapids Phonograph Co. All of these concerns are essentially Grand Rapids products, very few parts used by any of them being made outside of this city. The Cheney is showing a large line in the Keeler exhibition building, its cabinet work, done by the Berkey & Gay Furniture Co., being fully as elegant as the cabinet work on any of that concern's highest-grade furniture. Walnut and mahogany in various finishes are used. Obviously one sees in these machines the acme of exemplification of the leading period styles, and buyers of high-grade furniture are proving insistent on being given fully as much elegance in cabinets as is found in the best period furniture.

The new Grand Rapids Phonograph Co., formerly the Grand Rapids School Equipment Co., is showing a number of models of its L'Artiste, in mahogany, walnut and oak. The company is using the Meisselbach motor and its own tone arm, and is producing a beautiful machine. The finished product will be on the market during the last week in August. Meanwhile a good business is being done, and jobbing will be maintained only in the far southern and southwestern parts of the country.

The Michigan Phonograph Co., which is a branch of the Lauzon Furniture Co., is making as its leader this season a large model in Japanese lacquer finish. The Lauzon is a most artistic model, with a finish that is easily accounted for by the fact that the same artists who have been making the famous Lauzon lamps for some years are now working on the finish of the cabinets. Two oaks, two mahoganies and a walnut are being shown in a variety of periods. The Krasberg Motor Co. had an exhibit in the same building.

The Widdicomb Furniture Co. in its phono-

graph department is showing twenty pieces in ten models in mahogany, walnut and oak, the prevalent period styles, and the same excellent quality of goods. The company did not bring out any new models for this exhibition, business in both furniture and talking machine lines being too great.

The Starr Piano Co., Richmond, Ind., as usual made an exhibit in the Furniture Temple, where it has been for six semi-annual seasons. Half a dozen high-grade machines were shown, and a good business was booked.

Exhibits of less pretentious character are being made by the new Crescent Co., the American Phonograph Co., the Arcraft Phonograph Co., all of Grand Rapids; Naturvia, made by the Natural Way Phonograph Co., in Zeeland, Mich., the Supertone, of New York; the Manophone Corporation, of Adrian, Mich., shown in the Morton House lobby, the first time in connection with a furniture exhibition; the Empire of Chicago, the Concertola, of New York, West Michigan Furniture Co. and other exhibits.

One of the centers of interest was the OkeH building, the entire ground floor of which had been turned over for exhibition purposes. Among the products shown in this building are: Heineman-Meisselbach motors and phonograph supplies, Dean needles, OkeH records, made by the Otto Heineman Phonograph Supply Co., New York; Peerless record albums, Peerless Album Co., New York; B & H Fibre Needles, B & H Fibre Mfg. Co., Chicago; Fletcher-Wickes sound-boxes and tone-arms, Fletcher-Wickes Co., Chicago; Modernola talking machines, the Modernola Co., Johnstown, Pa.; Supertone talking machines, Magnedo needles and Triangle phono-parts, L'Artiste talking machines, the Elite phonographs, Elite Phonograph Co., Grand Rapids; Veeco electric motors, the Veeco Co., Boston, Mass., makers of Veeco electric motors.

In the Klingman Annex, where several of the smaller phonograph concerns are showing their exhibits in small booths, there is a large exhibit of talking machine accessories—motors, tone arms, modifiers, automatic stops, turntables, needles, gear winds, record albums, etc., in an interesting profusion.

Considering that this is the first ambitious effort ever made to stage an exhibit of phonographs in Grand Rapids, the results are fine. The buyers have also seen on exhibition cabinets made by ten to twelve furniture manufacturing companies on contracts for such concerns as Pathé, Columbia, Aeolian-Vocalion, Sonora, and others. It is said on good authority that phonographs and cabinets being made on contract in this city will aggregate twelve million dollars in value.

During the year 1918 the musical instruments exported by France to the United States amounted to \$401,300. This was a decided decrease from the exports in 1917, which were valued at \$981,000.

VAN VEEN

"Bed Set" Booths Sectional Record Racks Record Sales Counters

How We Serve the Dealer

☞ We give individual service to the dealer and prefer to lay out a plan that will meet his exact conditions rather than make his business fit our plans. We study the dealer's needs and requirements, bearing in mind that local conditions and surroundings may not always conform to fixed plans and specifications. *Individual Service* has been the key-note of our success.

☞ Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

Van Veen Booths, Record Racks and Counters Ready for Prompt Shipment

Why Van Veen Booths Are Better

- No. 1. Built of best kiln-dried lumber.
- No. 2. Correctly constructed by skilled craftsmen.
- No. 3. Embody Economy, Simplicity and Efficiency.
- No. 4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
- No. 5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
- No. 6. Moderate in price and most economical in comparison with any other booths manufactured.
- No. 7. Easily erected, no complicated attachments requiring adjustment.
- No. 8. Handsome in design and high grade cabinet finish.

Write, wire or phone for our representative

Arthur L. Van Veen & Co.

Marbridge Bldg.

47 West 34th St., New York

Tel. Greeley 4749



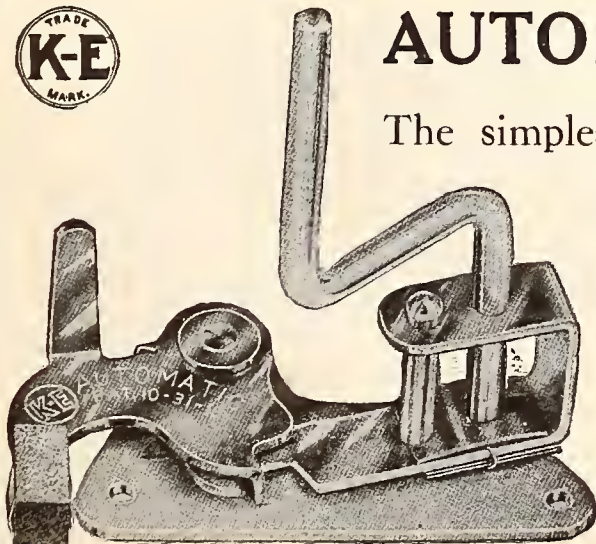
AUTOMATIC STOPS

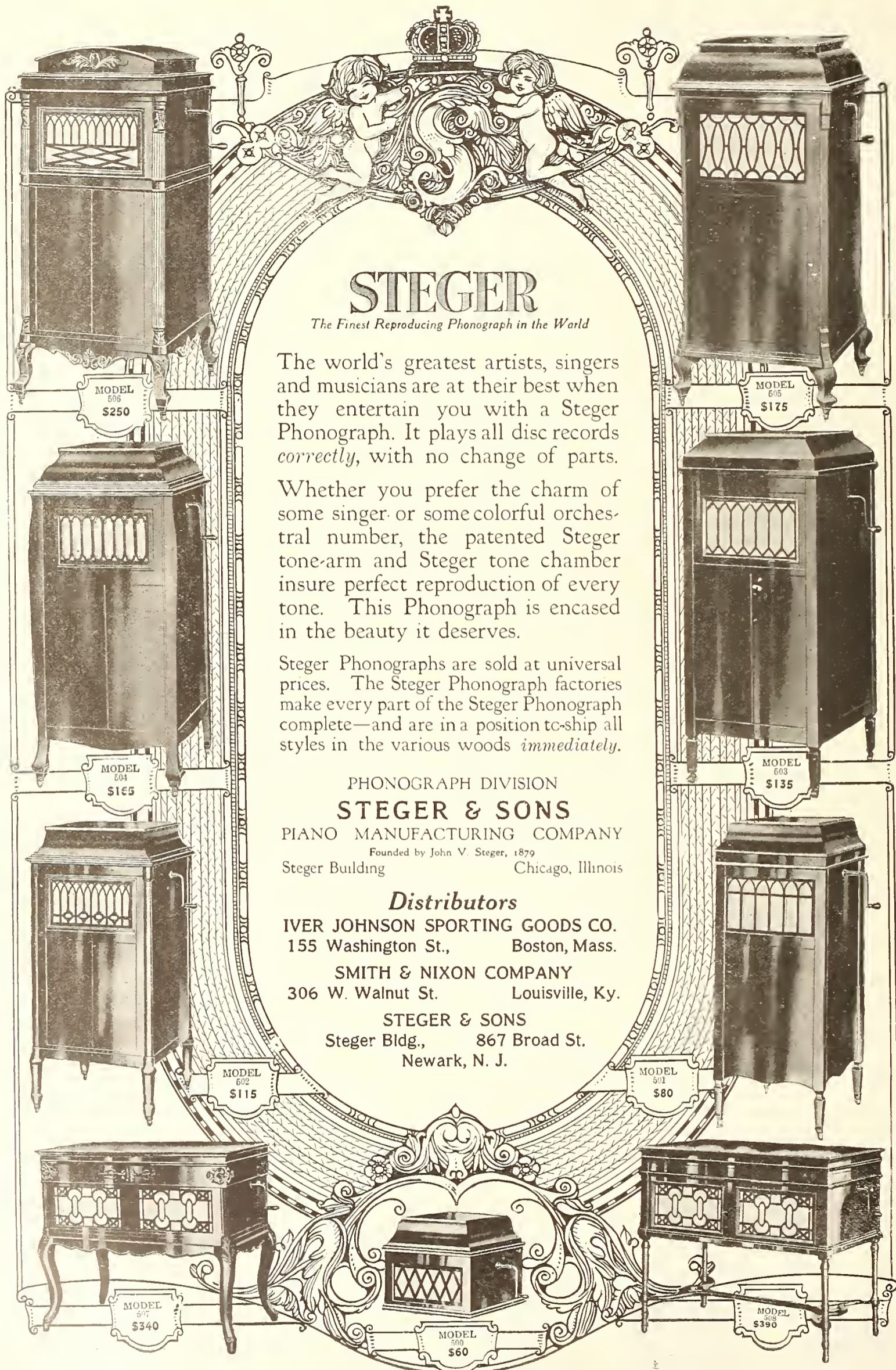
The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

Kirkman Engineering Corporation

237 Lafayette St., New York





STEGER

The Finest Reproducing Phonograph in the World

The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records *correctly*, with no change of parts.

Whether you prefer the charm of some singer or some colorful orchestral number, the patented Steger tone-arm and Steger tone chamber insure perfect reproduction of every tone. This Phonograph is encased in the beauty it deserves.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete—and are in a position to ship all styles in the various woods *immediately*.

PHONOGRAPH DIVISION

STEGER & SONS

PIANO MANUFACTURING COMPANY

Founded by John V. Steger, 1879

Steger Building Chicago, Illinois

Distributors

IVER JOHNSON SPORTING GOODS CO.
155 Washington St., Boston, Mass.

SMITH & NIXON COMPANY
306 W. Walnut St. Louisville, Ky.

STEGER & SONS
Steger Bldg., 867 Broad St.
Newark, N. J.

MODEL 606 \$250

MODEL 605 \$175

MODEL 604 \$165

MODEL 603 \$135

MODEL 602 \$115

MODEL 601 \$80

MODEL 607 \$340

MODEL 600 \$60

MODEL 608 \$390

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen
William Braid White
Eugene F. Carey
Arthur E. Nealy
A. Snyder

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., July 10.—“Right now, when warm weather is supposed to bring me a breathing spell—when I am supposed to let business go by the board and get out of town on my vacation—right now I’m getting in my best work,” said a well-known Chicago wholesaler. “Do you remember that old gag—something about opportunity knocking at the door? Well, it’s true now if it ever was true. The old dame stands just outside the door of every talking machine man’s establishment in the country with money bags bulging under each arm.”

Roughly, but aptly, this expresses the ideas of a certain percentage of foresighted Chicago talking machine men, retailers as well as wholesalers. There seems to be an intention on the part of many to “make hay while the sun shines,” and accomplish during the summer what could not be accomplished if left until the fall. A desire to “get the jump” on the other fellow is apparent. It is the consensus of opinion that next fall will bring the apex of demand, that the holidays will offer a golden opportunity for establishing businesses upon firm and permanent footings which will outlast the present “boom.” Another reason for the unusual hot weather activity of many local talking machine men is the fact that although machines are hard to get now they will be much harder to get in the fall and it behooves both dealer and manufacturer to keep busy.

Local dealers are not losing sight in the mad scramble for machines of the fact that prestige and a reputation for conscientious dealing count for the most in the long run and that the narrow-minded policy of selling for the present, oblivious of the future, will in time eliminate the man who pursues it. The broader tendency is evident in local newspaper advertising, service to customers and window displays. Now, when the demand is so far in excess of supply, when there would seem to be the least call for effort in keeping one’s goods before the public, now the most progressive merchants are striking out with utmost energy. No other June or July has seen as much newspaper advertising of talking machines, or window displays of anywhere near equal merit.

Wholesalers are pursuing the same policy in regard to their distributors. They realize that

now it is up to them to do their best by their dealer clientele, as the latter have done their best in slacker times. Although greatly oversold and assured that all output will be contracted for months in advance, the service was never better nor the desire to match increased output with higher quality more apparent. Building for the future seems to be the end toward which the majority of manufacturers are working. There are some on the other side of the fence, but they are as visible as a black dot of ink on a white sheet of paper.

Good Local Window Displays

Window displays of more than usual merit appear in a number of Chicago downtown talking machine houses. The fact that machines are scarce and hard to get seems to have had no detrimental effect upon the expense and energy expended in trimming the windows, nor has the coming of warm weather and what is usually termed the slack season had any backward effect in this matter; in fact, the talking machine window displays of the present time, if anything, are of a higher degree of excellence than has been seen since the first of the year. A number of merchants believe in the theory that a prospect starts “thinking” of buying in the summer or early fall and “makes up his or her mind” in the holidays. It then follows that the store which attracts the first favorable attention gets the ultimate business.

Lyon & Healy have had a most pleasing “real life” window of a summer place in the mountains, with a Victrola as the center of interest. The display appears in the large corner window of the Lyon & Healy store and lends itself admirably to this sort of a display. Around the edges of the window runs a little brook in which live fish to the number of some half-dozen or more are swimming. A miniature waterfall throws water down over mossy rocks into the stream and in a number of places along the “brook” air-bubbles can be seen continually arising from the bottom. Along the side of the stream a few birds, excellent specimens of the taxidermist’s art, stand in lifelike attitudes. At the rear of the window stone steps and an arch are pictured, leading back to a villa. From the arch hang great numbers of flowers, creating a very pleasing effect. A most

lifelike, breezy out-in-the-open-air atmosphere is attained throughout the display, which starts one immediately thinking about vacation; but the happy mother and small boy listening to the instrument do not permit one to forget that the talking machine is a necessary part of the outing.

Quite another type of display, yet none the less original in its way, is that appearing in the Wurlitzer window, featuring the two records, “Alcoholic Blues” and “How Are You Going to Wet Your Whistle.” A representation of a Victrola, with the doors, turntable, tone arm, sound box, lid, winding lever, etc., bears the name “Dry-Ola.” This talking machine, constructed entirely from a beer keg, would seem a most appropriate instrument upon which to play the two funeral selections above mentioned. At any rate the people gazing in at the “Dry-Ola” with moistly interested eyes seem to voice their approbation of the display.

The Talking Machine Shop, exclusive Victor retailers of Chicago, are running true to their usual form in putting on a summer display which attracts the attention of the passerby immediately. Against a background of red brick, representing a homestead typical of millions throughout the United States, is built a small porch with very limited space. Upon this porch a Victrola, some records and two comfortable wicker chairs are placed and demonstrate what the small porch of the average family dwelling affords in the way of summer musical entertainment. The red brick background, gray and white railings of the porch, green lawn and flowers make up a most harmonious whole, well calculated to get action out of the man who has no talking machine on his porch.

The Brunswick Shop have a timely window in which a June bride is pictured as bending over the gift of a Brunswick instrument, enraptured with the music she hears. The figure is made of cardboard and dressed with silk. At one side of the window a large jardiniere of flowers is set, lending a colorful effect that is pleasing.

New Store in Benton, Ill.

The Southern Illinois Music Co., which has for some time past operated the thriving music establishment at Du Quoin, recently opened a
(Continued on page 103)

We are glad to announce that we will resume our Original Prices on

THE “WADE” FIBRE NEEDLE CUTTER



HURRAH FOR PEACE!

Special attention—
Read above—

“Not how cheap but how good”

Write for samples and Trade Discounts
or Order From your Regular Distributor



WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



20th Century Victrola Advertising

Newspaper advertisements which attract attention and build sales.

Literature for mailing which directs the local trade to your store.

Window advertising which centers the interest of the public in you.

These are a few of the Advertising Services we offer Victor Dealers.

Samples Free

Order a "SILENT SALESMAN," listing Victor Records, for your counter. You will like it; in case you don't, send it back; price \$9.00.

Lyon & Healy

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

new store in Benton. C. D. Durham, manager, stated that the stock of the Southern Illinois Music Co. has been increased from \$2,500 to \$10,000 so as to enable them adequately to take care of their increased business. The company handles Edison and Columbia talking machines.

Big Opening at Decatur

The Linn & Scruggs Drygoods Co., of Decatur, Ill., held the formal opening of their new music department last month. The building in which the talking machine and piano departments are housed consists of three stories and a basement. The first floor contains demonstration booths, some talking machines and a stock of player-pianos. On this floor also is located the office of the manager, W. E. Rauch. The concert hall for the demonstration of talking machines and pianos is on the second floor. The third floor has a repair room and the basement is used for storage.

A "Get Together" meeting of all those connected with the newly established department was held on the morning of the "opening." In the afternoon a musical program was given at the recital hall with vocal and instrumental numbers rendered by prominent artists. Representatives Putnam and Page, of the Stewart Phonograph Co., Victor jobbers of Peoria, Ill., and Springfield, Ill., respectively, gave Linn & Scruggs a luncheon on Wednesday noon, and in the evening the Sonora Talking Machine Co. gave a Sonora supper. It may be mentioned in passing that the Packard Piano Co. started the ball arolling in the morning with a Packard breakfast. It is evident that Linn & Scruggs were well fed on the eleventh.

Vitanola Post Advertising

The Vitanola Talking Machine Co. recently inserted some very interesting and effectual page advertisements in the Saturday Evening Post. "The Phonograph Plus at the Price Minus" is the title of one advertisement. In the opening paragraph of this page we find the name "Vitanola," explaining that the "vita" in their name

is the Latin word meaning "life." Numerous cuts and interesting text matter completed the company's advertisement.

Columbia to Be in New Offices

The Columbia Graphophone Co. plans to remove in the near future from its present location, 12 North Michigan avenue, to new quarters in the McNeil Building. The Chicago branch will then have one of the finest wholesale display offices in the country. A complete model store with new record racks, counters, and booths, modernly equipped throughout, will be constructed and on exhibition at all times for the convenience of visiting dealers. Plans for the offices in the McNeil Building have been completed and construction started, but the Columbia Co. does not expect to be able to move for a short time yet.

Traveler Undergoes Operation

H. H. Michaels, traveling representative for the Chicago Talking Machine Co., Victor jobbers, recently submitted to a serious operation for stomach trouble in the Presbyterian Hospital. His friends will be glad to know that he is now practically out of danger and will soon be again calling upon talking machine merchants in Michigan and Indiana.

Rapidly Recovering His Health

John H. Steinmetz, president of the Empire Talking Machine Co., recently underwent an ocular operation in St. Luke's Hospital here. The operation occurred a few weeks ago and was an entire success. Mr. Steinmetz recovered quickly and again resumed his activities as chief executive of the Empire Talking Machine Co.

Crops and Talking Machines

C. E. Hitchcock, of "Hitchcocks," Wellington, Kan., believes in music and agriculture. He is in both businesses and just now finds both in a great state of prosperity. His son, R. W. Hitchcock, now actively in charge of the Wellington music house, sends the accompanying photograph of himself and father in one of their

wheat fields to the Brunswick-Balke-Collender Co., whose product they handle. The picture gives a good idea of the Kansas wheat crop of this year and promises many good things for the established music dealer.

"You will notice that the wheat is almost shoulder high," writes R. W. Hitchcock, "and of the very finest quality. We will harvest 450 acres of wheat on the farm this year and from



C. E. and R. W. Hitchcock in a Wheat Field the looks of things around here we begin to think that you people will get all the money."

Just Goes and Gets Married

Another A No. 1 saleswoman is lost to the Chicago talking machine trade! Miss Ruth Steele, who formerly had charge of the talking machine department of the P. A. Starck Piano Co., has been married to Captain Patrick F. Machler, who commands the hospital for wounded soldiers at Newport News, Va.

Visitor From the West Indies

A. Melenedez, music merchant with interests in the West Indies, is in Chicago with a big smile and a store of optimism regarding the music situation in our neighboring islands. Mr. Melenedez is here visiting his brother, who is employed with Armour & Co., and has stated that he intends to remain in the city for a month or two. He has a home in Havana, Cuba, where his largest musical house is established. He carries a number of lines of musical instru-

(Continued on page 104)

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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

ments, as well as other musical specialties.

Now Occupy Entire Building

The Universal Stamping & Mfg. Co. announce this month that they have taken over the entire building wherein their plant and offices are located. The size of this building is 250 by 140 feet and is devoted exclusively to the manufacture of "Universal A6" three-spring motors and turntables, as well as the "Universal Auto Stop," "Star Stop" and "Sure Stop." One of the unique features of this factory is in the remodeling of a large room which was made absolutely soundproof. The walls, ceiling and floor of this room are made of very thick concrete. This room is devoted entirely to the testing of "Universal" motors and the men



Plant of the Universal Stamping & Mfg Co.

working herein are highly specialized in this art. The men work with stethoscopes as part of their equipment, and with the aid of the afore-said apparatus are able to detect the slightest sound that may possibly emanate from the motor. Their object is in the main to inspect each and every motor and see that it is absolutely noiseless before going out of the factory.

During the war the Universal Stamping & Mfg. Co. were turning out a great amount of special mechanism used in 75 millimeter guns, and the same employees that were working on this mechanism are now employed in the building of Universal motors and automatic stops. In doing this work the mechanics worked from French blueprints and thereby became well acquainted with the metric system of measurement. The machinery that was used in the manufacture of these parts is of the highest grade and all work turned out by them is accurate in every detail.

Change Store Name

Hereafter the George P. Bent retail piano and talking machine store, located at 214 South Wabash avenue, will be known as the "Chicago Music Center." Under the management of George Harry Bent and Charles Bent, just returned from service overseas, the store plans extensive campaigns for summer and fall business. George P. Bent, founder of the house, has retired and recently gave a farewell dinner to his many friends in the trade. After a two

weeks' fishing and hunting trip in the woods of Wisconsin Mr. Bent will leave for his California home. The "Chicago Music Center" will continue to handle the complete Victor line of talking machines and records.

"Blues" In Alabama

Why is it that just now "Blues" seem such wonderful sellers? Is it because of the great drought that has struck the country, or just because this weird music appeals at any time in any place to the millions of people who have discovered it? John H. Steinmetz, president of the Empire Talking Machine Co. and manufacturer of the Empire records, cites an instance of the remarkable sale of this type of record in the South. The Music Exchange of Birmingham, Alabama, recently received a large shipment of "St. Louis Blues," Empire records, on a Saturday morning, and sold the entire lot before evening, with prospects of a big night's business yet to come. But then, sectionally speaking, why shouldn't "St. Louis Blues" be popular in "Alabam"?

Attend Edison Convention

C. E. Goodwin, president of the Phonograph Co., large Edison jobbers of this city, accompanied by L. A. Sutfin, H. D. Buchanan and J. R. Kittleredge, all prominent Edison men of Chicago, left the last week in June to attend the Edison conventions in New York. A special train, upon which was carried all of the Western Edison men attending the convention, left Chicago a few days previous to the New York opening date. The conventioners stopped off at Niagara Falls on their way East and were enabled to enjoy the trip through the Hudson River valley by daylight.

Carload Lots a Success

Otto A. Gressing, sales manager of the Vista Talking Machine Co., of Port Washington, Wis., who has strongly pushed the idea of wholesaling talking machines in carload lots, reports marked success of the method. He believes that dealers are ready for the carload-lot plan, especially with the trade in its present condition. Mr. Gressing states that O. O. Dice, well known to the talking machine trade, is now covering the Illinois territory, and that E. E. Kolar is traveling in Indiana.

Crystola Agency Here

Francis Evans, of the firm of Evans & Davis, has been placed in charge of this concern's newly acquired Crystola agency. Mr. Evans has just returned from service overseas and takes up his new duties with great enthusiasm. He expects to establish a number of agencies all

over the country before the end of the fall. Evans & Davis are marketing the Crystola, not only in the Middle West, but in all parts of the United States. Besides talking machines this firm handles a number of well-known lines of pianos.

Meet Need for "Popular" Model

The Usona Talking Machine Co., which has been in the talking machine manufacturing business for over three years, has recently produced a new model designed to meet the great present-day demand for a machine of the cabinet type retailing under \$80. J. D. Keating, president of the company, has found from his long experience in dealing with retail merchants, that the



J. D. Keating

substantial cabinet model retailing at a price ranging between \$70 and \$80 is pre-eminently the machine in need by merchants at the present time. "The spring and early summer," says Mr. Keating, "have developed an enormous demand for this type of talking machine, and the fall and holidays will witness a further increase in the sale of machines at this price. It is true that there is, and will be, a great call for the higher-priced models, but there is no getting around the fact that the instrument retailing for \$100 or less is the dealer's real source of revenue. However, this does not mean that a 'cheap' or inferior type will get across. Talking machine buyers are becoming more and more judicious in their selections every year and the lower-priced models must be well and artistically made."

Mr. Keating is well acquainted with all branches of the trade, and has had years of experience in the manufacture and marketing

(Continued on page 106)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

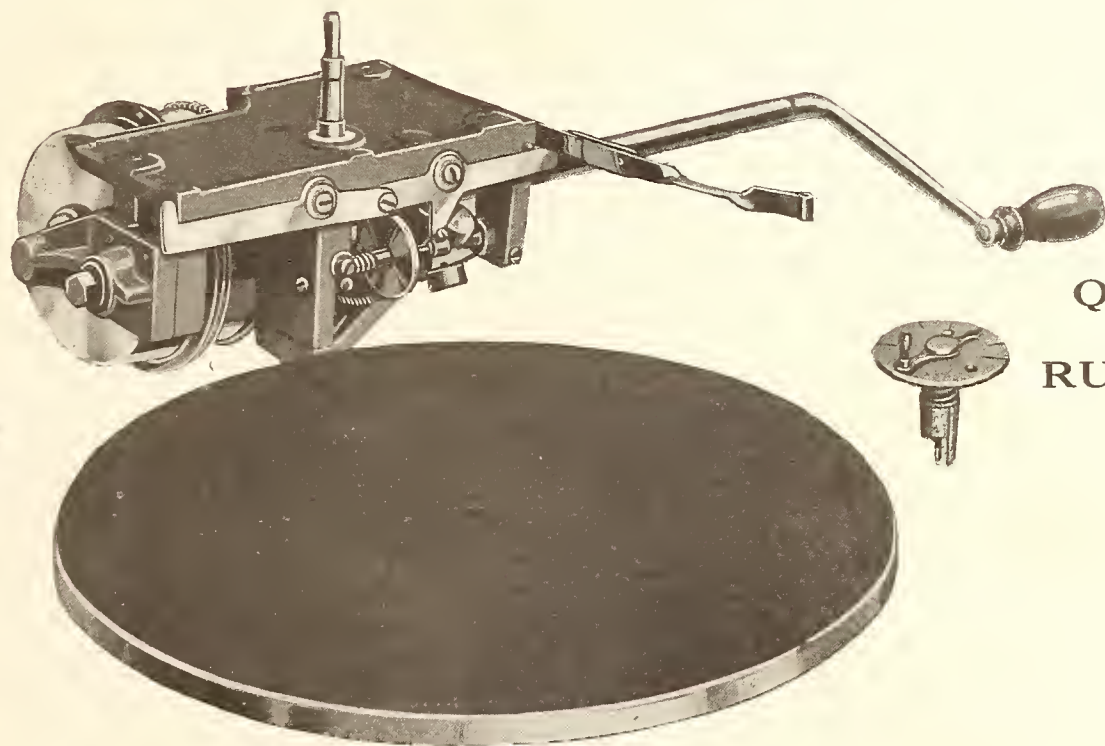
Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

UNIVERSAL

THE MOTOR YOU WILL EVENTUALLY BUY

PERFECT
IN
MECHANISM

NOISELESS
IN
WINDING



QUIET
IN
RUNNING

IMMEDIATE DELIVERIES

ALSO MANUFACTURERS OF
UNIVERSAL AUTOMATIC STOP — STAR STOP — SURE STOP

SAMPLES and PRICES on REQUEST

Universal Stamping and Manufacturing Co.

1917-1925 SO. WESTERN AVENUE

CHICAGO, ILL.

The Oro-Tone

QUALITY FIRST

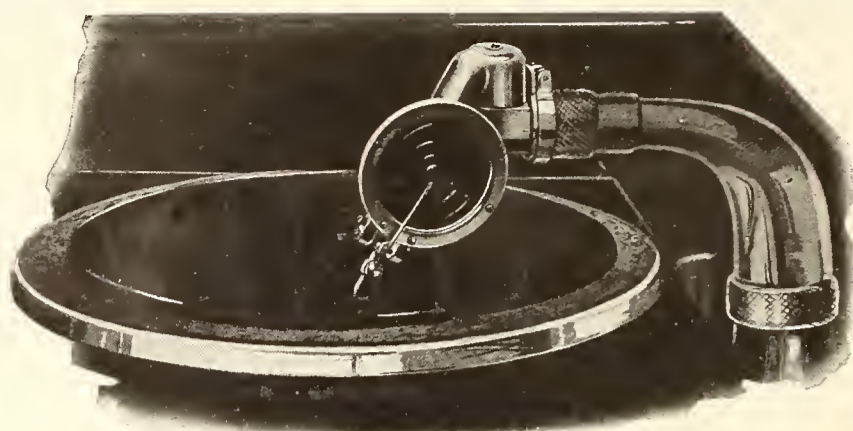
FOR THE PERFECT REPRODUCTION OF ALL DISC RECORDS ON THE SUPERB EDISON

Has received the endorsement of the largest Edison dealers. It operates with the lever the same as the regular Edison reproducer. To see it is to admire. Hear it and be convinced.

Shall we send sample on approval?

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.50

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

of machines both by direct sale and by mail orders. He was formerly connected with the Mazophone Co. in the capacity of general sales manager, where he came into close contact with talking machine people all over the country. The product he now manufactures has been upon the market for three years and includes an extensive line of instruments from the "popular model" above mentioned to art and period styles.

Now in New Location

The Phoenix Phonograph Co. is now located in its new plant at 2504 to 2506 West Van Buren street, this city. This company has been for the past five years manufacturing talking machines for the local trade, mainly, but have now decided upon going after the trade this fall. At present they have four models on the market, but it is their intention to change these styles within a very few weeks.

Vocalions Attract Trade

The firm of Bissell-Weisert, located in the Fine Arts Building, have been carrying in the daily papers advertisements of the Aeolian-Vocalion which possess extraordinary merit. The Bissell-Weisert company in both their piano and talking machine advertising appeal to a very high class of trade, in fact, the shops along our Boul Mich compare favorably with those of Fifth avenue in New York or the Rue De La Paix in Paris. So the Bissell-Weisert advertis-

ing, whether of talking machines or of pianos, is bound to bring in results commensurate with their merit.

"Actuelle" Visits Chicago

The Actuelle paid a short visit to Chicago the first part of the month and met quite a number of Western Pathé dealers, while demonstrating in several of the Pathé jobbers' warerooms in Chicago. It was introduced by W. W. Parsons, Pathé special representative, who is making a Western demonstration tour for that company. Mr. Parsons, who is a well-known figure in the Chicago trade, treated his many friends to a series of musicales, the artist of course being the Actuelle. It was the first time this new instrument was seen in Chicago. A great number of talking machine men took in the performances. All were highly pleased with the demonstration and thanked Mr. Parsons heartily for inviting them to the entertainment. Mr. Parsons took in several large towns in Illinois after leaving Chicago, and then started on a general tour of the Central Western States.

Home-Made Jazz Music Overseas

At the present time two Chicago boys and a third from the South, where jazz music is said to have originated, are popularizing the new American (alleged) music in France and Germany by the aid of home-made instruments. The two Chicago lads are J. H. Joyce and Andrew N. Nelson and they have made for them-

selves ukuleles, especially adapted to jazz music, from logs said to be fifty years old. And now they're wondering why the talking machine record men of the country always wear smiles and do such a large business.

New Hiawatha Model

The new addition to the Hiawatha Co.'s plant, announcement of which was made last month, is rapidly nearing completion, and the officers of the company announce that from present indications the space will be ready for occupancy about the middle of the month. The addition consists of a one-story building and basement, located at the side of the present plant, and the plans of this provide for a foundation strong enough to take an additional three stories. Free Moynahan said that the Hiawatha business has been growing to such an extent that they made this provision in the new building so that they

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' SERVICE**; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line **IS NOT A THING OF THE PAST**. It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order
State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

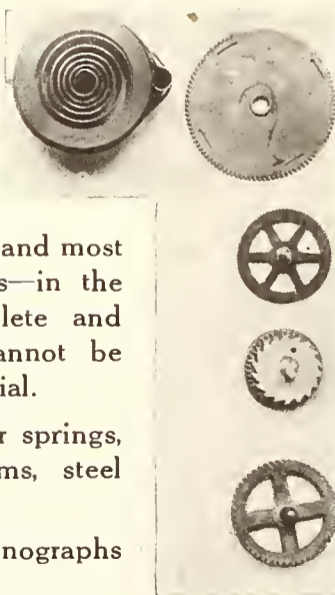
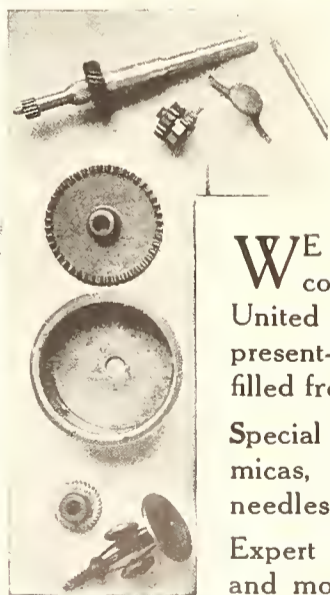
Repair Parts

For All and Every Motor That Was Ever Manufactured

WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 West Washington Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"



Manufacturers are building business by using our high-grade

Tone Arm and Reproducer

Ask us for sample, discounts 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

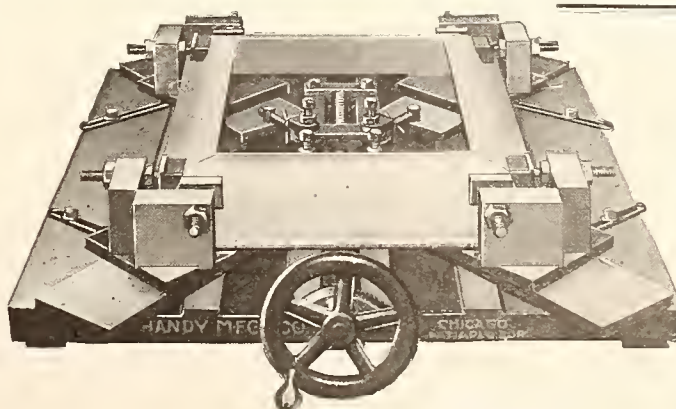
The Western office of the Sonora Phonograph Corporation finds itself in a slightly better condition so far as back orders are concerned.

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.

ONE OF THE FINEST PHONOGRAPHS

We Might Say *The Finest*
We Say *One of the Finest*
Because——

Our phenomenal success in the past year permits us to make this statement and prove every word of it.

If we were to substitute a word for the name Hiawatha that word would be quality.

Our tremendous increase in business is due to quality.

We are now enlarging our present plant, which will mean an increased production — in fact double our present output — this proves conclusively that the keynote of our success is due entirely to our quality phonographs.

Mr. Dealer: You should handle one of the finest phonographs and let Hiawatha quality be your trade mark.

Your initial order for one Hiawatha will enable you to do so

Our policy is just as fair as our claim.

HIAWATHA PHONOGRAPH COMPANY

MANUFACTURERS

209 S. State Street, Chicago, Ill.

FACTORY: GENEVA, ILLINOIS

HIAWATHA PHONOGRAPHS

Listen to this simple story
to this song of *Hiawatha*
LONGFELLOW



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 107)

tion booths, a few of them facing upon State street where the disinterested spouse of the missus making a record purchase can devote his attention to the busy street below. Miss G. Beattie is in charge of the record department, which is located on one side of the main room. Upon glass counters appear the latest Aeolian-Vocalion and Columbia record bulletins, and advertising literature of these two concerns makes up a very excellent display.

Six Best Chicago Sellers

Record sales during the past thirty days, in spite of the approach of hot weather, have shown very little decrease. The "hits" are going strong, and promise to sell well all through the summer.

In Victor records the six best sellers, as reported at the Talking Machine Shop, have been: "Juanita" by De Gogorza, "When You Look in the Heart of a Rose" by McCormack, "Kiss Me Again" and "Humoresque." "Oh, Susy, Behave!" and "Monte Cristo, Jr." "When You See Another Sweetie Hanging Around" and "Mammy O' Mine," "Bring Back Those Wonderful Days" and "Jazz Baby."

In Columbia records the best sellers as given by Miss Beattie of Mandel Bros. are as follows: "Chong" and "Waiting," "I'll Say She Does" and "What Is Your Name," "Core'n grato" by Stracciari, "Madame Butterfly" by Rosa Ponselle, "A Good Man Is Hard to Find" and "That's Got 'Em." "Mary Anne" and "Bevo Blues."

The Edison six best sellers as given by the Edison Shop are: "L'Ardita-Magnetic Waltz" and "Sundown in Birdland," "Looking This Way" and "Some Sweet Day, By and By," "My Bonnie, Bonnie Jean" and "Nanny," "Mummy Mine" and "Me-ow." "In a Kingdom of Our Own" and "When the Cherry Blossoms Fall." "In the Land of Beginning Again" and "Mammy's Lullaby."

In Pathé records, as reported by the Brunswick Shop: "Sweet Hawaiian Moonlight" and "Lullaby Blues," "Chong" and "On the Ozark Trail," "Mammy O' Mine" and "Wild Honey," "Alcoholic Blues" and "Lassus Trombone," "I'll Say She Does" and "Fluffy Ruffles," "After All" and "Hindu Lady."

Six best sellers in Vocalion records as given by Miss Beattie of Mandel Bros.: "William Tell," "Call of the Cosy Little Home" and "Behind Your Silken Veil," "Don't Cry, Frenchy" and "Bluin' the Blues," "Mary Ann" and "Gypsy Girl," "Indigo Blues" and "Oriental Jazz." "Eyes" and "When Cherry Blossoms Fall."

In Emerson records: "Shadows" and "Wild Honey," "Mammy's Lullaby" and "Hawaiian Moonlight," "Yama Yama Blues" and "Church

Kaumanns & Co.

Importers and Manufacturers

21 EAST VAN BUREN STREET

CHICAGO, ILL.

"ALL-IN-ONE"

Attachments

for

**Victor
Columbia
Edison
Machines**

"ALL-IN-ONE"

Speed Indicator

Registering

78 and 80

Revolutions

Street Sobbing Blues," "Rainy Day Blues" and "My Rose of Palestine," "Alabama Lullaby" and "I Found You," "Everybody Wants a Key to My Cellar" and "Golden Wedding Jubilee."

In Empire records: "When You Look in the Heart of a Rose" and "By the Camp Fire," "Somewhere in Hawaii" and "Oh, Mari, O Maria," "Slim Trombone" and "Yellow Dog Rag," "You're Still An Old Sweetheart of Mine" and "Honey Lamb," "Full O' Pep" and "The St. Louis Blues," "My Old Kentucky Home" and "Hawaiian Nights."

Demand for New Tone Arms

The demand for a quickly adjustable tone arm seems to have resulted in the case of the Fletcher-Wickes Co. in an unusually large bulk of orders during the month of June. According to this concern manufacturers of cabinets and those who assemble talking machines for wholesale distribution intend to leave no stone unturned in their efforts to attain a maximum output during the hot weather.

Artistic New Catalog

The Nightingale Mfg. Co., of this city, manu-

facturers of the Nightingale talking machine, has just produced a very fine specimen of talking machine catalog. It is printed upon special multi-colored stock, elegantly illustrated throughout. The booklet makes a very handsome appearance.

Advertising With Blotters

The World Phonograph Co. has recently printed great numbers of blotters, bearing two illustrations of the well-known World phonograph in Adam, brown mahogany and golden oak, and the true color with the interesting text matter make up a very effective little card.

Book on Retail Management

"There is money—good money—in the right kind of a talking machine department," says the Vitanola latest service booklet, "Making a Phonograph Department Pay." "Merchandising anything nowadays is more than ever a matter of brains—buying brains as well as selling brains. And ideas are what brains feed and thrive on. Thus many say, 'Ideas are the very life of business,' despite that old saying about

(Continued on page 110)

Going Fishing This Month?

You'd be in a nice fix if you went without your fishing equipment. Wouldn't you?

Ever stop to think that trying to land a talking machine prospect with an imperfectly equipped instrument is exactly like trying to fish with a bent pin? It can be done, after a long struggle—sometimes—but your chances are slim. Equipment counts.

THE CHICAGO COVER BALANCE No. 4

is the Acme of Cover Balance Perfection and a guarantee of equipment superiority that proves itself a major factor in landing the most exacting prospect.

It's Controlled by a Touch!

and is instantly adaptable, by means of its new method of anchorage, to either angular or curved talking machine covers.

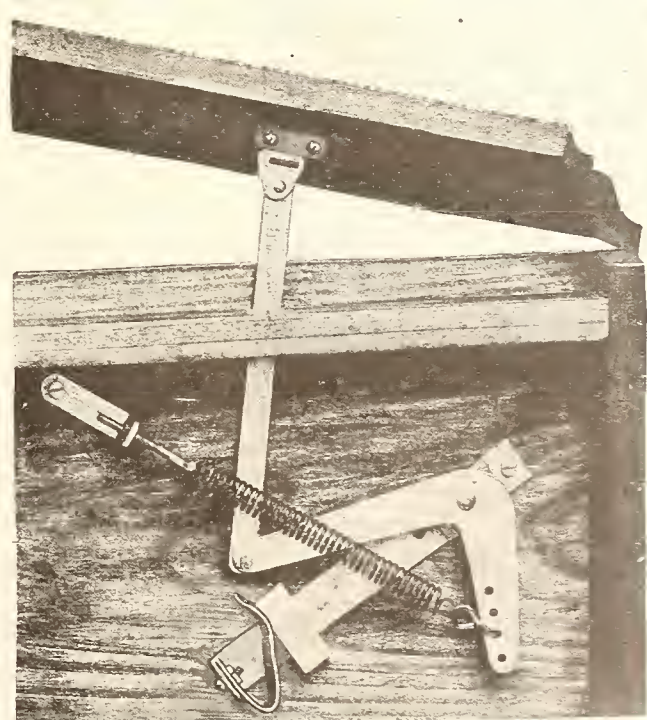
Samples sent FREE to Manufacturers

We also manufacture EMPIRE TOP HINGES

Send for our new catalogue just off the press

Chicago Hinged Cover Support and Balance Company

2242-44 W. 69th Street Telephone Prospect 250 CHICAGO, ILLINOIS



Perfect Cover Balance No. 4
(Patent Applied for)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 109)

competition, holding that distinctly important position.

"It is in the selling end of the game that ideas play perhaps the larger part. Realizing this, the clever, aggressive merchant is always on the lookout for new thoughts and suggestions, new merchandising plans that can be added to his fund of original conceptions and turned to definite advantage in his business."

"Making a Phonograph Department Pay" will be found a valuable little brochure for any retail merchant to look over, whether or not he handles Vitanola talking machines. Throughout the booklet on every page, under the title "New Sales-Building Hunches," appear personal accounts from Vitanola dealers, citing original and effective ideas for marketing talking machines. How one dealer utilized the circulating record library idea for increasing talking machines sales; how another made profitable appeal to possible buyers by attracting little children to his store Saturday morning with a "Story Lady" hour; how an "inside" salesman utilized the slack periods of the day in securing "outside" business; how a high school building was used during the summer for giving free dances with the aid of a talking machine; how a factory superintendent was convinced of the value of a talking machine in keeping his workers contented—all of these and numerous other highly original schemes are listed in the book.

An article entitled "Where the Money is in the Phonograph Business" gives a straight-from-the-shoulder talk from manufacturer to retailer. Another entitled "Frankly, You Need More Than Just a Good Phonograph" points out the necessity for co-operation and service between the manufacturer and merchant. The book is printed in a cobalt blue and is filled with artistic illustrations. The cover bears a gold embossed imprint of a Vitanola model.

On Vacations

Miss Pauline Tishler, Miss B. Bren and Miss F. Hamilton of the Talking Machine Shop are

away on vacations. Miss Tishler, well known to visitors to the Talking Machine Shop record department, has selected Denver, Colorado, as the place in which she will spend the summer.

Colored Record Arouses Interest

Miss G. Beattie, in charge of the record department of Mandel Bros. department store, reports great interest aroused as a result of the Aeolian-Vocalion's new colored record just placed upon the market. The color idea is something entirely new and causes a number of sales merely because of its novelty, aside from its musical merits.

Critic Reviews Conventions

Herman Devries, prominent Chicago artist and musical critic of the Chicago Evening American, highly impressed with the activities of music men in their efforts to spread the gospel of better music and better musical instruments, writes at length upon this interesting subject in the columns of his paper. He treats of the problems of musician and manufacturer and points out the mutual benefits to be derived from the closer co-operation of these two. Mr. Devries believes the music men made art possible and that Chicago occupies an important place as one of the future musical centers of the world.

"Chicago is giving an impetus to the musical industries in keeping with the advancement of music in America," he says. "The manufacturers have done more, probably, to advance music in this country than any other element that has had to do with this educational feature of life."

"There is fast being created throughout the length and breadth of this land and throughout the world, if you please, a greater and greater demand for music. I predict that this country is fast approaching the point where it will become the greatest musical nation in the world, and we must give credit to the men who have laid the foundation for this great advancement."

"To my mind the greatest move that has been made occurred right here in our own city of

Chicago in this movement toward the bringing together of the musicians and the commercial side of music to the end that there will be given more music to the public, which is becoming more and more insistent as to demand, and becoming higher and higher as to the quality of music that must be supplied."

Announce Price Increase

The Vitanola Talking Machine Co. announce an increase in price now effective in a letter mailed to all of their dealers, which says, "The percentage of increase indicated is less than the figures in present manufacturing costs over those which prevailed when our previous prices were arrived at. Raw materials have steadily risen until today the same articles are two or three times more than a few months ago. Primarily the cause of the increased costs of materials is the prevailing higher rate of wages. We believe it is fair and just that every person engaged in the industry should receive full benefit of his labor, and we would not, even if it were possible, reduce costs by cutting wages. Realizing the necessity of being equally as fair with our dealers as with our labor, we have increased list prices."

Leaves on Thousand Mile Trip

W. J. Cummings, president of the Phoenix Phonograph Co., Chicago, leaves on Monday for a thousand mile automobile trip with Mrs. Cummings. They plan to make this trip their vacation and will be gone two weeks, traveling to Cleveland, Detroit, Windsor, Ont.; thence through Canada to Niagara Falls, thence to Buffalo and back home via Cleveland.

S. A. Ribolla Visits East

Late in June S. A. Ribolla, the crack salesman of the Heineman forces and general manager of the Otto Heineman Phonograph Supply Co., of Illinois, made a business trip to the Eastern Heineman headquarters and took this opportunity to visit the new Meisselbach factory now in course of construction. Mr. Ribolla states that the new plant will be ready for pro-

"A Paragon of Excellence and Beauty."—Webster.

PHOENIX

"The same, plus the finest value imaginable."—The Trade.

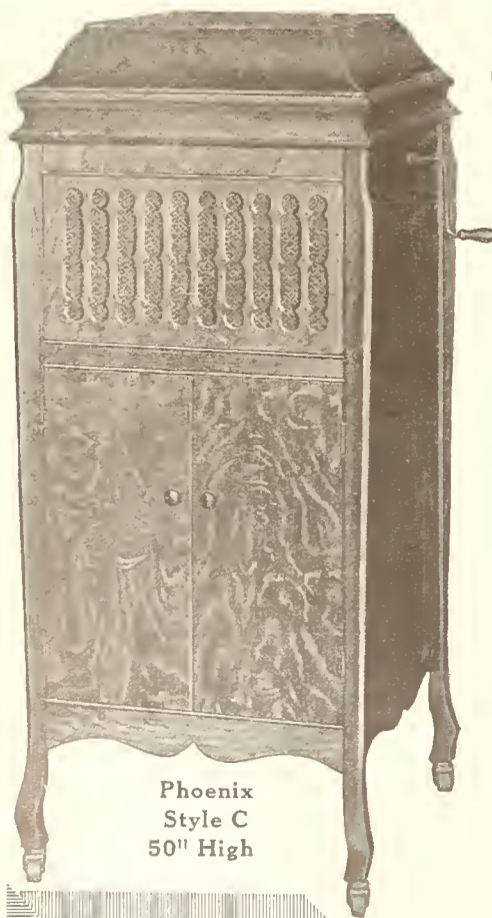
WHY?

Because: The Equipment is the Best Obtainable: AND

The Large Output provides for IMMEDIATE DELIVERY.

We specialize on deliveries in carload lots.

DON'T FORGET
THE PHOENIX Plays All Records—
Perfectly



Phoenix Style C 50" High



Phoenix Style A 46" High

FOR FURTHER PARTICULARS WRITE

PHOENIX PHONOGRAPH CO.

1504-06 W. Van Buren St.

(Phone West 3629)

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 110)

duction of Meisselbach motors between the dates of September 1 and 15. He also stated that in the Middle West, his own territory, there was a marked increase in demand for these motors.

Interesting to the Trade

The Handy Mfg. Co., makers of all kinds of veneer presses, clamps and clamping machinery, are now placing on the market their "Handy" revolving all-steel-and-iron case clamp. This new device is made for the purpose of holding cases square while being assembled. The clamp is swung between two frames, so that it may be turned over at will by the operator. It



"Handy" All-Steel-and-Iron Case Clamp

is made of steel and iron and comes in three sizes. The pressure plate moves easily and the long two-inch screw permits it to travel thirty inches. After clamping the case it can be revolved to any angle, so that work can be done on either the front, back or bottom. The pressure is applied by a sprocket wheel thirty-five inches in diameter, which permits great pressure with little effort.

To Move to New Quarters

M. J. Eggleston, secretary and treasurer of the Sterling Devices Co., made the announcement this week that this new company has grown to such proportions within the last few months as to be obliged to seek larger quar-

ters. They have succeeded in making arrangements for larger and more ample space in the new building, which has just been erected across the street from their present location. This company is closely associated with the Krasberg Engineering & Mfg. Co. The Sterling Co. recently brought out a new model tone arm and reproducer and were about to make public mention of this fact when the representative of a large talking machine concern in Chicago dropped in for a friendly visit. He saw the new tone arm and at once brought the attention of his company to it, with the result that the company took over the new arm and reproducer for its exclusive use.

The drafting department of the Sterling Co. is now working on some new talking machine accessories and Mr. Eggleston says that in a very short time he will have another new tone arm and reproducer ready for the trade, as the blue prints are completed and work is being rushed on the first model.

The Latest!

It takes more than talking machine manufacturers and salesmen to point out the varied uses to which a talking machine can be put. The Chicago Daily News prints an interesting article entitled "Here Is Music De Luxe," which explains how two ingenious Chicagoans found the talking machine to be an indispensable necessity of life.

First there's Gus Ditrich, field marshal of the waiters at the Blackstone Hotel. Gus says the patter of an alarm clock in the morning outrages his nerves for the entire day. So he has rigged up an attachment between his alarm clock and his talking machine. Get the idea?

At ten o'clock every morning, or whenever waiters de luxe rise from their beds, Ditrich's clock jerks wide the doors of his talking machine and it sings good morning thus: "Oh, say can you see-e, by the dawn's early light—"

Well, that's all right, Gus, but listen to A. W. Parsons, Rogers Park, a clerk in a loop grain

office. Parsons said he had put his talking machine to an even more helpful task. He said the machine was "saving his life"! Parsons has a seven-month-old son, named Julius. Julius has a musical voice; it reaches high C at precisely 3:15 every morning. "Why not connect the talking machine by a string to my bed?" thinks he. "When the kid starts whimpering I can pull the lanyard and the machine would begin grinding out 'Go to Sleep, My Baby' and 'There's No Place Like Home.'" He tried it—and oh, "Rock-a-by Baby"! It worked like an anaesthetic.

Arthur Dunham, organist at Sinai Temple and leader of the Philharmonic Orchestra, gave it as his opinion that the talking machine would find many unusual fields of activity. The lowbrows, he said, found inspiration while they worked in ragtime; the intellectuals found that they better enjoyed a book or a visit to the dentist if there was a talking machine playing a grand opera repertoire.

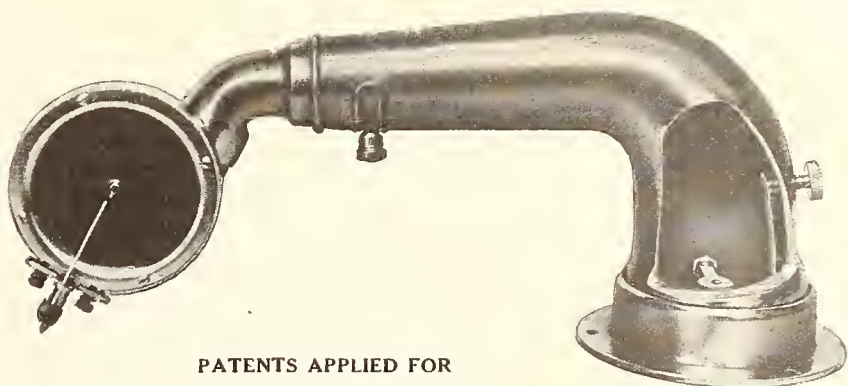
Sells to Foreigners

Constantine Xides, salesman for the W. W. Kimball Co., joined this concern a few months ago with the intention of selling pianos and musical goods to his own people, the Greeks of Chicago. He has made "good" solely through his own original methods and strong initiative. Mr. Xides stimulates musical and dramatic entertainment among the Greeks and Turkish population, helping them arrange plays, musicales and so forth, and always appears in person at each of these entertainments, speaking on the advantages of music in the home. He always makes known the fact that he is an agent for a talking machine concern and in this way manages to close many prospects that might otherwise not have matured at all. The foreign element in Chicago has always been one of the big problems for Chicago talking machine retailers. How to reach them, inspire confidence and create favor for a concern's goods has been

(Continued on page 112)

NOW IS THE TIME

to look forward for your fall supply of tone arms. We are now manufacturing three distinct types of arms for use on any style and price of machine.



PATENTS APPLIED FOR

Just received a shipment of sapphire Jewels and Diamonds from Switzerland.

Don't forget we job "OkeH" Records and can supply you with all talking machine hardware and accessories. We carry a large stock of standard phonograph springs. Have you tried our "Phono" Oil, guaranteed not to gum?

Write for Special Conference Prices on Motors

Lakeside Supply Co.

416 So. Dearborn St., Chicago, Ill.

Tel. Harrison 3840



Have you a big supply of the great Columbia Mid-Summer Dance List, just out? You'll need it.

**Columbia Graphophone Co.
NEW YORK**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

the object of almost every large merchant. A number of Chicago concerns have representatives traveling among these people, but the present instance of a piano salesman carrying on active musical propaganda among the foreign-speaking element is not only novel, but it is effective.

From Pianos to Talking Machines

W. A. Berry, for many years wholesale traveling representative for Iowa and the northwest for the Cable-Nelson Piano Co., and who since July, 1918, has represented the Baldwin Co. in the same territory, has resigned from the latter house and will enter the wholesale talking machine business at Des Moines, Ia., as a member of the firm of Kirkhart & Berry. The headquarters will be 603-605 Sixth avenue. They will market the Mocking Bird phonograph, which will be offered the trade in five attractive models, including four of the cabinet and one of the "table" type. It is announced that the firm will be ready to make deliveries on or about August 1.

STEIN-BURN CORP. DEVELOPING FIELD

Prominent Corporation Take Important Steps Toward Developing the Manufacture of Talking Machines—Their Plans in This Connection

CHICAGO, ILL., July 5.—The Stein-Burn Corp. of this city have recently taken some important steps toward the development of the talking machine business which are of special interest to the trade.

This company have in a quiet way manufactured talking machines of the better grade for several years for a few distributors, and but recently have developed their capacity to a large and important point. They are now adopting a policy of selling exclusively through dealers and have a sufficiently large capacity and extensive line of both standard and period models to make it seem probable that within a comparatively short time the Stein-Burn Corp. will be one of the leading institutions of the industry.

The men back of the Stein-Burn Corp. have been successfully identified with large business interests of Chicago for over forty years. The president of the corporation is Charles Stein; vice-president, A. L. Redlick; secretary, J. H. Seibly, and treasurer, B. F. Stein. Executive offices are maintained in the Westminster Building and the sales offices and display room for dealers are on the second floor of the Heyworth Building, corner Wabash and Madison streets.

The same interests that are identified with the Stein-Burn Corp. are also financially and actively interested in the Stein-Burn Camp & Field Equipment Co., and many other varied enterprises of large proportions, some of which are devoted to the manufacture of steel products, paper products, automobile accessories, wood-working, cabinet making, etc.

Steinburn phonographs, it is understood, are to be advertised extensively through national magazines, newspapers and trade papers. The merchandising campaign contemplates a goodly amount of local newspaper advertising of a predominating character, paid for by the Stein-Burn Corp. and bearing the name of the local dealer. Arnold Joerns Co., advertising agency of Chicago, have the advertising plans in charge.

The Stein-Burn Corp. have announced a number of important planks in their trade platform, among which the following are of special interest:

"1. Only one dealer in a town will be accepted.

"2. Each Steinburn phonograph carries a five-year guarantee in the form of a bond, which is given, the purchaser and which obligates the Stein-Burn Corp. to repair or replace without any charge any parts that may be defective.

"3. The Steinburn phonograph plays all disc records without any additional attachments and has a number of exclusive patented improvements, among which the new Reflectocurve throat is especially unique."

The Steinburn line at present contains eleven models ranging in list price from \$32.50 to \$450.00. The models include popular cabinet styles of both curved and square designs, also period models in Adam, Chippendale, Queen Anne, Louis XVI and Console models.

HEALY FAMILY HOLDS REUNION

Marquette Healy Host at Gathering of His Three Brothers and His Sister After Their Strenuous Work Abroad During the War

CHICAGO, ILL., July 7.—Marquette Healy, vice-president of Lyon & Healy, was the happy host at a family gathering July 4. Himself and his four "kids," that is, his sister, Mary, and his three brothers, Columbus, Vincent and Augustine, held on that day the first family reunion after a separation of two years during which time the kids were all overseas on active service. The little celebration was held at the Healy home at Lake Geneva.

Augustine, Vincent and Columbus got into service uniforms just as soon as America entered the war. Columbus entered the Officers' Training Camp at Ft. Sheridan and won a commission as first lieutenant. He was in the third division, which fought in the Argonne. Vincent and Augustine joined the Marine Corps, obtained commissions and went across early in the game. The next of the family to go was Mary, who enlisted in the Red Cross. For a while she was barred from overseas service because her brothers were already over there, but the ban was raised in September, 1918. Miss Healy then was sent overseas and was stationed at Colombey Les Belles, France, where she served until a month ago, actively engaged in hospital work.

However, before leaving home they all got their heads together and elected that Marquette, the oldest son of the founder of the firm of Lyon & Healy, should stay behind and keep the home and business fires burning for them. So Mark stayed home and attended to the business. When he got them all together again, which happened to be the Fourth of July, he had everything known in fireworks ready for their amusement and it goes without saying that "a good time was had by all."

VITANOLA CO.'S NEW PLANT

The Vitonola Talking Machine Co. is rapidly perfecting its plans for the new plant, which will cost nearly half a million dollars, in Chicago. The proposed buildings will be substantial fireproof structures of most modern type.

The annual report of the Brunswick-Balke-Collender Co. for last year shows a surplus after charges of \$1,162,562, or the equivalent, after preferred dividends, of \$13.73 a share on the common stock. This compares with a surplus of \$1,211,889 in the preceding year.

**YOU
GET THE CABINET
WE
DO THE REST**

For the Manufacturer who
Wants the Best Equipment
at the Lowest Price We
Can Supply Complete the

**MOTORS
TONE-ARMS
HARDWARE**

in Lots All Ready to make
Your Cabinet a Phonograph

ALSO

RECORDS and ACCESSORIES

*Our Merchandise Guaranteed
Write for New Catalog*

COLE & DUNAS MUSIC CO.
54 W. Lake St. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

EXHIBITS AT FURNITURE SHOW

Many Talking Machine Concerns Successfully Exhibit at Chicago Show—Large Volume of Business Transacted on This Occasion

CHICAGO, ILL., July 1.—The semi-annual furniture exposition, held in Chicago this year, has produced a highly satisfactory amount of business in both furniture and talking machine lines. All the talking machine concerns represented expressed particular satisfaction in this respect. Most of them have done from 50 per cent. to 100 per cent. more business than at any other previous exhibition. This probably is due to the general shortage of machines. Many exhibitors were forced to take all orders far in advance, the present output being completely taken up. Retail visitors to the exhibition have been plentiful, and all seem to possess great enthusiasm over the talking machine departments of their businesses.

The exhibits were held in two main furniture exhibition buildings in Chicago, located at 1319 and 1411 Michigan boulevard, and will continue till after the middle of the month. In these two buildings were the following exhibits:

The Vitanola Talking Machine Co. exhibited on the sixth floor of the building at 1319 Michigan Boulevard, with Sales Manager L. Samuels in charge. Mr. Samuels, who covers the territory between Chicago and Boston, had the following to say: "We have done a capacity business, far more than our expectations, right now during the summer months. The trade is better than it has ever been before, which is largely due to the fact that dealers are ordering ahead of time."

The Nightingale Mfg. Co. exhibited at 1319 South Michigan avenue, with Sales Manager M. K. Cowan in charge. "We have enjoyed a very good business," he said, "and our policy of shipping carload lots to jobbers and dealers has met with great response. I have been very

pleased to accept the orders of a large number of merchants since the exhibition opened."

The Harponola Mfg. Co., with C. George Werner in charge, exhibited a complete line of their two products, the Chimonola and Harponola talking machine. The exhibit was held on the sixth floor at 1319 Michigan boulevard.

The Wartell Phonograph Co., with General Manager Wartell in charge, exhibited their complete line of "Wartrolas."

There was also a piano and talking machine concern represented in the Goldsmith Piano Co., of Chicago. Pianos, player-pianos and the Goldsmith Vocanola were on exhibition.

The Mandel Mfg. Co. held a very fine exhibit at 1411 Michigan boulevard, showing their complete line. W. C. Tyndall was in charge, assisted by H. H. Salzman. Mr. Tyndall reported the first few days of the exhibition as being highly satisfactory.

The Emerson Phonograph Co. exhibited at 1411 Michigan avenue, with C. J. Woodard in charge. Mr. Woodard was also very pleased with the attendance of merchants.

The Windsor Furniture Co. exhibited on the fifth floor of the building at 1411 Michigan avenue. G. M. Grace received visiting merchants. A complete Windsor line of cabinets and art period models were shown.

The Colonial Phonograph Co., of Sheboygan, Wis., exhibited their complete line at 1411 Michigan avenue. H. S. L. Allman was in charge.

The Playerphone Talking Machine Co. exhibited their complete line of instruments on the second floor at 1411 Michigan avenue. W. K. Cayton, sales representative, was in charge.

The World man picked up a clever little conversation on salesmanship at the Nightingale booth. "Now and then you will find a dealer so bent on selling a phonograph that he does not give his customers a chance to buy it. This is letting salesmanship run away with sense. The merchant who makes most of his money out of talking machines nowadays is the man

who has the happy faculty of looking at phonographs through his customers' eyes—of hearing them through his customers' love of music and sense of sound. When he demonstrates a fine instrument, he encourages his customers to forget their surroundings and imagine themselves listening to the song of a Nightingale in the old home."

A number of most interesting little paragraphs in the manner of the above are distributed throughout the book. The comparison between the appearance of the Nightingale talking machine and the brilliant plumage of the Nightingale bird is very ingenious.

TIMELY TIP ON A TIMELY TOPIC

By D. S. GILLESPIE

Of the Universal Stamping & Mfg Co.

What is a talking machine motor? Is it merely a mechanical part of the talking machine, whose purpose is merely to revolve a turn-table, or is it an integral part of the sound reproducing mechanism? I claim it is both, and if anyone cares to consider it in this light an agreement will easily be reached.

As everyone knows, the pitch of the sound produced by a talking machine can be raised or lowered by controlling the speed of the motor. This has long been known and anyone who has been in the talking machine game for a day or so soon finds it out.

The speed of the turn-table is controlled by a little set screw situated on the motor board. The set screw is numbered and a little arrow on the handle, when pointing to one of these numbers, indicates the number of turn-table revolutions per minute. In many of the high grade motors now on the market this controlling device is accurate and dependable; but in many others it is theoretical. It is practical in some instances and theoretical in others sim-

Relative Merit

In talking machines is not always determinable from outward appearances. Intrinsic merit goes deeper and is the subject of the following

Straight from the shoulder conversation

THE USONA

has demonstrated its merit through three years of successful selling. It is built by men of wide experience in the talking machine field and has always been backed by a policy of

BUILDING FOR THE FUTURE

which policy has necessitated the best obtainable in materials and workmanship.

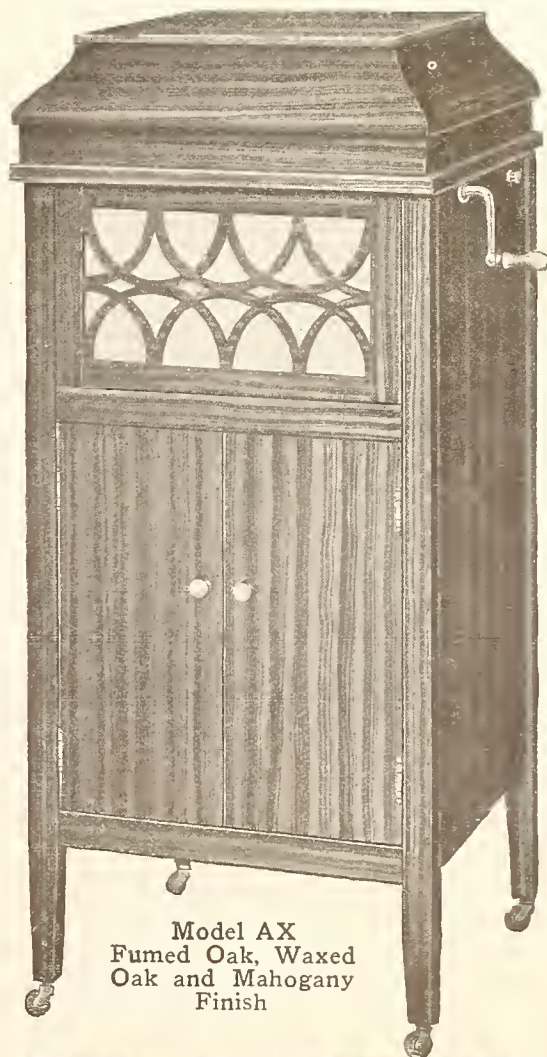
Usona cabinets are exceptionally well constructed. The finish put upon even the smallest of our models is equal to that of a high-grade piano, hand-rubbed and finely finished. The motors are double-spring, smooth-running and powerful—of the highest type and as near trouble-proof as any mechanism can be made. The Usona tone arms and sound boxes represent the latest and best now being produced.

It will pay you to investigate

USONA TALKING MACHINE CO.
1977 Ogden Ave., Chicago

VALUE!

A remarkably well-constructed and reasonably priced machine designed to meet the demand for a model retailing at \$100.00.



47 inches
19 by 19 inches
Heineman
No. 33 Motor
Heineman
No. 11 Tone
Arm and No. 2
Sound Box

Model AX
Fumed Oak, Waxed
Oak and Mahogany
Finish

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 113)

ply because, while one manufacturer adopts a policy of putting on the market a motor mathematically correct in every detail, another will turn them out without the slightest thought of mathematics. "Mathematics" is used in this sense in lieu of and representing precision.

A motor cannot be made to run anywhere near right if it is merely "assembled." It must be "built," and built by the company which makes each and every part that goes into its construction. In this way each little piece that goes into the motor is mathematically correct and measured to the ten thousandth of an inch. This is seen to by a competent engineer and the work is therefore dependable.

The parts, when put together, will therefore fit exactly, and a motor made in this manner will give perfect satisfaction. Noise will be eliminated and the speed will be constant.

The salesman who is demonstrating machines should know these things above all others, and the more he knows about the motor the easier it will be for him to convince his prospect that

the instrument he is offering for sale is of the best quality. He must know that rattling of the motor and variation of record speed will interfere with tone quality, for many a good sale has been lost on account of the salesman's ignorance in mechanical matters such as this.

Of course construction of cabinet enters largely into a sale but where the salesman can get a real music lover before a certain machine and demonstrate that this instrument emits the purest tone, free from any mechanical defects, such as mentioned above, he is doing more for the house he represents than he imagines, because a lover of music will always boost a pure-toned instrument. To the party who purchases an instrument for its furniture value, tone makes very little difference. Such a person buys the talking machine as a piece of furniture and regards it as such, whereas the music lover purchases it as a means of education and is generally broad-minded enough to boost it in trying to help educate others.

Therefore, if the talking machine salesman will remember that the talking machine motor is an integral part of the sound-reproducing mechanism and will impress this fact upon the mind of the music lover, he is sure to raise his stocks in the eyes of these people and in this manner greatly benefit himself.

BIG OKEH PACIFIC COAST TRADE

Communication From L. Gruen, Pacific Coast Branch Manager for Otto Heineman Phonograph Supply Co., Tells of Big Demand—Stradivaras Displayed at San Francisco Office

An idea of the splendid conditions of the talking machine business on the Pacific Coast was very forcefully manifested in a letter which was recently received by the Otto Heineman Phonograph Supply Co., Inc., 25 West Forty-fifth street, New York, from L. Gruen, Pacific Coast branch manager, who says:

"The demand for Heineman motors and records on the part of manufacturers and dealers on the Coast is growing so rapidly that the San Francisco office has been obliged to take more space and add to its office staff. The number of visitors is also increasing daily with the result that it has been found necessary to transfer to the factories numerous orders specifying delivery from stock.

"The jobbers are experiencing a call for Okeh records far beyond their anticipation, and consequently are clamoring for shipments in order to supply their dealers.

"The new addition to the San Francisco office is especially equipped as a service department, where all Heineman and Meisselbach motors, tone arms and sound boxes are inspected before being shipped to the customer. This department contains motors and parts mounted in various positions, and the manager, L. Gruen, is enabled to instruct mechanics and cabinet manufacturers how to install and adjust motors.

"A number of prominent cabinet makers have decided to make cabinets of California redwood veneered, in accordance with certain specifications which Mr. Gruen worked out in common with the California Redwood Association.

"The San Francisco office is exhibiting a full line of Stradivara phonographs manufactured by the Pacific Phonograph Mfg. Co., of Portland, Ore., and will soon also show Queen Anne tables containing Meisselbach outfits.

"This year promises to be a record-breaker, and the outlook is bright both for the manufacturer and the dealer. The San Francisco branch of the Heineman Industries has booked some of the largest contracts ever placed by Coast manufacturers."

**Die Cast Tone Arms, Reproducers
and Attachments in any Quantity**

**PARKER WHITE-METAL & MACHINE CO.
ERIE, PENNSYLVANIA**

EMPIRE UNIVERSAL ATTACHMENTS

for
EDISON PHONOGRAPHS



Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record.

Write for
Descriptive Folder
and
Attractive
Quantity Prices



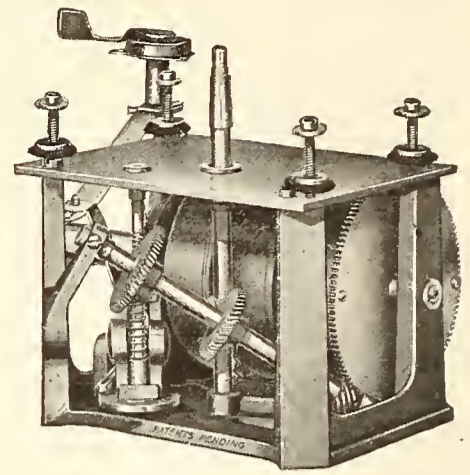
This shows the attachment in the proper position for playing the Pathé and any hill and dale cut record.

The Empire Phono Parts Co.

Sales Office

429 So. Wabash Avenue
CHICAGO, ILL.

Factory
CLEVELAND, OHIO



Manufacturers

Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

UNLESS

It is equipped with the new
Fulton Motor

(Designed by Wm. R. Everett, M.E.)

*This is the Noise-less,
Trouble-less, All Worm
and Spiral-gear
Motor. Cannot Be
Overwound.*

"No adjustments are provided
—none are necessary"

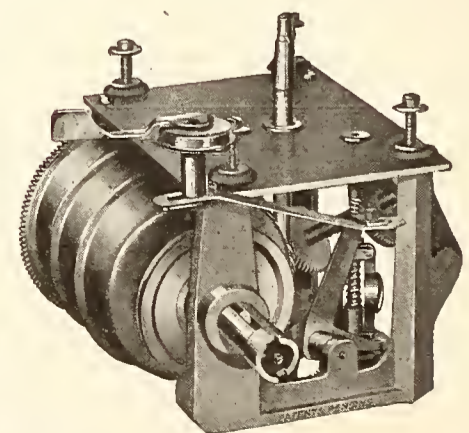
Send \$15.00 for sample
—refunded if motor is re-
turned. Price \$12.50 in
lots of 1000. Partial
shipments if desired.

Fulton Bros. Mfg. Co.

WAUKEGAN, ILL.

CHICAGO OFFICE:

20 E. Jackson Blvd.



Our New Winner

MODEL NO. 3

In Walnut and Gold

Pictures cannot do justice to this beautiful cabinet.

Nearly every dealer who has seen the sample on display in our office, instantly ordered.

Here is a combination that wins admiration at a glance. We predict a large sale for every MANDEL dealer who displays this new Walnut and Gold phonograph.

All of the exposed metal parts are heavily gold-plated—the tone arm and reproducer, turn table frame, brake, hinges on doors and cover, lid support, winding crank, door knobs and all exposed screws.

The record compartment is lined with a beautiful green or brown silk plush.

The cabinet is finished in that distinctive MANDEL style—the kind our 3000 dealers are pleased to recommend. Great care is exercised in selecting beautifully grained Walnut lumber. The retail or list price is only \$150.00. It can't be surpassed if the price was \$100.00 more.

Order one and be convinced.

Write for details of our complete line of Mandel-made Machines

Mandel Manufacturing Co.

Incorporated

501 to 511 S. Laflin St.,

Chicago, Ill.



"NO PERCENTAGE IN ANNUAL CALF"

Some Timely Comments on Repeat Orders Found in the "Peptomist" for July

You have read of the town character who appeared before the Compulsory Work Bureau of his State Council of Defense with a vindication of his vagrancy that he "bought a cow now and then and gave it to a farmer who brought it up for its milk and gave him the annual calf as profit for the gift of the cow!"

This career, profession, what you will, occupied our friend's mind so fully he claimed recognition as a "worker."

What the Director thought of this workless, sweatless and probably payless job history does not say.

But we are reminded—

Did you ever know a salesman who turned over a good line of goods to a dealer with the understanding that the profits which came from the sale of the goods should go to the dealer, provided the "repeat order" came as profit to the salesman?

Did you ever run across any addenda in your reading of the history of "repeat order" salesmen?

A single "annual calf" does not make for a successful stock-breeding business, and an occasional repeat order does not make for success in any other line of business activity. Repeat orders must increase, expand, double. They must improve in quantity and quality, cover old fields and explore new ones.

There is no percentage in an annual calf.

There is no profit to you or your company in automatic repeat orders. They must be increased orders.

Selling a dealer is only half the job. You must work with him, trim his windows, educate his salesmen, investigate his stock, write his ads, develop his repair department, arrange his floor, suggest new sales letters, inaugurate sales plans, decorate his walls, introduce him to Columbia artists, instruct him in Grafonola

You ought to hear it!



Picture shows Sterling Reproducer in position for playing hill and dale record. Instantly turns to proper position for playing lateral record.

New Opportunity for Edison Dealers

Plays ALL records on Edison. Gets the BEST out of EVERY record.

The new Sterling Reproducer gets fuller, richer tone out of a Victor or Columbia record than you've ever heard—plays an Edison record with even improved beauty of tone and less rasp. It changes instantly from position for playing hill and dale records to position for playing lateral records. No extra elbows. Everything complete in one handsome durable reproducer and attachment.

Send for one at the dealers' price. Hear it and you'll want to sell it.

Fills a big demand. Order on your letterhead. Illustrated circular and price list gladly mailed on request.

STERLING DEVICES CO., Dept. 100, 467 East Ontario St., CHICAGO

Sterling Reproducer and Attachment

INCORPORATED

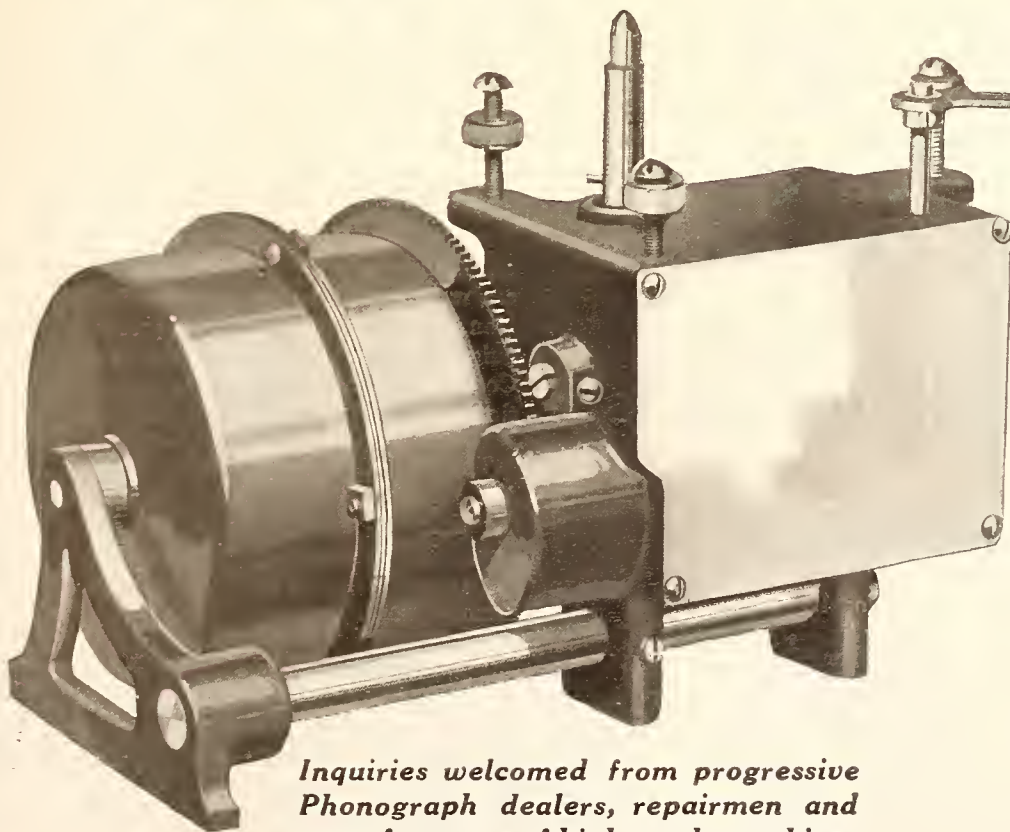
mechanism, teach him our catalog, interest him in music, and, after that, go into his problems and difficulties, satisfy complaints, make good mistakes, entice his employes, dig up prospects—in one word, work!!

Go to your dealer with the idea of selling him an order, naturally, but also go with the idea of selling him the idea of how to sell the order you sell him!

Do you catch on?

The Meuzo Chemical Co., Birmingham, Ala., has been incorporated with capital stock of \$50,000, by R. E. Seibels, R. G. Hudson and E. F. Hails. This firm will engage in the manufacture of a chemical which is used in connection with the making of talking machines and records, and is a new industry in the State of Alabama.

MORE POWER!



Inquiries welcomed from progressive Phonograph dealers, repairmen and manufacturers of high grade machines

"IRONCLAD" Enclosed MOTORS

- "SILENT AS A SHADOW"
- ORIGINAL IN DESIGN
- ALL VITAL PARTS ENCASED IN A CAST IRON BOX
- ALL MOVING PARTS CONSTANTLY FLUSHED WITH OIL
- EXTRA HEAVY SPRINGS OF FINEST QUALITY DAMASCUS STEEL
- POWER APPLIED TO TURNTABLE SPINDLE BY A CLEVER NEW METHOD
- MADE IN SIX SIZES TO PLAY 4 TO 14 RECORDS
- THE "IRONCLAD" CAN BE HAD IN "THE MACHINE OF YOUR CHOICE."

Make your friends glad with the "IRONCLAD" —not a "kick" in a carload

Chicago Recording Scale Co.

SALES OFFICE
108 WEST LAKE STREET
CHICAGO

Spring Motor Makers for Over Thirty Years



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you **\$3.90** net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway *Manufacturers of Musical Instruments* BROOKLYN, N. Y.
Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

SHAFFER, KREMER & CO. TO OPEN

New Lockhaven Store Will Open About the End of July—F. J. Vierra to Be Manager

According to an announcement received from Lockhaven, Pa., the Music Shop, under the direction of Ellis B. Shaffer and Oscar P. Kremer, will open during the latter part of July, under the firm name of Shaffer, Kremer & Co. The new store will be managed by Frank J. Vierra, a well-known musician of that city, and a bandmaster of considerable reputation. The new Music Shop will be refinished in a most modern way, and a number of sound-proof booths will be installed. In addition to

the line of Edison and Columbia machines and records a large stock of musical merchandise will also be carried.

CONDUCTING THREE LIVE STORES

PHILADELPHIA, PA., July 7.—Julius Burnstine is at present handling very successfully a full line of talking machines and pianos at his main store, 127 North Tenth street, this city, and also at his branch stores, 25 Lafayette street, Riverside, N. J., and 411 Cooper street, Beverly, N. J. Mr. Burnstine takes personal charge of ordering for his main and branch stores, and all orders for stock are placed through the Philadelphia office.

"MICKEY" REACHES PHILADELPHIA

City Gay With Unique Displays—Columbia Co. Wins Highest Honors With Its Big Float Featuring a Twelve-Foot Record.

PHILADELPHIA, PA., July 7.—The famous "Mickey" film has at last reached this city and



How "Mickey" Scored in Quaker City the local dealers staged one of the best advertising campaigns yet held. Manager Wilcox, of the Columbia Co., had made a twelve-foot model of a record and mounted it on a motor truck which toured the city and attracted much attention. On the truck was a girl dressed like the heroine of the story and the huge crowds which everywhere followed the display showed that it was a big success. The mammoth record was placed over the entrance of the Forrest Theatre, where it remained as a constant reminder to the crowds attending the performances of the film. The individual window displays throughout the city numbered forty-two, showing that the dealers were awake to the possibilities of the occasion. Much credit for the success of the campaign is due J. D. Westervelt, of the Columbia Co., who spared no pains to make the celebration the biggest ever held in this city.

The O. K. Houck Piano Co., Little Rock, Ark., believing that sales are stimulated by regularly reviewing record sales, issues a list from time to time of the six best sellers in the record field. This has proven a very satisfactory business move.



Attention
Victor
Dealers

Order
Through
Your
Distributor

it wraps the records and sells 'em too!

ON the first day of Every Month you are provided with a NEW stock of delivery envelopes, sufficient to wrap all the new records received that month—

ATTRACTIVELY printed with timely designs, prominently displaying the—

BIG HITS you are right now offering for sale and further—
A selected list of records appropriate to the month; for example, the July list showed Patriotic Numbers.

BEST of all—YOUR Name on every envelope.
AND THE PRICE INCLUDING your name

\$1.50 per 100 for 10" size
\$2.00 per 100 for 12" size

DON'T wait—order through your distributor, or write direct to us, naming your distributor.

LU-FRANC SALES SERVICE CO.

45 Washington Blvd.

DETROIT

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

The Instrumentized, All-Record Player



A Better Phonograph with a Better Selling Plan

"Nationalized for Wholesalers" and You

THE discovery that the nationally advertised trademark could be used, has been abused. The nationalized trademark of the Dalion will never be used to cut out the wholesaler! It will be used for their benefit—and yours.

Suppose, Mr. Retailer, that all your stock had to come by long distance shipment from factories—what big money you would be compelled to tie up in reserve stock. Let nearby wholesalers carry the reserve—do your business on small shipment turnover.

For self-interest, support your wholesalers, who deserve it because of modern merchandising methods. It's your protection against arbitrary dictation, as well as an assurance of service.

THE Dalion wholesaler steps out with a new standard of service—factory trained men to give you co-operation and show you the Merchandising Methods which bring success. Your Dalion wholesaler carries a big reserve stock—maintains a service department—is practically a factory branch.

—and behind the wholesaler, directly co-operating with you, is the Dalion factory promotion organization. We will back our belief in your success dollar for dollar with you. The details of our retail merchandising plan will prove it. Write for it.

The biggest unit of sale ever possible in almost every home—the greatest money-profit per sale—that's the phonograph business!

Are you interested in it on the basis of an extraordinarily attractive, exclusive agency proposition? Write for details—for figures as to your reasonably possible profits.

Why Dalion Sells Better

THE Auto-File—exclusive with the Dalion. Not only is it the neatest and most compact of record filing devices, but it makes it totally impossible to misfile or misplace records no matter how hurried you may be. By a marvelously simple and ingenious device every record must go back to its individual compartment before another can be taken out.

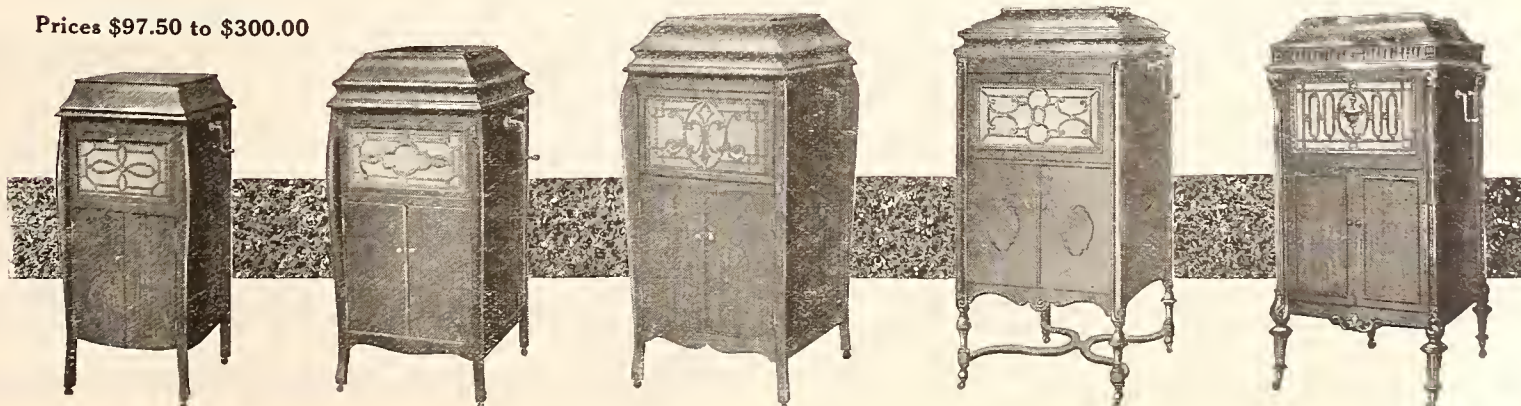
Instrumentized Tone Throat. The triumph of the Dalion, embodying the scientific principles of instrument acoustics, applied through the deft skill of hand workers. Their careful, individual shaping of the long-seasoned wood is not factory work but the proudfest touch of the real instrument maker.

Orchestra-Shell Tone Chamber. All-wood sounding chamber, shaped as scientifically as an orchestra shell, the Dalion gets its wonderful resonance and clarity.

Motors. Two- and three-spring, according to size of instrument. Long-running, easy-winding and guaranteed against spring breakage.

Milwaukee Talking Machine Mfg. Co., Milwaukee

Prices \$97.50 to \$300.00



MILWAUKEE DEALERS EXPECT PROHIBITION TO AID TRADE

Look for Music to Supplant Alcohol as a Stimulant—Business Continues to Maintain High Level—Factories Increasing Productive Facilities to Meet Demands—General News

MILWAUKEE, Wis., July 11.—Looking back over the first six months of 1919, or even back to the day when the war came to an end just eight months ago, the talking machine trade of Milwaukee feels as if it has been in a dream of bountiful goodness. Almost without exception dealers declare this period to have been the most wonderful in their entire experience. What is more, there does not appear to be the slightest reason to fear that this remarkable stimulation will suffer a decline for some time to come.

The transition of the United States to a bone-dry State on July 1 is expected to prove of great benefit to the talking machine and other music industries and form one of the most powerful influences to sustain the present brisk demand for instruments of all kinds, especially the talking machine. It is considered that there is nothing so peculiarly adapted to supplant what is taken away by prohibition as music—good music. There is no single musical instrument that is capable of reproducing every other kind of instrument, alone or collectively, as the talking machine.

It is with this belief in mind that the talking machine manufacturing industry of Milwaukee and Wisconsin is doing its utmost to extend the productive facilities to meet the present overwhelming demand, as well as the greater requirements to come next fall and during the holiday season. As a talking machine-producing State Wisconsin now ranks among the largest in the country and at the present rate of solid, substantial expansion it will probably improve this rank by the end of this year.

The Recordeon Phonograph Corp., Milwaukee, with a capital stock of \$100,000, has been founded by Edward A. Heaney and Walter H. Schwab, who last December established the General Mfg. Corp. The General Co. is operating in the for-

mer factory of the Minn Billiard Co. and the owners have also acquired the plant of the American Auto Body Co. at North Milwaukee. The North Milwaukee property will be operated as the Recordeon Corp. Mr. Heaney formerly was president of the Milwaukee Talking Machine Mfg. Co.

The Multitone Mfg. Co., Eau Claire, Wis., has purchased the Eau Claire Trunk Co. plant and will use its present leased factory for cabinet work and the new main plant for other processes. The capacity will be 100 instruments a day within a month's time. E. J. Sailstad is president and general manager.

The E. H. Stafford Mfg. Co., McClurg Building, Chicago, has purchased the Caloric Co., Janesville, Wis., manufacturing fireless cookers and talking machine cabinets. The business will be continued as the Stafford-Caloric Co. and the plant devoted largely to cabinet production for the talking machine industry. The Stafford Co. also operates large plants at Paxton, Ill., and Ionia, Mich.

The F. Eggers Veneer & Seating Co., Two Rivers, Wis., which is widely known in the industry for its fine veneers and panels, is making a \$125,000 factory addition, to be ready about August 15 or September 1. The additional facilities are needed largely because of the enormous growth of demands from the talking machine cabinet trade.

Milwaukee instrument manufacturers are participating in a campaign undertaken by the Milwaukee Association of Commerce to promote export trade on a much greater scale than before the war.

Milwaukee wholesalers and jobbers in talking machines say they are still suffering from an acute shortage of goods, but that there is every prospect of betterment in the supply during the coming months. According to Harry A.

Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, Victor jobber in Wisconsin and Upper Michigan, the demands from its customers in the last six months were relatively enormous and are still being kept at a high level by the unusual interest in the Victor.

The Columbia was the official instrument on this year's trade promotion trip of the jobbers' division of the Milwaukee Association of Commerce, as it was on every one of the preceding seventeen excursions so far held. A party of 100 local jobbers, traveling in a special train, spent a week in covering 1,000 miles of Wisconsin to the tune of the Grafonola, which was furnished, as usual, by A. G. Kunde, distributor of the Columbia, with headquarters at 516 Grand avenue.

The splendid representation which is being given the Sonora phonograph in the Wisconsin and northern Michigan territory by the Yahr & Lange Drug Co., jobbers, Milwaukee, is a constant subject of comment in the local trade. The Milwaukee wholesale house has occupied an advantageous position in being able to make prompt deliveries and this has made for it and its line many fast friends among retailers.

Sales of the Brunswick phonograph in the territory handled by the Milwaukee branch of the Brunswick-Balke-Collender Co. broke all records for a half-year period during the last six months. Manager Thomas I. Kidd expresses himself as immeasurably pleased with the manner in which the Brunswick is extending its acquaintance in Wisconsin and he graciously attributes this largely to the fine dealer organization which has been built up in the last two or three years and now embracing some of the largest and most prominent retail stores in Wisconsin and vicinity.

The demand for the New Edison has been far and away beyond anything that has ever been experienced and shows not the least sign of a let-up, according to the Phonograph Co. of Wisconsin. It has been an extremely difficult matter to keep deliveries commensurate

Makers of High-Grade Phonographs | Billiard and Pool Tables. Est. 1882 |

Our Phonographs Play All Records Correctly

Number One
DIMENSIONS: 42" high, 21" long, 16" wide.
CASE WOODS—Mahogany finish—genuine quarter-sawn oak, figured finish.
MOTOR—Double spring, worm gear, 12 inch turn table. Tone modifier. Speed control and heavy sound indicator.

Number Three
DIMENSIONS: 51" high, 26" long, 22" wide.
CASE WOODS—Genuine mahogany or quarter-sawn oak, figured finish. Genuine hand-carved legs. Carved grill.
MOTOR—High grade, worm gear motor. Micrometer adjusted. Tone modifier. 12 inch turn table. Automatic stop. Speed control and brake. Piano hinge.

Number Five
DIMENSIONS: 51" high, 26" long, 22" wide.
CASE WOODS—Choice figured mahogany or selected quarter-sawn oak, figured finish—genuine hand-carved legs. Carved grill, richly ornamented.
MOTOR—Very best worm gear motor. Micrometer adjusted. Tone modifier. 12 inch turn table. Automatic stop, speed control and brake. Piano hinge. Lock and key. All metal parts heavily gold plated.

Number Four
DIMENSIONS: 50" high, 25" long, 22" wide.
CASE WOODS—Genuine mahogany or quarter-sawn oak, figured finish.
MOTOR—High grade, double spring, worm gear. Micrometer adjusted motor. Tone modifier. 12 inch turn table. Automatic stop. Speed control and brake. Piano hinge.

Number Two
CASE WOODS—Genuine mahogany, or quarter-sawn oak.
MOTOR—High grade, double spring, worm gear. Micrometer adjusted motor. Tone modifier. 12 inch turn table. Automatic stop. Speed control and brake. Piano hinge.

HIGH QUALITY AT LOW PRICES MAKES US LEADERS IN PHONOGRAPH LINE

The quality of our Cabinet Work, the low price and our long experience in making phonographs places us among the foremost leaders in this industry. We have built a big clientele of satisfied customers throuth the country, and with our knowledge and facilities insure you prompt service.

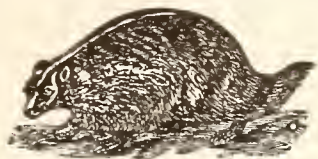
THE BIGGEST JOBBERS COME TO US.
We are making machines under various names for the largest jobbers in America. We will do the same for you—Write us.

FOREMOST RETAILERS BUY THRU OUR JOBBERS.
We have a jobber in your territory who can keep you supplied with the best line of phonographs at the price made in America, on which you will make a good reasonable profit—Write us.

Also furnish selling helps, such as sales letters, folders, pamphlets, etc. (Have just tripled our capacity by acquiring large factories at North Milwaukee)

RECORDEON PHONOGRAPH CO.
NORTH MILWAUKEE, U. S. A.

GENERAL MANUFACTURING CORPORATION
MILWAUKEE, U. S. A.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

with orders, but by dint of great effort Manager W. A. Schmidt has been able to satisfy not only dealers, but their patrons as well, giving the New Edison unusual prestige in this field.

Pathé dealers here and throughout Wisconsin have been favored with a remarkably good business during the last few weeks.

The Jackson Piano Co., manufacturer of pianos in this city, on July 1 opened a retail store at 425 Milwaukee street, which handles the Columbia line in addition to its own products and the Kurtzmann pianos.

Col. Peter F. Piasecki, in private life Victor dealer, at 441 Mitchell street, Milwaukee, has returned from foreign service after an absence

of nearly two years. During his absence the business was ably conducted by Mrs. Piasecki, who earned a reputation as one of the best and most successful women dealers in the local trade. Col. Piasecki was commander of the 107th sanitary train and military police, Thirty-second Division.

C. C. Warner, Victor dealer in this city, has recently improved and enlarged his store by remodeling the building to embrace an adjoining store.

Alfred W. Fuchs, 1403 Green Bay avenue, who carries the Brunswick, Sonora and Columbia in his jewelry store, recently celebrated his silver wedding anniversary.

Leslie C. Parker, president and general manager of the Badger Talking Machine Shop, Victor retailer, described the Victor industry before a recent weekly luncheon of the Kiwanis Club and surprised the members with an array of interesting facts and statistics concerning this great interest and its equally great product. Mr. Parker told the Kiwanians that people in Milwaukee spend more than \$650,000 a year in purchase of Victor instruments, records, needles, etc.

The J. B. Bradford Piano Co., a large retailer of the Victor and Sonora, on June 25 put into effect a strict one-price policy throughout its organization, being the first music concern in Milwaukee to adopt this plan. The one-price policy is one of many progressive merchandising plans introduced by Hugh W. Randall since becoming president and general manager of the company a year ago.

Miss Julia Wolff, manager of the Aeolian-Vocalion department of the Edmund Gram Music House, will soon have greatly increased facilities to accommodate the rapid growth of this phase of the business. Plans are being made for remodeling part of the main floor to provide more display and demonstrating booths and full-fledged counters for the sale of records and music rolls.

COLLINGS WITH PRICE T. M. CO.

Head of Trade Service Department of Victor Co. Resigns to Enter Wholesale Field in Newark, N. J., as General Manager of the Price Talking Machine Co.—Name of Concern to be Changed to Collings & Price Co.

L. W. Collings, for the past twenty years connected with the Victor Talking Machine Co., for a large part of that time as manager of the trade service department of that company, has resigned to become connected with the Price Talking Machine Co., Victor wholesalers in Newark, N. J., as general manager.

When Mr. Collings becomes officially con-

nected with the Price Co., on or about August 1, the name will be changed to the Collings & Price Co., with Malcolm G. Price as president. New and larger quarters, modernly equipped, will be provided for the company in Newark and the territory covered will be extended to embrace northeastern Pennsylvania, including the rich coal districts and such cities as Scranton and Wilkesbarre, as well as northern New Jersey.

Mr. Collings' long and successful experience in the matter of providing service to the trade for the Victor Co. will stand him in good stead in his work of carrying out the ambitious plans being made for the new Collings & Price Co. in the matter of taking care of dealers' require-

ments in a big way and giving them the service that goes with the goods and a little more to spare.

A further and more complete announcement of the plans for the new Collings & Price Co. will be made very shortly and it is expected to be distinctly interesting.

OPEN NEW ESTABLISHMENT

A new talking machine store has been opened in St. Peter, Minn., by S. I. Snortum. This firm will handle the Victor line of talking machines and records. The establishment will be handsomely equipped with sound-proof booths and other essentials.

THE LAST WORD IN TONE REPRODUCTION

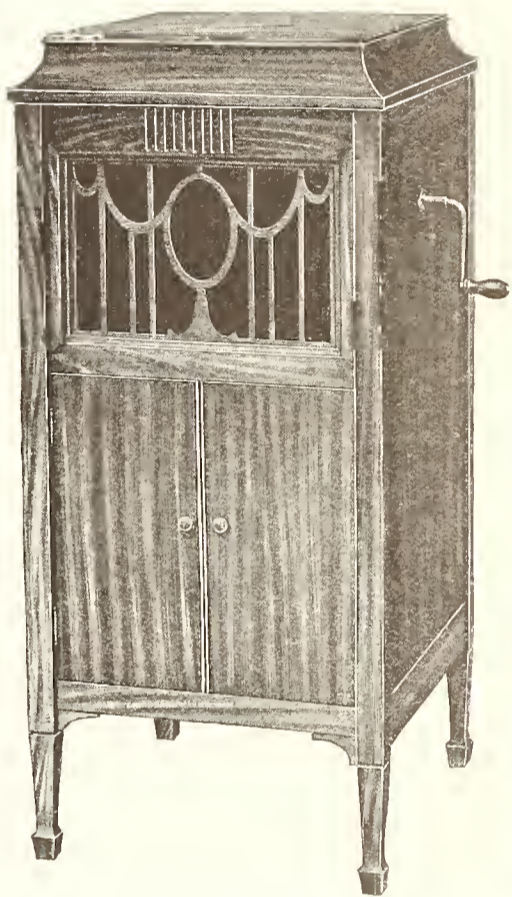
Achieved by men who have made
a Life Study of Musical Sound.

The
BUSH & LANE
PHONOGRAPH
*is a Perfect Musical
Instrument*



BUSH & LANE PIANO CO.
HOLLAND, MICH.

The Widdicomb
A FINISHED
PRODUCT



WIDDICOMB No. 10
Adam



WIDDICOMB No. 8
Colonial Adam



WIDDICOMB No. 6
Queen Anne

Eleven Period Designs
to Select From

Manufactured by
PHONOGRAPH DIVISION
THE WIDDICOMB FURNITURE CO.
GRAND RAPIDS, MICHIGAN

NOW MAKING OKEH RECORDS

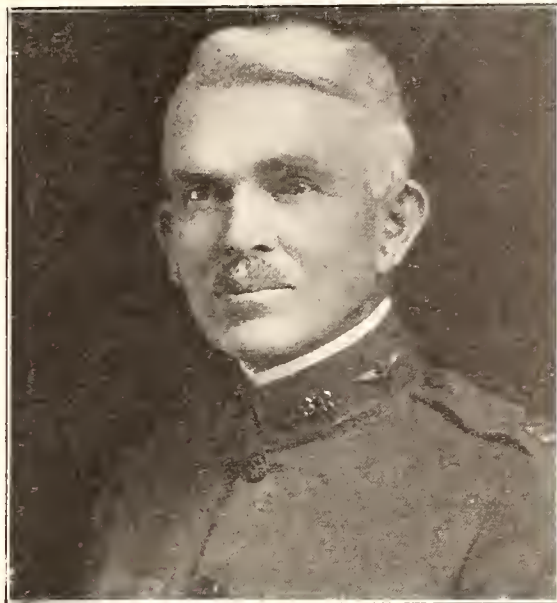
Captain Pat Conway's Band Now Recording for Otto Heineman Phonograph Supply Co., Inc.—One of the Foremost Bands in the Country

The Otto Heineman Phonograph Supply Co., Inc., announced this week that Captain Patrick Conway and his famous band are now making records for the OkeH record library. A series of records by this well-known band are now in preparation and will be ready for the trade within the next few weeks.

Capt. Conway is one of the foremost band directors in the country, and Conway's Band has appeared in practically every city of importance. It has won the enthusiastic commendation of music lovers everywhere, and when it appeared a few years ago at the Panama-Pacific Exposition it proved to be one of the most successful features of this Exposition.

Capt. Conway rendered invaluable service to the Aviation Corps of the United States Army during the past war as a bandmaster, and in recognition of this service he was recently ap-

pointed a Captain in the Aviation Corps. At the present time Conway's Band, with Captain Conway conducting, is filling a season's engage-



Capt. Pat Conway

ment at the Steel Pier at Atlantic City, where it will be heard by hundreds of thousands of visitors to this famous pleasure resort.

SOUTHERN DEALERS TO ORGANIZE

Elyea Co. Send Out Call for Meeting of Victor Dealers in Atlanta on July 16 for Purpose of Forming An Association of Dealers

On Wednesday, July 16, Southern Victor dealers are planning to meet in Atlanta for the purpose of forming a Southern Victor Dealers' Association. A recent circular mailed out by the Elyea Co., Victor wholesalers located in Atlanta, reads in part:

"Mark July 16 on your calendar. That's the day Southern Victor dealers will meet in Atlanta for the purpose of forming a Victor Dealers' Association.

"This meeting is now an assured fact. More than fifty of our best dealers have promised to come and we expect more than a hundred to be on hand. Will have good speeches, good entertainment, good time.

"A definite program will be sent you not later than July 12. But this much we can promise, a speaker from the Victor Co. and from the Talking Machine World will certainly be on hand to address you. You simply cannot afford to miss it. If you haven't already advised us that you are going to be on hand, do so at once. Get your name in the pot."

HAS ATTRACTED WIDE INTEREST

Demand for the Modernola Is Steadily Expanding—Shipments Made From New Plant

That the Modernola, the new circular instrument with the lamp shade feature, has attracted the attention and interest of dealers everywhere is evidenced by the inquiries being received by the manufacturers.

Shipments are now being made from the new plant at Johnstown, Pa., to all parts of the United States. The responses of American dealers to announcements made through the Talking Machine World have been such that operations for the present will not be extended into export business.

The rate at which orders are being received justifies the management in its belief that present output capacity will be needed for filling domestic requirements.

H. L. Moorey, manager of the New Haven branch of the Columbia Graphophone Co., spent a few days recently in New York.

Write for our catalogues on phonograph hardware, motors, tone arms, records and accessories. HIGHEST QUALITY LOWEST PRICES. COLE & DUNAS MUSIC CO. 54 W. LAKE STREET CHICAGO

Cabinets to fit Your Special Needs



Phonograph cabinet building is our specialty. We make cabinets to suit your sales proposition.

You can develop a big phonograph business with a minimum manufacturing investment by specifying Singer Cabinets.

Carefully selected, well seasoned stock, expert cabinet making, resonant tone chamber, pleasing designs and finish—these features account for Singer demand. We give you maximum quality for the price.

Send us your specifications and we will show you why we should be your factory.

Singer Talking Machine Co.
Milwaukee, Wis.

This Trade-Mark



On a record or music roll cabinet is a guarantee to the dealer and his customer that the hidden details of the cabinet are right.

When the type of cabinet and its design attract and the finish pleases—all apparent on the surface—

The UDELL Trade-Mark

offers the clinching argument—the recognized proof of quality and honesty in workmanship.

Dealers who handle UDELL CABINETS never have to apologize.

The Udell Works

1205 Twenty-eighth St.

Indianapolis, Ind.



Thousands will see Nazimova's new motion-picture film "The Red Lantern." Thousands will dance to its medley fox-trot of the same name. A-2747.

Columbia Graphophone Co.
NEW YORK

PROSPERITY IN PITTSBURGH HELPS "TALKER" INDUSTRY

Sales Are Active and Dealers Are Placing Orders for Fall—Important Association Meeting—H. M. Swartz Promoted—Stock Shortage Still Complained Of—Demand for the Brunswick

PITTSBURGH, PA., July 3.—One of the most hopeful signs on the horizon of the talking machine trade in the Pittsburgh district is the fact that the reconstruction plans in industry are having a tremendous influence in the iron and steel trade with the corresponding result that the operation of the mills is assured for many months to come. This also means that the high wage rate that has been in force for so long a time will continue. With plenty of work and high wages the fact is patent that many of the thousands of dollars put into circulation every pay-disbursing day will find their way into the coffers of the Pittsburgh merchants, and, of course, the talking machine dealers will also reap part of the harvest.

Trade in the talking machine industry here the past month has been good. Sales of talking machines have been steady, while records, especially those of a popular nature, have had tremendous sales. This is especially true of the Victor, Columbia, Emerson, Pathé, Edison and OkeH records, hundreds of which have been disposed of during June.

The value of the Victrola in welfare work was emphasized at a conference of welfare and social workers of the various welfare departments maintained by the Carnegie Steel Co.,

which was held at Munhall, Pa., Saturday, June 28, by Miss Lillian A. Wood, manager of the Victor educational department of the C. C. Mellor Co., Victor distributors. Miss Wood has had unusual success in presenting the merits and advantages of the Victrola and Victor records in the public school room.

The annual outing of the Talking Machine Dealers' Association of Pittsburgh, which marked the closing meeting of the season, was held at "The Pine," a suburban resort, on Tuesday evening, June 17, with over a hundred enthusiastic talking machine dealers in attendance. Charles L. Hamilton, president of the association, presided. Two new firms were admitted to membership, the Rudolph Wurlitzer Co., Victor dealer, and the Lohmeyer Pharmacy, Columbia dealer. J. C. Roush, president of the Standard Talking Machine Co., made reference to the legal decision in the celebrated Colgate case by the Supreme Court and its bearing on the talking machine industry. The dinner was the main event of the evening and everybody had a good time. There was music, both instrumental and vocal, Fred Newman, of the W. F. Frederick Co., enlivening the occasion with a number of songs. The committee in charge of the affair consisted of John

Henk, chairman; J. H. Phillips, J. E. McCormick, Clark Wright and Leo Half. No meetings of the association will be held until fall, when Secretary A. R. Meyer will send out formal notices of the initial session.

S. H. Nichols, the able manager of the Pittsburgh offices of the Columbia Graphophone Co., reported a brisk trade during June and stated that the amount of business done was far ahead of the same period a year ago. Mr. Nichols pointed out that the demand for Columbia Grafonolas and Columbia records was most pronounced and that the various Columbia retail dealers all reported increased sales during the month just ended.

Harry M. Swartz, for the past two years in the employ of the Buehn Phonograph Co., has been appointed assistant manager by the directors. Both Mr. Buehn and Mr. Swartz have their offices in the new wholesale department of the company, which is now located in the Stevenson and Foster Building, on Seventh avenue, immediately adjoining the Chamber of Commerce Building. Fully 10,000 feet of floor space is provided in the new wholesale department for the sale and display of Edison phonographs and Edison records. The retail Edison department is still located at 513 Wood street, in charge of Mark M. Mitchell, whose attractive window displays featuring the Edison phonograph are both original and novel.

T. T. Evans, assistant manager of the wholesale Victrola department of the C. C. Mellor Co., is back on the job again, after having served Uncle Sam in the army overseas. He is being given a hearty welcome by the trade as he again resumes his visits. John Fischer, the manager of the department, after attending the Victor Jobbers' meeting at Atlantic City, took Mrs. Fischer and Junior Fischer, their son, and hied away to the wilds of Canada, where they will spend July. The Mellor Co. was also represented at Atlantic City by General Manager W. C. Dierks and Mr. Evans. P. W. Simon, the Victor Shop man of Uniontown, Pa., accompanied the Mellor delegation to the shore.

J. C. Roush, president of the Standard Talking Machine Co.; French Nestor and Wallace Russell were the Standard Co. representatives at Atlantic City.

The W. F. Frederick Piano Co. utilized a novel publicity method in calling attention of the vacation contingent to the advantages of the Victrola as an essential in summer outings and picnics. George H. Rewbridge, manager

ESTABLISHED 1831

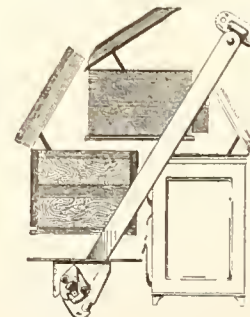
In the Music Business
Continuously for 88 Years

Our Age the Best Evidence that We
Render Satisfactory Service

Mellor's
604 Wood St.

Victrola Wholesalers

PITTSBURGH, PA.



**New Automatic
Cover Support**

Practical—Inexpensive

Holds Cover at any angle
Fool Proof

Samples on Request
Quantity Discount

Automatic Cover Support Mfg. Co.
54 Jones St. Newark, N. J.

BEST QUALITY LOWEST PRICES

RECORD DELIVERY ENVELOPES

PLAIN PRINTED

1331-33-35 FIFTH AVE. **The ALDINE CO.** PITTSBURGH, PA.

of the wholesale Victor department of the Frederick Co., reported business as good and the demand strong. Mr. Rewbridge attended the Victor convention at Atlantic City.

H. Milton Miller, manager of the Pittsburgh offices of Smith-Kline-French Co., Sonora phonograph distributors, stated that the only handicap to a rushing business was the inability at present to supply all of the various styles of Sonora that are in demand. Earl S. Miller is the new roadman for the Pittsburgh office and is now visiting the various Sonora dealers in the Pittsburgh territory. The Pittsburgh office is also a distributing center for the celebrated OkeH records, which are having a brisk sale.

H. J. Brennan, manager of the Pittsburgh Pathéphone Co., stated that he was preparing for a big rush for Pathe phonographs and records this fall.

H. C. Niles, secretary-treasurer of the Starr Phonograph Co. of Pennsylvania, stated that the demand for Starr Phonographs and Gennett records was good and that the retail dealers all reported trade as very brisk.

"The Cheney phonograph has made many friends in Pittsburgh and vicinity and we are more than pleased with the amount of business we are doing," said Manager Close of the Dauler-Close Furniture Co.

J. A. Andres, sales manager for the Pittsburgh district of the Brunswick phonograph, spent part of the past week in the territory north of Pittsburgh, calling on the Brunswick dealers. He states that the prospects are very bright for a successful fall season. It is intimated that the fall season will see the introduction of the Brunswick records on the market and it is predicted that the combination of the Brunswick phonograph and Brunswick record will be a tremendous selling card for the retail trade. It was stated that in order to care for the large increase in the Brunswick phonograph trade two additional floors had to be leased, which will be used exclusively for the display and demonstration of the Brunswick phonograph. The two floors are in the building immediately adjoining the present location of the Brunswick-Balke-Collender Co., Wood street and First avenue.

The demand here for the Emerson records continues quite strong, according to Jacob Hirsh, of the Emerson Sales Co., wholesale distributors of the Emerson records. He stated that shipments of records now coming in are giving the office an opportunity to fill up their back-record lists. He anticipates a real rush for Emerson records this fall. Mr. Hirsh was a visitor to the Emerson offices in New York last week.

The National Phonograph Co., a new Pitts-

burgh organization, who are manufacturing and distributing the Ultraphone, have opened a retail Ultraphone Shop in the Jenkins Arcade, with entrance from the Arcade and also from 518 Penn avenue. H. E. Fleishman, general manager of the company, stated that the Ultraphone advance orders were quite flattering.

Leo Half, of Half Bros., the Victor, Edison and Columbia dealers, of Homestead, Pa., stated to The Talking Machine World representative that the sales of Victor, Edison and Columbia records were keeping up at a swift pace, notwithstanding the warm weather. Half Bros. are well known to the trade and have a very fine talking machine department.

A. R. Meyer, manager of the Joseph Horne talking machine department, reports a splendid movement of Victrolas and Columbia Grafonolas.

The new manager of the Kaufmann & Baer Co. talking machine department is Hartley J. Pierce, who spent thirteen months in the merchant marine service during the war. He was connected with the Columbia department of May, Stern & Co. when he enlisted. The Kaufmann & Baer Co. handle the Victrola, Columbia and Aeolian-Vocalion machines.

CONTRIBUTE TO MUSIC MERCHANTS

Talking Machine Men, Inc., Send Fifty-dollar Contribution to National Association

A check for \$50, signed by Treasurer A. Galuchie, of Talking Machine Men, Inc., has been forwarded by Secretary E. G. Brown to the National Association of Music Merchants. In forwarding the check to C. L. Dennis, secretary of the National Association, Mr. Brown stated its purpose as follows:

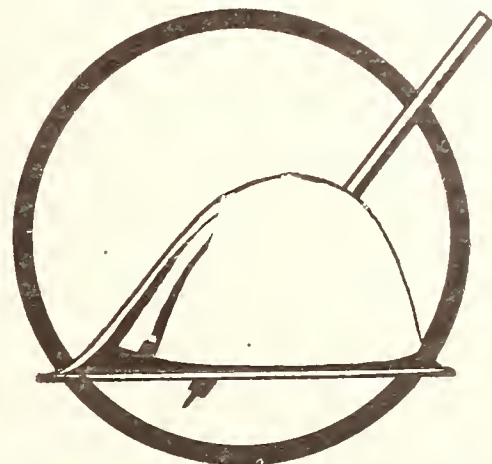
"Enclosed herewith you will please find our check for fifty (\$50) dollars, amount of our contribution for 1919 to the National Association of Music Merchants, and as an evidence of our desire to assist the Bureau for the Advancement of Music."

The tri-state organization of talking machine men of New York, New Jersey and Connecticut is one of the live-wire associations in the retail

The Bell Hood

Pat. Sept. 24, 1912

Semi-Permanent Point Needle



The Sounding Board Bell Produces the Best Result

Advantages of the Bell Hood Needle
Plays 50 to 100 Records—Eliminates Scratching—Purifies and Humanizes the Tone.

Retails one package of 3 Needles for 25 cents
Dealers' Prices, \$15.00 for 100 Packages

The following are some of the distributors of the Bell Hood Semi-Permanent Point Needle:

New York City
Winterrath & Co. (in all their seven stores).
Union Talking Machine Co., Ave. B and Second St.
Charmophone Co.
European Phonograph Co., 170 Ave. A.
James Cavalaro, 5 East 14th St.
J. Klein, 28th St. and Second Ave.

B. E. Peebles, Adams, Mass.
J. Blum, New Brunswick, N. J.
Ph. Prayder, Inc., New Rochelle, N. Y.
Geo. Cook, Ticonderoga, N. Y.
Newark Music Shop, Newark, N. J.
Behrend's Music Store, Newark, N. J.

Representative for Dominion of Canada

ARTHUR K. KEMPTON
Suite 205, Drummond Bldg., Montreal, Quebec
New England Musical Instrument Trading Co.
127 East 23rd St., New York
Exclusive World Distributors
PHILIP JACOBSON, Prop.

trade. Its recent affiliation with the national work, through application and acceptance at the recent Chicago conventions, was the first step toward organized recognition by phonograph dealers of the work being done for the advancement of music.

Talking Machine CABINETS

TO THE TRADE

All Styles Made to Order
Lowest Net Prices

Manufacturers Sales Co.
NORRISTOWN, PA.

SPECIAL OFFERS

RECORD DELIVERY ENVELOPES

45-lb. Kraft, 2 Buttons, String Fasteners

1-M QUANTITY
10-in.—\$ 9.25 per thousand
12-in.— 11.00 " "

5-M QUANTITY
10-in.—\$ 8.75 per thousand
12-in.— 10.50 " "

10-M QUANTITY
10-in.—\$ 8.25 per thousand
12-in.— 10.00 " "

RECORD ALBUMS



10-in. (12 pockets), \$7.50 per doz.
12-in. (12 pockets), \$8.75 per doz.

These albums are of the best quality that can be bought. As our stock is limited, we would advise you to place your order at once.

F. O. B. NEW YORK



Talking Machine CABINET

VELVETONE

Phonograph Needles

The Two Best Selling Propositions in the Talking Machine Trade To-day

The Cabinet & Accessories Company, Inc.

145 East 34th Street Otto Goldsmith, President
Tel. Murray Hill 6470 NEW YORK CITY

STEWART CO. NOW WHOLESALE ONLY

Victor Wholesalers of Indianapolis Dispose of Retail Interests to the Newly Organized Indianapolis Talking Machine Co.—Other Items

INDIANAPOLIS, IND., July 3.—Arrangements have been completed for the sale of the retail interests of the Stewart Talking Machine Co., in the store at 110 Pennsylvania street, to the Indianapolis Talking Machine Co. Carl R. Anderson, until recently with the American International Ship Building Corp., is president of the new company, and E. R. Donnell, of Indianapolis, is treasurer. The new company will take charge of the store this month. The store will be redecorated, a tile floor laid and new booths added.

The Stewart Talking Machine Co., which



C. R. Anderson, Mgr. Indianapolis T. M. Co. was a pioneer in the Indianapolis field and for a number of years was the only Victor dealer in the city, will devote its interests exclusively to the wholesale field.

Mr. and Mrs. A. M. Stewart, George E. and James T. Stewart have been at Atlantic City attending the Victor Jobbers' Convention.

That the time is ripe in Indianapolis for an organization of Victor dealers is the opinion of H. E. Whitman, of the Circle Talking Machine Shop, who hopes that the Victor dealers will take steps to organize for the purpose of looking after the interest of the Victor product. Mr. Whitman is running a series of moving picture advertisements, featuring customers carrying Victrolas out of his store.

THE MOTROLA



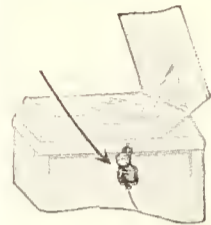
"STOP GRINDING"

Winds any phonograph spring at the touch of a button.

Easily attached by anyone in place of winding handle — positive in operation.



OFFERS DEALERS NEARLY 100% PROFIT



Our national advertising campaign is creating an enormous demand.

You cannot afford to be without a Motrola on your demonstrating machine.

Ask your jobber or write us to day for further particulars.

JONES-MOTROLA, Inc. NEW YORK, CHICAGO, LOS ANGELES :: 29 West 35th Street :: 57 E. Jackson Blvd. :: 1967 No. Bronson Ave.

Ernest L. Arthur, manager of the exclusive Sonora department of Charles Mayer & Co., is greatly pleased with the way the business of the new department is coming in. Mr. Arthur is pushing the Sonora to the front. Display billboard advertising is part of the campaign the company has adopted in aggressively going after business.

W. G. Wilson, manager of the Grafonola Shops, Inc., says there has been a demand for the portable machines for summer use, but the difficulty has been in getting such machines.

Columbia dealers who attended the regular monthly meeting at the Hotel Lincoln were enthusiastic over summer prospects. Ben Brown, manager of the local wholesale branch of the Columbia Co., promises the dealers that there will be a marked improvement in the supply of records soon. Olin Bell, of Bell Bros. Piano Co., of Muncie, Ind., spoke on the sales qualities of a number of records which were played at the meeting.

William Cobin, special representative of the Dictaphone, was in Indianapolis this week. On June 19 Mr. Brown met with the Evansville Columbia dealers at the McGurdy Hotel in Evansville. G. A. Brentana, an Evansville advertising man, and Mr. Brown spoke.

George Standke, manager of the Brunswick Shop, was one of the live wires of the Indianapolis members of the Optimist Club who attended the International convention at Louisville, Ky., June 19 and 20. Mr. Standke assisted in electing H. G. Hill and J. M. Schmidt, of Indianapolis, to offices and also in bringing the national headquarters to Indianapolis.

During the recent meeting of the Shriners' Imperial Council here Mr. Standke pulled a fine window display in the form of the mysterious Wilmont, of Chicago. The crowds were kept guessing as to whether Wilmont was a dummy or a live man.

The A. M. Club, of the talking machine department of the Pearson Piano Co., is scoring some big hits through window decorations. Following a clever scene illustrating the Victor record, "By the Camp Fire," the club put in a window to feature "When You Look in the Heart of a Rose." A rose bower covered a Victrola on one side of the window and on the other side was an Edison with a large rose and inside the rose was a "Splash-me" doll. The record is offered by both the Edison and Victor and makes an ideal window display.

A. H. Snyder, manager of the Edison Shop, reports that June business was good and that the store is keeping up its record of a 90 per cent. increase over last year.

The Fuller-Ryde Music Co. scored a hit during Shriners week with a clever desert window scene with a nodding camel. C. J. Fuller reports that the Victor business continues good.

E. R. Eskew, manager of the Pathé Shop, is more than pleased with the way Pathé business boomed during June.

At the Kipp Phonograph Co., Edison distributors, the chief worry continues to be the ability to get goods fast enough from the factory.

Mooney-Mueller-Ward Co., Pathé distributors, has been getting records in a trifle better, but the demand for records and machines still exceeds the supply.

Frank Buttweiler, manager of the local branch of the Brunswick-Balke-Collender Co., has a stack of prospective dealers on his file and he is hoping that conditions will permit him to increase the Brunswick business in this territory soon.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

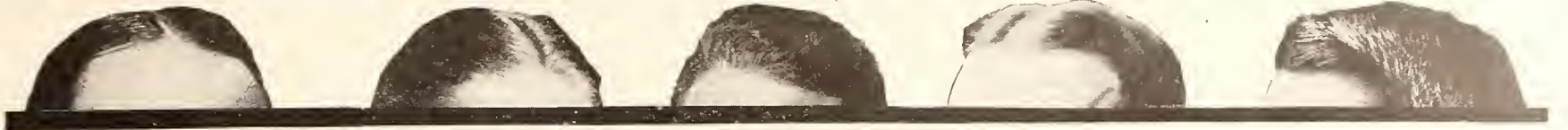
Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54 1/2 Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.



\$52,000 worth of sales and advertising ability



will work for you at 1/4 the cost of an office boy!

THE men who create the Talking Machine World Service are strong executives—at the top of the advertising profession and they know the talking machine business from start to finish.

For you these men will write advertising copy with the selling ideas that will fill your store with customers.

Just now, when you can sell all the machines you can get, you want copy that builds up your PRESTIGE, so that you'll be ready to overcome competition later on.

You want new business-getting ideas that you can use to boost your sales—

You want your copy illustrated by well known artists—

You want plans for window dis-

plays that will stop the crowds and make them look—

You want form letters written by a specialist who is paid regularly \$100 for a single letter—

You want a complete sales promotion service that comes to you every month brim full of \$52,000 worth of horse-power, pep and ginger—

If your store is small, the Talking Machine World Service may be worth \$2500 per year to you. If it is big, the Service may be worth \$25,000. The mechanical value of 204 mats or electros per year of striking illustrations with the advertising copy, form letters, window display suggestions, etc., is worth the small amount that the Service costs you.

ILLUSTRATIONS for the Talking Machine World Service are made by such artists as OLG.A THOMAS and ARTHUR FINLEY of "Vogue," CHARLES BASKERVILLE, Jr., whose work you can see in the July issue of "Scribner's"; HERMAN PALMER, famous as a regular contributor to "Judge"; FREDERICK T. CHAPMAN, who has illustrated the Arrow Collar advertisements, as well as many other artists.

This is what—THE TALKING MACHINE WORLD SERVICE

—brings you, and it costs you about 1-4 as much as an office boy, because we are selling it to hundreds of dealers all over the United States, thereby dividing the cost into small

units. We can't explain in one page a proposition as big as this. Send for a complete digest of the Service with full information and samples of the kind of work we do for you.

But remember—Only one dealer in each territory

—and it is strictly first come, first served!

We want the best dealer in every territory to get this Service—not necessarily the largest, but the fellow who has both eyes wide open and will make the most thorough use of it when he gets it. If you're the man, sign this coupon before your competitor does.

You don't have to take this proposition on faith. We show you in advance just exactly what you get, and you can decide for yourself.

Fill out the coupon at once. The postmark on your letter will determine who is first when two or more inquire from the same territory.

Sign and mail this coupon today!

THE TALKING MACHINE WORLD SERVICE

373 FOURTH AVE., NEW YORK

I want to be shown—I want you to prove to me just what you can do. Send me full information about your Service with specimens of the art work, form letters, advertisements, etc., etc., and tell me how much it will cost per month under your syndicate plan.

The population of my territory is.....
I handle the following make or makes.....
Firm Name.....
By.....
Street and Number.....
City and State.....

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

Clearstone

SPEAKS FOR ITSELF



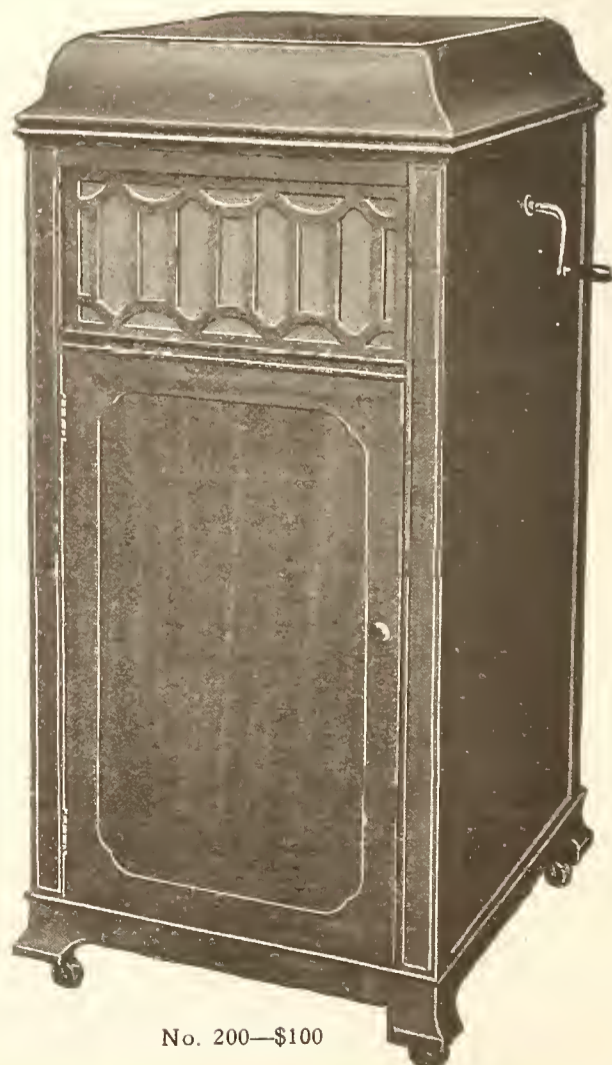
No. 250—\$125



No. 150—\$85



No. 100—\$75



No. 200—\$100

The *Clearstone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

NEEDLES, steel, 45c. per thousand in 10,000 lot; 42c. per thousand in half million lots.

WE also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers. Special quotations given to quantity buyers in Canada and other export points.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.95 each.

SAPPHIRE POINTS, for playing Edison records, 22c each.

Special prices on sapphire points, balls, and diamonds for quantity buyers.

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 45c. per thousand in 10,000 lot; 42c. per thousand in half million lots.

WE also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

Lucky 13 Phonograph Co., 46 East 12th St., New York

Massenet's "Elegie" sung by Stracciari with a violin obbligato by Sascha Jacobsen: A famous song, a famous singer, and a famous accompanist. Columbia 49333.

**Columbia Graphophone Co.
NEW YORK**



FINE NEW QUARTERS IN MILWAUKEE

Work Well Under Way on the New \$75,000 Building Being Erected in That City for the Use of the Kesselman-O'Driscoll Co.

MILWAUKEE, Wis., July 8.—A beautiful building of classic design, costing about \$75,000, is being erected by the Kesselman-O'Driscoll Co., 258 West Water street, on the triangular plot



New Kesselman-O'Driscoll Building

bounded by Wells, West Water and Second streets, for its large and growing business. The company now handles the Victor and Edison lines exclusively, but when it takes occupancy of the new store a complete line of pianos, players and grands, music rolls and other accessories and supplies will be added. The unusual success which has characterized the progress of the company in the talking machine business gives the Kesselman-O'Driscoll Co. a splendid prestige and paves the way for the development of one of the largest and strongest music houses in Milwaukee.

Only a few years ago Louis M. Kesselman and Michael O'Driscoll started a small Victor shop at Twentieth street and Fond du Lac avenue. Within a short time it established a city-wide reputation for good service, making it necessary to expand and choose a more central location to maintain the high standard of service. Accordingly the company bravely invaded the heart of the downtown district, locating at 258 West Water street. This was two years ago in May. Since that time the Edison line was added. Now a full piano business is being established.

The "music temple," as the new Kesselman-O'Driscoll Building will be called, is illustrated herewith. It will be four stories high, with foundations to carry five or six additional floors when these are needed. The location is ideal, being only a block from Grand avenue.

Those who know the ability, energy and in-

dustry of the members of the company predict a bright and prosperous future in its second epochal move when the temple is completed about September 1 or 15.

SPECIAL DEMONSTRATING MACHINE

Novel Machine Used by Los Angeles Dealer in Demonstrating Records—Specially Designed and Suitable for Store Only

LOS ANGELES, CAL., June 28.—Shown in the accompanying illustration is a specially constructed desk talking machine for demonstrating new records, intended to enable the customer to leisurely and comfortably wait upon herself. It is, of course, for use in the store in the selling of records and not for entertainment in the home. Designed somewhat along the lines of an ordinary writing desk the machine is operated in the usual way and the disc and needle are within convenient reach of the person seated before it. Taking the place of pigeon-holes on one side is a rack for records to be played and on the other side is a partitioned rack for those selected and rejected. There is also a holder for catalogs and underneath the glass of the partly covered top are lists of the latest numbers. A small glass cover fits down over the playing part when not in use.

The machine, which has been named a Phonograph Console, represents the idea of William H. Richardson, of the new Los Angeles music house of Richardson's, Inc., at 607 West



A Novel Demonstrating Machine

Seventh street, where the machine here shown is on exhibition and in use. It is of mahogany finish and very attractive in appearance.

The Hopper-Kelly Music Co., Seattle, Wash., is making extensive improvements in its present quarters, and it is expected that a formal opening will be held within a short time.

The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298

It is not an attachment nor a makeshift, but a part of your phonograph.

It is simple, neat and durable.

It is sturdily and honestly built.



Position when playing lateral cut record

It is attractive in appearance and absolutely fool-proof.

It is correct in principle and accurate in performance.

It is guaranteed.

Makes any disc record playable on the NEW EDISON DISC Phonograph

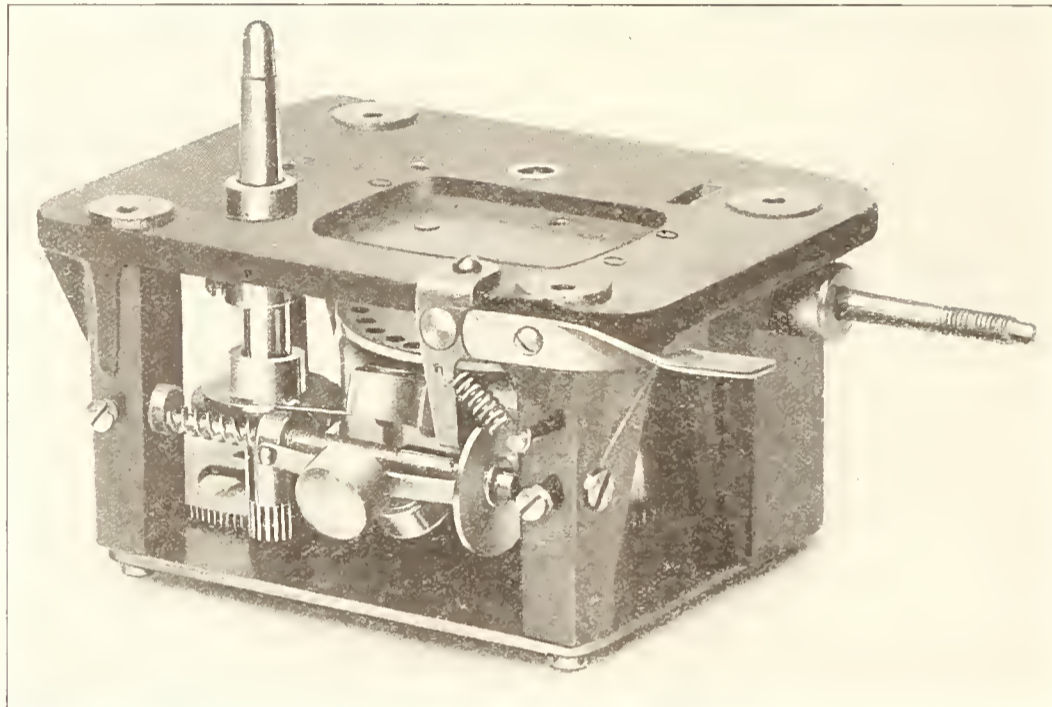
Write us for special literature covering the particulars about this ingenious device

F. C. KENT CO.

MULBERRY and CHESTNUT STREETS
NEWARK, N. J.

ACME TONE ARMS ACME REPRODUCERS ACME PHONOGRAPH MOTORS

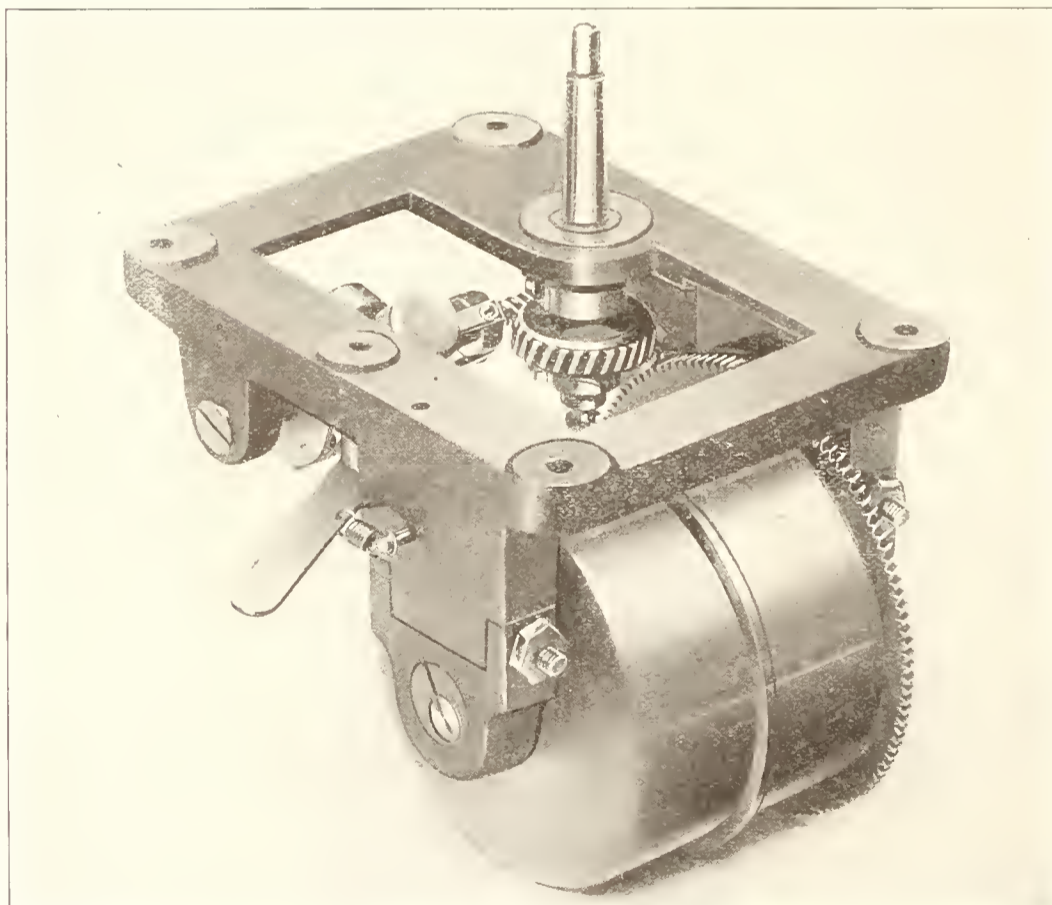
Are the supreme combination of
mechanical engineering science and the
art of true and natural tone reproduction



MODEL B

Model B1 is a single spring, cast iron frame motor easily wound, smooth running and absolutely silent. It is fully equipped with adjustable brass bushings and can be accurately regulated. This motor is recommended for medium priced instruments and guaranteed to be high-class and satisfactory in every particular. Length of run 14 minutes.

Model B2 is of the same construction as B1 except that it is equipped with double spring. Length of run 19 minutes.



MODEL C

Model C is a double spring, cast iron frame motor which is guaranteed to supply all the requirements of the highest type instruments. This motor is constructed from the best materials obtainable and all parts are made by expert precision tool makers. It is considered equally efficient to any high-grade motor on the market. Length of run 35 minutes.

All motors to fit either wooden or metal cases. Large quantities of these motors can be supplied promptly at attractive figures. We can also furnish special motors to fair specifications.

Acme Phonograph Corp.

Tel. Barclay 7633
7634

*Makers of phonograph specialties for the
trade. Anything made to your specification*

**46 Murray St.
New York City**

SOME INTERESTING DEVELOPMENTS IN ST. LOUIS TRADE

J. F. Ditzel Blossoms Out as an Author—Victrolas Cheer Telephone Girls During Strike—Tri-State Association After Misleading Advertising—Business Conditions Reviewed

St. Louis, Mo., July 2.—Business was good in St. Louis in June in talking machines and records. The only thing that kept it from being better was scarcity of machines. The supplies on hand and obtainable were not sufficient to meet the public's demands. That is not saying that at any time during the month a person who wanted to buy a talking machine could not find one. But it is saying that the person who wanted to buy was lucky if he found the kind that he wanted.

Manager J. F. Ditzel, of the Famous & Barr Co., by the way, is about to break into literature. He has taken his pen in hand and written an epic about women and music and how music helps women to bear the grind of the day's toil. He is going to send it forth in attractive pamphlet form to do its creative work in bringing to women the message that music waits to serve them at their tasks.

The Bell Telephone Co. thinks that music has charm to keep its girls in line when there is a strike on. The company has purchased a number of the Victor \$90 styles to beguile the rest hours of the girls, who have to be kept in the exchange buildings during the strike. They were bought from the Famous & Barr department and Manager Ditzel remarks that there is a noticeable tendency among industrial corporations to supply talking machines for the stimulating of their employes during luncheon and other relaxation periods.

The Tri-State Victor Dealers' Association, which has been somewhat somnolent of late, woke up this week when President Reis, glancing through a telephone directory to see how his ad looked, saw another ad which did not look good to him. It told how a small dealer on the South Side had Victrolas, Brunswicks and one of the 57 varieties of olas. The executive committee of the Tri-Staters was hurriedly convened and an inquest held, at the end of which the matter was referred to the Better Business Bureau. The Tri-Staters are attracting a good deal of attention. An inquiry was received the other day for a copy of the constitution and by-laws from a group of Southern dealers, who are planning to get together in the same way.

Invitations have been sent by Manager C. L. Staffelbach of the Hellrung & Grimm Pathé department to all his dealers in Illinois and Missouri to come to town next Wednesday, Thursday, Friday or Saturday, or all four, and hear Mr. Parsons, of the Pathé Frères, New York, demonstrate the new Pathé Actuelle. Between 150 and 200 dealers are expected.

J. A. Schlichter has been appointed manager of the retail department of the Silverstone Music Co. He succeeds W. W. Mitchell, who resigned and has gone to his home at Waterloo, Ill. Leo M. Schlude, assistant manager for six years, has resigned to take the management of the B. Nugent & Bro. talking machine department. H. H. Ray, formerly with the Kieselhorst Co., is his successor. Mark Silverstone and M. Goldberg were in New York attending the Edison meeting.

The new quick-service record department at the Smith-Reis store is getting under way.

Several of the stores along Olive street lit up with red lanterns for the advent of the "Red Lantern" Victor records yesterday.

The Krite-Boyens Piano Co., which has been at Grand avenue and Olive street, opened Monday in its new store at 1012 Olive street. The Columbia department has very attractive French art glass bottles at the rear of the store. Miss Bertha Strasser is in charge.

John McKenna, of Chicago, has been appointed manager of the Columbia Graphophone Co.'s St. Louis branch, succeeding A. W. Roos, who becomes assistant manager. The Columbia people are planning a big get-together meeting about the middle of July at the Hotel Statler for all the dealers in St. Louis and the branch's territory, including Little Rock, Memphis and other cities. About 150 are expected.

C. R. Salmon, city salesman for the Columbia, finished first in the needle drive for the St. Louis branch. He sold his million in ten days and was the fourth to finish his quota.

The Brunswick Shop is a new institution at Alton, Ill. It is at 309 Belle street and is in charge of R. J. Smith.

A. S. Engelmann, of the St. Louis Brunswick store, says he has taken no new orders for nine months because he did not think it fair to the old dealers whose orders are back. He has received assurances of great improvement in the deliveries next month.

The Mackey Furniture Co. has rented the five-story building at 1122 Olive street, adjoining it on the east, for pianos and Grafonolas. In the main store the musical instruments have not had a department of their own.

**WHY
WALL-KANE
NEEDLES
ARE SUPERIOR**

The highest grade steel needle of American manufacture, and playing only one record, is put through a complicated, scientific, chemical process, by which the point of the needle is greatly improved. The popular explanation of the method is as follows:

An ordinary steel needle is made of wire, which consists of long, parallel running grains on the inside. This wire is inserted in automatic machines, which automatically cut off the steel needles.

The friction of the revolving record grooves will gradually flatten out the point of the needle, so that more and more grain of the steel will reach the record grooves. The WALL-KANE needle will eliminate the grain of the steel coming into contact with the grooves by a process which is accomplished as follows:

The steel needle is first dipped into a chemical solution which will take out most of the charcoal, making a closer unit of the needle.

Then the needles are dipped in several solutions, which place three different coatings on the top of the point, so that an entirely separate unit is created on the point, very much smoother and 25 to 30 per cent. softer than an ordinary steel needle's point.

More than three thousand revolutions are required to take off these three coatings by the friction of the point with the record. The playing surface of more than ten records do not amount to 3000 revolutions—that is why WALL-KANE needles will play at least ten records perfectly, and will make less surface noise, and by the distribution of the solution into the grooves of the record, the record itself will be greatly benefited, and its life prolonged.



BEWARE OF IMITATIONS

Package of 50 WALL-KANE needles, Loud, Extra Loud and Medium, greater value than 500 ordinary needles, retails for 15c, costs the dealer 7½c., 8c. in the Far West.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co.
145 West 45th Street, New York

Manufacturers

of

PHONOGRAPHS

and

**PHONOGRAPH
CABINETS**

are invited to write us for samples of Trimmings and Parts such as

*Catches, Sockets,
Pulls, Knobs,
Escutcheons,
Sliding Shoes,
Lid Supports,
Automatic Stops,
Tone Rods,
Needle Cups, Etc.*

Our line of such hardware is complete and with our increased facilities we are in a position to give reasonably prompt service to a few more desirable customers.

**GRAND RAPIDS
BRASS CO.**

GRAND RAPIDS, MICHIGAN

*Team-mates that "pull" for
bigger business steadily:*

Starr Phonographs Gennett Records

The dealer who hitches that pair to his business speedily learns that they take him forward along the High Road of Success at a "get there" gait.

PRESTIGE—PRESTIGE, the growth of fifty years of keeping fast to the motto, "Nothing But the Best," feeds the energy that keeps that team flying ahead on the road of Popularity.

STARR Phonographs are known wherever people live, for their matchless tonal qualities. "The singing throat of the Starr," a throat made of the wonder-wood, Silver Grain Spruce, from which the priceless violins of past ages were fashioned, is famous everywhere for the beauty and richness it gives the tones of the Starr.

GENNETT Records, played on all makes of phonographs, *improve the tone* of any phonograph, a power given them by the exquisite care with which each one is made. They are recorded in New York, from the latest musical "hits."

The dealer who handles STARR Phonographs and Gennett Records "cashes in" on the world-wide prestige of all products of the Starr Piano Company.

The Starr Piano Company

Richmond, Indiana

VICTOR CO. OBTAINS INJUNCTION AGAINST INFRINGER

U. S. District Judge Issues Injunction Against Charles E. Garvin and Associates Restraining Them From Manufacturing or Selling Talking Machines Infringing Victor Patents

CHICAGO, ILL., June 30.—The Victor Talking Machine Co. came out victorious in a legal battle which culminated to-day. The principals were the Victor Co. vs. Charles E. Garvin et al. To the Judges of the U. S. District Court of northern Illinois the Victor Co. petitioners showed that in January, 1918, they had filed their complaint bill for infringement of Letters Patent Nos. 814786, 814848, and 947227, and that action for preliminary injunction was made on the affidavit served and filed under an order to show cause, but prior to the hearing of said motion the defendants filed a joint answer disclaiming infringement as alleged in the bill. At the next hearing in February a final decree was entered adjudging the letters patents good and thereby an infringement of No. 914786 as to claims 2, 3, 6, 18, 21, 30, 37, 41 and 42, also No. 814848 as to claims 7, 9, 10 and 11 and No. 947 as to claims 29, 31, 32 and 37, and directing a writ of perpetual injunction for the reason that no appeal had been taken and that the time for appealing had expired.

On March 8, 1918, the perpetual injunction was issued and served on the defendants by the Deputy Marshal with summons.

It was alleged that C. E. Garvin, president and treasurer; August Hurt, vice-president, and Josephine Garvin, secretary, all of the Garvin-Brown Talking Machine Co., of Chicago, had manufactured, sold and continued to manufacture and sell during the proceeding, talking machines, amplifying horns and sound-reproducing devices, embodying and containing the inventions specified in the above-mentioned claims, and more specifically exemplified in the plaintiff's exhibit of the defendant's "Blackstone" produced in the court.

After a two days' hearing, during which the affidavits of a large number of prominent men in the trade were heard, Judge Anderson issued the following order, which became effective and in force immediately:

"First: The talking machines exemplified in the plaintiff's exhibit, defendant's Blackstone machine and manufactured by Charles E. Garvin, Garvin-Brown Co., Josephine Garvin and August Hurt are within the injunction heretofore issued herein against Charles E. Garvin, and that a writ of attachment for contempt issued forthwith against said Charles E. Garvin, Garvin-Brown Co., Josephine Garvin and the said August Hurt.

"Second: That an injunction be issued forthwith against Charles E. Garvin, Garvin-Brown Co., Josephine Garvin and August Hurt, and each of them, and each of their agents, attorneys, clerks, servants, employes, workmen and all holdings through or under them from further manufacture or causing to be manufactured, selling or offering for sale, using or causing to be used, talking machines identical with or like or similar to plaintiff's exhibit, defendant's Blackstone machine, or similarly made in imitation of plain-

tiff's talking machine and for dissipating or parting with their assets until the further order of the court.

"Third: That this cause be referred to Charles M. Morrison, as master, to ascertain and report to the court the character and extent and circumstances of the violation of the injunction herein by the said Charles E. Garvin, by the said Garvin-Brown Co., by the said Josephine Garvin and by the said August Hurt, with authority to examine said Charles E. Garvin and said Garvin-Brown Co. and said Josephine Garvin and said August Hurt and each of them, and each of their officers, agents and employes, and to cause the production of their books for the above or any other purposes and the books of each of them to ascertain and report to the court the names of all purchasers of talking machines sold in violation of said injunction by the said Charles E. Garvin, by the said Garvin-Brown Co., and by the said Josephine Garvin and by the said August Hurt, with the addresses of said purchasers, the quantity and the dates of sale and of shipment and the prices received on each sale by the said Charles E. Garvin, defendant, the said Garvin-Brown Co., or the said Josephine Garvin, or the said August Hurt, and to ascertain and report to the court the total

profits made by the said Charles E. Garvin, Garvin-Brown Co., Josephine Garvin, and by the said August Hurt, from the manufacture and sale of talking machines within the injunction since the 12th day of March, 1918, down to and including the last sale thereof, and the total damage of every kind and description caused the plaintiff thereby, and to ascertain and report the total expenditure made by, or for or on account of plaintiff in ferreting out and following up the said violation of injunction and in bringing the facts to the attention of the court in and by this proceeding and to and including the end hereof, and also the total expenditure of plaintiff in and for the main case.

(Signed) "Albert B. Anderson, Judge."

DROP LEVY ON AMERICAN FREIGHT

WASHINGTON, July 1.—Information has reached the Bureau of Foreign and Domestic Commerce that British shippers have been informed by the Atlantic Transport Line, Cunard Line, Leyland & Co. and other ocean carriers that hereafter the 5 per cent. levy on all freights and charges payable in the United States would not be collected. The levy was instituted at a time when the exchange rate was greatly to the disadvantage of Great Britain.

Louis Elting, 114 No. Broad street, Trenton, N. J., has leased another floor and will add a talking machine department.

**Let Us Make Your Cabinets
And Install Your Motors**



We know how to build Cabinets, and to construct the horn that will produce a loud tone, yet it comes from the bell of the horn perfectly soft and mellow. Hook the selling force into our Secret of Cabinet building and watch both ends grow.

Write us your wants at once.

PARAGON MFG. CO., Inc.
HICKORY, N. C.



**CLEANS
REVIVES
PRESERVES**

MAKES OLD RECORDS PLAY LIKE NEW

INSURE YOURS TODAY BY USING *Tone-Clean*
FOR USE ON ANY MAKE OF RECORD

A 100% ARTICLE WITH A 100% GUARANTEE.
LENGTHENS THE LIFE OF ANY RECORD. ONE BOTTLE SUFFICIENT TO CLEAN 250 OR MORE RECORDS

THE IDEAL CLEANER

A liquid that positively removes every minute particle of dirt, dust and grease; will not injure—but IMPROVES AND LENGTHENS THE LIFE of any record. TONE-CLEAR reduces the chance of damage to records by 90%.

BEWARE OF IMITATIONS

ASK FOR AND DEMAND TONE-CLEAR ONLY

Jobbers and dealers, send us a trial order. Price \$4 a dozen. Retails 50c. a bottle. Be the first one to introduce it in your territory. Send for circulars and detailed information.

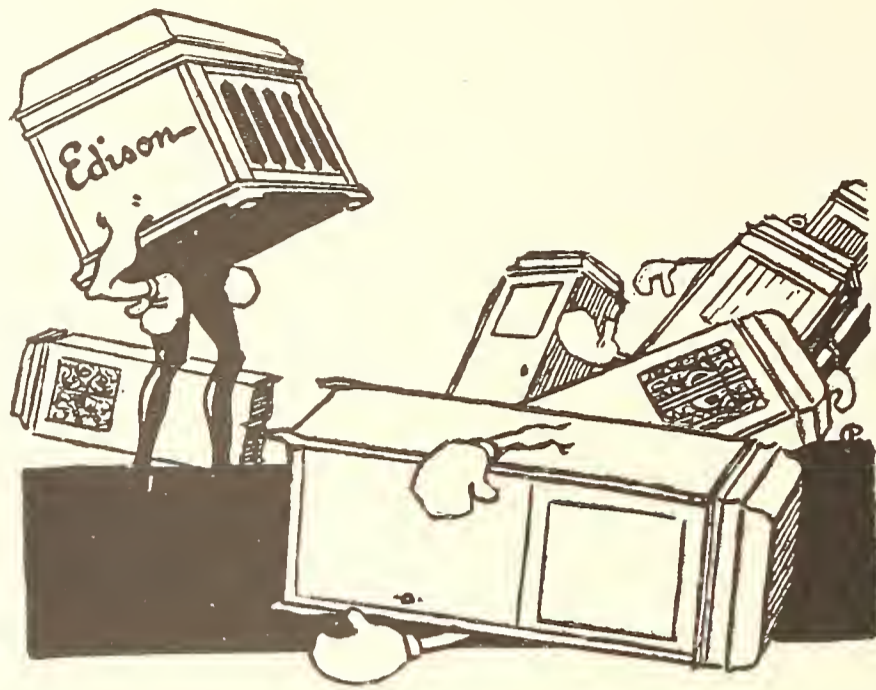
WAX-WILSON COMPANY

Manufacturers Agents

204-5-6 Fenton Building, Portland, Ore.

Exclusive Selling and Distributing Agents for the United States and Canada

Manufactured by Davis Products Co., Portland, Oregon



JACK THE GIANT KILLER UP-TO-DATE

There is a phonograph modest in size, inexpensive in price that is a Modern Jack the Giant Killer. It is called the

=====**New**=====

Edison Diamond Amberola

In competition with talking machines, costing three and four times as much, this little instrument has proved itself able musically to defeat all comers.

Competitive tests between the New Edison Diamond Amberola and the best known talking machines have been made behind curtains to insure absolute fairness and the result has always been the same. The New Edison Diamond Amberola has been, in most cases, unanimously voted the musical superior of its competitors by the most competent judges of phonographs and talking machines.

The little folder, "Jack the Giant Killer," tells in detail about these tests. Let us send you a copy, and tell you where you may hear this high quality, low price Edison instrument.

Thomas A. Edison, Inc.

Amberola Department

ORANGE, N. J.

EXPANSIVE PLANS OF TRADE IN LOS ANGELES

Talking Machine Dealers' Association Broadens Name to Music Trades' Association—Outlines Policy—Month's News Budget

LOS ANGELES, CAL., July 3.—The Retail Talking Machine Dealers' Association of Southern California, which was organized in this city something over a year ago, has now become the Music Trades Association of Southern California, which means that it has been expanded to embrace not only the talking machine dealers but also the dealers, both wholesale and retail, as well as manufacturers and jobbers, representing every branch of the music business. In other words, it has become, as its new name signifies, a general music trades association. The proposition of broadening its field came up officially at the regular monthly meeting of the talking machine dealers on the evening of June 10, which resulted in the calling of a special meeting for June 24, to which the members of the music trade in general were invited and asked to participate. The latter was held at the Alexandria Hotel, in the nature of a banquet, and was well attended. Besides adopting the new name and the proposition of expanded representation, it was also decided at this meeting to establish a permanent business office and to employ a secretary and manager, at a salary, for the association, to the end that greater and even better work may be accomplished. A committee, composed of E. A. Geissler, of the Geo. J. Birkel Co.; E. P. Tucker, of the Wiley B. Allen Co.; George H. Barnes, of the Barnes Music Co.; H. L. Brown, of the Lyon-McKinney-Smith Co., and Sheldon Morris, of the Southern California Hardwood & Lumber Co., was appointed to make arrangements for securing the secretary-manager and to report at the next meeting, which will probably be held on the evening of July 8. New or revised by-laws are also to be considered at this meeting. The old officers, however, aside from the secretary, are to be retained. On account of President J. W. Boothe being out of the city, the reorganization meeting of June 24 was presided over by E. A. Geissler. The association will be financed by assessing the various member houses on a basis of size or amount of business done, and it is hoped that the membership may be made representative of the whole of southern California.

Although their sales averaged up to a somewhat lower level than that reached the previous month, the talking machine dealers of this city are quite well pleased with their June

record, for it, at least, represents a very material gain over the same month of last year. The first three-quarters of the month, in fact, was exceptionally good, while the closing week was a little quiet. A strike of the employes of the local telephone company, while not completely tying up the system, has been causing considerable confusion to business for the past ten days, and probably has more or less affected talking machine and record sales. The vacation period is also here, of course, and naturally helps toward making business a little slow. The Victor dealers state that they are finding it quite a little easier now to get record orders filled, and are hopeful that they soon will be able to push sales to much better advantage.

Columbia Dealers See Dance Demonstration
An unusually large assembly of Columbia

dealers attended the regular monthly meeting of the southern California Columbia dealers, on June 18, in the ball-room of the Alexandria Hotel. In addition to the playing of the new issues of Columbia records a very interesting demonstration of finished ball-room dancing, to the accompaniment of dance records, was given by Miss Helen Van Pelt, teacher of dancing at the California Temple of Music, and Kenneth McLellan, teacher of ball-room dancing.

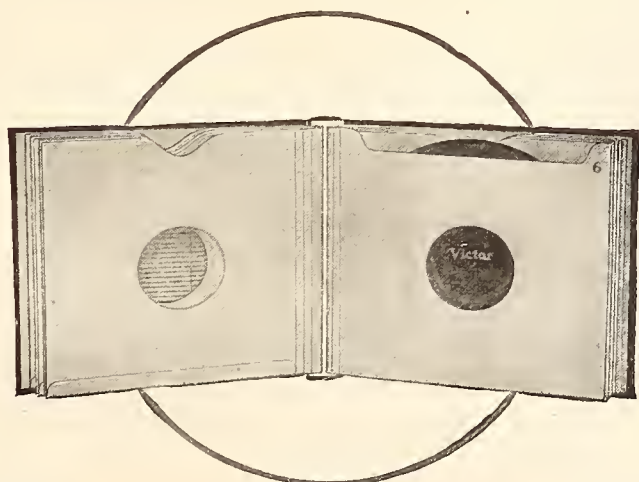
Work Started on New Columbia Building

Work was started last month on the construction of the new building for the Los Angeles wholesale branch of the Columbia Graphophone Co. The building will be located on the west side of Los Angeles St., adjoining the corner of Eighth street, and is to be two stories high, with

(Continued on page 134)

CRESSEY & ALLEN
Portland
COVERS NEW ENGLAND
CONN. RI.
WHOLESALE ONLY
CRESSEY & ALLEN
Victor Distributors
534 Congress St., Portland, Maine

GIVE JOHNNY A JACK KNIFE AND HE'LL WHITTLE Give a Phonograph Owner an Empty Album and He'll Fill it With Records



Patented March 3, 1914. Lies absolutely flat when open.

There is hardly a dealer today who does not realize the wide channel for future record business that is opened by the sale of a record album—the Peerless Album. THE EMPTY ALBUM IN THE HANDS OF A PHONOGRAPH OWNER is a constant reminder to buy more records. That is why dealers everywhere like to sell the cabinet type machine equipped with record albums—Peerless Albums.

**A Sales Accelerator—
Peerless Albums**

PEERLESS ALBUM CO.

PHIL RAVIS, President

43-49 Bleecker St., New York



Chicago Office
57 East Jackson Blvd.
W. A. Carter, Representative

New England Representative
L. W. Hough, 20 Sudbury St., Boston, Mass.

Grand Rapids
Chas. W. Kalder
Okeh Building

Pacific Coast
Taylor C. White
Portland, Ore.

THE AMERICAN TALKING MACHINE COMPANY

WHOLESALE EXCLUSIVELY

356 LIVINGSTON STREET
BROOKLYN, N. Y.

VICTOR WHOLESALE
DISTRIBUTORS FOR
OVER 16 YEARS

PLANS OF TRADE IN LOS ANGELES (Continued from page 133)

a frontage of 70 feet and a depth of 135 feet. It will be of concrete construction, finished with a terra cotta front and trim, and large plate-glass windows will be provided to permit of ample street display. The property is owned by James Slauson, and is controlled by the Columbia company under a long lease, which represents a rental in excess of \$60,000. It is to be ready for occupancy early in the fall. William F. Stidham,

manager of the company's southern California and Arizona business, is naturally taking great interest in the structure's progress, and says it is going to enable the branch to take care of its rapidly growing business to very much advantage.

Richardson's, Inc., Formally Opened
The new phonograph and piano house of Richardson's, Inc., at 607 West Seventh street, was formally opened on June 23. Compliments were bestowed upon the new rival in the field by other music firms in the nature of potted palms

and a profusion of flowers, and many visitors called to pay their respects. The store is especially attractive in its interior arrangement and decorative scheme. William Richardson, formerly of the Southern California Music Co., is the manager, and the firm begins business with the agency for Columbia talking machines and records and the Baldwin line of pianos and players.

New Traveling Man for Columbia Line
William F. Stidham, manager of the Los Angeles wholesale branch of the Columbia Graphophone Co., has appointed Charles P. Mack as a member of the traveling staff. Mr. Mack, who, at the signing of the armistice, resigned his commission of second lieutenant in the field artillery, returned to the employ of the Bartlett Music Co. here, with which he had previously been associated for a number of years. Mr. Mack's new appointment will take him to the Arizona field.

New Edison Department Manager
The Fitzgerald Music Co. announces the promotion of John D. Scouller to the position of manager of the store's Edison department. Mr. Scouller has been a salesman in the department for some time, and has proved a very capable man. He succeeds C. H. Yates.

Salmacia Brothers Establish Branch
The Glendale Phonograph & Piano Co., of 109 North Brand street, Glendale, Cal., has established a branch store in the near-by town of Burbank, which was opened for business in quite attractive quarters during the latter part of June. The Salmacia brothers, Frank and Vincent, started the Glendale Phonograph & Piano Co. about three years ago and have been doing an excellent suburban business.

Returns from Tour of Northern Territory
E. M. Bonnell, Pacific Coast wholesale traveling representative of the Sonora Phonograph Co., returned to his home in this city about three weeks ago from a tour of his Northern territory. He says he found it extremely easy to get orders, but adds that he is still having difficulty in getting a sufficient number of instruments to supply his dealers. He is hoping for improvement at an early date.

Capt. Louis O. La Mott Returns
Louis O. La Mott, formerly connected with the talking machine department of the Wiley B. Allen Co. here, is again in southern California, after about eight months' service in France. He has the commission of captain in the Coast Artillery, and is now stationed at Fort McArthur, near this city. He says he will continue in the army.

NEWS OF COLUMBIA VISITORS

Dealers From All Parts of the Country Call at the Executive Offices in New York

Among the recent visitors at the Columbia executive offices were the Layton Bros., who operate a Columbia talking machine store in Montreal, Can. Two of these four brothers have recently returned from Europe, having seen active service in the Canadian army. D. H. Delzell, of Salt Lake City; C. A. Delzell, of Denver, and C. F. Schaffarzick, of Spokane, have also spent a week in New York. D. H. Delzell is in charge of a Columbia jobbing establishment in Salt Lake City, operating under the name of Columbia Stores. C. A. Delzell and Mr. Schaffarzick also operate similar jobbing establishments under the same name in their respective cities. Horace Benjamin, vice-president of the Benjamin Temple of Music in Danville, Ill., who is a progressive Columbia dealer in that locality, also visited the Columbia offices last week. Mr. Benjamin reports an unusual activity in Grafonolas in his city and announces that his present stock is entirely sold.

Built for People Who Want the Best

LAWSON UNIVERSAL PHONOGRAPHS

Play all Disc Records with the Lawson Universal Tone-Arm



Phonographs that are Good.
Phonographs that sell Good.
Phonographs that stay Good.

Lawson Distinctive
Styles are winning
Admiration



Backed up by

40 years experience in manufacturing Musical Instruments. Also a "Gold Bond Guarantee."

Big Sales are Prophesied for this year. You will be a Winner if you Protect your Bank Balances by Mailing at Once your Application for the Agency.

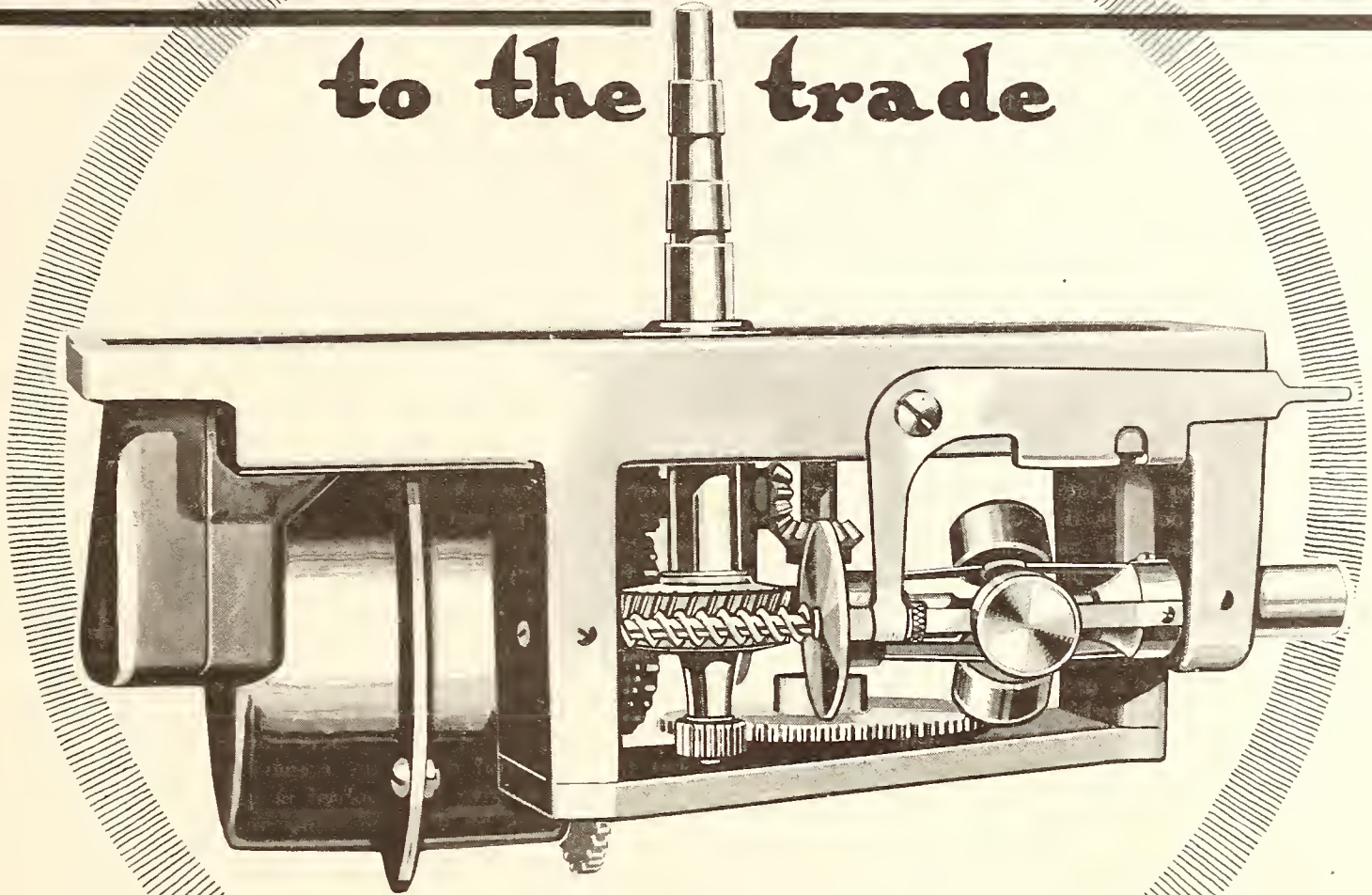
SOLD DIRECT TO DEALER AT JOBBERS PRICES

LAWSON PIANO CO.

Executive Offices **NEW YORK** Factory
372 East 149th St. **2572 Park Ave.**

We distribute at Wholesale
THE TOURIST PORTABLE PHONOGRAPH
A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.
COLEMAN MERCANTILE CO.
4421 Manchester Ave. St. Louis, Mo.

Special Announcement to the trade



THE DAYTON MOTOR

Made in various sizes for a full line of cabinets from the lowest priced to the highest grade talking machines.

THROUGH Increased Manufacturing Facilities and complete release from Government work, we are enabled to announce that our output for this year will at last be equal to the enormous demand for Dayton Motors.

Those whom we have been unable to supply in the past will be interested to note that there will be plenty of Dayton Motors from now on.

Under the stress of intensive war production and the exacting requirements of the particular work on which we have been engaged, and to which the resources of this plant were applied, we have emerged on a peace-time basis with an organization and equipment the superior to which does not exist.

The training and experience of this strenuous period has developed an aptitude for precision in the men who have now turned their talents and attention from intricate war-work to the no less precise production of the world's greatest phonograph motor.

To the great majority of progressive talking machine manufacturers the Dayton Motor has come to be known as the symbol of advanced ideas—of the highest standards in material, design and manufacture.

The satisfaction and complete absence of motor trouble which the Dayton has brought about for other manufacturers will naturally follow its introduction in your machines.

There will be plenty of Dayton Motors from now on. We are ready to submit samples from stock for your inspection.

The Thomas Manufacturing Co.
Dayton, Ohio, U. S. A.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[NOTE.—This is the twenty-eighth of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

THE PERSONAL PART

I am rather of the opinion that the most appropriate title for the present article would be "Featuring the Musical Possibilities of the Talking Machine Dealer." Why I think so will appear, I hope, in the sequel.

In nearly all the matter I have ever read in trade journals concerning the promotion of public love for music, with its commercial corollary, public purchase of musical instruments, the emphasis has invariably been put on the consumer, and never on the seller. Ingenious gentlemen write ingenious articles to show why the dear people ought to buy pianos or talking machines in enormous quantities, and thus be happy ever after. The arguments are often as ingenious as their writers, though once in a while one finds them by way of being a bit ingenuous instead. But the interesting point is that one never, or at least hardly ever, finds any emphasis on the seller's part in this proposed spiritual opening-up.

The Steak Fallacy

The superficial-minded person will argue that to sell beefsteak one need not be a grower of cattle, and that therefore talking machines can be sold without a knowledge of music on the part of the salesman. The analogy, however, is rather painfully inexact. If beefsteak were something which the public rather had to be taught to love then the best salesman would undoubtedly be the man whose wide acquaint-

ance with the habits and nature of steers best fitted him to discourse with conviction, not to say enthusiasm, concerning the true relative value of various cuts of meat. The public indeed considers itself well able to choose its own meat. Does any one believe that it is yet ready to formulate its own demand for music and insist on getting its money's worth as well as what it asks for?

"Salesmanship"

The idea that a merchant need have no technical knowledge of the goods he sells embodies a fallacy that seems to die hard; yet is in fact dying more and more rapidly. The fallacy rests upon the assumption that selling is to be done by the exercise of a faculty called "salesmanship," which appears to mean the art of persuading the public to buy goods without reference to their intrinsic value. The worship of "salesmanship," however, has come to suffer an eclipse during recent years and to-day the business world, speaking broadly, is beginning to see that real "salesmanship" is exchange and nothing else. In a word, the business world sees that a sale in which both parties to the transaction make a profit is the only real sale; and that unless the merchant sells a full measure of satisfaction with each piece of goods he will not remain in business very long.

A few years ago, no doubt, such talk as this would have been greeted with sneers. To-day those who sneer take care to sneer alone and apart.

The truth, then, is that the successful merchant is he who best knows how to give the public what it wants and who begins by discovering for himself that what the public wants usually has to be taught to the public first. That

merchant usually makes another discovery, which is that when the attempt is made to guide public taste intelligently the tendency of public desire is up and not down. Forward and not backward, towards the better and not towards the worse. In these words, indeed, may be summed up the experience of every great merchant; nay, of every man who has ever influenced permanently public thought.

"Selling Noise"

A merchant, in other words, is not fulfilling the requirements of his job if he is not thoroughly posted on the nature of his goods, on their technical features, and on the particular science or art which they subserve. A talking machine dealer who knows nothing about music, and hardly more about the mechanism of his machines, is a very unsatisfactory sort of person with whom to do satisfactory business. In fact, it is fair to suppose that satisfactory business cannot be done with him. It is all very well for such a merchant to say that he deals with many hundreds of men and women who want noise and nothing else. The answer is simply that if you sell talking machines and records on the basis of noise you sell them as noise machines and noise records. If you sell them on the basis of music then alone can you be selling them, and charging good round prices for them, as music-machines and music records. But to sell that which reproduces music, without anything about music, is exactly like selling real estate without knowing the location, the surroundings, the scenery or the nature of the buildings involved in the transaction. That sort of salesmanship might sell real estate during a land-boom, but it decidedly will not "go" at any normal time. Neither will ignorance take the place

"LAUZON" Phonographs



IN THIS AGE of science and progress, buyers of phonographs are becoming more exacting and critical each day. The cheap trouble-making talking machine is doomed soon to be a thing of the past. It is with a full knowledge of present conditions, that "Lauzon" phonographs are designed and made—they offer a foundation upon which a lasting and profitable business can be built.

THE CABINETS are works of art and harmonize with the better types of Period Furniture—beauty of case design is commensurate with beauty of tone.

THE "LAUZON" motor and mechanical equipment are of the very highest class and most expensive made.



The Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES
705 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY
Monroe Ave. and 6th St.

There are thirty-one one-steps on this month's Columbia list.

**Columbia Graphophone Co.
NEW YORK**



of knowledge in music salesmanship, save only when demand, for any reason, goes crazy and swamps a temporarily embarrassed production.

Personal Enthusiasm

Indeed, there is no getting away from the primary argument. The merchant who wants to make a specialized business of the talking machine and its records has simply got to make himself acquainted with the rudiments of music loving if not with music as a science. He simply cannot stimulate the enthusiasm of others if he has none of his own. If he is to create around his business a permanent clientele of intelligent men and women who will buy from him steadily and in preference to going elsewhere . . . and in any normal community specialty retailing depends on this . . . he must feel of himself some of the enthusiasm he aims to create. If he does not love his finest records and the tone of his finest machines then he cannot possibly create any love for them where this does not already exist. If he could always depend upon a circle of buyers thoroughly intelligent in matters musical and capable of choosing intelligently for themselves it would be different. But in this day and age the American public have to be guided and led. How can the blind lead the blind?

The "Best Sellers" Talk

Let it not be supposed for a moment that the list of best sellers, with its overpowering majority of dance and vapid song numbers, represents the backbone of the talking machine game. That backbone is in the growing love of the American people for the highest class records. The history of the greatest talking machine industries shows this plainly. To make money in this business the merchant must sell high-class

records. This means that he must be able to build up around himself a clientele of high-class intelligent music-lovers, who will appreciate the value of the high-priced machine and demand the high-priced artist record. But to do this again the merchant must at least be as intelligent musically as his customers.

These would seem to be self-evident truths but it is surprising how many will argue against them. Yet the history of the business proves that the best salesmen are those who can most intelligently talk about the records, the music, and the points of the machines. The merchant who takes no interest in this matter cannot expect his clerks to be better than himself. If

PATRIOTIC EMPLOYERS TO BE CITED

Those Who Give Back Pre-war Jobs to Soldiers and Sailors Will Be Permitted to Display the U. S. Shield on Firm's Service Flag

And now there is a citation for the employer—the employer who "makes good on his service flag." With their pre-war jobs filled or offered to between 70 per cent. and 80 per cent. of America's honorably discharged soldiers and sailors, Arthur Woods, Assistant to the Secretary of War, said recently in a letter from Washington that the War and Navy Departments had prepared a citation to be issued to all employers who assure the departments that they will re-employ everybody who formerly worked with them and left to serve in the army or navy.

The citation carries with it permission for the holder to display on his firm's service flag the shield of the United States. It is handsomely engraved, engrossed with the name of the re-

he is to build up esprit de corps in his business organization and make it something worth while, he must himself show a good example.

That is why I insist that the talking machine dealer ought to make it his business to obtain as complete an acquaintance as he can with the best of the records he carries, with the acoustic principles of the talking machine, and with the subject of music in general from the point of view of an intelligent listener. When he can himself join in with the enthusiasm of an intelligent customer, and be sincere about it, he will have obtained a grasp on the foundations of his business which he cannot possibly get in any other way. Such a man will win out.

ipient and signed by the Secretary of War, Secretary of the Navy and Mr. Woods.

"All that is asked," Mr. Woods says, "is that the employer write an application for the citation, stating that he will employ his old service men, and address me in care of the War Department, Washington."

DEMURRAGE CHARGE CUT

WASHINGTON, D. C., June 23.—Substantial reductions in demurrage charges were announced to-day by Director General Hines. For detaining cars, either loaded or empty, the charge will be \$2 per day for each of the first four days and \$5 per day for each succeeding day.

The new charges, which become effective July 20, compare with present charges of \$3 per day for each of the first four days, \$6 per day for each of the next three days and \$10 per day thereafter. Heretofore, however, no charge had been made for cars detained for loading.

THE SERVICE THAT HAS PROVEN ITSELF

ECLIPSE

VICTOR

ECLIPSE

CLEVELAND

EXCLUSIVELY

THE ECLIPSE MUSICAL CO. - CLEVELAND, OHIO

WINDOW DEVOTED TO RECORD OF THOS. A. EDISON'S VOICE



This is the display the Diamond Disc Shop at Albany, New York, put over in honor of Mr. Edison's personal Re-Creation

FINISHES GOVERNMENT CONTRACT

Thomas Mfg. Co. Now Back on Peace Basis Making Motors After "Doing Their Bit" for the Government—Interesting Developments

DAYTON, O., July 5.—When America entered the war for world freedom many of the large industrial plants of this country were either already actively engaged in the production of war material or were quickly enlisted in the work of producing the means that so completely overwhelmed Germany and ended the war a year sooner than had been expected. That the Thomas Manufacturing Co., of this city, manufacturers of the Dayton motor, played an important part in this connection is shown by the fact that during this time they were turning out a very intricate and exceptionally fine part of optical equipment, which was used on artillery and naval gun sights. An idea of the accuracy and close limits to which these pieces were manufactured can be gained from the fact that many of the graduations and distances had to be read with the aid of magnifying glasses.

Just prior to the outbreak of the war the Thomas Co. had installed extensive new equipment for the manufacture of the Dayton phonograph motor and this particular machinery happened to be the only kind capable of producing the necessary accuracy required on this work. Needless to say, almost their entire manufacturing facilities were quickly and intensively employed on this work to the practical exclusion of their regular product. With the coming of peace and the complete release from war production which the Thomas Co. executed with characteristic American energy and patriotism came the return of peaceful pursuits and their return to the exclusive manufacture of Dayton motors, tone arms and sound boxes, with the invaluable experience gained in making some of the most exacting war machinery ever produced. It is also reported that a large special ma-

chine formerly intended to be used in building ignition apparatus for the Liberty aeroplane engine is among considerable new and specially constructed machinery recently installed at the Thomas plant. This machine, it is said, had just been completed when the armistice was signed and is particularly adapted to the fine work required on Dayton motors. This big machine, with others, will have a great deal to do with increasing the output of the factory, and the company now believes they will be in a position to keep pace with orders and the steadily increasing demand for Dayton motors. To facilitate drilling highly developed multiple

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

**Q R S Rolls
Emerson 7 inch Disc Records
Wall Kane Needles**

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.
145 West 45th St., New York City
MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

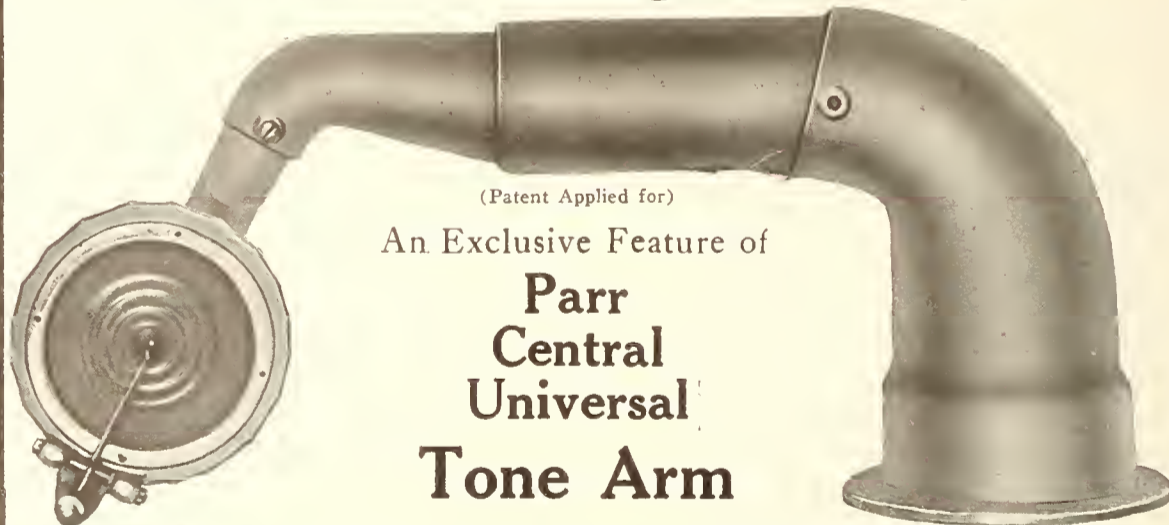
Save time and money by ordering all your supplies from one house

spindle drills are now used, with which it is possible to drill all holes in a motor frame, including those tapped and reamed, in about 60 seconds. The finish of the Dayton motor has been changed from silver bronze to a combination of polished surfaces and dark green enamel and in its new dress is now being submitted to some of the largest users of phonograph motors in the country for comparison and exhaustive tryouts.

DALIN ENLARGING STORE

Samuel Dalin, head of the S. Dalin Jewelry Co., West Allen, Wis., has enlarged his music store and has added a large stock of talking machines and records.

Automatic Change of Weight



(Patent Applied for)
An Exclusive Feature of
**Parr
Central
Universal
Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm, and the only one having this very important improvement.

OTHER IMPORTANT FEATURES

Length of tone arm required should be specified when ordering.
Needle change is facilitated by rotating sound box, which returns to normal position.
Needle always takes same position in playing any type of record, setting in direct center.
Supplied with either mica or Vibratone diaphragm, but the latter is recommended if superior tone quality and volume are desired.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm
PARR MANUFACTURING CORP.
Main Offices: 100-108 West 23rd St., NEW YORK
Factories: New York City—Latrobe, Pa.

A necessity to all talking machine owners

Adds life and tone. Should be used on all records before playing

"Dustoff" Record Cleaner

Reproducing vocal records natural as the human voice. No scratching or harshness. A seller for 8 successful years. 3 models. 25c, 35c, 50c each. Packed for counter display. Name your jobber. Write for samples.

W. I. SCHWAB, Mfr., 128 No. Main St., Providence, R. I.

ATLAS PACKING CASES

Make Your Responsibility Our Responsibility

YOU must be responsible to your dealers for the condition of your shipments on arrival—a defective packing case not only means financial loss but dissatisfaction to your trade and damage to your reputation as a careful manufacturer.

Insurance against the possibility of damage and dissatisfaction is available and may be had only by placing your packing case responsibilities with reputable and careful packing case manufacturers.

Remember the packing case is all that protects the high quality instrument you manufacture while it is in transit.

“Atlas” 3-ply veneer cases are *quality* cases manufactured in enormous quantities for the highest class trade. “Atlas” cases are made of 3-ply birch and hard maple veneer with clear spruce battens—a remarkable combination—insuring both beauty and strength.

These four thoroughly organized factories are equipped to furnish you with “Atlas” packing cases in any quantity. “Atlas” cases are uniformly of high quality.

Why not make us responsible for your *important* packing case needs?

Nelson & Hall Company

Blair Veneer Company

Richford Manufacturing Co.

Veneer Products Company

Exclusive Selling Agents

**ATLAS SALES
CORPORATION
RICHFORD, VERMONT**

Chicago Office

327 South Lasalle St., Webster Bldg.

“ATLAS”
PACKING
CASES



Carry
the
Weight
Save
Freight

BUSINESS WITH AUSTRALIA GROWS

Prospects Deemed Favorable for the Continued Increase in the Consumption of American Goods—Talking Machines Much in Favor

The trade of Australia before the war was practically divided between England and Germany, with a relatively small amount coming from the United States. This was largely due to the fact, Trade Commissioner A. W. Ferrin at Melbourne points out, that the principal exports of Australia—wool, gold, wheat, meats, hides and skins—were normally exported to the English market. The sympathetic feeling between Australia and America, which has grown up from the war, he explains, will tend to encourage trade between the two countries.

An Australian market for American goods ought to be especially desirable, as the seasons are the reverse of those in the United States, permitting the American manufacturers to make good during the dull season for this trade which has been accustomed to place its orders nine months ahead of requirements. One of the

drawbacks is the question of credits, but Australian bankers realize the situation and are willing to make arrangements with New York banks to pay American manufacturers for their goods upon the receipt of invoices and shipping documents, when properly authorized by Australian merchants who will pay the interest, exchange and collection fees upon terms pre-arranged with the bankers.

Australian merchants feel that while it would be advisable for representatives of American firms to make trips to the Australian market in order to establish connections, local agents could conduct the actual business more satisfactorily, owing to their knowledge of the financial standing of local concerns, of the best time to make shipments and of the grade of goods required.

The exports of American musical instruments to Australia have made great strides within the past few years, and the American piano and player is now recognized as an instrument of superior merit in that country. It is quite evident that the demand during war times will continue, because American musical products have won an established clientele.

ACME-DIE

- CASTINGS -

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

WON SUCCESS FROM THE START

A. F. Meisselbach, Vice-President of the Otto Heineman Phonograph Supply Co., Is a Veteran in the Talking Machine Industry.

One of the veterans of the talking machine industry is A. F. Meisselbach, vice-president of the Otto Heineman Phonograph Supply Co., Inc.



A. F. Meisselbach

and head of the Meisselbach division at Newark, N. J. He started his manufacturing career some thirty-five years ago when he decided that the fishing paraphernalia of that period was not up to the proper standard. He then perfected an absolutely silent fishing reel which attained success and which was the start of the Meisselbach institution.

Some years ago Mr. Meisselbach went further ahead with his inventive plans and placed on the market the Meisselbach motor, which has received an enthusiastic reception from manufacturers everywhere. About two years ago the Meisselbach motor became an integral part of the Heineman organization and this plant is now known as the Meisselbach division of the Otto Heineman Phonograph Supply Co., Inc.

The factory floor space has grown from 4,500 square feet to 60,000 square feet, but this is only the beginning, for in a few months the home of the Meisselbach plant will be a new \$500,000 plant, with a floor space of over 200,000 square feet.

Trubin Bros., Red Bank, N. J., are building an addition to their store to take care of the increased trade in the music department, especially in the sale of talking machines.

CABINETS and TALKING MACHINES for WHOLESALERS, DEALERS, JOBBERS



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK

NEEDLES

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

Gleanings From the World of Music

NEXT SEASON TO BE A BIG ONE FOR POPULAR MUSIC

Dealers in Talking Machine Records Will Do Well to Watch the Preparations of Music Publishers for Carrying on Strong Publicity Campaigns During Next Few Months

During the coming fall, according to the plans of the leading publishers of the country, some of the largest national advertising campaigns ever inaugurated in the publishing industry will be under way. Not only are the publishing houses that have carried on national advertising campaigns during the past season, and in seasons gone by, going to continue enlarging their plans, but it is now understood that several other large concerns have appropriated substantial amounts of money for this purpose.

It is conceded that the quick profits for the dealer are in the sale of popular songs and dance records. These mean constant sales to the same record buyers each month, and mean constant profit to the dealer. So he should watch closely the plans of the music publishers and jobbers during the fall as well as those of the record company for which he is agent.

National advertising alone does not sell songs. The leading publishing houses of the day have tremendous organizations, with representatives scattered throughout the country in every large city, and these representatives not only put into force plans for the popularization of songs in the city where they have their permanent location, but they also cover all adjacent territory. They see that the professional singers are plugging the songs, while the campaign is on; that bands and especially dance orchestras, feature them, and that practically every theatre and motion picture house features the numbers in their programs. The publishers that go into these large campaigns do it after much planning, and it is very seldom the songs selected to be featured in these big drives are failures.

Then, too, to-day they invariably have the support not only of the record corporations and their jobbers, but also of the music roll cutters, and all these forces, working toward one end, mean record sales for the live dealer.

The sale of songs and instrumental selections in sheet music, record form and in player rolls has greatly increased during the past two years. The music publishers are taking advantage of this, and these advertising campaigns, as now planned, are made for the purpose of caring for the greatly increased popularity of music of all kinds. The more music of all kinds that is sold the more will be sold, and the demands for sheet music and talking machine records during the coming fall will be so much greater than in past seasons that the dealer who does not prepare beforehand will find himself shorter of stock than at any time during the past two years. Consequently, cautioning him to be prepared and to take advantage of these campaigns is with a view to giving him time to stock up.

The greatly increased interest in sheet music has also added to the demand for standard works, and the demand for popular numbers in no wise impairs the salability of standard records. It must be remembered, however, that the popular songs—the songs of the moment—mean quick sales which are repeated with each monthly release, and these are the numbers that are going to be extensively advertised.

Men Who Make Popular Songs

No. 4—Theodore Morse

Probably one of the most successful composers, and one who is well known to the majority of talking machine dealers, is Theodore Morse, who is more frequently referred to as "Teddy." Besides being a successful song writer he is considered one of the best his-



Theodore Morse

torians on musical matters in the country. As pianist with the "Record Makers" he has toured practically the entire country, always working in close co-operation with the talking machine dealers of the towns visited. He is a man of most pleasing personality, and, unlike a good many artists, he is successful in business activities. Among the composers and song writers he is referred to as "the old melody master," this despite the fact that he is apparently a young man. Frequently, when the younger song writers have difficulties in composing a melody to lyrics which do not readily lend themselves to musical composition, they take their troubles to Teddy, and in that manner he has probably been a co-author of hundreds of songs, for which he has neither asked

Everyone SINGS **FIFER SONGS** Everyone SELLS

WONDERLOVE

Waltz—Serenade

a high-class waltz song by Harry D. Kerr and H. Joseph Tandler, of Los Angeles Symphony Orchestra. "I've Got a Little Home in the Country," the natural hit, a lyric and a melody that young and old cannot resist.

"When You're Lonely"—(Won't you come back to me) a syncopated ballad. It prompts a tear and tickles the toe at the same time. Featuring Ruth Clifford—Movie Star.

"Clovertime"—A tingling tantalizing tempo.

"The Only Sweetheart I Ever Had"—a sweet and expressive "mother" song.

"The Busted Blues"—A razzzy-jazzzy funny no money blues.

"Just for a Place in Your Heart"—A popular-priced waltz song of the better sort.

C. ARTHUR FIFER MUSIC CO., Inc.
Quincy, Ill., U. S. A.

nor received credit. He has a long list of songs to his credit, but it is unusual for him to refer to them himself. Among these are: "Blue Bell," "Dear Old Girl," "M-o-t-h-e-r," "Way Down in My Heart, I've Got a Feeling for You," "Arra-Wanna," "Keep a Little Cozy Corner in Your Heart for Me," "Little Boy in Blue," "Sing Me Love's Lullaby," and "Lullaby Blue." This latter number has been a big success during the past season, while "Sing Me Love's Lullaby," is a high-class number which has been sung and recorded by prominent operatic stars, and is without doubt a work which will remain in the standard catalog of the publishers of the song.

SONG WRITERS AND PUBLIC TASTE

Producers of Popular Music Fall Back on Ballads When There is Any Question Regarding Sort of Song Public Wants

When song writers find it hard to discern the public taste or pleasure in popular songs in any one season they always return to ballads. No matter what particular style of song seems to have great popularity at the moment, a ballad always has a fair chance of success, though they are, it is true, much harder to write successfully, and those of a high-class nature are most difficult to make popular. Seldom do such numbers become popular in any one season, and often require campaigns for a period of three or four years before they are finally accepted as big successes.

During the past season ballads which have lent themselves to waltz arrangements were among the most successful numbers produced in the popular and semi-popular field. The Oriental type of song also had quite a vogue, and the "shimmie" numbers, while their life was short, were big successes for a period.

The successful song writer must, if possible, anticipate the public's taste months in advance of the actual publication of his songs, inasmuch as it takes time to place them, and even after acceptance there must be a period of delay. Also the publishers may designate it as one of the numbers to be featured in a campaign with songs of entirely different type. The song writer, therefore, must take all these things into consideration many months in advance. For instance, at the present time most of them are writing for the fall season, and it would be a song of exceptional merit to be published by a popular house during the summer months. From all indications the coming fall will see many ballads of the higher type, especially as regards the lyrics, which are showing much improvement. In the novelty field we will without doubt have quite a vogue of jazz numbers. The song writers appear to feel that this is what the public will want, and most of those who can adopt this style of song are busy.

STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" Some Roaring Song	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" Some Waltz Song
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" Some Lodge Song	HIT No. 7	"INDIANOLA" Some Novelty Song
HIT No. 3	"WAIT AND SEE" Some Waltz Song	HIT No. 8	"PAHJAMAH" Some Oriental Song
HIT No. 4	"TEARS OF LOVE" Some successor to Smiles	HIT No. 9	"KENTUCKY DREAM" Some High-Class Waltz Song
HIT No. 5	"OH HELEN" Some Comedy Song	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" Some Wonderful Song

THESE NUMBERS CAN BE OBTAINED IN
RECORD, PLAYER ROLL AND SHEET MUSIC FORM
PUBLISHED BY **JOS. W. STERN & CO.** 105 WEST 38th STREET
NEW YORK CITY

THE A·R·L ATTACHMENT

Makes the VICTROLA a universal machine

Without removing or changing the sound box

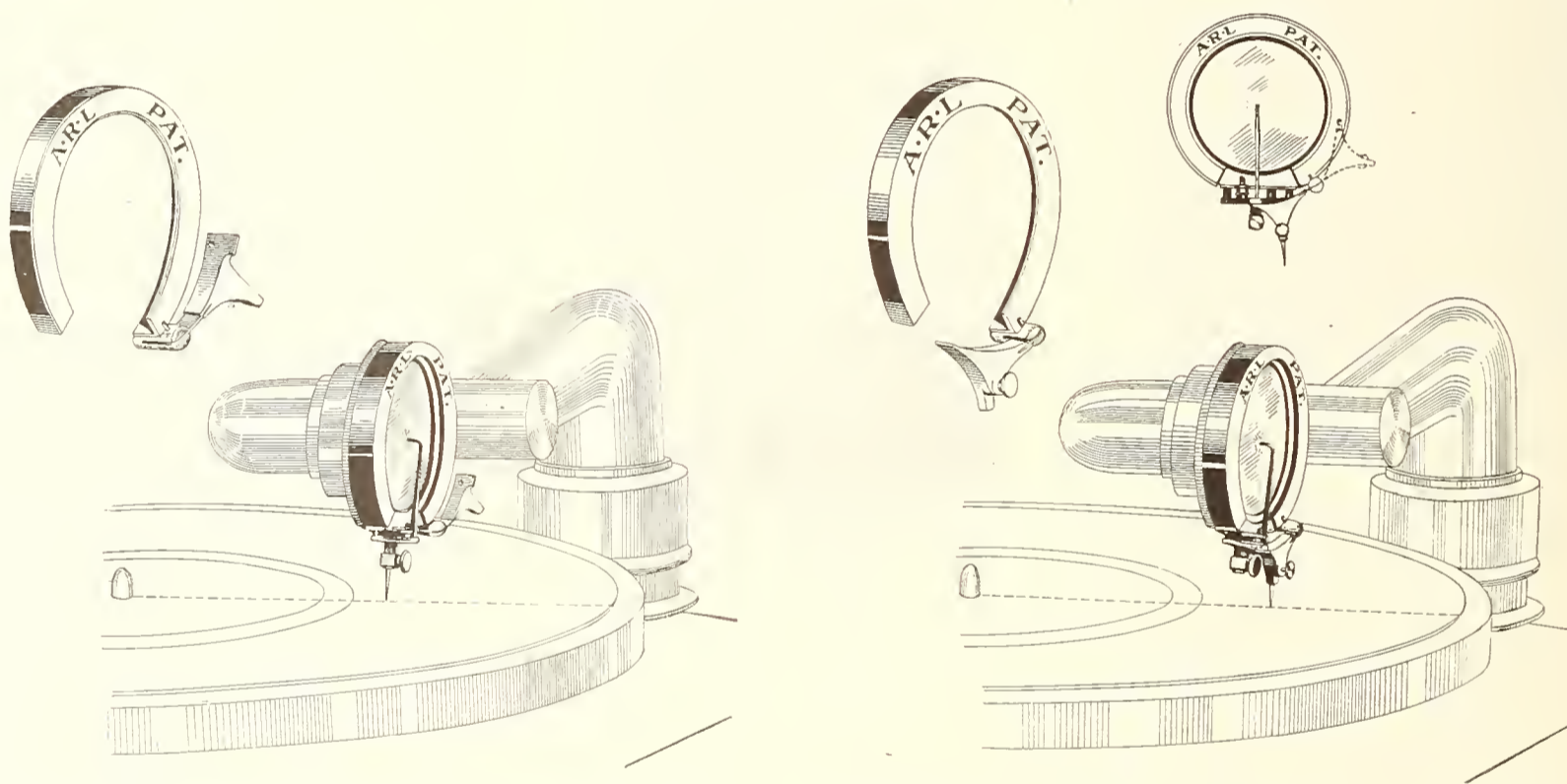
So simple a child can attach and operate it.

Remains permanently upon the machine.

Mechanically and scientifically correct.

Plays all types of records in the ONE NATURAL position of the Victor sound box with equal beauty of reproduction.

Protected by patent.



Shows the position of the A. R. L. Attachment when a lateral cut record is being played. Note that the sound box is in its regular position.

Shows the position of the A. R. L. Attachment when Victor is playing hill and dale record. Note that the sound box is in the regular position, and needle on direct line with center. It is scientifically and mechanically correct.

Attachments for Victor Exhibition Box now ready for delivery.

Retails, \$2.00

AMERICAN RECORDING LABORATORIES

56 WEST 45th STREET, NEW YORK

Happenings in Dominion of Canada

TRADE IN MONTREAL PREPARING FOR INCREASED DEMANDS

New Stores Being Opened and Established Stores Enlarged—Some New Products on the Market—Higher Grade Machines Have the Call—Opera Season in Halifax Helps Sales

MONTREAL, CAN., July 7.—Despite the warm weather, which has been intense here for the past few weeks, the retail talking machine business continues to hold its own. Many dealers in fact report a business quite as healthy as that which preceded the Christmas holidays and there appear to be no visible signs of depression or slackening. The greatest demand has been for the larger and more expensive cabinet models sold in large numbers as wedding gifts for June brides.

The Cosmopolitan Graphophone & Piano Co. is the only exclusive Columbia dealer on St. Lawrence Boulevard. L. Foisy, manager, has recently renovated the showrooms and added six extra soundproof demonstrating rooms. The assortment of Columbia Grafonolas is large and a most complete listing of foreign domestic records is carried in stock.

L. G. Fournier & Co., 114-16 Rideau street, Ottawa, Ont., are new Brunswick dealers.

Layton Bros. have been using attractive advertising copy featuring Edison machines and records. A recent announcement was devoted in its entirety to the records of Anna Case and was coincident with the appearance of this famous artiste in Montreal in the photo film "The Hidden Truth." The timeliness of this advertising, coupled with the prominence of this artiste, proved an impetus to the sale of her records.

R. J. Dales, 249 Laurier avenue West, represents His Master's Voice lines in the north end and states red seal records are the prime favorites.

Among recent sales made by C. W. Lindsay, Ltd., Ottawa, branch was a Sonora Grand to a prominent citizen of Hull, Que.

J. J. Flynn has opened newer and larger premises at 556 St. Catherine street West, where one floor is devoted exclusively to the sale of Gerhard Heintzman phonographs and Victor records.

N. G. Valiquette, of N. G. Valiquette, Ltd., one of the most important Pathé dealers in Canada, has secured the services of Albert Bien-jonetti as the head of the music department of his Home Furnishing Emporium.

A. J. Freiman, Ottawa, is now handling the Aeolian-Vocalion phonograph line in addition to other makes featured.

Employees of Layton Bros., Edison and Columbia dealers, recently held their first annual picnic. They chartered the steamer Three Rivers with Lavaltrie as their destination. The warerooms being closed up tight for the eventful day all hands were on deck.

An attractive window display of talking machines more than pays for itself, said Charles Culross, Sonora and Aeolian-Vocalion distributor. Aeolian records, for which he has the sole local distribution, are selling in goodly volume with Sonora needles enjoying immense popularity.

An exclusive Pathé phonograph salon has been opened up at 232 St. Laurier avenue W. under the name of the Phonograph Sales Co. with Hector Garand and Joseph Dumont as joint managers.

The Phonograph Shop of Montreal, Regd., recently demonstrated the Pathé "Actuelle." Manager Geo. S. Pequegnat is most enthusiastic over the sales possibilities of this latest Pathé model.

Brown's Talking Machine Shop (S. H. Brown, proprietor) is well satisfied with the second month's business, June sales in His Master's Voice lines proving most successful. Mr. Brown is looking forward to a good live fall business.

J. B. O'Brien has resumed the management of the talking machine department of C. W. Lindsay, Ltd., Ottawa, after doing "his bit" for a number of years in France.

The Berliner Gramophone Co., Ltd., retail stores are all handling a large quantity of business, both in machines and records, and state that every year sees a heavy increase in the call for the smaller His Master's Voice lines suitable for camping and summer cottages with an enormous demand for dance records.

C. W. Lindsay, Ltd., report no falling off in the demand for Columbia and Sonora machines and Columbia records.

Prattephone, Ltd., St. Jerome, Que., has been incorporated to buy, sell and manufacture talking machines with a capitalization of \$49,000.

The Brunswick Shop is being accredited its

full quota of trade and is more than pleased with the number of machines delivered the past month. It is fully confident that July will far outstrip sales the same month of last year.

Halifax, N. S., has just had a two weeks' season of grand opera by the Boston English Opera Co., which recently played at His Majesty's in Montreal. So successful was the local engagement that the company has prolonged its season and will return to Halifax for the week of July 7. It proved a great impetus for phonograph dealers in the call for records.

The high price received for fish has created an epidemic of extravagance among the fisherfolk along the South Shore of Halifax. They think nothing of paying ten thousand dollars for a house and turn up their noses at cheap cars, preferring high-priced machines, in which they drive grandly to the fish flakes and back again. In Lunenburg alone with a population of three thousand there are nearly two hundred automobiles and four shops specializing in talking machines and pianos, each as busy as can be.

SPIRIT OF ORGANIZATION PERMEATES TORONTO TRADE

Lesson of Co-operation, Taught by War, Not Wasted—Charles R. Leake Deserts Bachelorhood—H. B. Foreman Buys Osborne Phonograph Co.—Goederich Organ Co. Banquets Employees

TORONTO, ONT., July 6.—It is logical that the development of the talking machine industries should generate a series of problems, the solution of which suggests the desirability of organization. One of the effects of the war upon trade has been to force a more general co-operation of those in individual industries. The piano manufacturers are strongly organized. Retailers in the different centers are organized and getting good results in saving money, making more money and educating the public to a decent appreciation of the worth of the people in the music business.

Charles R. Leake, one of the proprietors of the Music Supply Co., distributors of Columbia lines, has surprised those of his friends who had supposed him to be condemned to eternal bachelorhood. Mr. Leake was married recently to Miss Marguerite Eleanor Brandon, niece of the Misses Brandon, of Richard's Landing, Ont.

Harold V. Utting, of Woodstock, Ont., who recently returned after nearly four years' service overseas, has taken up his residence in the city and will join his father, John Utting, in the piano and musical instrument business, 505 Dundas street, Woodstock. While he will identify himself with all departments of the store, his particular branch of the business will be the Grafonola and record department.

A newcomer in music trade circles here is H. B. Foreman, who has bought the business of the Osborne Phonograph Co., opened over two years ago by F. H. Osborne, on Broadview avenue. The Music Supply Co., distributors of Columbia Grafonolas and records, have begun their ninth business year. Their record to date is one of which the proprietors, John A. Sabine and Chas. R. Leake, may well be proud.

Unity of opinion does not exist in the talking machine trade in the question of sending out

records on approval. Some dealers attribute much of the increase in their record sales to the adoption of the records-on-approval plan within certain limits. Others unconditionally oppose the practice.

At a banquet recently tendered the employees of the Goederich Organ Co. by its directors the musical program was furnished by the Royal talking machine, a product of this company's own plant. The occasion was the return of the president, Alex. Saunders, from his trip to Lyons Fair, in France. Following the luncheon a very informing talk on after-the-war conditions in Europe was delivered by Mr. Saunders.

Long before the new Heineman OkeH records had become known in Canada the Canadian buyers of motors and phonograph supplies were well acquainted with the Otto Heineman products. But it took the OkeH records to give the final touch to the great popularity of these products. Since the OkeH record has made its way into Canada's musical homes the Toronto offices of the Otto Heineman Phonograph Supply Co., Inc., are buzzing.

WINNIPEG DEALERS GIVE DINNER

Complimentary Dinner Given to Morgan Kingston, Popular Columbia Artist—Victrola Brought Back From War Front Stood Three Years of War—Buried Three Times

WINNIPEG, MAN., July 5.—A recent regular meeting of the Winnipeg Columbia Dealers' Association took the form of a complimentary luncheon tendered to the celebrated tenor and Columbia artist, Morgan Kingston. The meeting was under the chairmanship of Robt. Shaw,

(Continued on page 144)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

HAPPENINGS IN CANADIAN TRADE
(Continued from page 143)

of Cassidy's, Ltd., Columbia distributors for Western Canada. Among the firms represented were the Winnipeg Piano Co., Cassidy's, Ltd., J. H. Ashdown Co., Banfields, Ltd., T. Eaton Co., the Phonograph Shop, Sargent Pharmacy, Muscovitch Bros. and the National News Co.

John E. White, of the Musical Merchandise Sales Co., has just returned from a trip West, making the principal towns as far West as Swift Current, Saskatoon and Regina. Mr. White came home by way of Chicago, and the Brunswick orders, which the Brunswick-Balke-Collender Co. in the States has yet to fill, speak very well for the coming conditions in the trade.

COVERS A WIDE TERRITORY

Convention of Talking Machine Jobbers Attracts Delegates From Maine to Hawaii

There is nothing narrow about the convention of the National Association of Talking



From Maine to Hawaii
C. B. Snow
of Portland



W. D. Adams
of Honolulu

Machine Jobbers, for despite the fact that only Victor jobbers are eligible to membership these jobbers are scattered all over the United States and its possessions, and few of them fail to

"She was a good old pal" was the touching inscription scratched on a little Victrola IV, which has just come home from the Western Front, by the men who know what it was to have the comfort and tonic of music in the front lines. This Victrola, No. 183091D, was taken overseas by Sgt. R. M. Ross, son of T. H. Ross, the Vancouver music dealer, in February, 1916, and was three times buried in a dugout. The machine is literally "plastered" all over with names of the comrades of Sgt. Ross and the engagements through which they went. One of these, curiously enough, was the name of Signaler Elmer Howes, cousin of E. J. Howes, manager of the National Piano Co., Ltd., Toronto. Elmer Howes lost his sight through a shell bursting in his face and is now in the English St. Dunstan's School for the Blind.

make the annual, or occasionally bi-annual, pilgrimage to Atlantic City to meet the other fellow and talk over business. At the recent convention, for instance, there were jobbers from Maine, and at least one from distant Hawaii. C. B. Snow, for instance, of the Cressey & Allen Co., Portland, Maine, and W. D. Adams, from the Bergstrom Music Co., Ltd., Honolulu. The two gentlemen mentioned are shown herewith. Despite the fact that they live nearly 5,000 miles apart, they are citizens of the same country, speak the same language and everything, including the selling of Victrolas.

PLANNING BIG FALL TRADE

C. W. Neumeister, Assistant General Manager of Otto Heineman Phonograph Supply Co. of Illinois, Tells of Western Activities

Charles W. Neumeister, assistant general manager of the Otto Heineman Phonograph Supply Co. of Illinois, was a recent visitor at the executive offices of the Otto Heineman Phonograph Supply Co., Inc., of 25 West Forty-fifth street, New York City. Mr. Neumeister spoke very encouragingly of the business situation in the West, stating that the demand for Heineman and Meisselbach motors, tone arms and sound boxes was far beyond all expectations. "The talking machine manufacturers in this section of the country," he said, "are preparing for a banner fall trade, and in many instances are making plans to handle a business 100 per cent. greater than last fall. The OkeH record is gaining in popularity throughout the West with each succeeding bulletin.

WALTER S. GRAY'S

JOBBER'S BULLETIN OF PHONOGRAPH ACCESSORIES

The best of everything my policy and the best of service my practice.

Albums; Attachments for Edison Machines to play all records; All in One and plays all attachments to play all Records on Columbia and Victor Machines; Corrugated and Wooden Packing Boards; Diaphragms-Mica; Edison Diamond Points; Edison Sapphire Points; Fibre Needle Cutters; Harmonicas; Lansing Khaki Covers; Literature Hangers; Easels and Monthly Supplement Displays; Monthly Supplement Envelopes; Needles, Steel and Semi-Permanent; Pathé Sapphire Balls; Ready Files; Record Cleaning Brushes, Printed and Unprinted; Record-Lites; Record Stock Envelopes for all sizes Victor, Columbia, Pathé; Reproducers; Record Delivery Envelopes, 11½x11½ and 13½x13½; Seals and Stickers for Envelopes and Packages; Sticker Moisteners; Violin Strings.

WALTER S. GRAY

508-529-530 Chronicle Building
SAN FRANCISCO

CONVENTION OF DOEHLER FORCES

Sales Representatives of Doehler Die Casting Co. Hold Semi-Annual Conference in New York—Some Pleasing Social Features

The semi-annual sales convention of the sales representatives of the Doehler Die Casting Co. was held at the Brooklyn factory on Friday and Saturday, June 27 and 28. A full attendance of the company's representatives from all parts of the country was recorded. Prizes were awarded to the holders of the three highest



The "Alwilda"

marks established during the six months then ending. The award of prizes of this nature is an innovation on the part of this company and the highly satisfactory results obtained during the past six months warrant the continuance of the practice.

The social end of the gathering was featured by an outing and boating party on Saturday, fathered by H. B. Griffin, general sales manager, as follows:

The party left the factory at Court and Huntington streets at 12 o'clock. Lunch was served at Bensonhurst Yacht Club at 1. The production manager, John Kirkland, was the host of the party on board his handsomely fitted 53-foot launch, the "Alwilda," which left the Bensonhurst Y. C. pier at 2:30, and after a leisurely cruise along the bay landing was made at the Belle Harbor Yacht Club at 6, where an excellent dinner was served, and the return trip started at 7:30, arriving at the starting point, the Bensonhurst Yacht Club, at 9:30, where, acclaiming the trip one grand event, the party disbanded and the 1919 Summer Convention of the Doehler Sales Representatives came officially to an end. It was one of the most enjoyable events of the season.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

RAMOSOLA PHONOGRAPHS

The Talking Machine With a Soul

Best on Earth. We Prove it by Perfectly Playing All Makes Of Disc Records.

Richmond Made Perfectly Adjusted Machine of Universal Proclivities.

We Have Profited by The Mistakes of Others. The Proof of Our Profit—Look What Happened

To The Blind Typewriter So Will it be with the One School Machine and The So-called Universal.

Thirteen Models. Write for Trade Discounts. We also Job the Quality Line of Motors, Tone Arms and Records

We mean OkeH Records, Heineman Motors, Meisselbach Tone Arms, Cleartone Needles.

Ramos-Eubank Phonograph Mfg. Co.

The South's First Phonograph Manufacturers

P.O.Box 1354 104 N. 7th Street Richmond, Va.



The Columbia Supplement this month contains six chapters on dance music—and all the dances.

**Columbia Graphophone Co.
NEW YORK**



TO CONDUCT HEINEMAN RESEARCH

John J. Scully, Long in Talking Machine Industry, Becomes Head of Experimental Laboratory of Otto Heineman Phonograph Supply Co., Inc., New York

The Otto Heineman Phonograph Supply Co., Inc., New York, announced this week the appointment of John J. Scully as manager of experimental laboratory with headquarters in New York.



J. J. Scully

Mr. Scully will have complete charge of all of the company's research and experimental work, and his previous experience admirably equips him for this important post. John J. Scully was associated with the Columbia Graphophone Co. for the past thirteen years, and since 1917 has been supervisor of the company's experimental and mechanical laboratories. For four years he was intimately associated with F. H. MacDonald, a pioneer in phonograph development, and during this period Mr. Scully acquired a thorough technical knowledge of the mechanics of this industry.

Mr. Scully has designed apparatus required for special adaptations of the phonograph, and in addition invented several labor-saving devices. He therefore brings to his new position

an invaluable experience that will be at the disposal of the Heineman organization and clientele, and which will undoubtedly prove a tremendous advantage to every user of Heineman products.

TO ESTABLISH WESTERN OFFICE

D. Bartelstone, of Lucky 13 Phonograph Co., Makes Western Trip in Connection With Important New Distributing Arrangements

D. Bartelstone, president of the Lucky 13 Phonograph Co., New York, made a trip to Chicago and some of the larger trade centers in Canada during the early part of this month. Before leaving Mr. Bartelstone made no definite statement as to his plans, but it is understood that some Western interests were very anxious that he make the trip. It is reported that the company have made tentative arrangements for a Chicago office and announcement of their location is looked for shortly. The Lucky 13 Phonograph Co. have been closing a large volume of business in the West and the above move is being made to give greater care, if possible, to orders from that territory.

David R. Doctorow, general manager of the company, who was recently discharged from the United States Army, after distinguished service in France, has again returned to his duties. Mr. Doctorow is a well-known motor expert and besides the above connection he is interested in several machine tool companies. He contemplates making a trip in the near future visiting the trade in various parts of the country and getting in touch with trade conditions.

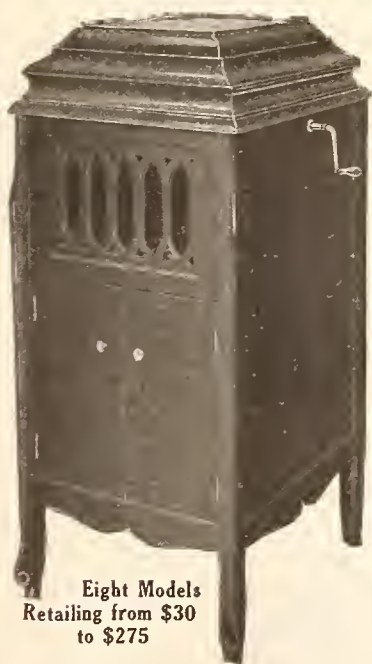
DELIVER PHONOGRAPH BY AIRPLANE

Edison Machine Carried Through the Air From Kansas City to Sedalia, Mo.

SEDALIA, Mo., July 5.—The delivery of an Edison phonograph by airplane is a feature just accomplished here through the enterprise of W. M. Hinde, of the Sedalia Music Shop. The instrument was placed in the airplane by The Phonograph Co., Kansas City, and was carried through the air to the Missouri State Fair Grounds near this city. Samuel Pickard, a veteran army flyer, piloted the machine, and although delayed and forced to land once by mechanical trouble, he succeeded in continuing his flight and reached the Fair Grounds without further mishap. The Edison phonograph stood the trip perfectly, and when landed was able to turn out the jazziest of jazz tunes without delay.

After the machine had been delivered, Mr. Hinde got into the plane, and flew over the Fair Grounds and the city, throwing out large quantities of handbills telling of the new airplane phonograph delivery. Mr. Hinde ended his flight in safety, but when the aviator attempted to take up the next passenger the machine crashed into a tree and both the aviator and his passenger were seriously but not dangerously injured.

Before purchasing the Sedalia Music Shop, Mr. Hinde was connected with The Phonograph Co., of Kansas City, as district manager. His enterprise and the successful manner in which the affair was carried off won columns of free reading matter in the local newspapers.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equaled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

*Sona-Tone Steel Needles and Jewels
are the Best on the Market*

SONA-TONE PHONOGRAPH, Inc.
110 West 40th Street
New York City

DISTRIBUTORS AND EXPORTERS

W. REED WILLIAMS, INC.,
160 Broadway, New York City.

HANDELMAATSCHAPPY "TRANSMARINA," INC.,
62 William Street, New York City.

WILLIAM A. MURDOCK, 744 No. 41st St., Philadelphia, Pa.

GEORGE A. CALDWELL, 808 Blue Hill Ave.,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.

SONA-TONE DISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.

DE VAUSNEY & TAYLOR, 512 Orange St.,
Newark, N. J.

VAN WIRT & BROMLEY,
Fairmont, W. Va.

SONA-TONE MUSIC COMPANY,
Glens Falls, N. Y., Hudson Falls, N. Y.

INCREASE FACTORY EQUIPMENT

Peerless Album Co. Installs New Machinery in Order to Handle Growing Demands

The Peerless Album Co., New York, manufacturers of record albums, has, during the past two months, added greatly to the equipment of its plant. The new machinery installed adds to the efficiency of the plant as well as to the production of albums.

Philip A. Ravis, president of the company, takes personal interest in the processes going into the making of the completed albums and great care is taken in every department to make



Embossing and Finishing Department

the finished product of the highest standard. Herewith is shown some reproduced photographs of the embossing, and the finishing and packing departments. The albums pass through a series of examinations during the course of their manufacture and the examination just prior to packing is the most thorough of all.

The demand for record albums is constantly growing and the officers of the above company



Packing Department

state that it will greatly increase during the coming fall. They look forward to a period of great prosperity in the album field and are making every effort to prepare themselves for the added sales.

BULK SALES LAW IN PENNSYLVANIA

Through the activities of the Pennsylvania Legislative Committee of the Credit Men's Association, there was passed at the last session of the Pennsylvania Legislature a bulk sales bill which supersedes a law which had been found insufficient. The new act goes a step beyond the Michigan statute, which has usually been regarded as a model. It imposes in addition certain clear obligations on the vendee if the sale in bulk is to be legal. Business men should become acquainted with its provisions.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

ANDREW H. DODIN

176 Sixth Avenue New York

TELEPHONE, CHELSEA 8437

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
GRAND AVE. AND BERGEN ST.
BROOKLYN, N.Y.

NEW PRINCIPLE INVOLVED

Copper Process Co. Announce Tone Arm Made Along New Lines That Interest

What is claimed to be a tone arm manufactured under new principles has recently been put on the market by the Copper Process Co., of New York City. The basic principle in the manufacture is copper plating on a core which has the shape of the tone arm desired. After the plating is of proper thickness the core is removed and the finished product without a seam is the result. The advantages claimed by the manufacturers are as follows: "The standard of production is obtained, for the same core is used no matter how many tone arms are produced. There are not as many separate pieces in a tone arm so constructed. The execution

of more graceful lines and curves may be made and a practically limitless field of design may be carried out by this process of manufacture. The finished product, being made of copper, is practically unbreakable and has a much better surface on which to plate either with nickel or with gold. The plating generally has a much higher luster and is not subject to the usual peeling. The acoustic properties of the tone arm are claimed by experts to be much better when copper is used. Due to the method of manufacture samples for prospective buyers can be made at reasonable prices and in order that the proper service with the trade may be had the company announces that a corps of its experts on tone arm construction are at the disposal of the trade. Production is practically unlimited."

In summertime place orders for holiday trade.

GOLD PLATING of **Tone Arms, Sound Boxes and Phonograph Parts**
OUR SPECIALTY
PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc. 20-22 JACOB STREET
NEW YORK CITY



TEN INCH

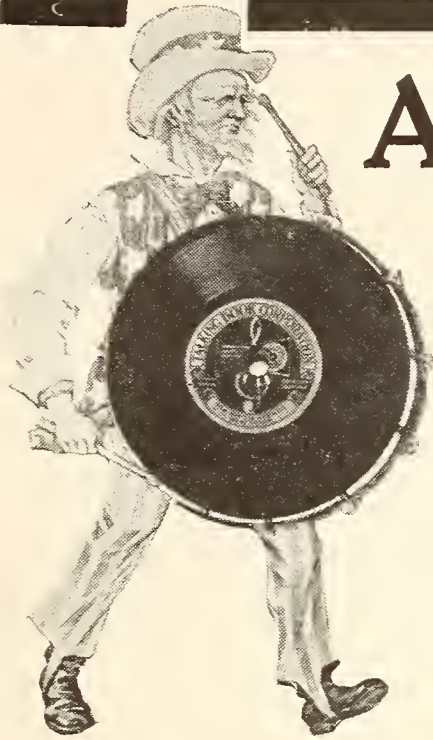
Operaphone

Play on all Phonographs

Records

COMPLETE CATALOGUE SENT ON REQUEST
OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.





Any Kids in Your Town?

JUST think what a wonderful additional market they offer to you! Just think what an enormous buying power they represent through their fathers and mothers, aunts and uncles, **IF** you have the right article!

TALKING BOOKS

—are the right article. They are making a tremendous hit with America's children. They are *selling*—in music stores, in department stores, in drug stores, in toy stores—selling wherever children are, and that's everywhere.

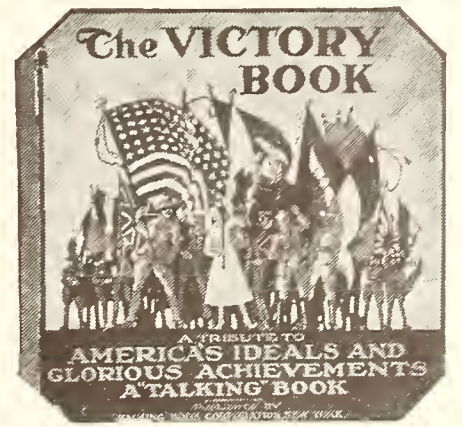
THREE BIG FEATURES

1. They advertise your store— because the kids want them, and bring their mothers and fathers in to get them, and then you sell them other records from your regular stock.

2. There is no dead stock— Every Talking Book is standard. The mocking-bird's song is the same next year as this year. And there's a new crop of kids every year!

3. There is no breakage— Talking Books are a new invention, containing unbreakable records, and little Jimmy can carry them along to bed, drop them on the floor and "treat 'em rough" without damage.

Fine for dressing your windows, because they're novel in appearance, contain pictures and are beautifully colored.



New Issues Every Month

This is a partial list of heavy sellers:

- The Mocking Bird...25 cents
- The Talking Parrot...25 cents
- The Roaring Lion...25 cents
- Uncle Sam25 cents
- The Dancing Girl....25 cents
- The Tired Baby.....25 cents
- The Little Hieland Mon25 cents
- Watermelon Coon...25 cents
- The Tiger Hunt.....25 cents
- The Battle of the Marne50 cents
- The Submarine Attack50 cents
- Mother Goose\$1.00
- The Victory Book..... 1.50
- Twilight and Dawn in Birdland..... 2.00

Send for complete illustrated catalog.

Profit Takers

The shrewdest buyers of the country are the keenest advocates of Talking Books.

Here are a few out of many who have opened Talking Book departments, with window displays, local advertising and big results in profits:

- John Wanamaker, Philadelphia, New York
- Marshall Field, Chicago, Ill.
- J. L. Hudson Co., Detroit, Mich.
- La Salle & Koch, Toledo, O.
- Hallet & Davis, Boston, Mass.
- R. H. Macy & Co., New York City
- Scruggs, Vandervoort & Barney, St. Louis, Mo.
- Joseph Horne & Co., Pittsburgh, Pa.
- Lord & Taylor, New York City
- H. & S. Pogue & Co., Cincinnati, O.

Don't miss another day of your Talking Book profits!

Be the first in your territory to cash in!

Dealers' discount 1/3 off and over, according to quantity. Attractive display material goes with your shipment.

Send in your order to-day.

TALKING BOOK CORPORATION

1 West 34th St., New York AT-FIFTH AVE.

TALKING BOOK CORPORATION
Western Division
608 So. Dearborn St.,
Chicago

Exclusive Export Distributors
EMERSON INTERNATIONAL, INC.
180 Broadway, New York City

TALKING MACHINE DEALERS HOOKING UP WITH MUSIC

Talking Machine Dealers Find It Profitable to Watch Campaigns of Music Publishers and Arrange Their Local Campaigns in Accordance With Such National Advertising

During the past few seasons music publishers, particularly the publishers of popular music, have gone into national advertising in a big way, and have served to bring their latest issues

and recognize the fact that a goodly proportion of the public secure their popular music through the medium of player-piano music rolls and talking machine records, and have made special mention

of the publishers, and hooking up their own advertising with those campaigns as far as possible, there was offered an opportunity for increasing materially the sales of records. Through the medium of special posters and special window displays there has been much done along this line, an example of associating the record with the sheet music being presented herewith in the reproduction of an attractive window display of "Chong" in Meek's Music Store, Wilson avenue, Chicago.

It is understood in the fall music publishers will inaugurate publicity drives on a larger and more extensive scale than ever before and it would seem that the live talking machine dealer should look forward to these campaigns and take advantage of the opportunity they give him in featuring and disposing of record hits.

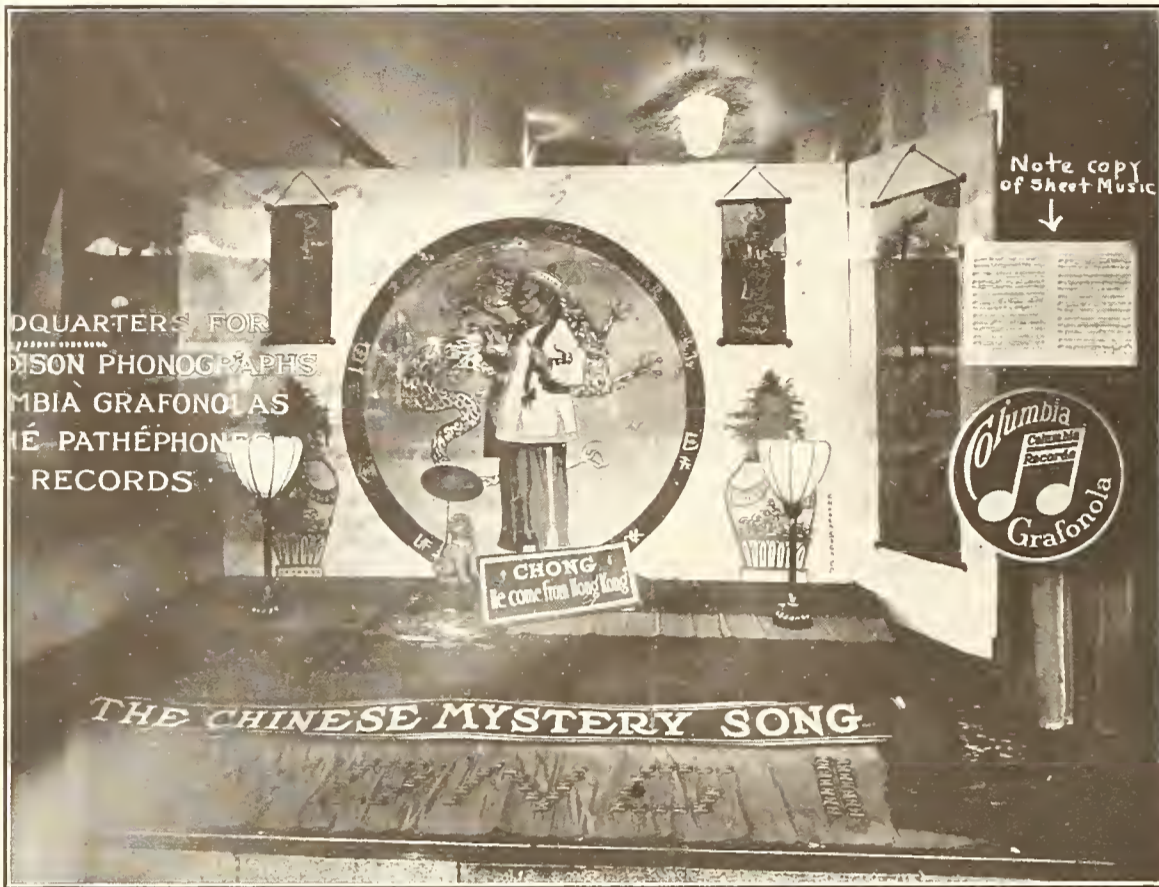
NEW LINE OF MACHINES GOING WELL

Franklin Phonograph Co. Producing Ten Attractive Models of Machines

PHILADELPHIA, PA., July 1.—The Franklin Phonograph Co., Tenth street and Columbia avenue, this city, who presented their line of talking machines to the trade at the first of the year, report that their various models have proven very popular. The line now consists of ten models, eight being of the upright type and two table models. Excellent production facilities are available and the distinguished feature of the line is the tone quality and cabinet work. Territory is now being awarded to dealers throughout the country. One of the sales policies of the company is to deal direct with the dealer.

Harrison F. Thornell, well known throughout the talking machine trade, and formerly sales manager of the Bliss Reproducer, Inc., is now connected with the Franklin Phonograph Co. as general manager.

F. K. Pennington, assistant general sales manager of the Columbia executive office, is at present in Chicago in connection with business.



Featuring the Sheet Music With the Records

to the attention of the public through the magazines and follow-up advertising simultaneously in all sections of the country. Moreover, the publishers in their advertising have come to rec-

of the fact that their popular hits could be obtained in those forms. Talking machine dealers and jobbers, many of them, have realized that in watching the cam-

Build for the Future

A Record of Superior Tone Quality



OKEH

Immediate Shipment of ALL Popular Songs and Dances

RECORDS

The OkeH Record dealer has an opportunity to build up and develop a permanent and profitable record business, for **OKEH RECORDS** are definitely established as the most successful hill and dale record in the trade.



Liberal dealer discounts are included in our dealer plan. WRITE.

REID LAWSON, Inc.
OkeH Jobbers

519 First National Bank Bldg.
BIRMINGHAM, ALA.

BIG REDUCTION IN LIST PRICES OF RED SEAL RECORDS

Victor Co. Announces That Records by Such Artists as Caruso, McCormack, Gluck, Kreisler, Heifetz, Etc., Will Be Retailled at Half Former Prices—The Democratization of Music

An announcement of unusual importance and interest not only to Victor dealers, but particularly to music lovers and the record-buying public, was made by the Victor Co. through the medium of large advertisements in the daily papers on July 10, when it was stated that there had been a general reduction made in the catalog prices of Victor Red Seal records, the reduction approximating 50 per cent.

As a result of the new departure the records of such famous artists as Caruso, Galli-Curci, Farrar, Gluck, McCormack, Melba, Culp, Heifetz, Paderewski, Kreisler, Scotti, Sembrich and a host of others may be purchased by the public at prices ranging from \$1 to \$1.50, instead of \$2 to \$3, as formerly. Quartets and concerted numbers formerly listed at \$4, \$5 and \$6 may now be obtained at just half those prices.

Informal announcement of the new move was made at the jobbers' convention at Atlantic City and aroused widespread enthusiasm, it being the general belief that with Red Seal records selling at prices usually asked for records of popular songs of the day the demand for good music and the recordings of the great artists will be stimulated to a tremendous extent. Victor wholesalers were quick to apprise their dealers of the contemplated move, and the live retailers for their part lost no time in acquainting the public with the fact that reduced record prices were in effect at their particular stores, with suitable stocks to draw from. Frederick Loeser & Co., of Brooklyn, for instance, ran a big ad on the same day as the Victor announcement appeared, calling attention to the cut-price ruling and offering a substantial list of the most desirable records by leading artists available at the Loeser store at the new prices. Other retailers in various sections of the country likewise made quick capital of the new departure.

The talking machine is acknowledged to have accomplished tremendous work in acquainting the general public with the best in music, even with Red Seal records selling at the old prices. Now that they are obtainable at such a moderate cost they should prove even a greater factor in the general advancement of music interest in this country.

MUSIC AIDS AMERICANIZATION

President of Takoma Park Community Chorus Outlines Value of Music to Our New Citizens—Music Brings All Together, and It Helps Teach Foreigners Our Language

"The alien finds it hard to understand the average American's lack of true appreciation for music and frequently we overlook the opportunity to express to these newcomers America in terms of musical beauty," declares Mrs. Mary Louise Townsend, president of the Takoma Park Community Chorus, of Washington, D. C.

"Now, of course, music has an important place in American life, so large that we spend close to \$700,000,000 annually for it, but it has not yet been so interwoven with the life of the people in any such measure as it is found to be in other countries. Most of our immigrants are from lands where music has long been recognized as a nationalizing force and used as such and these people come to us full of the music of their native land. Naturally, their impulse has been on arrival here, not finding music freely provided by the Government, to gather at once into societies of their own people, thus keeping alive through music and language the spirit and love of their native lands.

"If these newcomers could be gathered as quickly as possible after they come to our shores

into community singing classes in English, several good influences would be set at work. In the first place, music would make these aliens feel more at home and would lessen their longing for the land they left behind. Time and time again it has been the testimony of immigrants that their chief reason for homesickness in America was the lack of music.

"In such community classes they would come in contact more quickly with our American citizens, for there is nothing like music to bring together people of differing nationalities and promote them in comradeship and a feeling of unity. Music is the one universal language for high and low, rich and poor, and people of every race and tongue. Would it not seem, then, to be a most potent factor for unifying the people of a democracy?

"Music would aid the foreign born to learn English readily. The association of the new language with a form of recreation and inspiration, which they already love, will do much to stimulate their affection and patriotism for the new country.

"Musical training, especially in groups, helps physical strength, unity of effort, obedience to leadership, self-control, and enthusiasm in a common cause. Through community singing in English, leading to community centers, our foreign-born element could be brought in direct touch with the Federal Government, and their education for citizenship could be inaugurated under auspices such as could not well be kindled by any other process. It unquestionably is the logical move."

TO OPEN STORE IN NEW YORK

Morris Brickner, who for some time past has conducted a retail talking machine store on Sutter avenue, Brooklyn, has arranged to move to Manhattan and expects to open a new store at 1681 Madison avenue, about the middle of the month. He will deal in Columbia Grafonolas and records, sheet music, musical merchandise, etc.

Remember—

ALBANY
"for capital service"

ON

RED SEAL RECORDS

This Map Shows Our Exceptional Shipping Facilities



IMPORTANT NOTICE

TO THE

AMERICAN TRADE

The Sterno Manufacturing Company
 19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

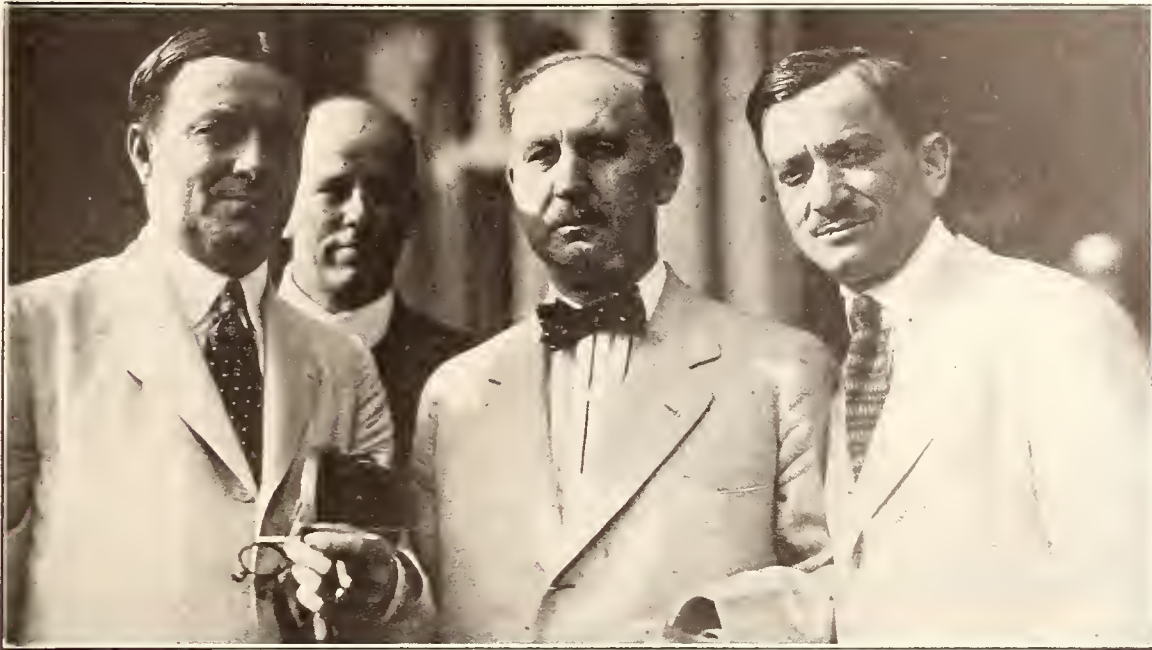
Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
 Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
 19 CITY ROAD LONDON, E. C. ENGLAND

NEWLY ELECTED OFFICERS OF JOBBERS' ASSOCIATION



Left to Right—Thos. H. Green, Vice-president; W. H. Reynolds, Treasurer; Geo. E. Mickel, President, and Arthur A. Trostler, Secretary

“THROUGH THE NEEDLE’S POINT”

The following poem from the Irish News, Belfast, is self-explanatory and needs no comment other than to say that the budding genius who composed it must have been quite familiar with the Muse. It is called “Through the Needle’s Point,” and has been utilized to good purpose by Thos. E. Osborne, the prominent talking machine man of that city:

No tongue I have, no hands, nor yet a voice,
Yet talk, or sing, or play which is your choice.
There is no instrument that you can name
I am not mistress of; 'tis all the same,
With song, I sing untiring, with the purest tone,
Soprano, Alto, Bass, or Baritone.
All languages are mine; with wondrous skill
I talk, weep, laugh, and will your senses thrill

With stirring scenes from playwrights, comic, tragic,

All bow in turn to my resistless magic.
Music and song my captives, sound my throne,
I reign supreme, their Queen,

THE GRAMOPHONE.

TO REPRESENT EJECT-O-FILE CO.

The Bliss Reproducer Co., 80 Fifth avenue, New York, manufacturer of the Bliss reproducer, and sales agent for many successful accessories, has been appointed selling agent for the products of the Eject-O-File Co., High Point, N. C. This filing system has met with phenomenal success, and the Bliss Reproducer Co. contemplates instituting an advertising campaign that will produce gratifying results.

GRAFONOLA PRICES INCREASED

New Price Schedule on Machines to Be Put Into Effect by Columbia Co. on July 15

The Columbia Graphophone Co. has sent out to the trade a notice to the effect that a new schedule of prices on Columbia Grafonolas has been devised, representing a slight increase, and will become effective on July 15. The statement as issued by the company reads:

“Effective July 15 and on all deliveries after that date, the prices of Columbia instruments will be as follows:

A-2.....	\$25.00
C-2.....	50.00
D-2.....	75.00
E-2.....	100.00
F-2.....	115.00
G-2.....	125.00
H-2.....	140.00
K-2.....	200.00
L-2.....	250.00

“Our company has absorbed all Government taxes and adhered to lower prices up to this time, with the hope that a more normal cost condition would prevail after the war. We find on the contrary that labor and material costs are advancing so rapidly and to such an extent that higher prices are imperative.

“We feel confident that dealers will welcome this advance in price, in order to help cover their increased operating expenses.”

ALBERT SPALDING TO WED

Announcement was made this week of the engagement of Miss Mary Vanderhoef Pyle, of New York and Bernardsville, N. J., and Albert Spalding, one of America’s most famous violinists, whose recordings are represented in the Edison list, and who has just returned from service in the United States air forces in Italy.

Miss Pyle is a daughter of Mrs. William Scott Pyle, 375 Park avenue. The wedding will take place soon.

INCREASE YOUR INCOME WITHOUT INCREASING YOUR EXPENSE

A line of small goods will bring about this happy result.

Let us help you to select a representative stock of

- VIOLINS
- GUITARS
- BANJOS
- VIOLIN BOWS
- MANDOLINS
- BANJO-MANDOLINS
- VIOLIN TRIMMINGS
- UKULELES
- TENOR BANJOS

ACCORDEONS—HARMONICAS—DRUMS

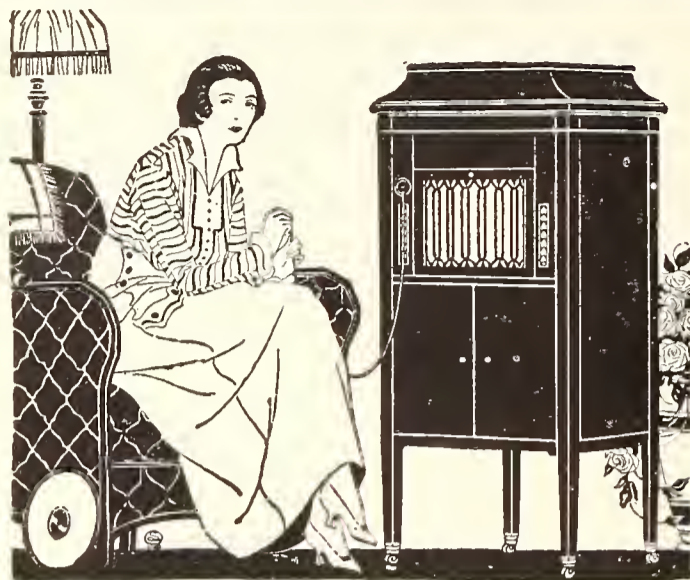
and all their accessories

Send for our latest catalog
Or write us for further particulars



Sole Distributors of the Famous
S. S. STEWART LINES

Buegeleisen & Jacobson
Union Square
New York City



Distribution and Service for the
AEOLIAN-VOCALION
and
VOCALION RECORD

The Aeolian Company of Chicago
529 South Wabash Avenue

(wholesale only) is equipped to supply the trade with instruments and records and to furnish complete advertising and other branches of service.

THE establishment in Chicago is a branch of The Aeolian Company in New York. Dealers will appreciate the advantage of direct contact with the manufacturers whose vital interest in the sales promotion of their goods is obvious.

Aeolian Service is famous in the music trade. Coupled with the recognized supremacy of the Aeolian-Vocalion and Vocalion Record it makes rep-

resentation of these goods the most valuable franchise in the phonograph industry.

The advertising service furnished dealers includes newspaper advertisements, window cards, store hangers, booklets, etc. The newspaper advertisements are prepared to enable the dealer to tie up his local advertising with the powerful campaign of Vocalion publicity in the Saturday Evening Post and other mediums.

Address all communications to

THE AEOLIAN COMPANY

529 South Wabash Avenue, Chicago, Ill.

TRIBUTE TO "JIMMIE" BOWERS

"JIMMIE"

Ten months have passed—how time has sped!
'Twas then you passed the gate;
Then that you left the life you'd led
For one ruled o'er by Fate.

Again you came to bid us cheer,
We men, too young to go,
You spoke as oft you've spoken here,
In deepened tone, and slow.

We found you changed but little, Jim—
Your "vocab" was just the same,
And though you had disabled limb
Your thoughts were far from lame.

We'll honor you—you've done your part
Throughout the darker hours,
For well we know that soul and heart,
You're a Culver man, Jim Bowers.

The above is a poem which recently appeared in "The Vedette," the official newspaper of Culver Military Academy, and was written in appreciation of the heroic fighting done by James Bowers, son of the president of Lyon &

Healy. It should be added that "Jim" Bowers, Jr., is slowly but surely recovering from the very severe wounds he received while in service overseas.

\$2,500,000 INCORPORATION

The Talking Book Corp. has been incorporated with a capital of \$2,500,000 by George P. Read, Albert G. Carlisle, G. Franklin Stringer, all of New York. Robert Foreman, of Montclair, N. J., is also one of the incorporators of the new enterprise.

INCREASING PRODUCTION PLEASES

C. F. Bruno, of C. Bruno & Son, Inc., Victor wholesalers, New York, spent some time at the Victor factory at Camden after attending the convention at Atlantic City. He expects a continuous growth in the monthly production of Victor merchandise and is very enthusiastic over the present fine conditions in the trade and the bright future ahead.

MEMBERS OF PROSPERITY CLUB

W. H. Bagshaw Co., Lowell, Mass., Come Out for "America First"

The W. H. Bagshaw Co., the prominent talking machine needle manufacturers of Lowell, Mass., are sending out in their correspondence attractive cards printed in the national colors and announcing that they are members of the Prosperity Club, with the slogan "America First." The text of the card itself is full of force and reads:

"We stand for action! We believe he who hesitates is lost—that 'sitting tight' means a losing fight—that the man who waits to see how things turn out will always be waiting—that prosperity is the wage of confidence.

"We fear nothing but doubt, hate nothing but idleness, dislike no one but the business man who expects to sell, but won't buy.

"We demand American goods made by Americans, ask fair prices, give good value, and offer live, active service.

"A belief in the above makes you a member. A distribution of that belief makes you an active member. Will you join us?"

R. F. BOLTON RETURNS

Sales Manager of Columbia Co.'s International Record Dept. Brings Back Good Trade Reports

Last week R. F. Bolton, sales manager of the international record department of the Columbia Co., returned from a trip covering many of the Western branches of the Columbia Co. On his trip, which began the 9th of June, he visited Buffalo, Toronto, Detroit, Chicago, Indianapolis, Omaha, Kansas City, St. Louis, Cincinnati and Cleveland. Throughout his trip Mr. Bolton found that there was an increased desire among the general public to obtain foreign language records. He expressed the belief that from the outlook which he gained while on his trip foreign records were going to enjoy a patronage much larger than ever before in the coming months.

BUY FACTORY IN EAU CLAIRE, WIS.

The Multitone Mfg. Co., Eau Claire, Wis., has purchased the four-story factory building of the Eau Claire Trunk Co., acquiring about 22,000 square feet of floor space. They plan to equip the building for the manufacture of Multitone talking machines and will occupy it in the early fall.

TO MANUFACTURE BOOTHS

The Lemar Mfg. Co., Saginaw, voted to increase its capital from \$25,000 to \$250,000, for the purpose of manufacturing and building talking machine booths. M. A. Carpell, formerly with the Herzog Art Furniture Co., is sales manager of the company.

INCORPORATED IN PORTLAND, ME.

William L. Luce, Inc., Portland, Me., has filed articles of incorporation to deal in talking machines and allied instruments. William L. Luce is president and secretary, Robert M. Pennell clerk, and these, together with Charles D. Luce, constitute the board of directors.

MASTER WAX

We are now prepared to make limited quantities of master wax from two formulae. One is especially soft for lateral recording and the other is for vertical recording.

This company has been completely reorganized and desires to make contracts with a few concerns for the next six months' output, as the raw materials are rising in price daily. Samples submitted. Quality guaranteed.

MASTER WAX COMPANY
Millburn, N. J.

**The Bubble Books
Irresistible Business Builders**

THE Bubble Books are the quickest selling, most profitable novelty in the talking machine field. Lure the children to your store with these enchanting little volumes, and they will take you right into the heart of the family. When a youngster has bought one he always comes for more.

Cash in on a Million Sales

We are helping you. A smashing advertising campaign in the leading journals of the home, beginning early in the Fall, will bring a live demand right to your counter—the children and their parents.

We will run large space in such dominating magazines as Ladies' Home Journal, Good Housekeeping, Vogue, Vanity Fair, Life, St. Nicholas, Red Book, Harper's, Scribner's, Century, Review of Reviews, John Martin's Book.

NINE BOOKS NOW READY—NEW ISSUES ALMOST EVERY MONTH

Retail \$1.00 each

Write for discounts, terms and circular matter, and order through your regular channels or direct from us—HARPER & BROTHERS, Franklin Square, New York.



HARPER & BROTHERS
Publishers
FRANKLIN SQ. NEW YORK
Established 1817

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

TALKING MACHINE WORLD SERVICE

A department devoted to promoting retail sales — conducted by Robert Gordon.

EDITOR'S NOTE:—Mr. Gordon's article this month treats of what might be called the fine art of beginning your sale. This topic is of the utmost importance, and is much neglected at the present time. Doubtless you have heard the story of the Irish talking machine customer to whom the salesman played "Dot's Yiddisha Love" when he asked for songs of the old country. Things just as bad are done every day. The difference between the man who asks his customer intelligent questions, and the man who talks about the weather is the difference between a good salesman and a bad one. Mr. Gordon's analysis of the problem will go a long way toward promoting better selling.

WHEN you were a kid you probably played the kind of game where the leader thinks of a thing, and the others try to guess it by asking questions that will limit the possibilities, such as—

"Is it animal, mineral or vegetable?"

"Is it on this continent?"

"Is it in this room?"

Finally the winner guesses the thing that the leader has in mind.

The science of starting sales is akin to this game. You want to know what is in your customer's mind. Therefore, ask questions. Classify your customers. Get the right start and you'll finish right, too.

Naturally, you can't go at it as bluntly as in the kid's game; but you can get the same results.

First of all, ask yourself questions and answer them with your eyes. Size up your customer's appearance in detail, as if you were Sherlock Holmes expounding the science of deduction to Dr. Watson.

If your customer is a man, look at his complexion, hands and feet. His complexion will tell you whether he is an out-door man who works with his hands, or an office man who works with his head. The hands will tell you many other things—whether your man is of the cultured, artistic type, the laboring type, or the substantial middle-class type. Shoes and feet are extremely expressive of character, finances and station in life. Jewelry, such as scarf pin, watch chain or charm, fraternal emblems and rings add something to your estimate. The style and quality of his clothes tell you what type of talking machine he will buy.

If you are dealing with a woman, the externals are even more expressive than the man's. Her face, her hands and fingers, her clothing and jewelry, give you a good hint as to her tastes, her buying power and station in life; whether she is of the serious or frivolous type, whether the mother of a family or not, and a dozen other facts.

A man is interested more in tone quality and mechanical excellence. If he is of mechanical trend, let him wind the motor himself, talk to him about the spring and other mechanical features, and you get his attention.

A woman is interested more in the style of the talking machine, how it will look in her home, how it will match the other furniture, and its prestige value in the eyes of her friends.

All the while that your eyes are working, *ask questions*, just like the kids do in their game. Externals may sometimes mislead. Skillful questions never do, because they reveal what is in your customer's mind. Let the customers do the leading unless they are taking the wrong tack, but don't be afraid to ask direct questions yourself, such as—

"Have you ever heard our instrument before?"

The answer will be, "Yes, I have heard it at a friend's house," or "No, I am familiar with the such-and-such make," or a similar reply that will give you a direct lead.

Another question is, "Do you play any musical instrument?" The man may say "Yes, the player-piano," and then you know he can afford a fairly expensive model. He may say "No, but my wife plays the piano," or "My daughter plays the violin." Then later on you can say, "Your daughter will like this record," or "Your wife will like this model, for such-and-such reason."

The woman customer may answer that she has studied singing, which of course tells you to demonstrate some vocal records. There

may be a hundred different answers to this question, and a hundred ways for you to take advantage of them. But the principle is to get close to your customer. Make your sales argument as pointed and individual as you can.

Ask younger people, "Are you fond of dancing?" If the answer is "Yes" you can demonstrate a dance record and you can talk about volume of tone. If the answer is "No" you will have avoided the error of playing the dance record to a person who prefers other kinds of music.

Mention the name of some famous grand opera star, and ask if your customer ever heard him sing. The answer will give you all kinds of leads. The customer may say "Yes, I heard him once in 'Aida'" or "No, I prefer concerts to opera. I heard Heifetz last year when he played here."

These answers naturally tell you what sort of records to play, also the type of person to whom you are selling, and how much he or she can afford to spend.

If the answer is "No, I don't care for that kind of stuff," you will be spared the bad mistake of playing "Un Furtiva Lagrima" to a customer who hates such music and wants to hear "Ja-Da" or "Dear Old Pal of Mine."

All this seems obvious when set down in black and white. Like any other trick, it's very simple when you know how.

The only trouble is, so few people know how.

* * * * *

ABOUT a year ago a very successful plan to increase business during the summer months was put into effect by the Lauter Co., which company operates retail stores in Newark, Jersey City, Trenton and Union Hill, all of New Jersey.

The plan was tried out with one man. A list was formulated of the good customers, many of them having large accounts. The salesman took a small case full of records, and went his way. He set out to cover each one of these customers by a personal call, with a black portfolio or brief case filled with records. So as to protect the records a piece of corrugated cardboard was placed between each two records. The record collection contained about fifteen selections with perhaps duplicates of five of these. The selections were made up of the very latest pieces, of which the company had a good stock, and included operatic, standard and popular numbers.

The idea of the original plan was simply to drop in on the customers during the hot summer afternoons and evenings while the family was enjoying talking machine music and to play for them a number of the selections which it had probably been too hot for them to go to the store and hear, and to take orders for delivery next day for such records as the customers might designate.

Experience showed it advisable to make these calls in accordance with the previous appointments rather than as an impromptu affair. The final practice was to telephone a given number of homes about 9 o'clock in the morning for the purpose of making an appointment for the afternoon or evening of the same day. In the case of lady buyers the appointment was usually made for four in the afternoon and in cases where the male head of the house did the buying for between eight and eight-thirty at night. Of course where it was possible to do so a series of calls were made in the same afternoon and the same evening. The results obtained from summer canvassing of this sort were exceedingly good. The sales in single homes ran from \$8 to \$9. Occasionally orders were also placed with neighbors of the family being solicited, who were visiting at the time of the demonstration.

In fact the scheme was such a success that where a salesman sold \$5 worth of records in the store, he sold \$40 to \$50 a day outside. The intimate, comfortable atmosphere of the person's own home seemed far more conducive to sales than the store environment, at least during the hot weather.

Has your store tried this plan?

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

REGARDING MOTOR SPRINGS

The Talking Machine World, New York.

Will you oblige a subscriber by mailing us an answer to the following technical questions?

What widths and lengths of band steel are used in the respective models, old and new, of (1) Edison phonographs, (2) Victor Victrolas, (3) Columbias, (4) Sonoras, (5) Brunswicks, (6) Heineman motors (7) Meisselbach motors, (8) Thomas "Dayton" motors?

Where can one procure a measuring gauge to tell the thickness of band steel used in springs?

Norman.

Answer—The widths of main springs for the old style Edison phonographs are one inch by eleven feet for the standard type, one and a quarter inch by eleven feet for the home style. The Triumph model used a spring two inches wide by eleven feet long. There are several sizes and lengths of springs used in the Diamond Disc machines, the average size of which is one inch by twenty-three feet.

In the Victor models the most used springs are one inch by sixteen feet and one and one-quarter inch by eighteen and a half feet. For Columbia sizes are three-quarters of an inch by ten feet and one inch by eleven feet. In the Sonora types, three-quarters inch by ten feet and one inch by eleven feet are the sizes most used. The Brunswick, in their earlier types, used a spring one inch by eleven feet and in the later types one inch by fifteen feet.

The Heineman motor spring sizes are: Three-quarters of an inch by ten feet and three-sixteenths inch by fifteen feet and one inch by eleven feet. Meisselbach motors, seven-eighths of an inch by ten feet, one inch by ten feet and two inches by eleven feet. The Thomas "Dayton" motor spring sizes are the same in each corresponding types of motor as those used by the Meisselbach motor. The best-known Swiss motor is the Mermod motor.

A measuring gauge to tell the thickness of band steel used for springs can be obtained from any large hardware store and is called a micrometer. One of the best manufacturers of these instruments is the Brown & Sharpe Mfg. Co., 20 Vesey street, New York.

INCORPORATED

The Fred Myers Phonograph Needle Sharpener Co. of Manhattan was incorporated this week with a capital stock of \$200,000. The incorporators are L. Strauss, H. Roth and J. A. Gilman, of 225 Fifth avenue, New York.

DIE CASTINGS

In Tin, Zinc, Lead and
Aluminum Alloys

LATROBE DIE & CASTING CO.

LATROBE, PENNA.

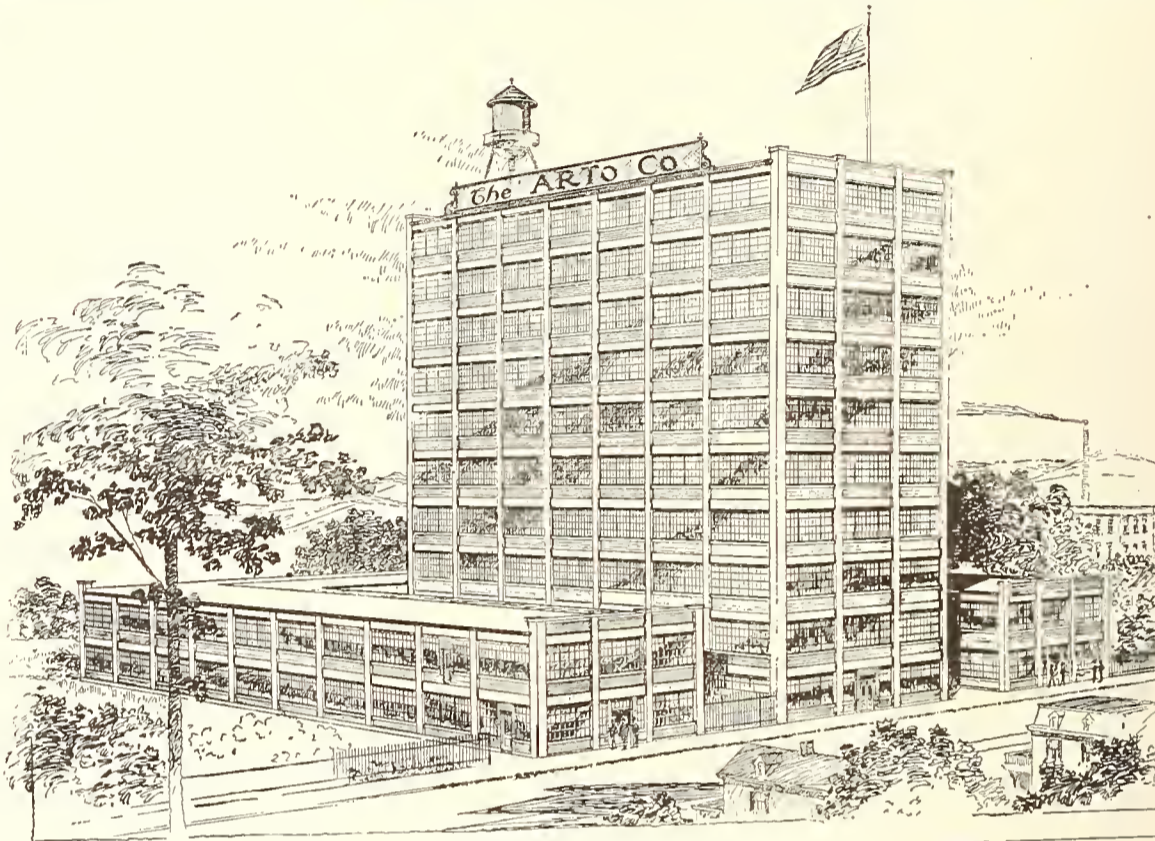
NEW YORK OFFICE: 50 CHURCH STREET
Phone Cort. 3869

PROGRESS ON NEW ARTO FACTORY

New Record Plant in Orange, N. J., Rapidly
Approaching Completion

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., who recently formed the Arto Co. for the purpose of manu-

the extreme right is already completed and machinery for pressing records as well as for making music roll flanges is now being installed. The building plans as laid out call for the most scientific arrangement possible involving the ground space used. The center building will be ten stories high and a two-story U-shaped building will surround it. Each movement in the



New Plant of The Arto Co., Orange, N. J.

facturing a universal-cut talking machine record, is fast seeing the home of his new organization brought to completion.

Herewith is reproduced a photograph of the new Arto Co.'s plant, situated on an acre of ground adjacent to the home of the Standard Music Roll Co. The two-story building on

process of manufacturing records or music roll flanges is made with a minimum of labor and with a great saving of time. All the heavy machinery of the plant will be housed on the first two floors and the upper stories of the larger building will house departments performing the lighter operations.

FEW BUSINESS FAILURES IN 1919

Past Six Months' Record Makes Best Showing
in Nearly 40 Years—General Conditions Good
—All Branches of Industry Growing

With business mortality at new low levels in recent months, says Dun's Review, a gratifying insolvency statement for the first half of 1919 has been indicated, and the exhibit is the best for the period in number of failures in nearly forty years. Exclusive of banking and other non-commercial failures there were only 3,463 defaults covering the United States in the six months ended June 30, 1919, with liabilities amounting to \$68,710,886. Excepting 1880 and 1881, the number was less than in any similar period on record. The reduction from the maximum of 12,740 failures in 1915, with \$188,587,535 liabilities, amounted to 72.8 per cent. and 63.6

per cent. respectively. The number was 41.2 per cent. and the amount of liabilities 21.7 per cent. less than in the first half of 1918.

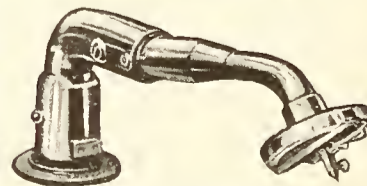
Bradstreet's record shows 2,852 failures in the period with liabilities of \$66,371,694. The percentage of assets to liabilities was 47.8. When it is recalled, says this agency, that the number of persons, firms and corporations in business is now more than double that of 1880, some idea may be had of the shrinkage in business mortality and of the apparently very prosperous character of the business now being done. Failures reported to Bradstreet's in June numbered 412, a decrease of 44 per cent. from the number in June a year ago, of 60 per cent. from that of June, 1917, and of 72 per cent. from that of June, 1915.

As far as the talking machine and music trade industry is concerned there have been few, if any, failures.



THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

THE REGINA CO.

47 West 34th Street, NEW YORK
209 South State St., CHICAGO, ILL.

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.

The BLACKMAN POLICY

During the War and TRANSITION PERIOD

DURING the War every patriotic business man willingly made the necessary sacrifices to achieve VICTORY.

DEALERS and JOBBERS generally were not able to manufacture war material but could and did give time, money and brains to the cause.

LOYALTY in the VICTOR BUSINESS was interpreted by BLACKMAN as an enlistment to "first win the war"—to support the VICTOR Company's patriotic leadership and not encourage competing manufacturers in making inroads on VICTOR supremacy while the factory was serving UNCLE SAM.

THE VICTOR Policy and the BLACKMAN Policy was a worthy sacrifice and we are glad so many BLACKMAN Dealers approved it with corresponding LOYALTY.

In allotting the small supply of VICTOR goods we received we were steadfast in our belief that we were obligated to reward loyalty and steady patronage.

In doing this we were obliged to decline new accounts and during the Transition Period we will continue that policy until the supply justifies a different one.

We are sure any fair minded Dealer will admit our obligation and we know Blackman Dealers have and will.

With greatly increased manufacture, supply and demand, however, VICTOR Distributors and Dealers must be "worthy representatives," or perhaps make way for others.

VICTOR LEADERSHIP and SUPREMACY must be maintained.

It is the BLACKMAN POLICY to help do it.

Blackman
TALKING MACHINE Co.

81 Reade Street, Near Church Street,

New York

Sales Punches for HARPONOLAS

Real Aids to the
Dealer in the Sale
of This Quality
Instrument



Our Co-operation Means Quick Profits

NO other manufacturer gives the dealer such an advertising plan, or such direct, personal sales co-operation.

AS a musical instrument *Harponola* sells quickly on its merits, as well as for its sheer beauty.

BUT—Our plan fairly makes sales double themselves.

Harponolas sell almost as fast as you uncrate them

Will You Write Today!

HARPONOLA COMPANY

EDMUND BRANDTS, Sales Manager
CELINA, OHIO

OkeH Records furnish the dealer a sure supply of high-grade selections that will sell on the right profit basis. Ask for the OkeH Record proposition.

PORTABLE GRAFONOLA FOR R-34

Portable Columbia Machine and Goodly Supply of Latest Records Being Carried by British Dirigible on Its Homeward Trip to Furnish Amusement for Members of the Crew

A Columbia Grafonola and a supply of Columbia records are being carried back to England on the British dirigible R-34, according to

was broken during the trip to America. Arrangements were therefore made immediately upon the arrival of the dirigible for a new machine, and a portable model Grafonola and a large supply of records were rushed to the landing field at Mineola, L. I., by automobile, and delivered to the members of the crew, who stowed it aboard the dirigible after inspecting it and trying some of the latest Columbia records. The picture herewith shows four members of the



Members of Crew of R-34 Inspecting Their Columbia Grafonola

an announcement made this week by the Columbia Graphophone Co. The big "blimp," which arrived in this country last Sunday morning, carried a small collapsible gramophone of British make, which formed practically the sole source of amusement for the crew, but which

crew listening to a record, the R-34 appearing in the background. Incidentally, it may be interesting to lovers of jazz to know that this class of music was plentifully represented among the records picked out by the crew to furnish them amusement while flying back to England.

SHARTLE WITH BUESCHER & SONS

Head of Credit Department of Victor Co. to Become Associated With Cleveland Wholesalers in an Executive Capacity

CLEVELAND, O., July 5.—Howard J. Shartle, for a number of years connected with the Victor Talking Machine Co. in an important capacity and for the past three years in charge of the credit department, has arranged to leave the Victor Co.'s service to become connected with the W. H. Buescher & Sons Co., prominent Victor wholesalers of this city. Mr. Shartle will acquire an interest in the company, and although his official status is not announced just now it is assumed that he will occupy the post of general manager. Mr. Shartle is capable

and aggressive and stands high in the esteem of Victor distributors and his associates with the company. When he takes up his new work he will take the best wishes of his friends with him. It is reported that he will come to Cleveland about September 1.

NEW EMERSON GOLD SEAL CATALOG

The Emerson Phonograph Co. announces that on July 1 it will release a catalog giving a complete list of all the gold seal records which have been issued by the company. This catalog will be made up in a handsome way with attractive colored covers and containing many illustrations throughout. For the convenience of the user the catalog contains in the back a numerical and alphabetical index.

We Aim to Please—Give us a Trial

HAVE YOUR REPAIRS MADE WHERE THEY ARE MADE RIGHT

We are equipped to make prompt repairing of all makes of American and foreign Talking Machines—new models or old-timers.

**FULL LINE OF REPAIR PARTS ON HAND
WE MAKE WHAT WE HAVEN'T IN STOCK**

Special attention given to repairs received by mail or express

PHONOGRAPHS MADE TO ORDER

**MANHATTAN PHONOGRAPH CO., 75 EAST 4th STREET
NEW YORK**

Anything You Want to Sell—We Will Buy It

Anything You Need, and Can't Get—Just Try Us

Anything That Needs Fixing—Send It to Us

MAKING OF SPRINGS FOR MOTORS

Being Specialized in by the Schwartz-Herrman Steel Works, Inc., of Somerville, N. J.—Institution Widely Known in This Field

SOMERVILLE, N. J., July 8.—The Schwartz-Herrman Steel Works, Inc., are specializing strongly in the production of springs for talking machine



Plant of the Schwartz-Herrman Steel Works, Inc., Somerville, N. J.

motors. They are widely known as manufacturers of high grade specialties in tempered and untempered strip steel. Although they have made springs for the trade for many years, the remarkable activity manifested in the talking machine industry at the present day has led them to specialize even more strongly in this product. Their organization of trained metallurgists and engineers have developed an intimate knowledge of steel, which they have applied to the talking machine spring industry and have developed what they feel to be a logical spring that will meet the most rigid requirements. As most aptly expressing the qualities contained in this spring they have given it the name of "Lion Heart." A fast rule of the organization from its earliest history is to produce but one quality.

Louis Schwartz, president and general manager of the company, reports that they are very busy. Their large plant in this city is well equipped and new machinery is being installed in accordance with the demand. Mr. Schwartz is also very optimistic over the bright prospects for the future in the talking machine industry and is accordingly laying his plans to efficiently care for the constantly increasing business.

EMERSON FOREIGN EXPANSION

Have Thirty Branches in Fifteen Countries Outside of the United States—New Distribution in Cuba—Latin-American Catalog Soon

The export department of the Emerson International, Inc., which has been unusually active during the past month, reports that a number of valuable distributing franchises under the control of the foreign branches have been made. At the present time there are over thirty branches in fifteen countries outside of the United States.

Arrangements have just recently been completed with the well-known firm of Quevedo & Carbarga, of Havana, Cuba, for the exclusive distribution of Emerson records. Mr. Quevedo, who was present at the recording of several Cuban numbers for Emerson records, expressed his confidence that the sales of such records in Cuba would be unusually large. A new executive and sales force has been attached to this company in order to handle the proper distribution of Emerson records throughout the Island of Cuba.

In order that they may keep abreast with the export tendencies a Spanish catalog of typical Spanish, Cuban and Mexican selections has just been released for the South American trade. A new catalog of Russian selections and a list of Bohemian and Czecho-Slovak records has also been released. these records marking the latest addition to the Emerson list.

That the Emerson International has not overlooked the demand for foreign music in America may be shown through the fact that the Carpenter Paper Co., of Omaha, Neb., and the Southern Sonora Phono Co., of Alabama, have been added to their list of distributors.

EDISON PHONOGRAPH FOR R-34 CREW

Wife Presents Gift, With Letter From Inventor Praising Ocean Flight

ORANGE, N. J., July 9.—When Mrs. Thomas A. Edison presented an army and navy model phonograph and fifty records to the British dirigible R-34 at Roosevelt Field, the gift of her

ing letter from Mr. Edison. It read as follows:

"I have been greatly interested in your exploit, as it is the opening of a new epoch in human progress. Were it not for some important experiments I have on hand I would have given myself the pleasure of a call on you to extend in person my hearty congratulations on your great achievement. Will you give me the pleasure of accepting one of my phonographs with some records and carry the same on your return trip in commemoration of the first air voyage to America?"

"Wishing you a pleasant and safe return and with my compliments to you and your associates, I remain,
"THOMAS A. EDISON."

HANDLES THE MOTROLA

W. D. & C. N. Andrews, of Buffalo, and the W. D. Andrews Co., of Syracuse, N. Y., have added the Jones Motrola to the lines they wholesale. The arrangement was consummated during the past month.



Have Won Success on Merit

When this record was placed on the market it immediately attracted the attention of wide-awake dealers, for actual tests proved that it is by far the best hill and dale record ever produced.

Prompt Deliveries of Popular Hits

We are in a position to offer dealers efficient and practical cooperation in handling OkeH records. Our stocks are complete. Our sales organization is experienced, and can help you SELL OkeH records.



OkeH Dealers Get Liberal Discounts

WRITE FOR FULL DETAILS

GREAT EASTERN MANUFACTURERS CO.

316 SOUTH WABASH AVENUE

CHICAGO, ILL.

OkeH Jobbers

From **\$85** **CULPTONE** To **\$225**



Made up to a Standard Not down to a Price

A line of wide range of styles and prices.

Cabinets are handsome in appearance and equipped with the most modern accessories.

Dealers investigate!

CULP PHONOGRAPH CO.
298 Broadway New York
NOTE NEW ADDRESS

START WORK ON NEW PATHE PLANT

Addition to Factory Resources Will Increase Output Materially—Business Very Active

Public announcement was made recently of an important Pathé move referred to in The World some time ago. This is the erection of a seven-story reinforced concrete building 170 feet front and 90 feet deep adjoining the present building of the Pathé Frères Phonograph Co., at 20 Grand avenue, Brooklyn, N. Y. The construction contract has been secured by the White

SUMMER SALES STIMULANT

An original and clever plan for giving publicity to Columbia records and Grafonolas has



Front View of Fan

recently been disclosed by the Columbia Graphophone Co. It is a fan made of sub-

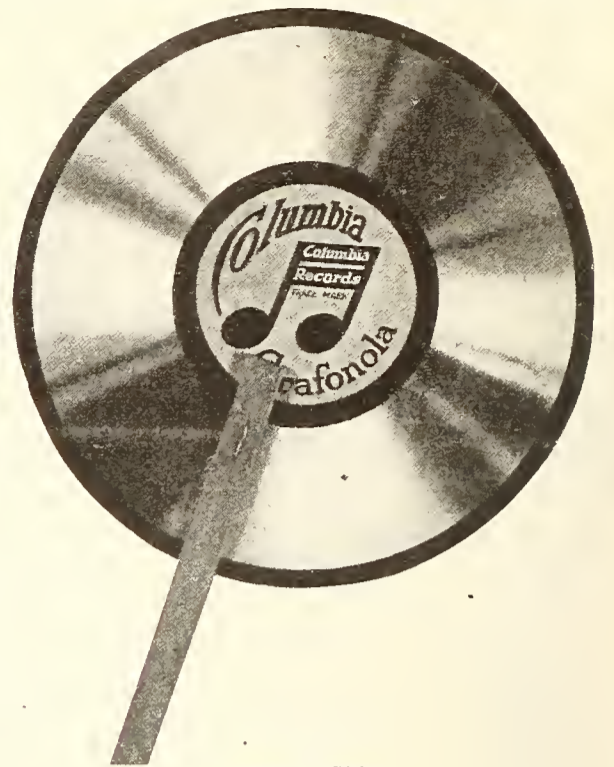
Fireproofing Co. When this building is completed it will add 40 per cent. more floor space to the Pathé plant.

The new structure is the first of three units which they propose to erect within a very short time on Grand avenue, between Flushing and Park avenues. These buildings will be used entirely for the manufacture of records. Every known modern appliance is to be installed and will be the means of adding 1,000 more employes to the 700 now engaged in the plant.

Since Pathé first occupied the building on Grand avenue a year ago their business has grown 500 per cent. By a recent purchase they acquired the C. B. French Cabinet Plant at Metropolitan and Flushing avenues, with 110,000 feet of floor space. This branch is now running at full capacity in making one type of cabinet. In addition to this the Pathé Frères Co. controls many other cabinet factories.

The Freeport Music Co., Pathé dealers, have leased a second store in Freeport, Ill.

stantial cardboard with a wooden handle. As the illustration shows, one side brings publicity to the Grafonola, while the reverse side brings publicity to the Columbia records. The dis-



Reverse Side

tribution of such publicity should be a popular move during the hot weather.

Why Break Records? Just File Them!

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

The Marvelous MAGNOLA



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.

A NEW YORK INCORPORATION

The Acme Phonograph Corp. was incorporated this week under the laws of New York, with a capital of \$100,000, by Fred H. Hedinger, Chas. P. Evans and Viola Walsh.

SUPERINTENDENT WANTED

Superintendent wanted immediately by exclusive phonograph factory near Chicago, to take complete charge. Liberal salary. References. Address "J. Y.," care The Talking Machine World, 209 South State St., Chicago, Ill.

A Wonderful Success!

The **"Best"** semi-permanent **Stylus**

NO SCRATCH

NO HISS

Plays 100 to 300 Records

Cranks on Tone, who have used every needle, are now perfectly satisfied with The Best Stylus.

Write now for free samples, attractive discounts and descriptive circulars which we furnish for your mailing list.

The Ansonia Needle Co.

Ansonia



Conn.

“SMALL GOODS” A BIG ASSET TO DEALERS IN “TALKERS”

Samuel Buegeleisen, of Buegeleisen & Jacobson, Points Out How Talking Machine Dealers Can Create Prospects for Talking Machines by First Attracting Them Through Smaller Articles

Samuel Buegeleisen, of Buegeleisen & Jacobson, in an interview with The World emphasized strongly the advantages to be gained by the talking machine dealer also carrying a line of musical merchandise.

“The harmonica buyer of to-day is the talking machine buyer of to-morrow. With little or no extra expense the dealer can put in a very good line of small goods which if properly displayed will not only add luster to his establishment, but will make his place the headquarters of everything musical. To become known as ‘the’ musical dealer of the town is the reputation sought for.

“There are over a hundred million people in the U. S. and every one of them is a likely purchaser of something in the musical line. Each dealer has his own town to work on, and he certainly can get all of its business if he will go after it. Why do the mail order houses pull so much business from small towns? Because the people’s wants cannot be supplied by the local dealers, whereas the mail order houses carry complete lines, and advertise in such an attractive manner that they draw the buying public to them. Why should the town dealer let all that business get away, when it is perfectly possible for him to obtain a part if not all of it?

“Talking machine dealers expend large sums to get the prospect into the store. Much of this expense will not be necessary if they also carry small goods, and have a proper window display. They will then be catering to the masses and the man who wants something in the musical line will not send miles away for it if he can get it in his home store.

“The subject of display is a vital one. To the average person nothing looks so bleak and cold in a store window as a lone piano or a talking machine. How many people stop to look at

such a window, even though it may have a setting of fine draperies and a handsome lamp or something of that sort entirely foreign to the nature of the merchandise displayed? You can fill windows with only talking machines and they will not get half as many ‘lookers’ as one window properly dressed with violins, banjos, drums, band instruments, etc. Why not these instead of the lamp and the draperies or other trimmings which take up valuable space and can bring you nothing? There is no line of merchandise in the world, and I say this without prejudice, that is capable of such attractive window display as musical instruments—well arranged with prices shown on the various articles. Such a window will be so full of human interest that it will take the ‘looker’ by the coat and lead him right into your store.

“By way of comparison learn the lesson that the modern cigar store has to teach. In former years the usual tobacco store was a dingy place, a window full of junk and a wooden Indian in front. The only way you could tell it was a tobacco store was because the Indian stuck so manfully to his job. What was the result? Attracted by clever magazine advertising on the part of manufacturers of cigars, the discriminating cigar smoker sent away for his smokes. A certain tobacco company solved the problem by studying the wants of the public and by up-to-date methods of display that made their windows almost speak to the passer-by. Other cigar stores followed suit and as a result the mail order advertising of cigars, etc., has practically ceased. The consumer can now get what he wants in his home store.

“The talking machine dealer can bring about the same results if he will take the tip. We have representatives in every part of the country who are trained to assist the dealer in selecting his line, and if any that are interested will com-

ILSLEY’S GRAPHITE PHONO SPRING LUBRICANT

*Ilsley’s Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.*

EUREKA NOISELESS TALKING MACHINE LUBRICANT

*Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York*

municate with us we will have our salesman drop in to see him the next time he is in his locality.”

A VISITOR FROM CALIFORNIA

F. A. Levy, of San Francisco, Particularly Interested in Trade Association Affairs

F. A. Levy, president of the California Phonograph Co., San Francisco, Cal., has been visiting the factories of all the larger talking machine companies during the past two weeks. Mr. Levy is president of the Talking Machine Dealers’ Association of San Francisco and while in New York was very much interested in the local dealers’ association, the Talking Machine Men, Inc. While a visitor at the World offices Mr. Levy stated that his association had been able to accomplish much for better business since it was organized and with their present organization and plans they will be enabled to make greater progress in the future.

INTRODUCE THE PETMECKY

The Brilliantone Steel Needle Co., New York City, in addition to their regular line of needles have now placed on the market the Petmecky Multi-Tone self-sharpening needle. The one needle, according to its position, will give loud, soft or medium tones and will play ten records. Although only recently presented to the trade this needle is already in high favor throughout and many re-orders are reported.

THE G. T. WILLIAMS CO., INC.

EXCLUSIVELY

VICTOR

WHOLESALE

217-221 DUFFIELD ST.,

BROOKLYN, N. Y.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

AM I THE MAN YOU ARE LOOKING FOR? Eighteen years actively engaged in the talking machine business. Wholesale and retail experience. Manager of three large retail stores. Conversant with the Victor, Columbia and Edison lines. Twelve years with the present concern. An aggressive, hustling live-wire who can show results. Well known among the trade. Address "Box 662," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN—Must be of high mental caliber, able to give highest references and have thorough acquaintance with the phonograph trade in his territory for side line or exclusive. Greatest and fastest selling accessory on the market. New. Commission. Send all details with first letter. Confidential. Address "Box 663," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Sales Manager, capable of handling sales department of a successful going phonograph company. Address "Box 664," The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—First class all-around repairman, one who can assemble motor and tone arms in cabinets. Good wages to the right party, others please do not write. Player-Tone Talking Machine Co., 954 Penn Ave., Pittsburgh, Pa.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—Road men with A-1 references, widely acquainted among Western piano, music and furniture houses. Have high grade, well advertised phonograph proposition on side line basis. Give age, detailed experience and reference in first letter. Address "Box 648," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young man 33 years of age just returned from service wishes position as foreman. Seven years' experience in motor and assembling department, also have had charge of same. Best of reference as to character and mechanical ability. Address "Box 665," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as foreman or repair man. Twelve years' experience. Take complete charge. Address "J. U. 30," care Talking Machine World, 209 South State St., Chicago, Ill.

WANTED GRAFONOLA BUYER—By one of the largest department stores south of New York. Applicant must have known ability and initiative. The department is in its infancy and offers excellent opportunity to develop. Letter of application must contain full information as to past record, present connection and salary expectations. All replies are confidential. Address "Box 666," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—If you desire competent high-class manager and salesman for phonograph, piano store or department, answer giving full particulars. Am employed at good salary and commission but want to get out of South or change climate. Eight years' experience, twelve years' phonograph experience (Victrola, Edison, Columbia or Vocalion), nine of these years manager and four wholesale experience. Can give former and present employers as references. Would consider buying stock in business later. Box E. D. R., care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A young lady or a young man to take care of our Victor Department. Also assistants. Address "Box 667," care The Talking Machine World, 373 Fourth Ave., New York.

EXPERIENCED talking machine salesman with large following, covering Chicago and surrounding territory, is open for a good line. Address J. N. 20, The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED POSITION—Sales manager, assistant manager, or production supervisor for Western phonograph company, Chicago preferred. Eight years' experience. Best references. Address J. U. 16, care The Talking Machine World, 209 South State St., Chicago, Ill.

SITUATION WANTED—An all around talking machine man with a practical knowledge to take charge of manufacturing plant desires position with a reliable firm in the Middle West. Best references. Address "Box 669," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Talking machine man, many years in trade, wide acquaintance, desires to represent line of talking machines or accessories in the East. Address "Box 668," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (thirty-eight), married, five years' experience with Columbia, Victor and Brunswick, desires a position as manager of talking machine department. Can furnish best of reference. Address "Box 651," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by ex-Victrola traveler, capable of taking charge of and increasing sales of your talking machine department. Married, man of character and energy; only a salary and commission, or straight commission basis considered. Address "Box 652," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SALESMAN WANTED—Phonograph salesman wanted to take on a complete line of phonograph accessories. Every dealer a customer. Address "J. N. 4," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION DESIRED by first-class varnisher, rubber and polisher, as foreman with concern making cabinets. Can furnish first-class reference, both from piano and cabinet shops. Understand assembling of all kinds of motors. Address "Box 653," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Two young men, hustlers, as Edison phonograph salesmen, who can show results and are active in selling the goods for us. State experience and salary you expect. Best of chances for improvements to the right party. Married men preferred. Mostly outside work, will, if necessary, furnish Ford to travel with. Address "Box K," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN—Experienced live-wire man. One who can take charge of phonograph department, desires connection with retail concern either in an executive or sales capacity. Best references. Address "Box 656," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED by Victrola salesman for New York City vicinity. References. Address "Box 657," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WE want a man who understands plating and pressing records and the making of recording wax and mixing of record material. Write giving references and experience. Don't waste your time trying to fourthush. Address "Box 658," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A retail inside Victrola and Victor record salesman, who is acquainted with the city of Brooklyn. Man with experience and high class reference need only to apply. Address "Box 659," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A live wire manager for an exclusive phonograph department, state experience and salary expected in first letter. A. B. Smith Piano Co., 190 South Main St., Akron, O.

WANTED—Phonograph accessories salesman to call on manufacturers. Not less than \$5,000 a year to right man. Gentle only. Address "M. A. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Five live wire salesmen to handle our phonographs, state experience. A. B. Smith Piano Co., 190 South Main St., Akron, O.

SITUATION WANTED—An American thoroughly conversant with the export trade wants to represent a reliable talking machine manufacturer to develop an export business. Address "Box 640," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Ten years' experience in talking machine line, motor repairer, wood finisher, polisher, shipping clerk, etc., desires steady position in New York. Address "Box 641," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in phonograph factory as foreman in mill and cabinet room. Fifteen years' experience in Eastern factory. Address "A. P. 11," care The Talking Machine World, 209 South State St., Chicago, Ill.

WILL represent firms of East, manufacturing supplies and accessories suitable to phonograph and piano stores on the Pacific Coast. Address "N. A.," care Columbia Graphophone Co., 745 South Broadway, Los Angeles, Cal.

SITUATION WANTED—By man (33) expert mechanic in all branches of manufacturing and repairing of talking machines. Take complete charge of plant. Twelve years' experience as working foreman and manager. Understand every point of the business, am at present at liberty to connect with some reliable firm. Address "Box 642," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young married man, with years of experience, to take charge of phonograph department. Preferably the Brunswick. Am a live wire and can produce the business. At present located, reason for changing, to better myself. Good references. Address "Box 643," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Am open for a good proposition from some reliable piano or talking machine man, either as traveling salesman or the right proposition in handling on consignment (latter preferred). Results guaranteed. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY A SALESMAN—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMAN WANTED—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

POSITION WANTED by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Manager for Canadian phonograph and record plant. Must understand both lines and be capable of taking full charge. An exceptional opportunity for the right party. Paramount Phonograph & Record Co. of Canada, Ltd., 200 Papinsau Ave., Montreal, Canada.

POSITION WANTED—A Brooklyn young man (married) would like to get a position anywhere in talking machine line, where there is a chance for advancement; city or country. Can be used as all around man as I can be shipping clerk, salesman, repair man, assembler, delivery man, willing to work, not afraid of hard work or long hours. Address "Box 650," care The Talking Machine World, 373 Fourth Ave., New York.

Cash always ready for jobs, large or small, in phonographs and records, new or used; what have you that you want to turn into cash?

W. A. COLES,
Dealer in Phonographs and Records
3 Savin St. Roxbury, Mass.

FOR SALE

Phonograph records, Victor, Columbia, Emerson (Brand New). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKINGER
3064 Albany-Crescent Ave. New York, N. Y.

Sapphire jewel needles for Pathé and Edison records.

Our prices will surprise you.

COLE & DUNAS MUSIC CO.,
54 West Lake St. Chicago, Ill.

Will close out an overstock of steel needles in both soft and loud tones at 3½ cents per hundred. No order too small or too large.

COLE & DUNAS MUSIC CO.
54 West Lake St. Chicago, Ill.

WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, horn or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good-paying proposition for live, active men. Address "M. S. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

SOMETHING NEW

A NEW TYPE TALKING MACHINE

INVENTOR WILL SELL RIGHTS

You large companies who are going to be eventually swamped by cheap machines, nearly—to be polite—as good as yours should be interested.

My instrument is not a freak, it is not radically unlike your own or others, yet it is DIFFERENT. This difference would enable you to keep up your prices on the ground of IMPROVEMENT. It has STRONG selling points based on sound logic and common sense.

Regarding tonal quality and volume, I believe my instrument to be far better than yours. See and hear it, then judge for yourself.

Appointment by letter only.

BOX 660, TALKING MACHINE WORLD
373 4th Avenue, New York City

Do you need talking machine cabinets?

If so—we would like to hear from you as we can perhaps handle a good portion of the case work for you.

Address Box MR 2, c.o.
Talking Machine World,
373 Fourth Ave., New York City.

WANTED

We are in the market for some 5,000 to 10,000 high-grade talking machine cabinets of our design for direct single shipment to customers in Middle West. We furnish motor equipment and part of hardware. Address "Box 661," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED

Opportunity for quoting on phonograph cabinets by a general woodworking company of twenty-five years' experience. Capacity of 50 to 100 cabinets per day. Address "Box 639," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

At a bargain for immediate delivery a lot of phonographs in handsome popular model similar in appearance and size to standard \$115 type. Write for further particulars. "Box W. M.," 1004 Mallers Building, Chicago, Ill.

INCREASED LIST OF DEALERS

The Charmaphone Co., manufacturers of the Charmaphone phonographs, continue to add to the list of dealers handling their line of popular-priced machines. The company's factory is working overtime to fill the demands, and from present indications working at capacity for many months to come will hardly enable the sales department to feel at ease with the conditions. Orders are being booked well in advance and the large factory of the concern is speeding up in every possible way, without lowering the quality, to handle the present heavy sales.

NEW GRAFONOLA DEALERS

Landsman & Carl, Inc., have opened an attractive store at 466 Sixth avenue, New York, near Twenty-eighth street, where they are featuring a complete line of Columbia Grafonolas and records as well as Q R S and other makes of music rolls, photographic supplies and other goods. The outlook for the coming season is unusually bright.

The FULTON

We are now offering to dealers our New Improved Maestola Phonograph, Mahogany, 14x14x7½". Motor plays 4 10" Records with one winding. 12" Turn Table, Dial Regulator. Price \$6.00 each and Sample \$6.50.

CASH WITH ORDER

Best American Steel Phonograph Needles
TRUETONE or CLEARSTONE

200 to a metal box, or
100 to a package, 55c

Per thousand, 50c in lots of 100,000

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.

Records—Standard make, Lateral Cut, at \$40.00 per 100.

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

MR. TAUBER FAVORABLY IMPRESSED

D. Tauber, president of the Progressive Phonograph Supply Co., New York City, returned from an extensive trip in time to attend the jobbers' convention at Atlantic City. His trip carried him as far as the Pacific Coast and then as far south as Texas. Mr. Tauber was much impressed with the excellent business conditions prevalent in the talking machine trade, and found that these conditions were not alone confined to any one section of the country, but covered all sections.

ELECTION OF EMERSON DIRECTORS

The annual election of the directors of the Emerson Phonograph Co. was held last month. All but two of the directors were re-elected, those two being G. Sylvester and John Van der Werss. The two newly elected directors are Louis B. Hall, Jr., of the banking firm of James B. Colgate, New York City, and Jacob Scholer, attorney, member of the firm of Kaye, Mc-Davitt & Scholer, New York City.

NEW CABINET CO. INCORPORATED

The Independent Phonograph Cabinet Co. was recently incorporated in Camden, N. J., for the purpose of making phonograph cabinets.

HANDLING SUBSTANTIAL BUSINESS

The new Pathé phonograph department of the Brock Music Co., Louisville, Ky., which was installed about a month ago, is now in full swing, and is handling a substantial business. A large stock of machines and records is on hand to take care of the demand.

DIAMOND POINTS and SAPPHIRES

In Any Quantity

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York

R. H. ZINKE IN THE EAST

President of the Record Needle & Mfg. Co., Milwaukee, Attends Convention and Enjoys Vacation Which He Spent at Eastern Points

R. H. Zinke, president of the Record Needle & Mfg. Co., Milwaukee, Wis., was one of those who were present at the recent convention of the National Association of Talking Machine Jobbers in Atlantic City, where he met a number of friends who were interested in his product and in his personality.

Mr. Zinke has been spending a vacation in the East, and while in New York made his headquarters at the Elks' Club, 108 West Forty-third street. He enjoyed his stay in the metropolis immensely and while he did not devote himself strenuously to business, being here on a vacation, yet he has managed to bring the merits of his products to the attention of many members of the trade.

Mr. Zinke has perfected plans for a very active campaign in behalf of the various specialties which his company manufactures, and it can be safely said that the Record Needle & Mfg. Co. will cut a considerable figure in the trade this fall.

"PATHE NEWS" MAKES ITS DEBUT

Issue number one of volume number one of Pathé News came off the press Wednesday, June 25, 1919. It is a four-page newspaper devoted to items of news about the Pathé industry, and also features the advertisements, etc., which the Pathé advertising department is preparing for the use of its dealers. The whole paper is gotten up in an exceedingly snappy style. It is full newspaper size, but is printed on a super paper, so as to reproduce half-tones. The first issue of Pathé News contains a very striking picture of the Pathé plant.

MATTHEWS BUYS MASTER WAX CO.

F. W. Matthews, well known in recording circles, both on this continent and in England, recently purchased control of the Master Wax Co., of Milburn, N. J. All master wax made by this company will in the future be made under his direct supervision. In a chat with The World Mr. Matthews stated that it is very difficult to obtain supplies for the making of wax at the present time.

WE WILL MAKE YOUR RECORDS FOR YOU



IF you wish to make vocal or instrumental records of solos, quartets, choruses, orchestras, bands, etc.; either for your own use or to sell, we are at your service.

Ask Us About It

American Recording Laboratories
56 W. 45th St. New York, N. Y.

GARFORD EMPLOYEES HOLD OUTING

Baseball Games and Other Sports Entered Into With Great Enthusiasm—Prizes of Money, Phonographs and Records Awarded

ELYRIA, OHIO, July 3.—The employes of the Garford Mfg. Co. of this city held their annual picnic at Crystal Beach, Ohio, recently and this outing was the most successful that has ever been given by the employes of this company. The picnic was arranged under the auspices of the Shop Committee and the various sub-committees worked untiringly to make the day enjoyable from start to finish. Over 1,400 Garford employes attended the picnic and from the moment that they arrived at Crystal Beach they were kept busy participating in the various events on the sport program.

Starting after luncheon, the dance devotees were given free reign and a prize waltz at 4 o'clock brought forth many of the dance experts of the factory. The second and third prizes consisted of OkeH records, which were donated by the Otto Heineman Phonograph Supply Co., Inc.

The men's ball game was called at 10:30 a. m., the winners receiving \$25 and the losers \$15; these prizes being contributed by A. G. Bean, president of the Garford Mfg. Co. The prizes for the girls' ball game consisted of \$20 for the winners and \$10 for the losers; Otto Heineman, chairman of the board of directors of the Garford Mfg. Co., donating these prizes.

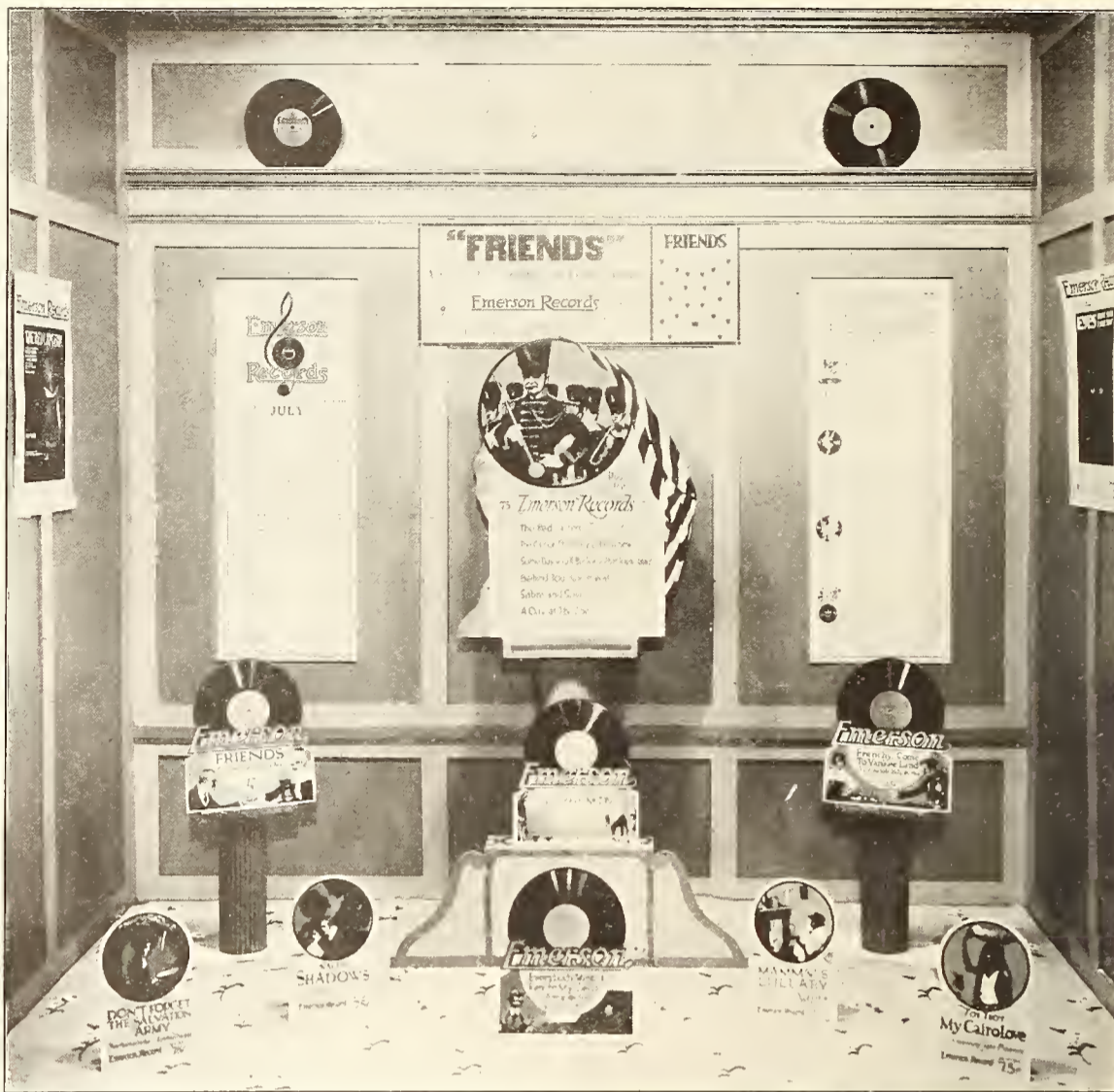
There were 50-yard and 100-yard dashes for young men, single ladies, married ladies and girls under 14 years, and other unique events on the program consisted of a fat man's race, fat ladies' race, a three-legged race, pie-eating contest, cracker-eating contest, egg-eating content and a tug-of-war.

There were several cash prizes donated by Otto Heineman and other prizes consisted of Model "C" Garford phonographs, OkeH records, boxes of cigars, etc. The Garford phonographs were donated by the Garford Mfg. Co., and the OkeH records by the Otto Heineman Phonograph Supply Co., Inc. Other well-known companies also donated prizes for these sports.

The Jones Music House, Grand Rapids, Mich., is carrying on an extensive advertising campaign, to push the sale of special vacation outfits of portable machines.

This advertising is very timely and the results have shown that all people need is a little reminder.

AN ATTRACTIVE EMERSON WINDOW DISPLAY FOR JULY



The above illustration shows an attractive Emerson co-operative window display for July. This service of window designs for Emerson dealers is a big factor in promoting the sales of Emerson records throughout the country.

MANY NOTABLE INSTALLATIONS

Demand for Van Veen Booths Will Compel the Opening of a Branch in Chicago—Business Very Active Throughout the Country

Arthur L. Van Veen, of Arthur L. Van Veen & Co., reports that orders for Van Veen "Bed Set" booths, record racks and counters are coming in strongly from the South and West. Business from this section of the country has grown

in such large proportions that preparations are being made to open up a branch office in Chicago. A number of successful installations have recently been completed in the South and through Pennsylvania which have called forth enthusiastic commendations from the dealers thus equipped. New England has also shown much activity in this connection. Several contracts have been closed for work in New Haven and Bridgeport. A record was recently made in quick installation in the case of Furer Bros., of Stamford, Conn. The complete installation was made and ready for business within two weeks from the time the order was received in New York. Mr. Van Veen has experienced a particular demand on the part of the dealer to have the booths installed under the personal supervision of his own skilled mechanics. The small extra cost entailed has been found to be thoroughly covered by the complete satisfaction of having the equipment rightly installed.

All dealers seem to recognize the value of proper equipment as a sales asset.

Room No. 321

130 Fulton Street

Clifford A. Wolf
MANUFACTURER OF
 Diamond and Sapphire
 Phonograph Points

New York City

Phone, 2812 Cortlandt

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
 41 Union Square, New York City

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

British Music Trades' Industry Committee Studying Tariff Conditions to Protect English Manufacturers—Wm. Manson and H. Frederick Keen Added to Gramophone Co., Ltd., Staff—New Catalog—London Edison Society Formed—Victory Convention Held—Record Exchanges Discussed—"Winner" Records Selling Fast—Trade Rejoicing Over Lifting of Import Restrictions — Balcombe's United States Trip Delayed—Other News of Interest

LONDON, E. C., July 1.—There is no question about the removal of the import restrictions on musical instrument parts and accessories having created much interest and satisfaction throughout the trade. True, it is not altogether accepted as a matter for general satisfaction, owing to the peculiar position of those manufacturers whose immature plans are thus faced with a handicap of unexpected proportions. To such, the margin of protection afforded by the maintenance of 33 1/3 per cent. tariff duty is regarded as insufficient, at least until they are in a position to produce in bulk. That is perhaps natural. But while appreciating its local viewpoint, I think the manifold interests of the industry demand a broader basis of consideration. With every sympathy and every desire to further the interests and output of British productive effort, I am frankly convinced that the present import tariff is good enough margin of protection on manufacturing and market costs against Swiss, French, Italian, American or other imports. To maintain otherwise, now that the object of rationing imports (mainly to conserve shipping space) is unnecessary, would savour of a suspicion in the direction of profiteering and monopoly. By all

means let us avoid anything of that nature; it has so far been foreign to the British gramophone industry. If we start on the basis of selling goods subject to a reasonable gross profit, rather than the how-much-can-I-get policy adopted in all too many trades, healthy competition will not hurt us. The cost of materials and labor is more or less on a par throughout the world, and if in some quarters these attributes are easier than in England, signs are not wanting that equality is rapidly approaching as the result mainly of the great unrest permeating all ranks of labor. That being so, the prospect of increased foreign competition in the British markets should raise no undue alarm, providing our manufacturers maintain an enterprising policy and persistent effort in keeping with the times.

There is one form of protection, however, which we must absolutely insist upon, in addition to the tariff. I refer to the feared dumping of enemy products on the British market. To allow this would very severely handicap our present and prospective manufacturers of gramophones and their parts. The very high ruling prices of today must be fought against by every legitimate method, but we cannot expect production to attain such proportions as will permit of the lowering of prices if huge quantities of enemy goods—and doubtless big stocks are ready—are allowed import here at prices ruling, it is feared, at little above cost in order to turn-over the capital-value they represent. This matter is receiving the close attention of the British Music Trades' Industry Committee, and representations for increased tariff protection will be made to the Government, which, by the way, has already promised some

form of legislation to prevent the "dumping" of enemy stocks.

His Master's Voice Staff Changes

I am now able to supplement the report in our last issue concerning the resignation of M. E. Ricketts from the position of British sales manager of the Gramophone Co., Ltd., and the appointment of Wm. Manson in his place.

By his unfailing energy and conspicuous commercial ability, Mr. Ricketts enjoys a well-merited reputation with "His Master's Voice" clientele, and in his new position as manager of the piano branch of the House of Chappell there is ample scope for the exercise of his firm belief in the future of British pianofortes. He is a veritable genius in organization and the creation of successful selling campaigns. Mr. Ricketts commences his new task with the hearty good wishes of all his music trade friends, who will not soon forget the invaluable aid and advice always freely at their disposal in matters of grave concern continuously arising throughout the whole war-period of official trade control.

In taking up the reins thus relinquished by Mr. Ricketts, Wm. Manson brings to bear an experience of the gramophone trade second to none. As manager of the British Zonophone Co., Ltd., for the past eleven or twelve years, he has gained an unrivaled knowledge of the manifold desiderata involved in the production and marketing of a quality record, the successful accomplishment of which bespeaks a happy result all round for the Gramophone Co.'s choice of Mr. Manson as their new sales manager.

It is no light task Mr. Manson has undertaken, as he is retaining the managership of the British
(Continued on page 166)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort. Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 88, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orfèci 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDISON BELL


WINNER
 TRADE MARK
 GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England
FROM OUR LONDON HEADQUARTERS—(Continued from page 165)

Zonophone Co., Ltd., in which, however, he will have the services of a fully qualified assistant. In congratulating Mr. Manson upon his additional appointment as manager of the British sales branch of "His Master's Voice" Co. I am but echoing the sentiments of all those in the trade, and they are legion, who know and respect Mr. Manson for his honesty of purpose, business acumen and courtesy to all men.

H. Frederick Keen, I learn, will in future take sole charge of the "His Master's Voice" advertising department. This appointment follows his relinquishment of a similar position with the British Zonophone Co., Ltd., in favor of V. H. Lloyd, who has now entered upon his duties. No better example of art allied to advertising could be found in the whole talking machine field than the Zonophone method of publicity, for which Mr. Keen was responsible. More than once it has been descanted upon in these columns as distinctive in the thought and experience its lay-out, choice of types, the sales-winning appeal of its text indicate. In the application of advertising, and in its study, Mr. Keen's work expresses a modern line of appreciation of the value of this ancient channel of commerce it is always up-to-date and, above all, convincing. Congratulations!

"His Master's Voice" New Instrument Catalog

Owing to the vast amount of war work undertaken by the Gramophone Co. during the last four years or more, the production of gramophones was more or less reduced, from the dealers' viewpoint, to starvation diet. The reason is fully known and I believe fully appreciated by the company's agents throughout the kingdom, who, for the most part, have remained loyal to the "His Master's Voice." And now one can imagine with what enthusiasm they will welcome a return to normal supplies. Since the armistice or as soon thereafter as officially permitted, the company's huge factories at Hayes

have been under careful reorganization. The change-over from war to peace output has necessitated considerable rearrangement of the machine shops and the installation of balancing items preparatory to resumption of the manufacture of motors, tone arms and other fittings. While not entirely accomplished, sufficient has been done in the way of single-spring motor production to warrant the issue of a new instrument catalog, with, of course, the prospect of immediate deliveries. The folder before me illustrates some beautiful models of the Cabinet Grand (four designs), Table Grand (three), hornless (four), and exterior horn (three). The woods used are mainly oak and mahogany, and the equipment is of the usual "His Master's Voice" high standard of workmanship, finish and quality through. "Some" business this next season, for sure!

Formation of the London Edison Society

Phonograph enthusiasts—members of various London talking machine societies—have evinced keen interest in the idea of a joint association to be known as the London Edison Society, its objects being social intercourse between its members, in addition to the scientific and musical study of sound-reproducing apparatus, and its application. Formation has been completed after considerable negotiation and meetings between the officials of all the London talking machine societies. Thomas A. Edison has been invited to accept the presidency. Headquarters have been chosen at the Food Reform Restaurant, Furnival street, Holborn. To the chairman, Norman F. Hillyer, and other officials of the London Edison Society, we would tender our congratulations upon the fruition of their efforts to consolidate and maintain the interests of those whose loyalty to the cylinder has remained unshaken, even throughout the war period when new Edison records were unobtainable.

From all we hear, by the way, it seems likely that the Edison Corporation will in the future concentrate almost exclusively upon disc output for this market at any rate. There is, however, little prospect of early future consignments in bulk, owing, as we are given to understand, to the American demand being so much ahead of actual available supplies. For such a super-quality record as the Edison, there is ample scope this side for big business, and the sooner it is looked after the better. A wish and a want echoed by all Edisonists.

The Cake is Awarded

to a writer in a London talking machine paper for a curious journalistic lapse. Speaking of the musical side of garden parties, etc., and the value of the gramophone at such functions, the writer refers to an occasion when a tennis game being on, considerable filip was given to the play by the use of a gramophone brought along by a visitor, and goes on to say that " . . . the host, not being the possessor of an instrument himself, was so ashamed with what he heard that he announced his intention of purchasing a gramophone . . ." It reads somewhat paradoxical, but the moral may be read by every dealer who is out to cultivate a large trade this summer season.

The British Music Convention

This year's Victory Convention will be held at Birmingham June 19 to 23, inclusive. Perhaps the chief subject on the agenda is the proposed "Federated Board of Music Industries of Great Britain and Ireland," in which ambitious scheme is centered a great amount of real enthusiasm. Its description is partly self-explanatory, and at some future date space may be found in this journal for a detailed account of the wide-sweeping objects the idea embraces. The Gramophone Association will be represented by M. E. Ricketts, president, and the vice-president, Frank Samuel. Also Louis Sterling, who will read a


YE "POPULAR" RECORDS

 Double-Sided
 Superb Needle Cut
 "Lateral"

LONDON'S LEADING VALUE!!!
"OUR POINTS"
 SET OUT BELOW

Have Attracted Keen Overseas Houses

 from SCANDINAVIA to PATAGONIA
 AND THE PRINCIPAL
 EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have **CLOSE QUOTATIONS**
 For 5,000 Lots and up "Your Selection" or a Sample 1,000,
 made up with "One Example" of Every Catalogued Pairing.

 Address: **SOUND RECORDING CO., Ltd.** CABLES "Grammavox"
 EXPORT DEPT. 18-19 Swallow Street London
 Piccadilly, London, England **"QUOTATIONS CABLED FREE"**
POINTS

- ➔ Repertoire Approx 2,000 Titles—Covering
- ➔ Superb Selection, Bands and Orchestras
- ➔ Lightning Shipments
- ➔ Packing by Experts
- ➔ **Rock Quotations "Always"**
- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, **this Side FREE**

APOLLO GRAMOPHONES

Apollo
Portable
with
Sound
Reflector



Every type of instrument with Horn, Hornless, Table Grand, Pedestal and Portable.

FINEST BRITISH WORKMANSHIP

Motors, Tone Arms, Sound Boxes and Accessories

AGENCIES OPEN FOR CERTAIN FOREIGN MARKETS

Write for lists and full particulars to the makers

CRAIES & STAVRIDIS, 4 BUNHILL ROW, LONDON, E.C.1.

FROM OUR LONDON HEADQUARTERS—(Continued from page 166)

paper entitled "Gramophone Trade Conditions in America." Mr. Samuel's contribution relates to "Small Goods Manufactured in Great Britain; Scope and Possibilities." A report will appear in this journal next month.

The Value of Record Exchange Schemes

There is, of course, a fine sales field for the average smart dealer to cultivate during the summer months, especially in the direction of the provision of music for outdoor entertainment. But all said and done, the present is perhaps the quietest time of the year, and it should therefore be taken advantage of for a general clean-up. Excluding the operations of the scrubbing brush, etc., those dealers who can manage it will call in the painters and have the whole place refurbished inside and out. The best sales magnet is a bright, clean and attractive shop.

But I am not so much concerned with this side of the question as the matter of stock. Recognizing that a fresh, up-to-date stock is the basis of retail success, most manufacturers offer the dealer at least one opportunity during the year to exchange broken, damaged or otherwise unsalable discs for new ones. The terms are usually on the basis of three to one. That is, the dealer must order three new records for every one returned, full credit being given for one, the other two being charged at the usual rates. The dealer must pay carriage on the records he returns for exchange. Now, without such a scheme, the small capitalized retailer's expenditure upon stock would not be at par with takings. A broad average estimate goes to show that something like a third of his money investment upon records is dead for much too long a period. He should at least turnover this capitalized record stock within a period of three to six months. More often than not the main part of it lays dormant until relief is found under one or the other of the periodical exchange schemes. So many ephemeral records

are issued, which the up-to-date dealer must stock, that he often finds himself overburdened with stuff of this class. Its sale is practically dead in three months' time or less. An accumulation of stock is all too rapidly gained, and dealers in such a position naturally find their future activities restricted unless advantage is taken to exchange on the basis mentioned.

Supposing the dealer to return 100 unsalable records, it means finding room for 300 new ones, in choosing which he is confined, be it remembered, to records already issued. Exercising the most careful choice, a percentage will be left which he must hold until he can again "afford" an exchange. In the matter of his salable stock, gradually decreasing because lack of sufficient capital reserve precludes a clean sweep of the old stuff, he must eventually find himself compelled to reduce his monthly orders for new records. The whole trouble rests in the fact that in taking advantage of the exchange retailers are forced to overload their stock by the manufacturers' stipulation that the new records must be chosen from existing lists. It is just this restriction which mars an otherwise equitable proposition. There is a fair remedy, I think, which would obviate the compulsion thus put upon dealers to mortgage their future orders. Returning, say, 100 records and having to order 300 in one or two weeks, at the outside, compels the average dealer to go slow for the following month or so. It might well be avoided by giving him the option to order, say, 200 during the period of the exchange and 100 from the next list issued.

While I appreciate that by confining the dealer to order from lists already issued, the manufacturers may hope to relieve their own stocks and avoid loss on the records issued during the month following the exchange, in the interests of sound business, it would be far better to take a long view, and attempt to neu-

tralize loss by compiling a specially attractive programme and perhaps create additional sales by increased advertising. In any case, exchange schemes are costly affairs, alike to the manufacturer and the dealer.

Having withdrawn about eighty records from their catalog, the British Zonophone Co., Ltd., recently gave their dealers an opportunity of exchanging any such records in stock for new ones on the basis of three to one. This is the first Zono exchange since the war, I believe, and it is reported a big success.

The Winner Co. also introduced an exchange scheme last month (June). It was on the 3 to 1 arrangement and applied only to any unsalable "Winners" dealers had in stock. This scheme does not affect in any way the permanent one, under which the Winner Company accepts as old junk all records (except Columbia) for exchange on the basis of one new Winner for every six scrap records returned.

New "Winner" Records in Popular Favor.

The usual careful choice of titles characterizes the latest Winner programme, which is also notable for the number of artists who record only for this company. In the latter category are over sixty per cent. of the issues. The Band of H. M. Irish Guards contribute three doubles comprising marches, fox trots and various gems from one of musical London's most popular productions, "Oh, Joy!" Another "exclusive" is made up of records by The Two Bobs, comedians of great ability and humor. Their class of selection is always calculated to raise a good laugh, and "Jingaboo Man" and "Torpedo Jim" are no exceptions to the rule. A good double by the Royal Court Orchestra gives a splendid presentation of the most acceptable airs from Darewski's latest success, "Buzz Buzz," and a couple of dreaming items of the waltz type are down to the credit of the Bohemian

(Continued on page 168)

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world-famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS

10 AND 12 INCH LATERAL CUT

1 New Inn Yard, London, E. C. Write for Catalogs and prices to INVICTA RECORD CO., Ltd. Cables: Duarrab, London

GRAMOPHONES

Complete—Fittings—Sundries—Repair
Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

Band. The Elliots, the Versatile Three, Dan Jones, Rita Squire, Stanley Kirby, and the one and only Billy Merson offer vocal numbers much in popular favor. It is altogether a real Winner list which has already received a great reception from both dealer and public.

A Gramophone Industry Benevolent Fund

In connection with the Victory Fund, which, by the way, is still open for subscription, the organizers announce the establishment of a Benevolent section, the idea being that our trade should at any time be in a position to financially assist those members of the industry who may require it by reason of unfortunate circumstances. The movement is making but slow progress and it is hoped that a fillip may result now that the scope of the Fund has been widened.

Tom Burke to Sing at Concerts.

As a result of his sensational success at the Covent Garden Opera, it is reported that the new tenor, Tom Burke, who records exclusively for Columbia, by the way, is being offered fees of three figures to sing at some provincial concerts. Few, if any, native artists can command such fees.

Trade Restrictions Removed—Other Notices

Of great importance to manufacturers of record material is the announcement of the issue of a general license permitting the importation of Stearine.

The Consultative Council on Imports has completed its work, and traders will be glad to learn that the Board of Trade have now issued an up-to-date list of the import relaxations and existing restrictions, in two parts: (1) The articles which may be imported without license from the Department of Import Restrictions, and (2) the articles which may not be imported without licenses from the department.

The relaxation of import restrictions applies to all parts of gramophones. There seems to have arisen some question as to whether gramophone needles would come under the heading of a "part" or of steel. The former, of course!

Another announcement withdraws the prohibition against trading with firms or persons on the various blacklists published from time to time. As a matter of fact the Board of Trade have issued a general license authorizing persons in the U. K. to open credits on behalf of persons or bodies of persons (as the official ad-

FROM OUR LONDON HEADQUARTERS—(Continued from page 167)

vice quaintly reads) in enemy countries for the purpose of financing transactions that have been authorized under the Trading with the Enemy legislation in the U. K. or any other part of his Majesty's Dominions, and transactions between persons residing or carrying on business outside his Majesty's Dominions which have been authorized by the allied and associated Governments or any of them.

Announcement is made by the Foreign Trade Department that articles for export may now be consigned to all and any persons and firms in China and Siam.

H. M. Customs have been advised that all export licenses are to be considered of unrestricted validity even though a time limit for shipment may be stated thereon.

The official administrator for Palestine announces that a good market is open for British merchants. He would welcome the receipt of catalogs and facilities for consultation will be given to interested parties in Jerusalem, Jaffa and Haiffa. Musical instrument catalogs are specifically mentioned, and should be addressed to Headquarters, Economic Section, O. E. T. A., Jerusalem, Palestine. In pre-war times enemy goods obtained a strong hold in this market. Rumor has it that the Japanese merchants are now making a big onslaught in near-Eastern fields, and to British firms the Palestine administration's good advice to cultivate this market therefore comes at a most opportune time.

Apropos this question of trade cultivation of the near-Eastern markets, an opportunity is now open for British musical instrument makers to take part in the British Manufacturer's Exhibition to be held next October and November at Athens, promoted by the Federation of British Industries, 39 St. James St., London, S. W. 1. Early application is desirable.

Miscellaneous Items of General Interest

A. J. Balcombe's proposed visit to America has been postponed. The trip was planned at the instance of the Otto Heineman Corporation, whose many lines of gramophone goods Mr. Balcombe will handle this side as sole agent for Great Britain and Ireland. Partly owing to the late arrival of sample consignments of motors, due to shipping congestion, there has been no opportunity of showing them to the trade. The postponement of his visit until July 20 (provisional sailing date) will now afford Mr. Balcombe a chance of sizing up the situation and sales prospects. Armed with this information, his negotiations can be conducted upon a more satisfactory basis. It is understood that if conditions warrant the Heineman people will consider laying down a motor plant and record factory in England.

Cross Seas Parcel Post

In urging British manufacturers to cultivate trade in the Scandinavian markets, the Secretary of the Gramophone Association gives currency in his latest Bulletin to an alleged statement by an American traveler that "We mean to push

the business right along, and when England is ready there'll be nothing left for her to do."

From the same source we learn that there are two parcel post services between England and the U. S. A.—the official and the semi-official. The official is the one recommended so long as the regulations as to weight and size are complied with, as the packages through that service are delivered direct by the U. S. A. authorities without formal customs entry; whereas by the semi-official service Custom House entry and the employment of a broker are involved.

An American Visitor

Among distinguished visitors who are looking around the trade this side is Mr. Landay, of the American house of Landay Bros. His views on the trade situation may be available for report next month.

Tell Me the Old, Old Story

A funny yarn has come to light here concerning the manager of a talking machine recording firm. Some time back a New York music publishing house issued a new setting, it is said, of Ben Jonson's "Drink to Me Only With Thine Eyes." An advertisement of it came under the notice of our recording friend, who promptly remitted a note to "Ben Jonson, Esq." care of the publishers, offering for a suitable consideration to include his new song in their record catalog. The letter never reached Ben, but his spirit radiated "some" smile, you bet.

The Educational Value of the Gramophone

Due to the war and perhaps air-raids, lectures were more or less abandoned for want of audiences. This pleasant and educational form of recreation and instruction is now gradually making a welcome return. An appreciative audience was drawn to hear Harold Wild's recent lecture on the "History of the Orchestra and Orchestral Music," in which, by the way, he introduced a Gramophone to demonstrate the theme of his interesting discourse. He couldn't bring this and that well-known orchestra, but he nevertheless delighted his audience with records of their brilliant orchestral work. It is said that the records created a great impression in an educational respect.

Among the recent visitors at the Columbia executive offices were T. E. Shortell and Mrs. Shortell, R. Sayre, Miss Werhle and Miss McLean, of the S. Hamilton Co., Pittsburgh, Pa., Columbia dealers. These visitors spent some time at the Columbia factories in Bridgeport

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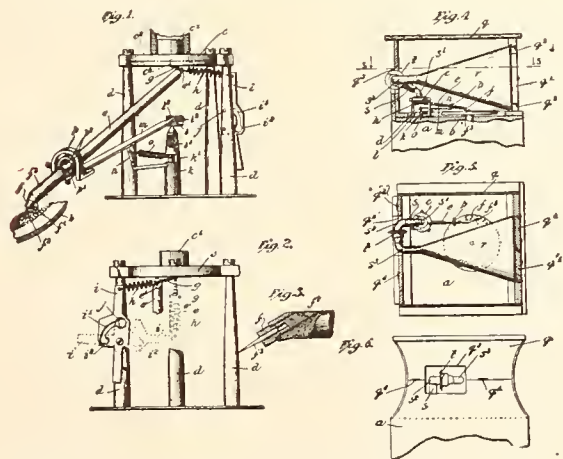
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., July 8.—PHONOGRAPH.—Clinton B. Repp, New York, assignor by mesne assignments to G. H. Alonso, same place. Patent No. 1,302,433.

The main object of this invention is to provide a phonograph wherein the indicated sound waves are transmitted through a vibrator member to a diaphragm placed under tension through said vibratory member, wherein the direction of the application of stress or pressure upon the diaphragm may be varied to adapt the machine to use with records wherein the indicated sound waves have a vertical undulation, or records wherein such indicated sound waves have a lateral undulation. A further object is to provide in a machine of this character means applying pressure upon the stylus point through an auxiliary supporting or controlling arm, the connecting means between this arm and the vibratory member being so constructed as to permit that change in the position of the vibrator member incidental to the change in the direction of the application of pressure there through to the diaphragm. A still further object is to provide a machine of this character wherein any variance in the arcs described by the vibrator member and by the auxiliary supporting or controlling arm will be automatically compensated for in a manner to avoid any false tone in the reproduced sounds. A still further object is to provide a machine of this character wherein the pressure will be placed upon the diaphragm by means of a spring and a loop member capable of movement relative to the diaphragm, the means tensioning the said spring being capable of such adjustment as to vary the direction of the application of pressure without materially varying the degree of such pressure. A still further object is to provide a machine of this character wherein the auxiliary controlling or supporting arm will be so supported and will have the requisite pressure so applied thereto, through the spring, as to avoid the development of independent vibrations in said spring or any retardation of said arm in following the indicated sound waves upon a record under the control of the vibrator member. A still further object is to provide in a machine of this character a concealed horn so constructed and arranged relative to the sound box as to permit said horn to have vertical movement relative to the sound box without disconnecting the horn from the sound outlet of said box. A still further object is to provide in a machine of this character a concealed horn so related to the outlet of the sound box as to



permit the concealed horn to be disconnected from said outlet and the substitution of an ordinary horn therefor. And a still further object is to provide a machine of this character, the various parts of which will be so constructed and arranged as to minimize likelihood of the development of such vibrations as would interfere with or impair the sound vibrations indicated upon the record passing to the diaphragm while permitting the machine to be economically produced.

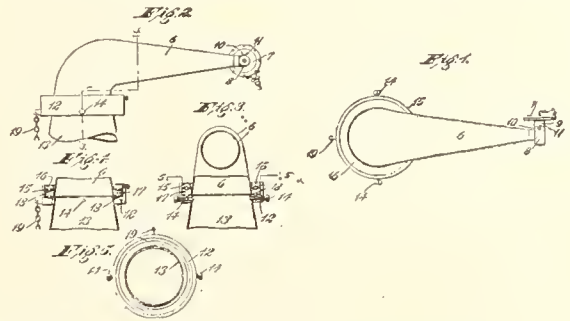
Referring to the drawing: Fig. 1 is a front view in perspective of the sound reproducing means of the improved phonograph. Fig. 2 is a rear elevation thereof. Fig. 3 is a detail view of the mount of the vibrator member. Fig. 4 is a vertical section through the cabinet, showing the sound reproducing means in elevation. Fig. 5 is a horizontal section on the line 5—5 of Fig. 4, showing the horn in elevation, and Fig. 6 is a rear view of the upper part of the cabinet.

TONE ARM FOR TALKING MACHINES.—James F. Smith, St. Louis, Mo., assignor of one-third to Anthony F. Ittner and one-third to Arthur H. Bradley, same place. Patent No. 1,302,478.

This invention relates to tone arms for talking machines, and particularly to tone arms used in connection with sound boxes of the type shown in pending application Serial No. 105,141, filed June 22, 1916. The present application is a division of said application Serial No. 105,141.

The objects of the invention are to provide an inexpensive tone arm for talking machines which is neat in appearance and of simple construction. Another object is to provide a flexible mount for the tone arm, whereby it is free to move laterally and vertically within suitable limits.

Figure 1 is a plan view of a tone arm and sound box embodying the invention. Fig. 2 is a side elevation of the tone arm and sound box shown in Fig. 1. Fig. 3 is a vertical cross-section of the tone arm taken on the line 3—3



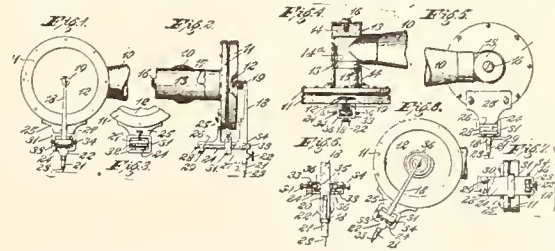
in Fig. 2. Fig. 4 is a vertical cross-section of the flexible joint for the tone arm taken at right angles to Fig. 3, and Fig. 5 is a horizontal section through the tone arm on the line 5—5 in Fig. 3.

SOUND BOX FOR TALKING MACHINES.—James F. Smith, St. Louis, Mo., assignor of one-third to Anthony F. Ittner and one-third to Arthur H. Bradley, same place. Patent No. 1,302,479.

The invention relates to sound boxes for talking machines of the type shown in pending application filed June 22, 1916, Serial No. 105,141, and particularly concerns the stylus lever construction and its adjustable mount.

The objects of the invention are the elimination of incidental noises and the improvement of the tone qualities and volume of sound produced. Further objects are to provide for the adjustment of the pitch and the loudness of the tone, and to arrange for the proper mounting of the sound box with relation to the record for satisfactory operation with all kinds of records.

The invention consists in a stylus lever and a spring mounting therefor, permitting adjust-



ment for sensitiveness and amplitude of the vibrations of the stylus. The invention also consists in the details of the connection between the sound box and tone arm.

Figure 1 is a face view of a sound box and tone arm connection embodying one form of the invention. Fig. 2 is a side view of the

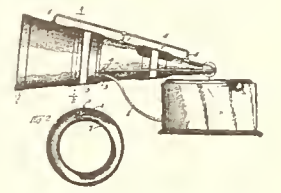
same. Fig. 3 is a cross section on the line 3—3 in Fig. 2, looking in the direction indicated. Fig. 4 is a plan view of the sound box shown in Fig. 1, the tone arm being shown in central horizontal cross section. Fig. 5 is a back view of the sound box, showing a portion of the tone arm. Fig. 6 is an enlarged vertical sectional view of the pivoted portion of the stylus lever. Fig. 7 is a bottom plan view of the spring support for the stylus lever, and Fig. 8 is a face view of a modified form of stylus lever, the device being shown in position to play records having lateral undulations.

PHONOGRAPH HORN.—Elmer L. Kenyon, Chicago, Ill. Patent No. 1,303,208.

This invention relates to sound intensifying horns and particularly to means for clarifying the tone delivered by such horns and to avoiding the confusion thereof, incident to the use of these horns as heretofore made.

It is the object of the invention to remedy the defects and disadvantages above described and to produce a horn, particularly applicable for intensifying fine and delicate music, in which extraneous audible tones will be diminished and in which clash or confusion of different parts of the horn at the same time instead of producing a perfect response to the music will be rendered impossible.

It is a further object therefore to prevent this excessive vibration at the end of the horn, first, by tightly binding said end to the body of the horn, or second, to weight the end of the horn, or both, whereby the particles at the end of the horn will be prevented from vibrating excessively, but will have their vibrations brought into uniformity with those in the body of the horn, thus eliminating any interfering vibrations and encouraging those that improve the quality of the music.



It is a still further object of the invention to suspend each section of a horn made according to the invention in such a position as to interfere as little as possible with its freedom to vibrate as the music demands.

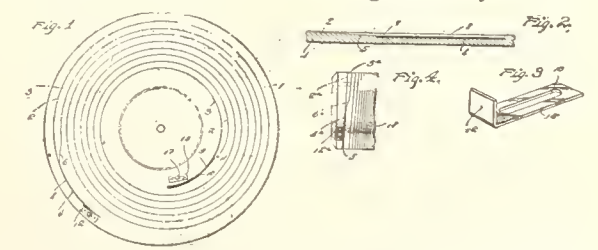
In the drawings Figure 1 is an elevation, partly in section, of a phonograph equipped with a horn built according to the invention. Fig. 2 is a cross section on the line 2—2 of Fig. 1.

PHONOGRAPH RECORD.—George Leake, Mason City, Ia. Patent No. 1,303,074.

The device forming the subject matter of this application is a record for a phonograph and the invention aims to provide a structure of the kind mentioned which may be played continuously, by reversing the direction of rotation of the record.

It is within the province of the disclosure to improve generally and to enhance the utility of devices of that type to which the present invention appertains.

In the accompanying drawings Figure 1 is a top plan showing one form of record constructed in accordance with the invention; Fig. 2 is a fragmental section taken longitudinally of one



of the grooves; Fig. 3 is a perspective showing the projection or stop which operates the reversing mechanism; and Fig. 4 is a fragmental elevation showing a slight modification in the invention.

SOUND REPRODUCING MACHINE.—Francesco Ci-relli, Philadelphia, Pa. Patent No. 1,302,900.

This invention relates to improvements in sound reproducing machines, the object of the invention being to provide a machine of the character stated which dispenses altogether with the ordinary horn, which may be readily carried

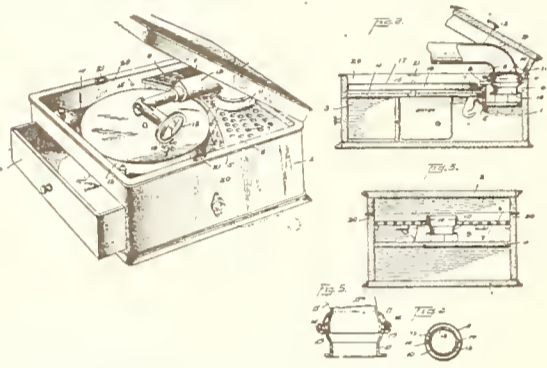
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from place to place, and occupy but relatively small space.

A further object is to provide an improved construction of box in which the sound waves are directed by a tone arm into a chamber having perforated walls located at one end of the box, leaving a chamber at the other end, or front portion of the box, for the turntable and record discs.

A further object is to provide a sound reproducing machine of the character stated which provides a drawer for the accommodation of the tone arm and sound box when disconnected from normal position, and permits the assemblage of record discs on the turntable where they can be conveniently supported when the machine is to be moved from place to place.

In the accompanying drawings Figure 1 is a perspective view illustrating the improvements. Fig. 2 is a view in longitudinal section. Fig. 3 is a view in transverse section. Fig. 4 is a view in section on the line 4-4 of Fig. 2, and Fig. 5



is a fragmentary sectional elevation showing certain of the coupling parts in register with each other.

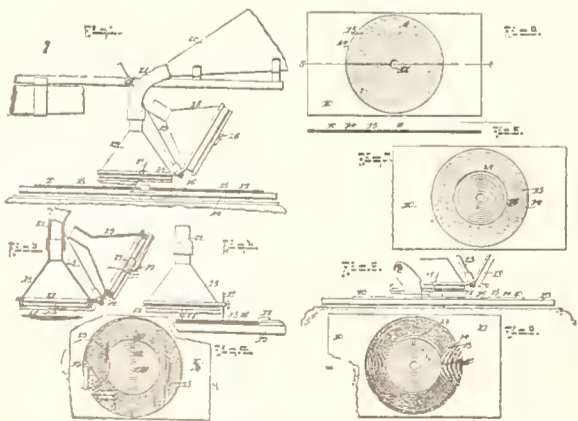
POST CARD.—Shirley E. Stout, Mitchell, S. D. Patent No. 1,303,842.

This invention is an improvement in post or other cards and has particular reference to a card on which sounds may be recorded and answers reproduced.

An object of the invention is the production of a card having a portion thereof provided with a record-receiving surface and which, after having a record groove formed in said surface, may be readily and safely forwarded by post, whereupon the recipient may reproduce the message thereon.

Another object is to provide a recorder-reproducer which is used in connection with a talking machine for making and reproducing a sound record groove, means being employed in connection with the post card and recorder for guiding the stylus of the latter.

Figure 1 is a side elevation of the recording and reproducing apparatus, the post card being shown in transverse section. Fig. 2 is a vertical longitudinal section of the recording and reproducing sound boxes. Fig. 3 is an elevation of the recording sound box, the post card being shown in fragmentary section. Fig. 4 is a fragmentary top plan view of the post card, the recorder being shown diagrammatically. Fig. 5 is a plan view of a blank card. Fig. 6 is a section on the line 6-6 of Fig. 5. Fig. 7 is a view

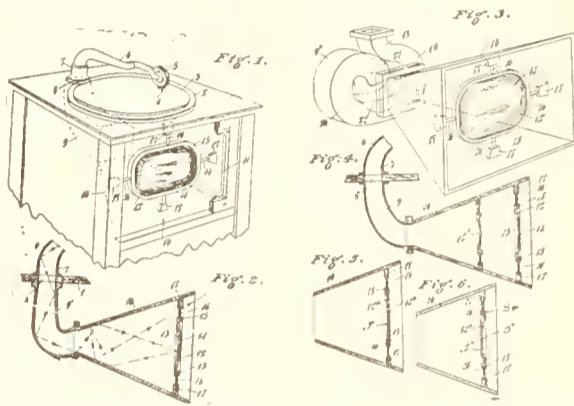


similar to Fig. 5 showing a guide disc used in connection with the card when recording, or reproducing. Fig. 8 is a side elevation of the turntable of a talking machine, the post card being mounted thereon and engaged by the recording stylus. Fig. 9 is a top plan view similar to Fig. 7 showing a record groove thereon in dotted lines.

PHONOGRAPH.—Frank A. Lee, Cincinnati, O., and Frank G. Rose, Dayton, Ky., assignors to the John Church Co., Cincinnati, O. Patent No. 1,303,686.

This invention relates to megaphones for phonographs or graphophones. The object of the invention is to intercept and throw back at varying angles the sound waves which would otherwise pass directly from the throat of the megaphone directly out through the mouth thereof, so that these waves strike either against the sides of the megaphone or the throat thereof, and, thus traveling a longer distance and striking vibrating surfaces, are enriched and clarified in tone. The further object of the invention is to take advantage of the vibration of the surfaces against which the sound-waves strike to further enrich and clarify the tone of the apparatus.

In the drawings Figure 1 is a general perspective view of a phonograph provided with the improvement. Fig. 2 is a longitudinal vertical section of the megaphone and throat, the latter being modified from that shown in Fig. 1. Fig. 3 is a detail perspective view of the improvement, as shown in Fig. 1, but with an-



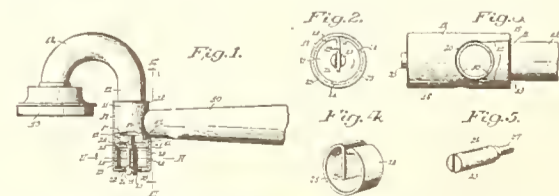
other modified throat. Fig. 4 is a section similar to Fig. 2, but showing the throat of Fig. 1, and showing a plurality of deflectors in the megaphone; and Figs. 5 and 6 illustrate modified deflectors.

ATTACHMENT FOR TALKING MACHINES.—Raymond R. Rundell, Alfred E. Ogden and Frederick S. Ellett, Elmira, N. Y. Patent No. 1,303,502.

This invention relates to a device which may be attached to the existing and standard forms of talking machines and has for its purpose the effecting of a retarding action of the downward movement of the sound box tube or movable horn arm of a Victrola, should the said sound box be accidentally or prematurely released while the stylus is being lowered and adjusted in position on a record, thereby preventing any possible injury to the stylus or scratching or mutilation of the record.

The objects of this invention are to provide an attachment of the character above indicated which comprises a minimum number of parts capable of being easily and cheaply manufactured, repaired and assembled, and at the same time enable the same to be readily and quickly attached to the standard talking machines without in any way disturbing or altering the organization and arrangement of the parts of the talking machine to which said attachment is connected.

Figure 1 is a plan view partly in section of a taper tube and sound box tube of a Victrola with the invention attached. Fig. 2 is an enlarged sectional view taken on line 2-2 of Figure 1. Fig. 3 is an enlarged sectional view taken on line 3-3 of Fig. 1. Fig. 4 is a per-



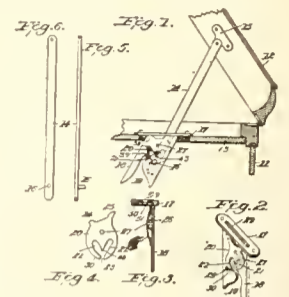
spective view of the retarder spring disconnected from the attachment; and Fig. 5 is a perspective of the slotted stud forming a part of the invention.

AUTOMATIC LID SUPPORT.—Carl Edward Wilton, Philadelphia, Pa. Patent No. 1,303,441.

This invention relates to the class of de-

vices used on such articles as phonograph cabinets for maintaining the top or lid thereof in open position against inadvertent closing. The object of the invention is to produce such a device that is very simple yet positive and dependable in action and a device that may be installed with a minimum of expense.

Figure 1 shows a side elevation of the device in place on phonographs. Fig. 2 shows a perspective view of the bracket and with the cam in place. Fig. 3 shows a vertical section taken in the plane of the pivot of the cam. Fig. 4 shows a side elevation of the cam. Fig. 5 is an edge view of the bar; and Fig. 6 is a side view of the same. Fig. 7 is a view similar to Fig. 1, but with a modified form of the device. Fig. 8 is a view of the bracket in this modified form. Figs. 9 and 10 show the different positions the cam of this form assumes. Fig. 11 shows a side view of the modified bar; and Fig. 12 is an edge view.



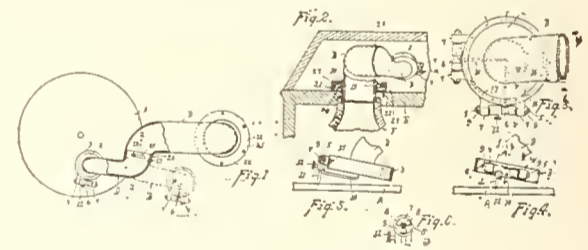
TALKING MACHINE.—Alfred J. Swing, Cincinnati, O. Patent No. 1,304,404.

This invention relates to improvements in talking machines. One of its objects is to provide improved tone arm and reproducing apparatus to adjust the reproducing apparatus into and out of operative relation with the record. Another object is to attain in an adjustable mechanism a more direct and nearly straight path for the sound vibrations from the reproducing mechanism to the megaphone. Another object is to provide for the protection of the reproducing mechanism in its inoperative position and to enable a shallow lid or cover to be employed.

Another object is to attain improved angular positions of the stylus with reference to the record for either lateral or hill and dale types of record and for adjustments to both positions. Another object is to provide an improved pivotal mounting and adjustment for the tone arm to facilitate the travel of the reproducer across the face of the record.

Figure 1 is a plan view of a talking machine record and tone arm embodying the improvements, with the reproducer in operative position.

Fig. 2 is a side elevation partly in vertical section, illustrating the pivotal bearing for the



tone arm in central vertical section and the reproducer in idle position with the casing lid closed.

Fig. 3 is an enlarged detail of the reproducer illustrating the adjustment of the stylus to engage records of different type.

Fig. 4 is a detail illustrating the angular position of the reproducer with reference to laterally-cut records.

Fig. 5 is a view similar to Fig. 4 illustrating the position of the reproducer and stylus with reference to the hill and dale type of records.

Fig. 6 is an enlarged sectional detail on line v v of Fig. 3, illustrating the pivotal mounting for the stylus.

John Spillane, of the Blackman Talking Machine Co., New York, attended the recent Elks' convention at Atlantic City.

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ADVANCE RECORD BULLETINS FOR AUG., 1919

AEOLIAN CO.

- OPERATIC SELECTIONS
54022 La Forza del Destino—La vita e Inferno all' infelice (Life is misery to the unfortunate) (Verdi). Tenor, in Italian, Vocalion orch. accomp.
50004 La Boheme—Soave fanciulla (Thou Sweetest Maiden) (Puccini). Soprano and tenor duet, in Italian, Vocalion orch. accomp.
50005 Rigoletto—Povero Rigoletto (Alas Rigoletto) (Verdi). Baritone, in Italian, Vocalion orch. accomp.
STANDARD SELECTIONS
30029 Chanson d' Amour (Song of Love) (Hollman). Soprano, in French, cello obbligato, Marie Sundelius
22027 A Dream (Bartlett). Tenor, Vocalion orch. accomp.
22028 Friend of Mine (Sanderson). Baritone, Vocalion orch. accomp.
12155 Tell Her I Love Her So (deFaye). Tenor, Vocalion orch. accomp.
CONCERT BAND SELECTIONS
12156 Lucia—Sextette (Donizetti)
INSTRUMENTAL SELECTIONS
32010 Angels Serenade (Braga). Cello, piano accomp.
12157 Narcissus (Nevin)
SACRED SELECTIONS
12158 Oh Morning Land (Phelps). Orch. accomp.
DRAMATIC READING
12159 Puck Fanshaw's Funeral, from "Roughing It" (Mark Twain).
NOVELTY SELECTIONS
12160 A Bird Symphony (Ring-Hager). Vocalion orch. accomp.
POPULAR SELECTIONS
12161 When I Met You (Klickman). Tenor, orch. accomp.
NOVELTY DANCE SELECTIONS
12164 Where the Lanterns Glow (C. L. Johnson). Fox-trot.
DANCE SELECTIONS
12165 Karavan (Wiedoft). Fox-trot.
12166 Ruspana (Mary Earl). One-step.
12167 Miss Trombone (A Slippery Rag) (Fillmore). Fox-trot.

These are the regular August records which go on sale July 10 and will go on sale again July 19. Watch your supplies of these popular numbers.

POPULAR HITS

- A2746 I'll Say She Does.....Al Jolson 10
Just As We Used To Do.....Billy Murray 10

- A2745 Jazz Baby.....Agnes Lynn 10
I Ain't Got'en No Time to Have the Blues, Irving and Jack Kaufman
A2744 Friends.....Sterling Trio 10
I'm Going to Climb the Blue Ridge Mountains Back to You.....Campbell and Burr
DANCE RECORDS
A2747 Mammy's Lullaby. Waltz.....The Happy Six 10
The Red Lantern. Medley fox-trot. Intro. (1) Kisses (The Sweetest Kisses of All); (2) There's Only One That I Would Lose My Sleep For (And That's for Daddy)
A2742 Just Another Good Man Gone Wrong. Medley fox-trot. Intro. Who'll Love You When I'm Gone.....Louisiana Five Jazz Orchestra 10
Yelping Hound Blues. Medley fox-trot. Intro. Foot-Warmer.....Louisiana Five Jazz Orchestra 10
A2741 Tears (Of Love). Medley one-step. Intro. I'm Glad I Can Make You Cry; (2) Pah-jamah, Jockers Dance Orchestra 10
Yama Yama Blues. Medley fox-trot. Intro. You're Some Pretty Doll, Jockers Dance Orchestra 10

EDISON RE-CREATIONS

- 83051 Le Toreador (The Toreador) — Variations (Adam) Soprano, in French.....Alice Verlet 10
Valse—(Waltz Song)—Romeo et Juliette (Gounod) Soprano, in French.....Alice Verlet
83083 Panis Angelicus (Bread of Angels)—Messe Solennelle (Franck) Tenor, in Latin.....Jacques Urlus 10
Vivra! Contende il giobilo (Oh Joy! He's Saved) —Il Trovatore (Verdi) Soprano and Baritone, in Italian.....Marie Rappold and Taurino Parvis
82563 Io non sono più l'Annetta (No longer am I Annetta)—Crispino e la Comare (L. and F. Ricci) Soprano, in Italian.....Frieda Hempel 10
Solo, profugo (Lost, Proscribed)—Martha (Flotow) Tenor and Bass-Baritone in Italian. Karl John and Arthur Middleton
82564 Oh Promise Me—Robin Hood (De Koven) Contralto.....Carolina Lazzari 10
Sweetest Story Ever Told (Stults) Contralto, Carolina Lazzari
80457 Little Whistler (An Idyll) (Ring-Hager) Whistling.....Sibyl Sanderson Fagan 10
Simplicity Intermezzo (Lee) Whistling, Sibyl Sanderson Fagan
80467 Wishing That Dreams Would Come True (Logan) Baritone.....Edward Allen 10
Won't You Come Back to Me (Jacobs) Soprano.....Leola Lucey
80469 Dusky Lullaby (Gilbert) 1st Soprano, 2d Soprano and Alto.....Homestead Trio 10
The Glow-Worm (Lincke).....We Girls Quartet
80470 Rocco (Rendez-vous—intermezzo) (Aletter), Armand Vecsey and his Hungarian Orchestra 10
Serenade in B Flat Minor (Rachmaninoff), Armand Vecsey and his Hungarian Orchestra
80471 St. John, 14:1-3, 25-27, and The Precious Name (Doane) Scripture lesson with hymn, Rev. William H. Morgan, D.D., and Calvary Choir 10
Twenty-third Psalm, and He Leadeth Me, Bradbury Scripture lesson with hymn, Rev. William H. Morgan, D.D., and Calvary Choir
5050 Ev'rybody Calls Me Honey (Straight) Contralto, Helen Clark 10
Waltz Alabam' (A Darky Waltz Dream) (Barth) Tenor.....George Wilton Ballard and Chorus
50541 Jazz de Luxe—Fox-trot (Fuller), Earl Rutter's Famous Jazz Band 10
Sensation Jazz One-step (Dixieland Jazz Band) Saxophone, Xylophone and Piano, for dancing.....All Star Trio
50542 Nigger Blues (White).....Al Bernard 10
Satan, I'm Here (I Couldn't Stand for a Triffin' Man) (Walker).....Ernest Hare
50544 Djer-Kiss Waltz (Ager) for Dancing, Jaudus' Society Orchestra 10
Egyptland—Fox-trot (Casey) for Dancing, Green Bros. Novelty Orchestra
50547 Boy and the Birds (Characteristic) (Hager), New York Military Band 10
Sliding Sid (Losch).....New York Military Band

EDISON AMBEROL RECORDS

- SPECIALS
3782 Turkestan (Stern) Male Voices.....Premier Quartet 10
3783 Frenchy, Come to Yankee-Land (Ehrlich-Conrad), Tenor.....Billy Murray and Male Chorus 10
3785 Tears—Fox-trot (Henry).....Tuxedo Dance Orchestra 10
3787 Jazzola (Robinson-Morse) Male Voices, Premier Quartet
3788 Call of the Cosy Little Home—Take It From Me (Johnstone) Soprano and Tenor, Leola Lucey and Charles Hart 10
3790 Everybody Wants a Key to My Cellar (Rose-Baskett-Pollack).....Al Bernard 10
3791 You're Still an Old Sweetheart of Mine (Whiting) Mixed Voices.....Metropolitan Quartet 10
3796 Don't Forget the Salvation Army (My Doughnut Girl) (Brown-Frisch) Baritone, Arthur Fields and Male Chorus 10
3798 I'm Forever Blowing Bubbles (Kenbrovin-Kellette) Contralto and Tenor, Helen Clark and George Wilton Ballard 10
3800 Don't Cry, Frenchy, Don't Cry (Donaldson) Tenor.....George Wilton Ballard 10
3801 Heart-Breaking Baby Doll (Hess-Mitchell), Arthur Fields
ROYAL PURPLE RECORDS
29032 Funiculi-Funicula (Denza) Tenor, Guido Ciccolin and Chorus of Girls 10
29033 Carmena—Vocal Waltz (Wilson) Soprano, Alice Verlet
REGULAR LIST
3781 Dear Little Boy of Mine (Ball) Counter-Tenor, Will Oakland 10
3784 Beale Street Blues (Handy).....Al Bernard 10
3786 Forget-Me-Not (Kendis-Brockman) Tenor, Manuel Romain 10
3789 B-Hap-e—One-step (Be Happy) (Lada-Nunez-Burger) for Dancing.....Louisiana Five 10
3792 Razzle-Dazzle—One-step (Lenzberg) for Dancing.....Lenzberg's Riverside Orchestra 10
3793 Hezekiah Hopkins "Comes to Town" (Boone) Descriptive Talk.....Len Spencer 10
3794 Lord's Prayer, Doxology, Responses and Hymn, Rev. William H. Morgan, D.D., and Calvary Choir 10
3795 I Ain't Got'en No Time to Have the Blues (H. Von Tilzer).....Billy Murray and Ed. Smalle 10
3797 World Is Hungry for a Little Bit of Love (Even You and I) (Turner) Tenor, Vernon Dalhart 10
3799 Tiger Rose Waltzes (Reid-de Dose) for Dancing.....Lenzberg's Riverside Orchestra 10

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT NO. 23

VOCAL RECORDS

- 22144 Ballyho Bay.....Patricola 10
Take Your Girlie to the Movies.....Patricola 10
22142 The First Rose of Summer, from "She's a Good Fellow".....Sam Ash 10
I'm Forever Blowing Bubbles, Lewis James and Charles Hart 10
22125 Oh, Lady, Stop Rolling Your Eyes! Arthur Fields 10
Turkestan.....Premier American Quartet 10
22124 I Ain't Got'en No Time to Have the Blues, Billy Murray and Ed. Smalle 10
Oh, How She Can Sing! Billy Murray and Ed. Smalle 10
22143 You're Making a Miser of Me.....Henry Burr 10
Roses at Twilight.....James and Hart 10
22127 Good-bye, Wild Women, Good-bye!.....Arthur Fields 10
Katydid Is the Candy Kid.....Byron G. Harlan 10
22126 Friends.....Henry Burr 10
The Gates of Gladness.....Acme Male Quartet 10
22111 Himilaya.....Premier American Quartet 10
Daa, Dee, Dum!.....Arthur Fields 10
22128 Anything Is Nice If It Comes from Dixieland, Premier American Quartet 10
When I Met You.....Sam Ash 10
FASCINATING HAWAIIAN NOVELTIES
22130 Honolulu, "March", Toots Paka Hawaiian Troupe 10
Kawaihau, "Waltz", Toots Paka Hawaiian Troupe 10
DANCE RECORDS
Waldorf-Astoria Dance Orchestra, under Direction of Joseph Knecht
22137 Tell Me. Fox-trot..... 10
Western Land. One-step..... 10
22138 The Red Lantern. Medley fox-trot..... 10
Ruspana. One-step..... 10
22139 My Dreamy Little Lotus Flower. Fox-trot..... 10
Down by the Meadow Brook. Waltz..... 10
Jim Europe's "Hell Fighters" Band
22146 Dixie Is Dixie Once More. One-step..... 10
That's Got 'Em. Fox-trot..... 10
22147 Missouri Blues. Fox-trot..... 10
My Chocolate Soldier Sammy Boy. One-step..... 10
Green Brothers' Xylophone Orchestra
22119 Bells of Bagdad. Fox-trot..... 10
Mary Ann. One-step..... 10
VIOLIN AND PIANO DANCE RECORDS
Played by the Famous Joseph Brothers
22140 The Music of the Wedding Chimes. Medley fox-trot..... 10
T-h-a-n-k Y-o-u-l (Merci Beaucoup). Medley fox-trot..... 10
THE "JAZZ" NOVELTIES OF THE YEAR
Jim Europe's Famous "Hell Fighters" Band
BAND RECORDS
22080 How Ya Gonna Keep 'Em Down on the Farm? Chorus by Lieut. Noble Sissle. One-step..... 10
Arabian Nights. One-step..... 10
22081 Darktown Strutters' Ball. Medley fox-trot..... 10
Indianola. Fox-trot..... 10
22082 Broadway "Hit" Medley. Fox-trot..... 10
Ja-Da. Fox-trot..... 10
22085 That Moaning Trombone. One-step..... 10
Memphis Blues. Fox-trot..... 10
22087 Russian Rag. Fox-trot..... 10
St. Louis Blues. Fox-trot..... 10
22086 Plantation Echoes. Vocal chorus by Singing Serenaders..... 10
Hesitating Blues. Fox-trot..... 10
VOCAL RECORDS
22089 Mirandy. Tenor.....Lieut. Noble Sissle 10
On Patrol in No Man's Land. Tenor, Lieut. Noble Sissle 10
22103 Jazz Baby. Baritone.....Creighton Thompson 10
When the Bees Make Honey.....Lieut. Noble Sissle 10
22104 All of No Man's Land Is Ours. Tenor, Lieut. Noble Sissle 10
Jazzola. Tenor.....Lieut. Noble Sissle 10
22084 Little David Play on Your Harp (Negro Spiritual), Lt. Sissle and Lt. Europe's Serenaders 10
Exhortation (Jubilee Song) Creighton Thompson and Lt. Jim Europe's Singing Serenaders 10
22105 Roll, Jordan, Roll, Lieut. Jim Europe's Singing Serenaders 10
Everybody Dat Talks About Heaven Ain't Goin' There.....Lieut. Europe's Singing Serenaders 10

PATHE FRERES PHONOGRAPH CO.

REGULAR AUGUST LIST

- OPERATIC AND STANDARD VOCAL RECORDS
34030 Manon (Massenet) "Gavotte," in French. Soprano.....Claudia Muzio 10
27510 Absent (Metcalf). Contralto.....Kathleen Howard 10
My Son! (Carrie Jacobs-Bond). Contralto, Kathleen Howard 10
25031 The Banks of Allan Water (Horn). Tenor, Craig Campbell 10
I Know a Lovely Garden (D'Hardelot). Tenor.....Craig Campbell 10
STANDARD BALLADS SUNG IN ENGLISH
40167 Home, Sweet Home (Payne-Bishop). Contralto, Helen Clark 12
Darby and Joan (Molloy). Contralto, Helen Clark 12
40164 Love's Sorrow (Shelley). Tenor.....Lewis James 12
In the Garden of My Heart (Ball). Tenor, Lewis James 10
NEW SACRED SOLOS
52042 How Lovely Are Thy Dwellings (Liddle). Baritone.....Percy Hemus 12
Crossing the Bar (Willeby). Baritone, Percy Hemus 12
22106 A Clean Heart (Byshe). Tenor, organ accomp., Earle F. Wilde 10
Flee As a Bird (Dana). Tenor, organ accomp., Earle F. Wilde 10
NEW INSTRUMENTAL NOVELTIES
40169 Menuet (Beethoven). Violins, viola and cello, The Great Lakes String Quartet 12
To a Wild Rose (MacDowell). Violins, viola and cello.....The Great Lakes String Quartet 12
59075 Gavotte (Leschetizky). Piano solo, Mme. Ethel Leginska 12
Rhapsody, No. 13 (Liszt). Piano solo, Mme. Ethel Leginska 12
40165 Melodie (Tschaikowsky). Violin solo, Jan Rudenyi 12
Canzonette (D'Ambrosio). Violin solo, piano accomp.....Jan Rudenyi 12
22107 The Adieu (Schubert). Cornet solo, Sergeant Leggett 10
Serenade (Gounod) "Quand tu chantes." Cornet solo.....Sergeant Leggett 10
NEW BAND AND ORCHESTRA RECORDS
40166 Déjanire (Saint-Saëns) "Choeur danse." Garde Republicaine Band of France 12
Regiment of the Braves (Borrel) March, Garde Republicaine Band of France 12
22108 The Thunderer (Sousa) March, American Regimental Band 10

(Continued on page 172)

RECORD BULLETINS FOR AUGUST—(Continued from page 171)

- The Loyal Legion (Sousa) March, American Regimental Band 10
- 40168 Fauns and Woodnymphs (Danse Pastorale) (Onivas) Pathé Concert Orchestra 12
- Poppies (A Japanese Romance) (Morét) Pathé Concert Orchestra 12
- 22118 Wild Honey (David), Toots Paka Hawaiian Troupe 10
- Till We Meet Again (Whiting) Toots Paka Hawaiian Troupe 10

GENNETT LATERAL RECORDS

- 9001 Annie Laurie (Scott). Male quartet, unaccompanied. Criterion Quartet 9
- Home, Sweet Home (Payne-Bishop). Male quartet, unaccompanied. Criterion Quartet 9
- 4534 The Two Doctors (Golden and Hughes) My Uncle's Farm. Golden and Hughes 9
- 4535 Friends Medley (Santly-Johnson-Meyer). Fox-trot. Green Brothers' Xylophone Orchestra 9
- Fluffy Ruffles (Green). One-step. Green Brothers' Xylophone Orchestra 9
- 4536 I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent). Tenor, orch. accomp., John Connell 9
- You're Making a Miser of Me (Dubin-Ball). Tenor, orch. accomp. Henry Burr 9
- 4537 The Boy and the Birds (Hager). Orch. accomp., Sihal Sanderson Fagan 9
- The Little Whistler (Ring-Hager). Orch. accomp. Sihal Sanderson Fagan 9
- 2500 My Cairo Love. Green Brothers' Xylophone Orchestra 9
- Mammy O' Mine. Medley. For dancing, with singing chorus. Green Brothers' Xylophone Orchestra 9

OKEH RECORDS

- 1193 Who Played Poker With Pocahontas? (Lewis-Young-Ahlert). Contralto, with orchestra. (From "Monte Cristo, Jr.") Star of the Winter Garden Show, New York. Fannie Watson 9
- For Johnny and Me (Brown-Von Tilzer). Contralto, with orchestra. Star of the Winter Garden Show, New York. Kitty Watson 9
- 1194 When You See Another Sweetie Hanging Around (Lewis-Young-Donaldson). Contralto, with orchestra. Kitty Watson 9
- Everybody Wants a Key to My Cellar (Rose-Basket-Pollack). Contralto, with orchestra. Fannie Watson 9
- 1195 The Red Lantern (Shine Red Lantern) (Fisher). Baritone, with orchestra. Joe Phillips 9
- I'm Forever Blowing Bubbles (Kenbrovin and Kellelte). Tenor duet, with orchestra. Campbell and Burr 9
- 1196 Sweet Siamese (Mary Earl). Fox-trot, xylophone orchestra. Green Brothers 9
- Ruspama (Mary Earl). One-step, xylophone orchestra. Green Brothers 9
- 1197 Mammy O' Mine (Tracey-Pinkard). Vocal trio, with orchestra. Sterling Trio 9
- I Found You (Gilbert-Friedland). Tenor, with orchestra. Henry Burr 9
- 1198 Beautiful Ohio (MacDonald-Earl). Vocal duet, with orchestra. Ruth Lenox and Henry Burr 9
- Tears (Of Love) (Warren-Henry). Tenor, with orchestra. Henry Burr 9
- 1199 Chong (He Come from Hong Kong) (Weeks). Fox-trot, instrumental. Van Eps Quartet 9
- Singapore (Intro. "Wild Honey") (Gilbert-Friedland). Fox-trot, xylophone orchestra. Green Brothers 9
- 1200 After All (Callahan and Roberts). Fox-trot, instrumental. Louisiana Five Jazz Orchestra 9
- (Dry Your) Tears (Hickman-Black). Fox-trot, xylophone orchestra. Green Brothers 9
- 1201 You're Still An Old Sweetheart of Mine (Egan-Whiting). Vocal duet, with orchestra. Burr and Meyers 9
- When You Look in the Heart of a Rose (Gillespie-Methven). Tenor, with orchestra. Sam Ash 9
- 1202 Wait and See (You'll Want Me Back) (McCarron Morgan). Tenor, with orchestra. Irving Kaufman 9
- 1202 Heart-Breaking Baby Doll (Hess-Mitchell). Tenor, with orchestra. Billy Murray 9
- 1203 That Long, Long Trail Is Getting Shorter Now (Mahoney). Vocal trio, with orchestra. Sterling Trio 9
- Salvation Lassie of Mine (Caddigan-Story). Tenor, with orchestra. Henry Burr 9
- 1205 Turkestan (Jones-Stern). Vocal quartet, with orchestra. Premier-American Quartet 9
- Burmah Moon (Gitz-Rice). Tenor, with orchestra. Sam Ash 9
- 1206 Eyes That Say "I Love You" (Fisher). Tenor, with orchestra. Billy Murray 9
- Chong (He Come from Hong Kong) (Weeks). Tenor, with orchestra. Irving Kaufman 9

EMERSON PHONOGRAPH CO.

**NEW GOLD SEAL RECORDS
BIG POPULAR SONG HITS**

- 9195 Himalay—A Song of the Far East (Warren-Henry-Onivas). Baritone solo, orch. accomp., Billy Murray 9
- Oh, How She Can Sing (Yellen-Van-Schenck). Character song, orch. accomp. 9
- 9196 My Dreamy Little Lotus Flower (Glick-Olman). Tenor solo, orch. accomp. Henry Burr 9
- Kiss Me Again (Blossom-Herbert). Soprano solo, orch. accomp. Laura Combs 9
- 9203 Take Me to the Land of Jazz (Kalmar-Leslie-Wendling). Jazz melody, orch. accomp., Irving and Jack Kaufman 9
- Take Your Girlie to the Movies—If You Can't Make Love at Home (Leslie-Kalmar-Wendling). Character song, orch. accomp. Irving Kaufman 9
- 9198 Blues My Naughty Sweetie Gives to Me (Swanstone-McCarron-Morgan). Character Song, orch. accomp. Irving Kaufman 9
- I Ain't Got-en No Time to Have the Blues (Harry Von Tilzer). "Blues" character song, orch. accomp. Irving and Jack Kaufman 9
- 9202 The Gates of Gladness. On the Road to Sunshine Land (Brennan-Cunningham-Rule). Tenor and haritone duet, orch. accomp., Charles Hart and Elliot Shaw 9
- Longing (Seymour-Pike). Tenor solo, orch. accomp. Henry Burr 9
- 9200 Our Yesterdays (Lake-Leslie). Tenor solo, orch. accomp. Henry Burr 9
- Sometime It Will Be Love Time, Sometime—Somewhere (Walker-Arthur). Tenor solo, piano and violin accomp. Edward Hamilton 9

- 9205 Oh You Women! (Stept-Green). Character song, orch. accomp. The Three Kaufields 9
- Ze Yankee Boys Have Made a Wild Frenchy Baby Out of Me (West-Gold). Character song, orch. accomp. Arthur Fields 9
- 9199 Some Sunny Day (Jackson-Donaldson). Tenor solo, orch. accomp. Sam Ash 9
- When I Met You (Armstrong-Klickmann). Tenor and haritone duet, orch. accomp., Burr and Myers 9
- 9197 You're Making a Miser of Me (Dubin-Ball). Tenor solo, orch. accomp. Sam Ash 9
- My Little Sunshine (Jones-Conrad). Male trio, orch. accomp. Sterling Trio 9
- 9204 Evening, Brings Love Dreams of You (Burt-nett-Gillespie). Tenor solo, piano and violin accomp. Edward Hamilton 9
- When I'm Gone You'll Soon Forget (E. Austin Keith). Male quartet. Peerless Quartet 9
- LATEST DANCE HITS**
- 1025 The Alcoholic Blues. Some Blues (Al. Von Tilzer). Fox-trot. Emerson Military Band 10
- Western Land (Byron Gay). Fox-trot. Emerson Military Band 10
- 1024 Daffodil Waltz (Gerald Arthur). Waltz. Emerson Nylo-Phiends 10
- The Bells of Bagdad (Otto Motzan). Fox-trot. Emerson Nylo-Phiends 10
- 1023 You're the One That I Want (Hugo Frey). One-step, hanjo, piano and saxophone, Van Eps Banta Trio 10
- Chong. Medley. Intro. "Anything Is Nice If It Comes from Dixieland" (Weeks-Clarke-Ager-Meyer). Fox-trot, hanjo, piano and saxophone, Van Eps Banta Trio 10
- 9201 Gypsy Girl (Oliver Wallace). Fox-trot, Emerson Nylo-Phiends 9
- Little Italy (David-Hewitt). Fox-trot, Emerson Military Band 9
- 1026 Dixie Blues (Lada-Nunez-Cawley). "Blues." Fox-trot. Louisiana Five 10
- Thunderbolt (Lada Nunez-Cawley). One-step, Louisiana Five 10

STANDARD AND NOVELTY SELECTIONS

- 1027 Irish Jigs. Accordion duet, Phil and Dan Boud'ni 10
- Irish Reels. Accordion duet, Phil and Dan Boudini 10
- 1028 Lights Out (E. E. McCoy). March, Bergh's Concert Band 10
- American Patrol (F. W. Meacham). March, Bergh's Concert Band 10
- 1029 A Nightingale (Fred W. Hager). Descriptive novelty, bird voices, orch. accomp., Sihal Sanderson Fagan 10
- My Sweet Song Bird of the California Hills (Ring-Hager). Descriptive whistling novelty, orch. accomp., Sihal Sanderson Fagan and Henry Burr 10
- 1030 Daddy (Lemon-Behrend). Contralto solo, piano and violin accomp. Elizabeth Lennox 10
- Long Ago in Alcaia (Weatherly-Koss-Messenger). Baritone solo, orch. accomp. Royal Dadmunt 10

EMERSON PHONOGRAPH CO.

**THE NEW SEVEN-INCH RECORDS
BIG POPULAR SONG HITS**

- 7508 Don't Forget the Salvation Army (Leffingwell-Lucas-Brown-Frisch). Baritone solo, orch. accomp. D. (Bud) Bernie 9
- 7508 Oh You Women (Green-Stept). Character song, orch. accomp. The Emersonian Three 9
- 7509 Himalaya—A Song of the Far East (Warren-Henry-Onivas). Baritone solo, orch. accomp., Jack Tracey 9
- When I Met You (Armstrong-Klickman). Tenor and baritone duet, orch. accomp. Rice and Wilbur 9
- 7510 Friends (Johnson-Santly-Meyer). Baritone solo, orch. accomp. D. (Bud) Bernie 9
- When I'm Gone You'll Soon Forget (E. Austin Keith). Male quartet. Peerless Quartet 9
- 7511 Blues My Naughty Sweetie Gives to Me (Swanstone-McCarron-Morgan). "Blues" character song, orch. accomp. George Beaver 9
- After All That You've Done to Me (Coslow-Platzman). Tenor solo, orch. accomp., George Gordon 9
- 7512 When the Bees Make Honey Down in Sunny Alaham' (Lewis-Young-Donaldson). Baritone duet, orch. accomp. Sanford and Sanford 9
- My Dreamy Little Lotus Flower (Glick-Olman). Tenor solo, orch. accomp. Robert Rice 9
- 7513 Lullaby Blues. In the Evening (Kendall-Robinson-Morse). Male quartet, orch. accomp., Emerson Quartet 9
- I Ain't Got-en No Time to Have the Blues (Harry Von Tilzer). Character duet, orch. accomp. Sanford and Sanford 9
- 7514 Oh Lawdy! Something's Done Got Between Ebecanezer and Me (Creamer-Layton). "Blues" character song, orch. accomp. Jack Tracey 9
- Oh! How She Can Sing (Yellen-Van-Schenck). Character duet, orch. accomp., Jack Tracey and Eddie Smalle 9
- 7515 Burmah Moon (Lieut. Gitz-Rice). Tenor solo, orch. accomp. William Sioane 9
- Our Yesterdays (Lake-Leslie). Tenor solo, orch. accomp. Robert Rice 9
- DANCE AND BAND HITS**
- 7516 Mammy's Lullaby (Lee S. Roberts). Waltz, Emerson Military Band 9
- Sweet Hawaiian Moonlight (F. Henri Klickman). Waltz. Emerson Military Band 9
- 7517 The Vamp (Byron Gay). Fox-trot with words, Emerson Dance Orchestra 9
- Church Street Sobbin' Blues (Lada-Nunez-Cawley). "Blues" fox-trot. Frisco Five 9
- 7518 Wild Honey (Lee David). Fox-trot, Emerson Nylo-Phiends 9
- My Cairo Love (An Egyptian Serenade) (J. S. Zamecnik). Fox-trot. Emerson Nylo-Phiends 9
- 7519 Yama Yama Blues (S. and C. Williams). Fox-trot. Frisco Five 9
- Rainy Day Blues (F. Warshauer). Fox-trot, Frisco Five 9

EMPIRE TALKING MACHINE CO.

POPULAR SONGS

- 21113 Eyes That Say I Love You (Fisher). Orch. accomp. Empire Male Quartet 9
- When I Met You (Armstrong-Klickman). Tenor solo, orch. accomp. Sam Ash 9
- 21114 Friends (Meyer-Santley). Tenor solo, orch. accomp. Henry Burr 9
- Daa, Dee Dum (Vincent-Flatow). Baritone solo, orch. accomp. Arthur Fields 9
- 21115 Roses at Twilight (Black-Marple). Male duet, orch. accomp. Lewis James and Chas. Hart 9
- Gates of Gladness (Brennan-Cunningham-Rule). Orch. accomp. Empire Male Quartet 9

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- 21116 On the Ozark Trail (Skidmore and Walker). Orch. accomp. Collins and Harlan 9
- Good-bye, Wild Women, Good-bye (Johnson-Ager-Meyer). Baritone solo, orch. accomp. Arthur Fields 9
- DANCE SELECTIONS**
- 21110 The Alcoholic Blues (Von Tilzer). Fox-trot, Empire Jazz Band 9
- At the Jazz Band Ball (La Rocca and Shields). One-step. Empire Jazz Band 9
- 31111 Western Land (Gay). One-step, Empire Dance Orchestra 9
- My Dreamy Little Lotus Flower (Glick-Olman). Fox-trot. Empire Dance Orchestra 9
- 31112 Ruspama (Earl). One-step. Empire Dance Orchestra 9
- Contentment (Penn). Waltz. Empire Dance Band 9
- STANDARD VOCAL SELECTIONS**
- 41104 Jesus, Lover of My Soul (Marsh). Tenor solo, organ accomp. Stanley Mackey 9
- The Sweet Story of Old (Engelbreth). Tenor solo, organ accomp. John Manning 9
- INSTRUMENTAL SELECTIONS**
- 51110 The Irish Regiment (DeWitt). Empire Military Band 9
- General Pershing March (Vandersloot). Empire Military Band 9
- 51111 The Whistler and His Dog (Pryor). Empire Concert Band 9
- The Village Band (Gavnt). Empire Concert Band 9
- 51113 Will You Remember (Johnson-Young-Sigmund). Violin solo, piano accomp. Alice Raymond 9
- Spring Song (Mendelssohn). Violin solo, piano accomp. Albert Faber 9
- HAWAIIAN SELECTIONS**
- 61104 Christmas Waltz (Margis). Louise and Ferera Hawaiian Orchestra 9
- La Paloma (Hradier). Louise and Ferera Hawaiian Orchestra 9

NO VICTOR RECORDS FOR AUGUST

Victor Co. to Take Advantage of Opportunity Thus Presented to Take Care of Volume of Unfilled Record Orders Now on the Books.

In order to catch up to some extent at least with the large number of unfilled orders for records that have been accumulating for some months past, the Victor Talking Machine Co. has announced to its wholesale jobbers and dealers that no new record supplement will be issued for August, but that the efforts that would ordinarily be devoted to the producing of new records will be used for pressing records to fill orders now on hand. The official announcement of the company says in part:

"To furnish you with records you have had on order for some months past, we have been compelled to take extraordinary measures, and have decided to list no new records for August, 1919. Instead we shall devote all our energies for one month to the manufacture of records for which the trade has a large unfilled demand.

"We shall, however, issue a supplement in which we have listed a greater number of records than usual, and in greater variety. The records so listed are all excellent selections and, better still, they are records of which there are some stocks available in the hands of our distributors."

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Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
Portland, Me., Columbia Graphophone Co., 43 Exchange St.
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
San Francisco, Cal., Columbia Graphophone Co., 130-150 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
Spokane, Wash., Columbia Stores Co., 161 South St.
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Join the progressive jobbers on this page next month.

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