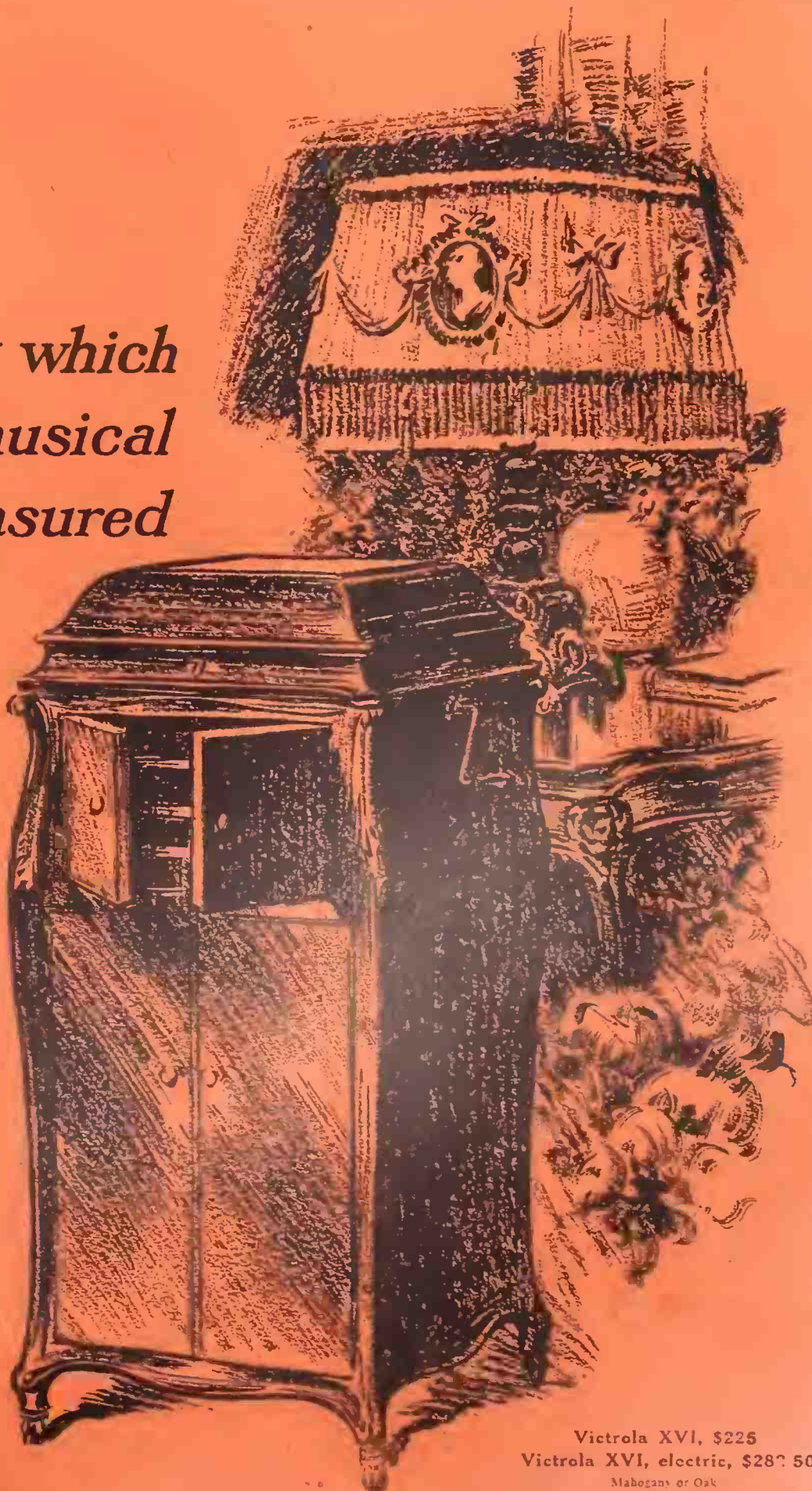


# The TALKING MACHINE WORLD

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!

**T**HE 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.



*The Invincible*

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

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

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

**H**EAR *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?*



# 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 partly smoked 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. Hindermyer, 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 6/14/14



# 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.

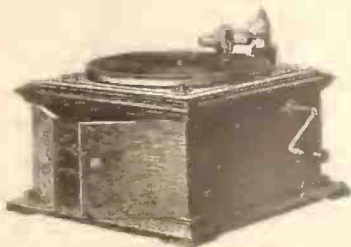
Our Object Is to Help Our Dealers Make 1919 a REAL VICTORY YEAR.

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



**Victrola XVI, \$225**  
Victrola XVI, electric, \$282.50  
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.



## 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 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

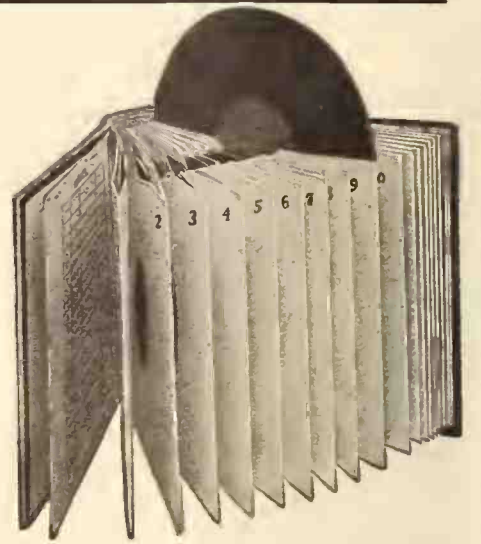
Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A **profitable adjunct** to the business.

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.

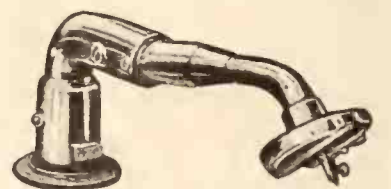
The Cortina Academy  
12 East 46th Street :: New York



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

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* **MACHINE**  
*makers &* **WORLD**  
*sellers of*  
*talking*  
*machines*

**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.

**G**ENIUS 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.

**I**N 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!

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

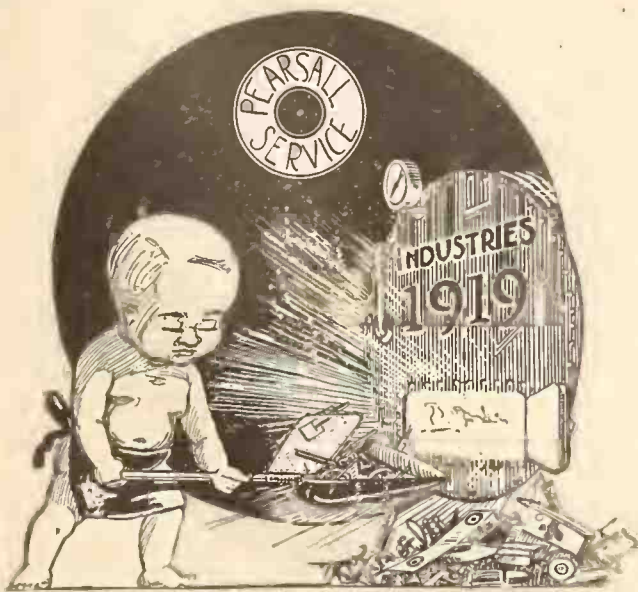
Victrolas and Victor Records are one of the war-time essentials that become more than ever necessary for life's enjoyment. More goods are promised for 1919: a bigger demand is sure, and it is a sure Happy New Year.

## 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**

**W**E 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.

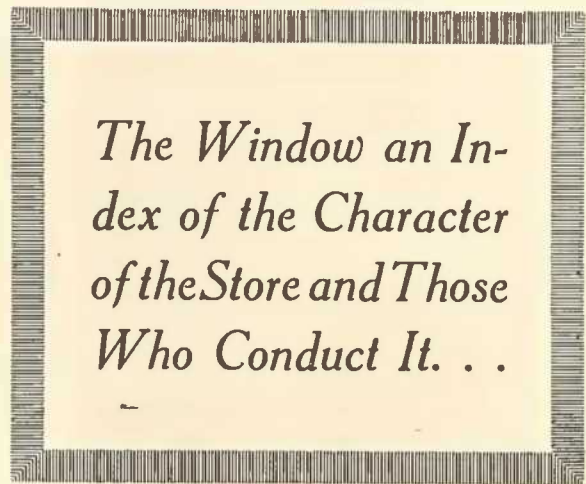
Some of the modern displays testify to the rapid development of art in advertising as far as window displays are concerned, and in cards and other forms of display pictorial impressions are conveyed that represent really clever artistic work.

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

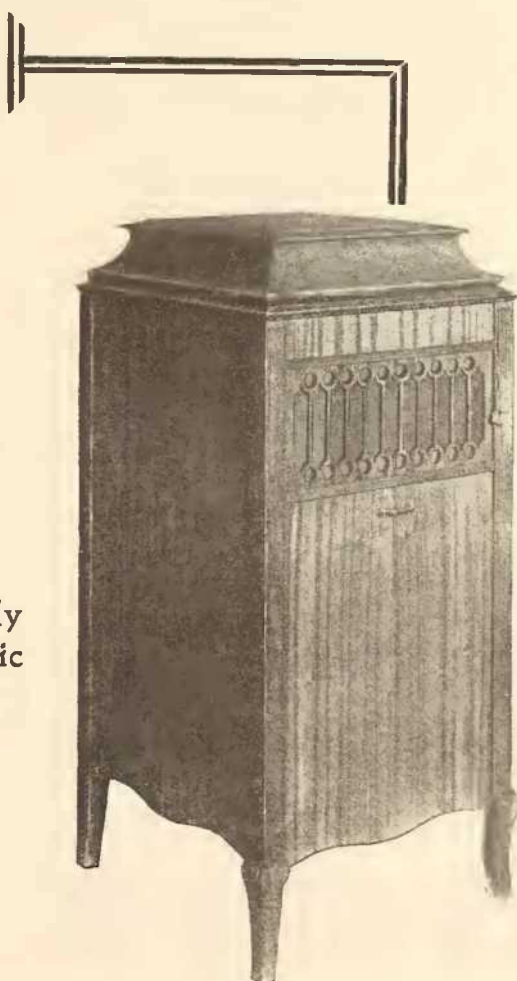
William Dane, formerly manager for the Putnam, Page Co., of Peoria, Ill., and a specialist in Victor sales work, has been making his headquarters for some time past at Pelham Park Bay, N. Y., undergoing preliminary training prior to entering Princeton for a special course which will give him a commission 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

**T**HE 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.

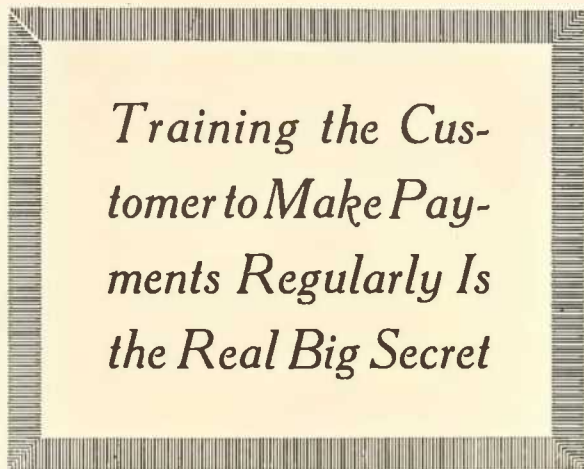
Speaking again of extending credit, you should demand an unusually large down payment from colored people, foreigners, questionable characters and people just starting in any business. Statistics show that the classes named are very poor risks for the dealer who sells on the time-payment plan.

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 "peeved." 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

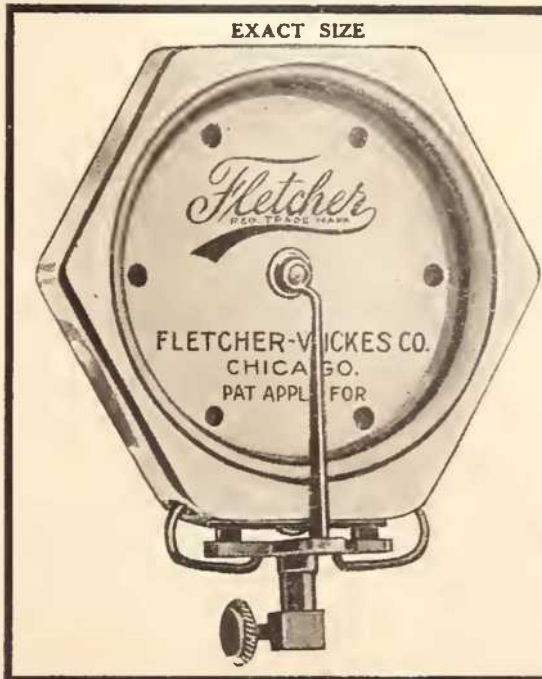
*(Continued on page 18)*



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-quickenning 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 swiftest 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 of opera, concert and

new Columbia Records editions, 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.

the 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 Man's Land (Hugh Donovan)                   | A-2670 |
| Over Yonder Where the Lilies Grow (Henry Burr)             | 85c    |
| The Pickeninnny's Paradise—Medley Fox-trot } Prince's Band | A-6086 |
| My Baby Boy—Medley One-step                                | \$1.25 |
| Naval-Cadete March—Bell Solo with Band Accompaniment       | E-4060 |
| Albinoe Polka—Xylophone with Band Accompaniment            | 85c    |



Columbia Grafonolas Standard Model 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

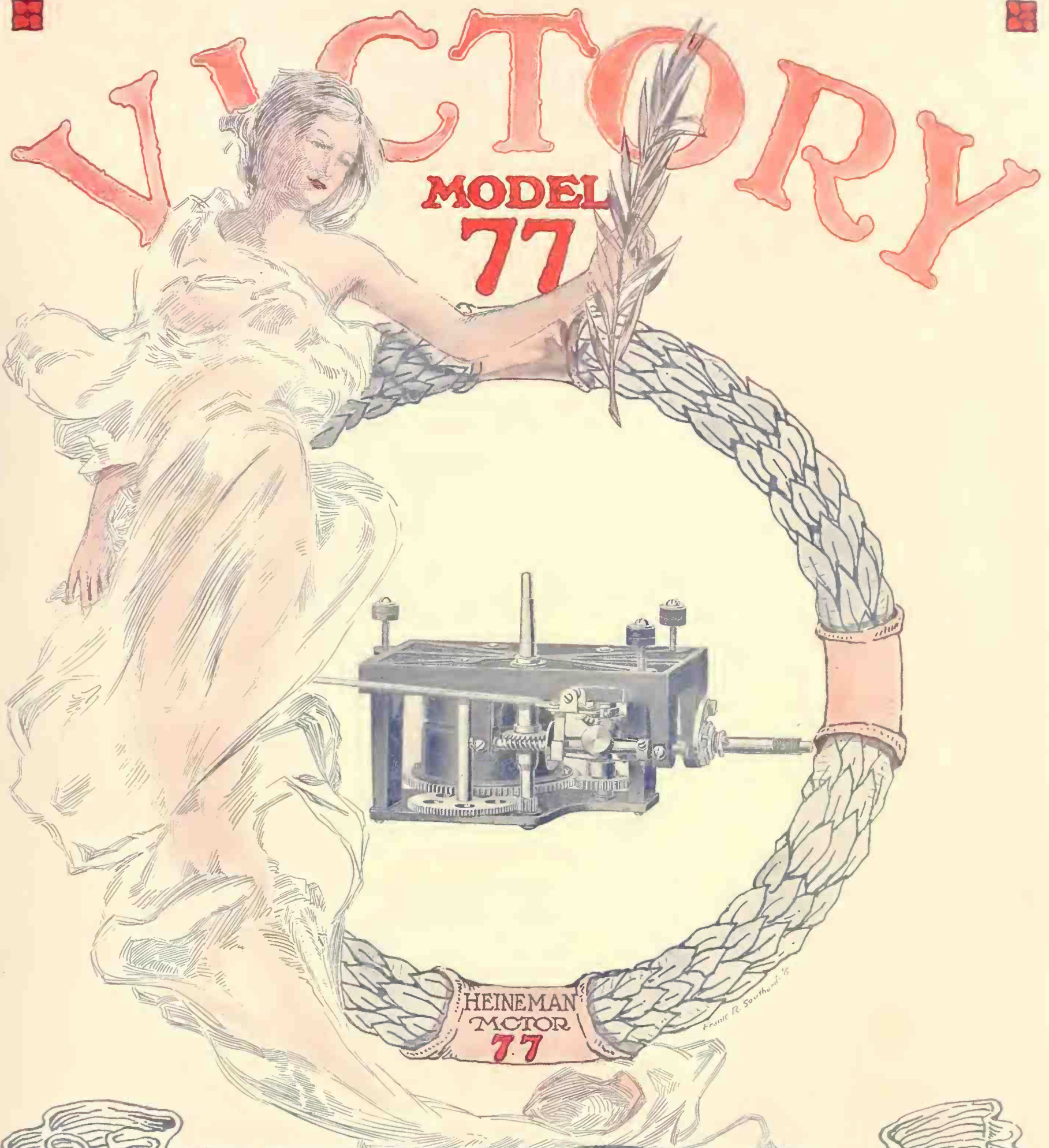
THE C. E. WARD CO.

(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**

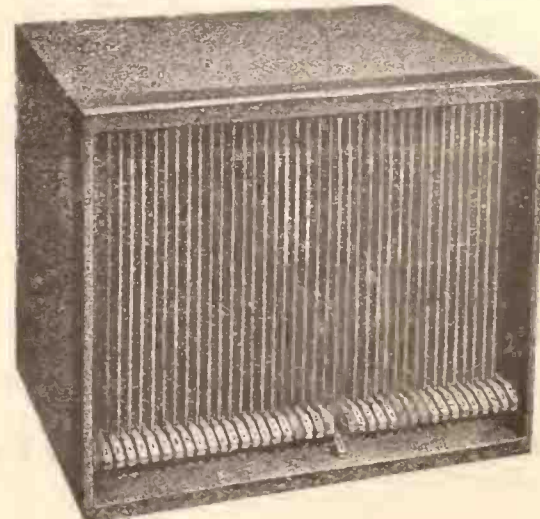
Size (top) 20 x 22

**\$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?

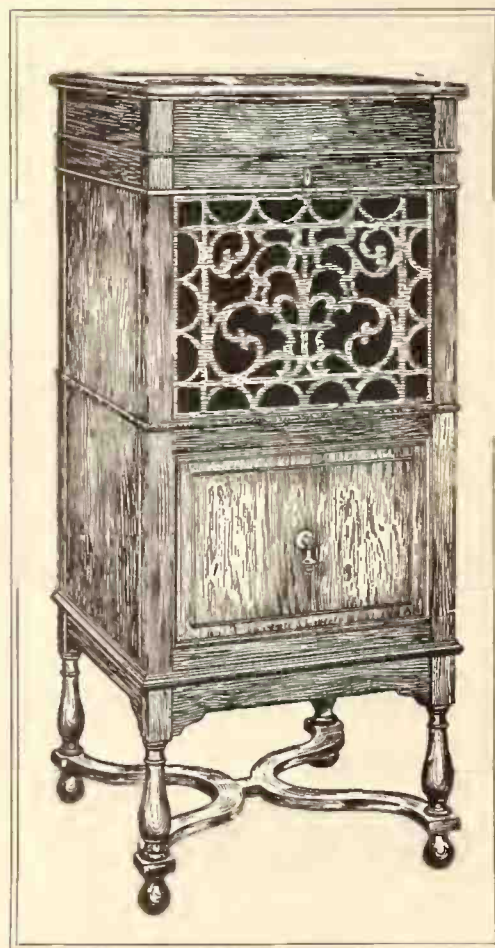
Mr. Edison recently made to you Edison dealers the only public statement he has given out since the Armistice was signed. It was an important communication. The newspapers thought so, and gave it great publicity. The most important thing in it was this:

“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.

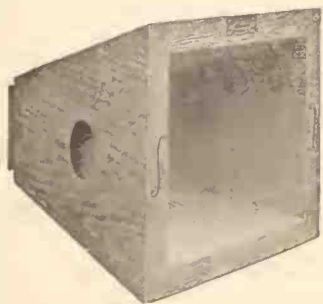
Regarding habits; if wine, woman and song, yea, cards, are part of your life, let each fit in, in its proper place, and each in moderation—much moderation, but under all circumstances so discipline yourself that no one of them interferes with your ability to produce sales, and produce them in a manner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



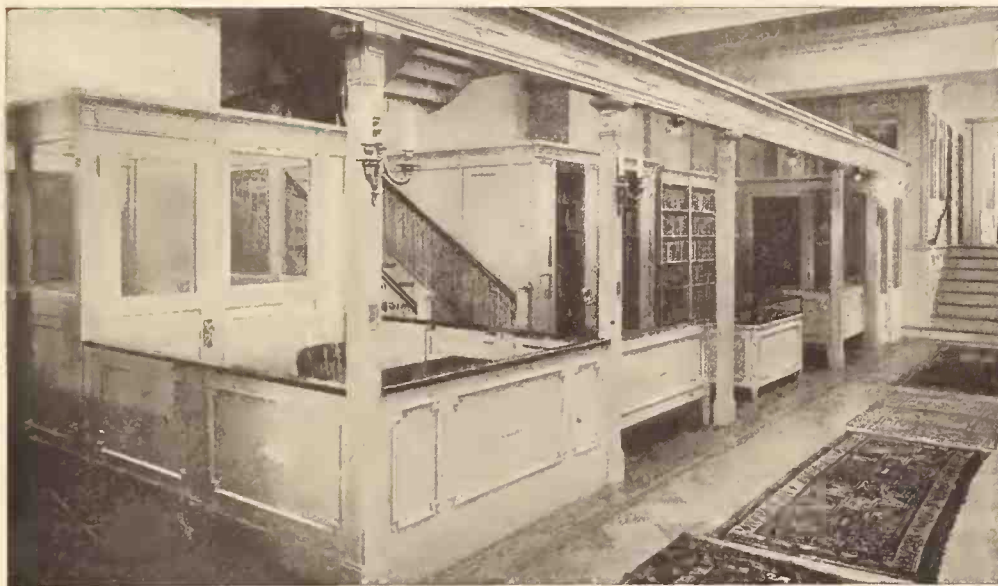
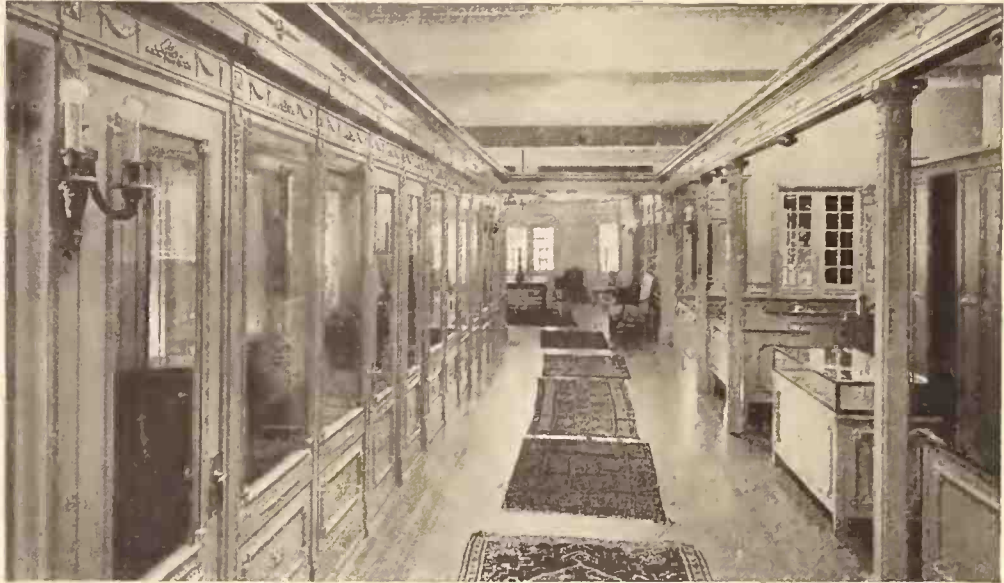
# System

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
- Delibery . . .**
  - 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.

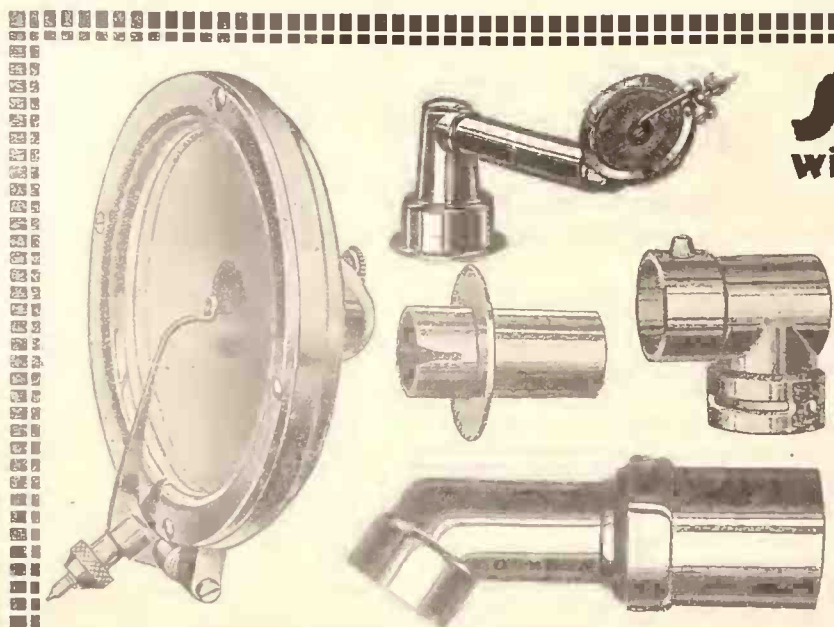
"I think the talking machine dealers will have the best year they have ever known for business," said Charles K. Bennett, manager of the Eclipse Musical Co., and president of the Talking Machine Dealers' Association of Northern Ohio. "I hear encouragement from retailers who come to our store daily. We 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

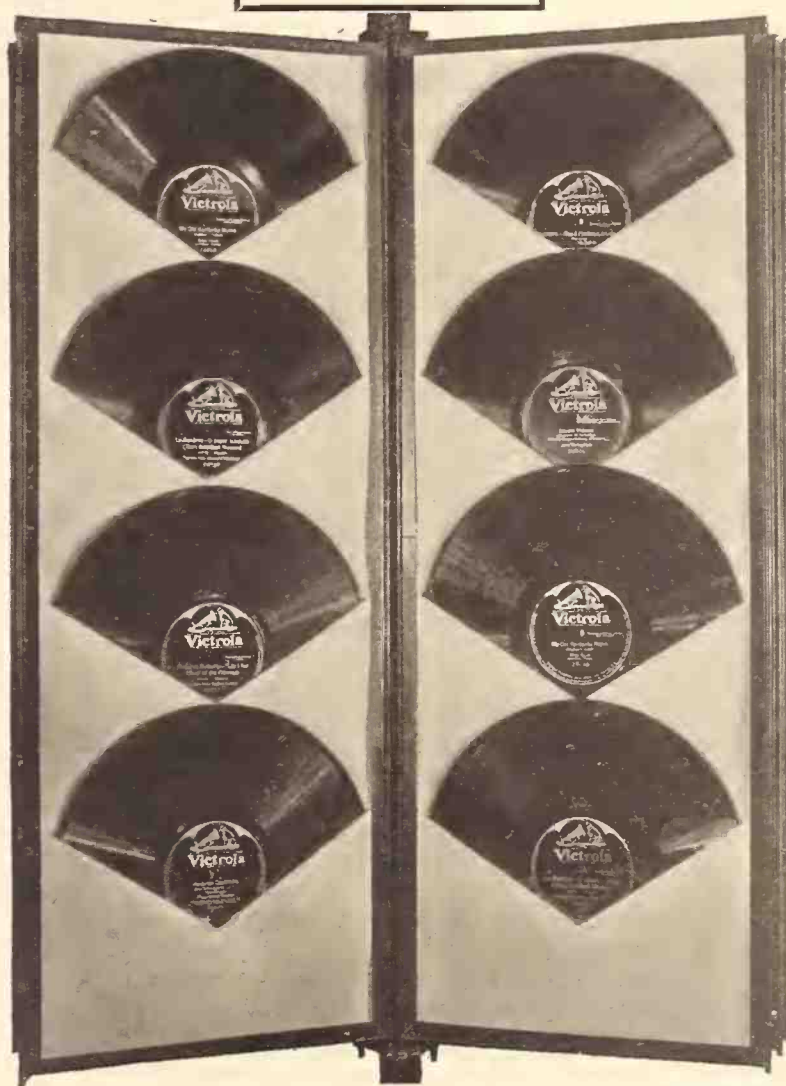


# DISPLAY YOUR RECORDS

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**

**T**HERE 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 Stracciarì, 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.

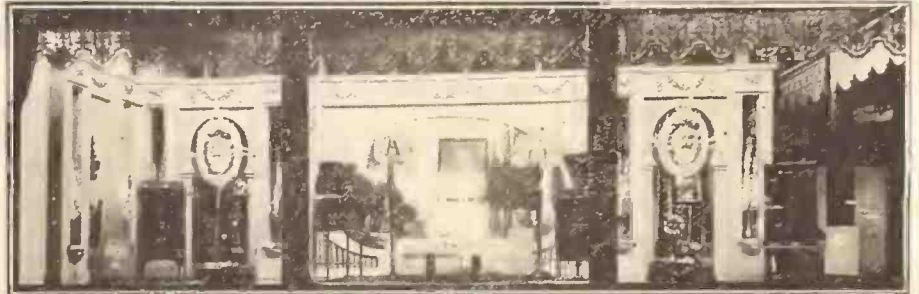
**THE PELLETIER CO. CELEBRATES**

Marks Fifth Anniversary as Edison Phonograph Representative in Striking Fashion

SIoux CITY, IA., 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

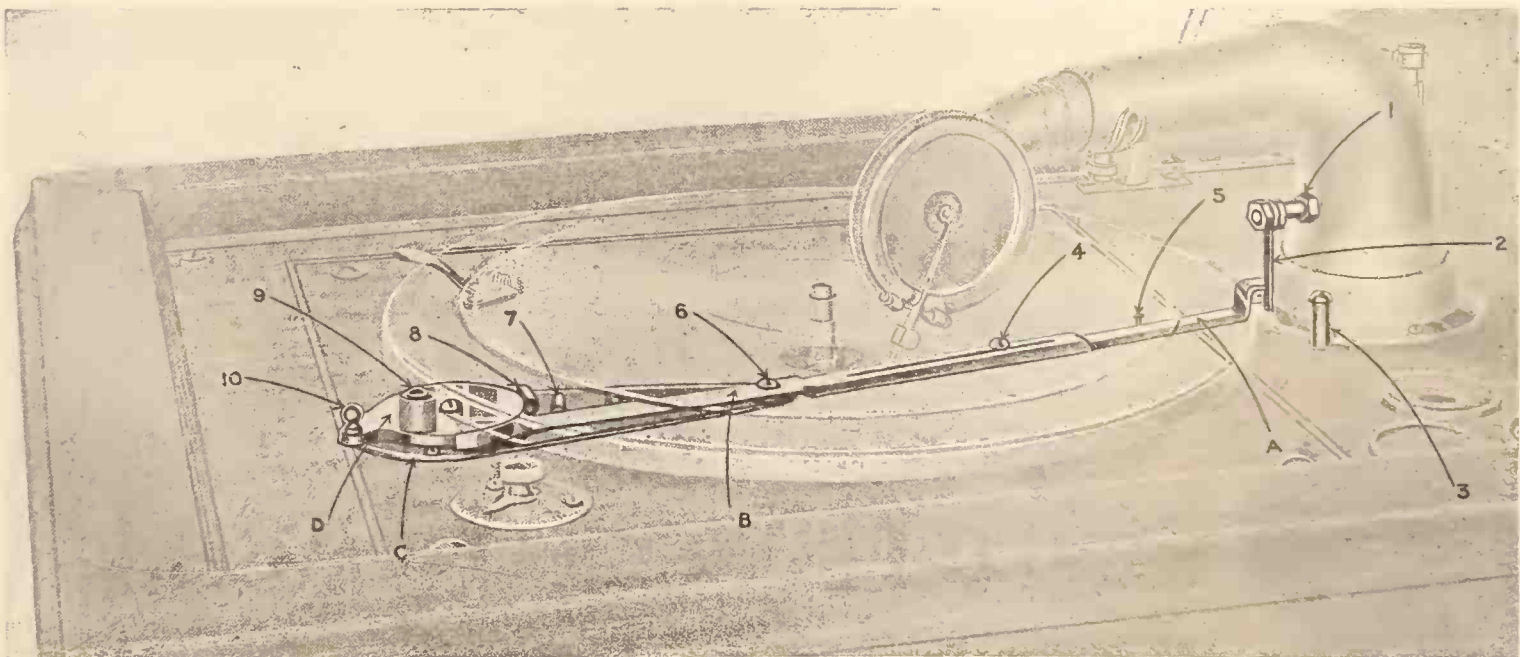
Sockets  
Tone Rods  
Knobs, etc.

BEST QUALITY — LOWEST PRICES

**UNIVERSAL AUTOMATIC STOP**



No. 1265  
WITH AND WITHOUT 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*

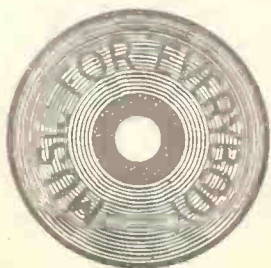
HOW  
WORLD  
Phonographs  
ARE MADE

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

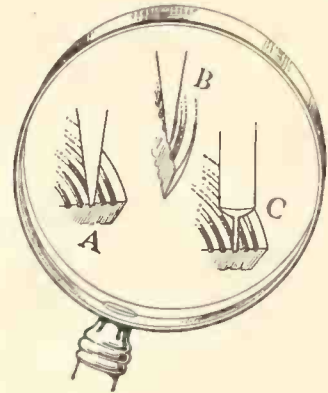
Among the increasing number of attractively fitted up parlors of talking machine dealers in metropolitan territory may be classed those of the Greenpoint Talking Machine Co., Victor representatives, 638 Manhattan avenue, Brooklyn, N. Y. This concern recently installed a number of soundproof booths, and 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.

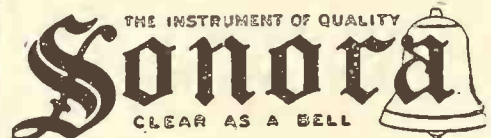
Fig. "B"—It is quite logical that the Steel Needle becomes of larger diameter at the engaging point as the needle wears down (owing to its taper form) and thus wears off the edges of the groove of the record.

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

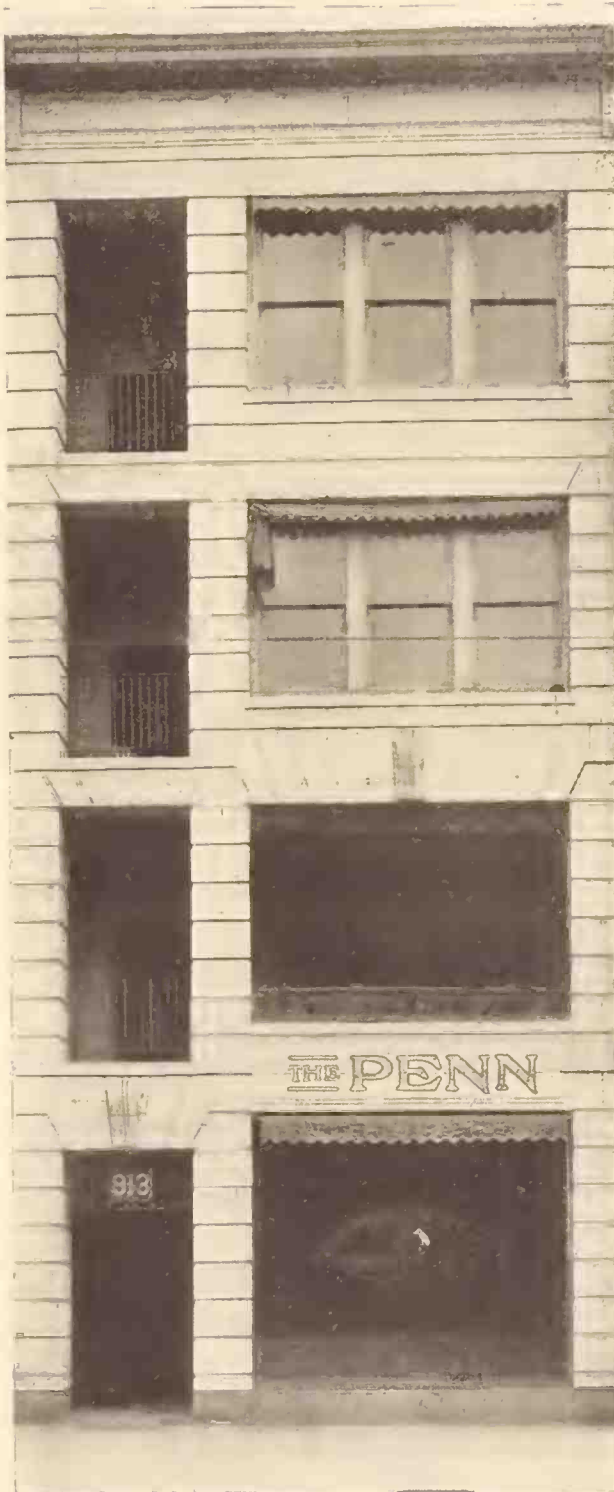
## 1918

—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 | { <b>Smiles—Dance</b><br>Djer Kiss   | 1106              | { <b>I Ain't Got Weary Yet—Vocal</b><br>K-K-K-Katy   |
| 1074 | { <b>Oh, How I Hate to Get Up in the Morning—Vocal</b><br>Good Morning, Mr. Zip, Zip, Zip. | 1108              | { <b>Oh, How I Wish I Could Sleep Until My Daddy Comes Home—Vocal</b><br>What a Wonderful Message from Home  |
| 1072 | { <b>I'm Sorry I Made You Cry—Vocal</b><br>I Hate to Lose You                              | 1112              | { <b>Dear Old Pal of Mine—Vocal</b><br>I'm Gonna Pin a Medal on the Girl I Left Behind                       |
| 1096 | { <b>Everything Is Peaches Down in Georgia—Vocal</b><br>Lovin'                             | <b>READY SOON</b> |  |
| 1107 | { <b>Tell That to the Marines—Vocal</b><br>Ring Out Liberty Bell                           | 1119              | { <b>The Rose of No Man's Land—Vocal</b><br>Dear Little Boy of Mine  |
| 1110 | { <b>My Belgian Rose—Vocal</b><br>Dreaming of Home, Sweet Home                             | 1122              | { <b>Good-Bye, France—Vocal</b><br>Coming Through the Rhine  |
| 1086 | { <b>Smiles—Vocal Duet</b><br>Since I Met Wonderful You                                    | 1125              | { <b>The Navy Took Them Over and the Navy Will Bring Them Back—Vocal</b><br>Watch, Hope and Wait Little Girl |
| 1073 | { <b>When You Come Back—Vocal</b><br>Hearts of the World                                   | 1130              | { <b>Don't Cry, Little Girl, Don't Cry—Vocal</b><br>Tell Me Why You Went Away                                |
| 1099 | { <b>The Missouri Waltz—Dance</b><br>I'm Gonna Pin a Medal on the Girl I Left Behind       | 1131              | { <b>Come on, Papa—Vocal</b><br>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 Delpehon Shop, Arcade Building, Mr. Sunderland, manager, who sell the Columbia and the Delpehon, 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.

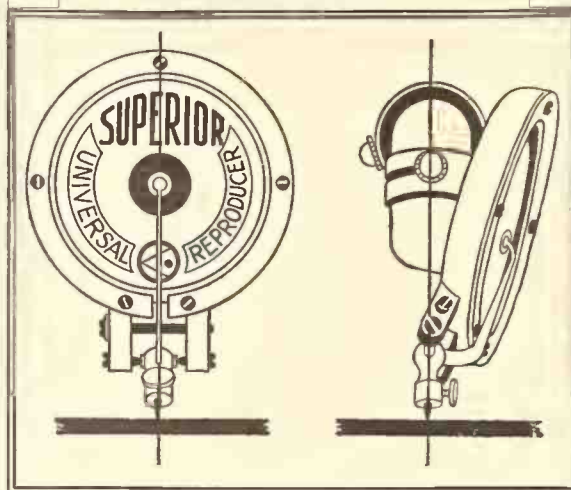
## The Scotford Tonearm and Superior Universal Reproducer

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 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



SOLE BY  
**MURTEAU WILLIAMS & CO.**  
MONTREAL — OTTAWA

**Kunkel Piano Co.**  
BALTIMORE



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

SOLE 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

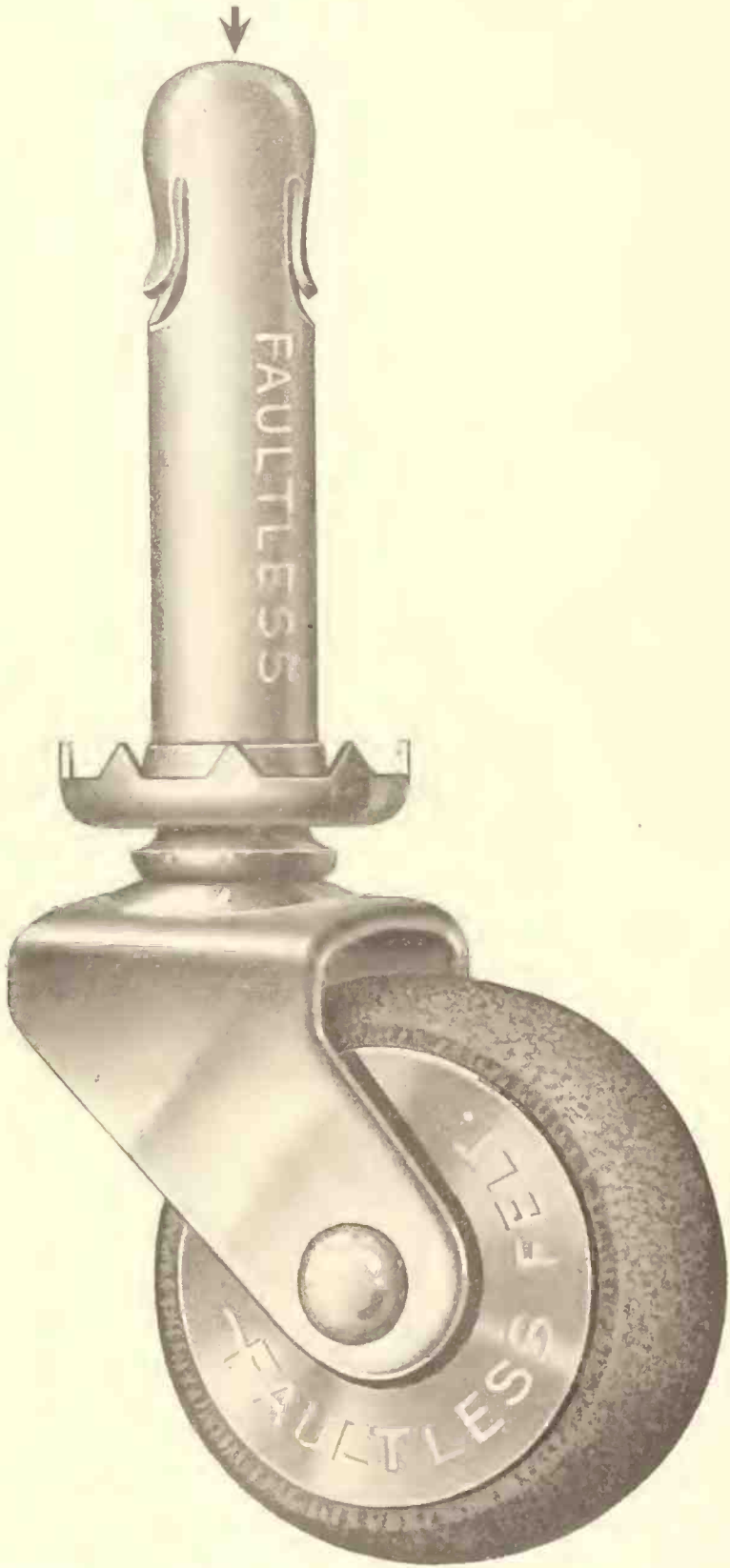
**RALPH M. BUCK, Treasurer and Sales Manager,**

:: ::

**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 co-operation, 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."

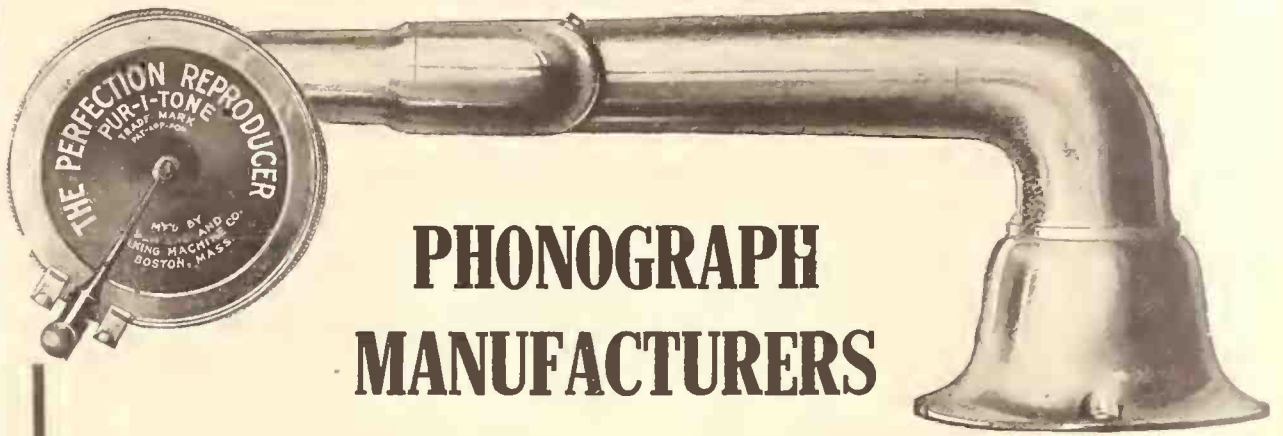
One significant paragraph in Manager Mann's letter reads as follows: "The shortage in Grafonola production has not been without advantages, because it has taught many of us how to vastly increase our record sales, and with the normal increase of Grafonola production which should make itself felt within 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

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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. Hellings, 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.



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# 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 of models 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

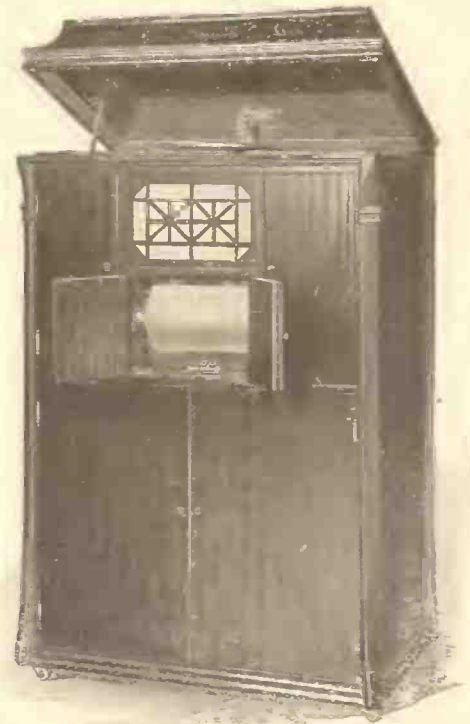
James K. O'Day, for a number of years a successful dealer in talking machines and player-pianos, at 653 Main avenue, Paterson, N. J., prior to which he conducted a department store established by his father in that city, died in that city on January 2. Mr. O'Day was forty-five years old, and a member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

???

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.

## "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**

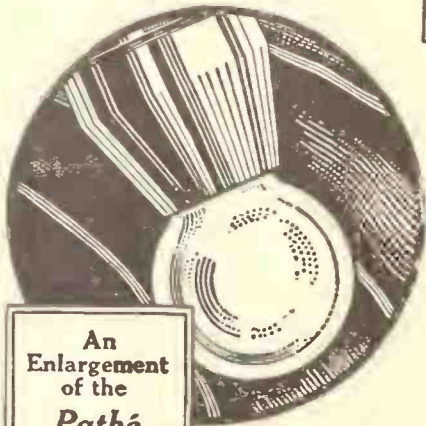
OTTO SCHULZ, President

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





"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*.

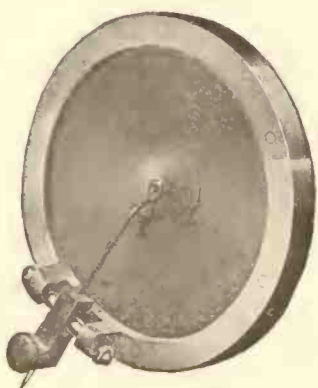
With its treated silk diaphragm under tension, for the first time is a natural reproduction made possible.

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"**

**B**UILDING 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.

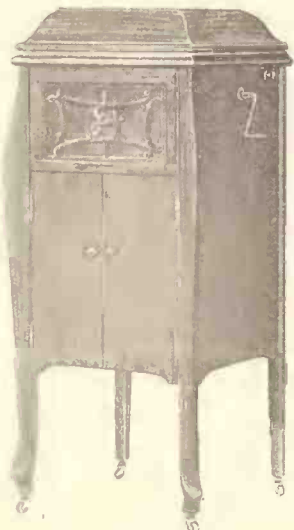
TALKING MACHINE JOBBERS TO MEET

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.

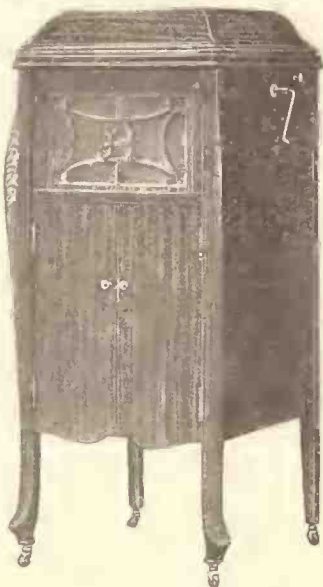
AMERICAN

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

CINCINNATI

TORONTO



## 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.  
25 West 45th Street, New York.

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-Clasiques 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.

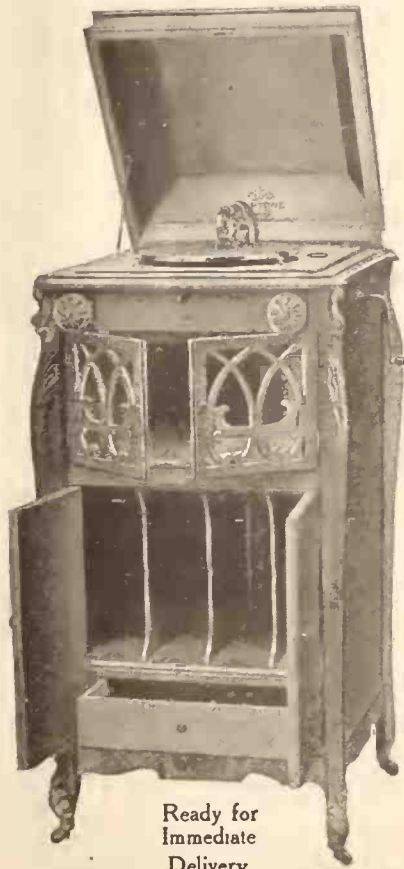
**We will be glad to send you all information**

**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.

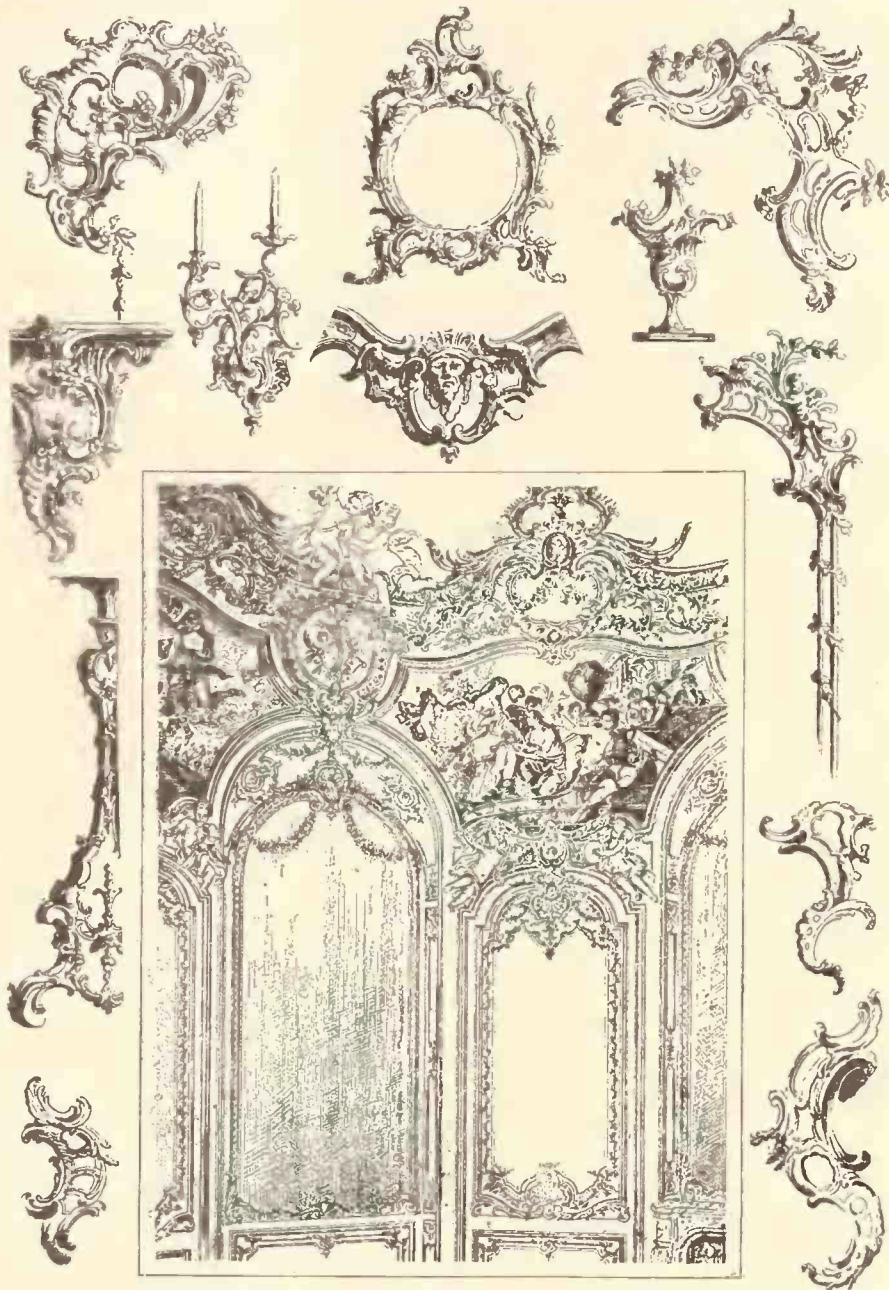
Whatever may be said against the Louis XV furniture—that it abandons the proper lines in construction, that it is overornamented or ridiculous—it must be admitted that in abandoning stateliness for luxury the king brought into being the comfortable modern furniture.

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  
VICTOR DISTRIBUTORS MILWAUKEE, WIS.



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,  $\frac{3}{8}$  in., 9 ft., 29c; No. 01,  $\frac{1}{2}$  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,  $\frac{1}{2}$  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 department

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

**1 9 1 9  
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, 36 1/2 in. Width, 19 in. Depth, 22 1/2 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"

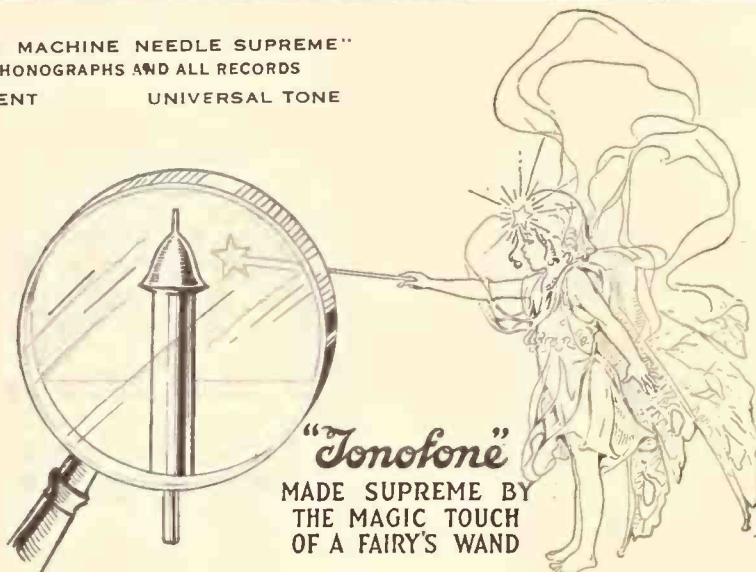
MADE FOR THE TRADE  
UNDER EXCLUSIVE RIGHTS AND PATENTS

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:

TONOFOONE is positively the talking machine needle supreme -- recognized as such - everywhere - with good reason.

TONOFOONE is a wonderful little music maker---with ordinary care each needle will play fifty or more selections.

TONOFOONE plays all talking machines--all records, regardless of kind or cost --- and plays them vastly better.

TONOFOONE -- unlike all other needles--is elastic, resilient, musical - exactly what the best needle should be.

TONOFOONE glides softly over each and every sound-wave -- transmitting each separate tone with amazing purity.

TONOFOONE brings forth beauties and charms hitherto unknown -- it has established a new standard in phonography.

TONOFOONE is supreme. Beware of imitations; there is no other like it. If you doubt it, send for free samples.

TONOFOONE was unknown November 15th; -- yet to-day this little wonder is the talk of the talking machine world.

TONOFOONE 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.

*Dorchester 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 lime-light 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.

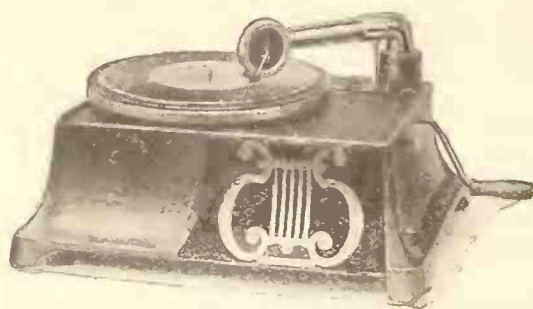
The only thing that Manager Sprague, of the Columbia Co., was able to report was that absolutely everything, of the biggest stock ever, had gone.

## 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.

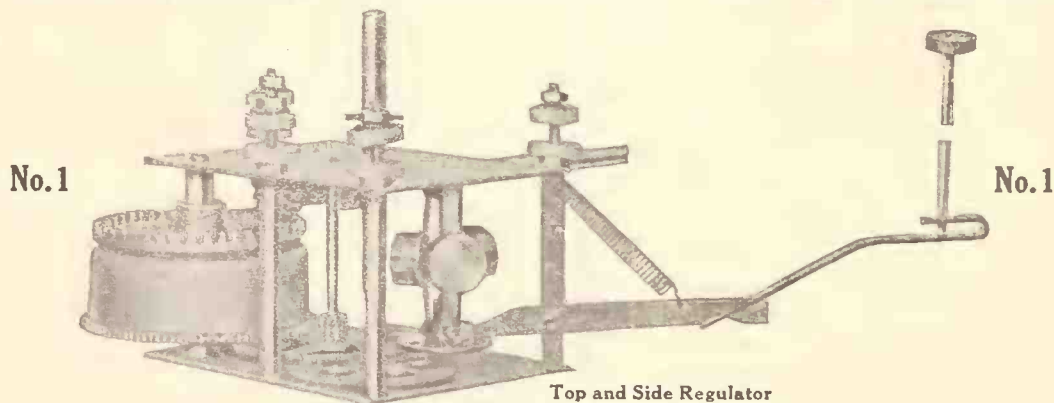
#### FIRE DESTROYS KENYON FACTORY

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

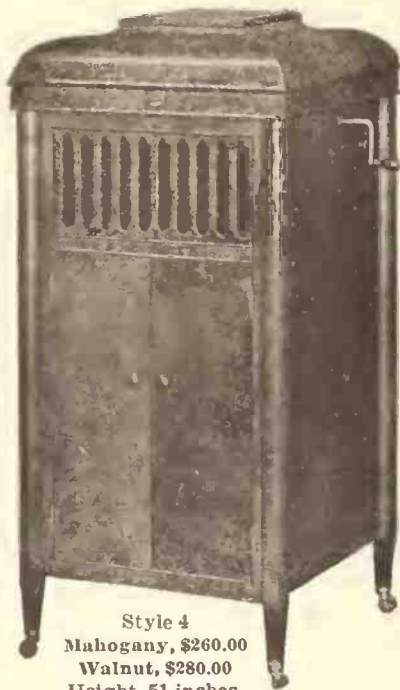
A MODERN PHONOGRAPH built by MODERN men with MODERN ideas and in a factory MODERN in every respect—That means a whole lot to the MODERN dealer—What does it mean to you?



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.

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.

## 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

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”*

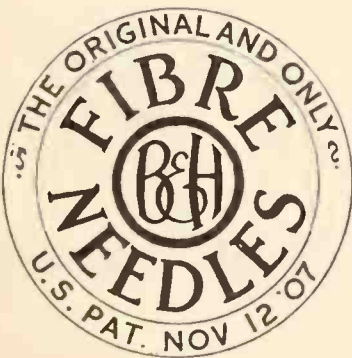
**Resolved**, that beginning with the New Year,  
every Dealer shall

**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.

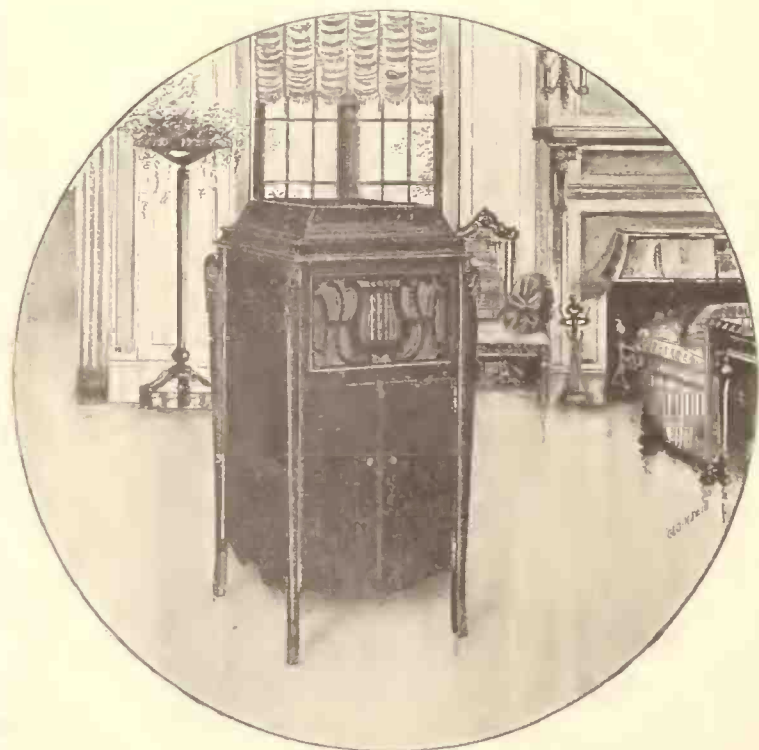
R. H. Cone, Jr., of the Artophone Co., says that the unexpected retail trade during the holiday season has somewhat upset his plans for entering the jobbing trade as freely as he expected to early this year. He was in almost as much trouble over stock for his retail trade as were the purely retail dealers, 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.**

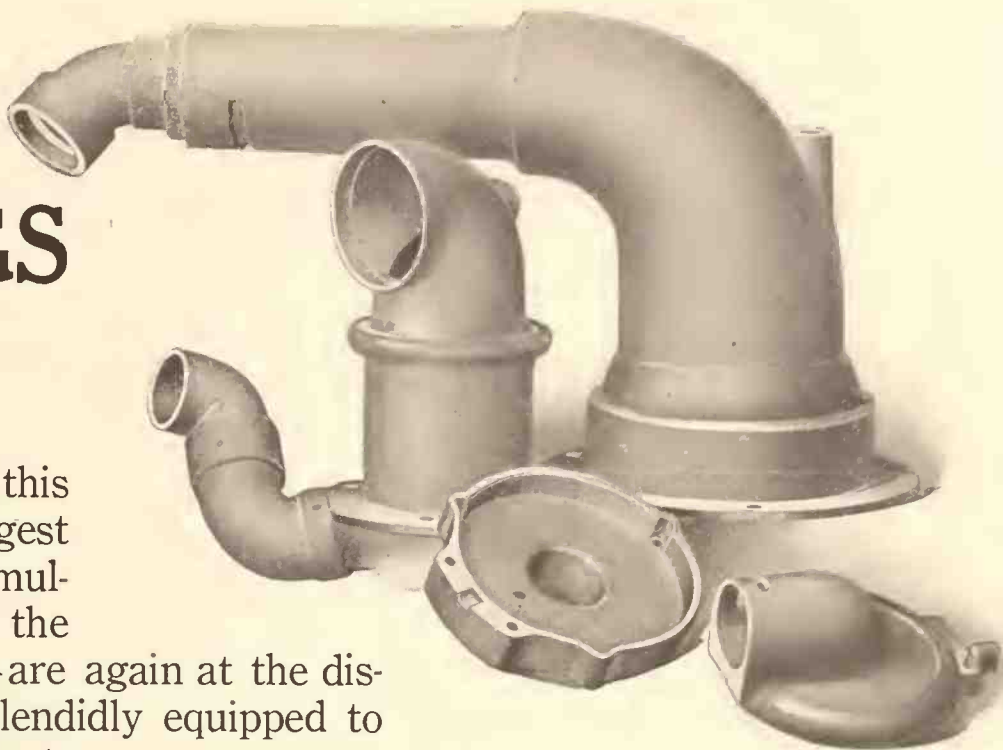


# DOEHLER DIE-CASTINGS

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*

**T**ELL 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"*

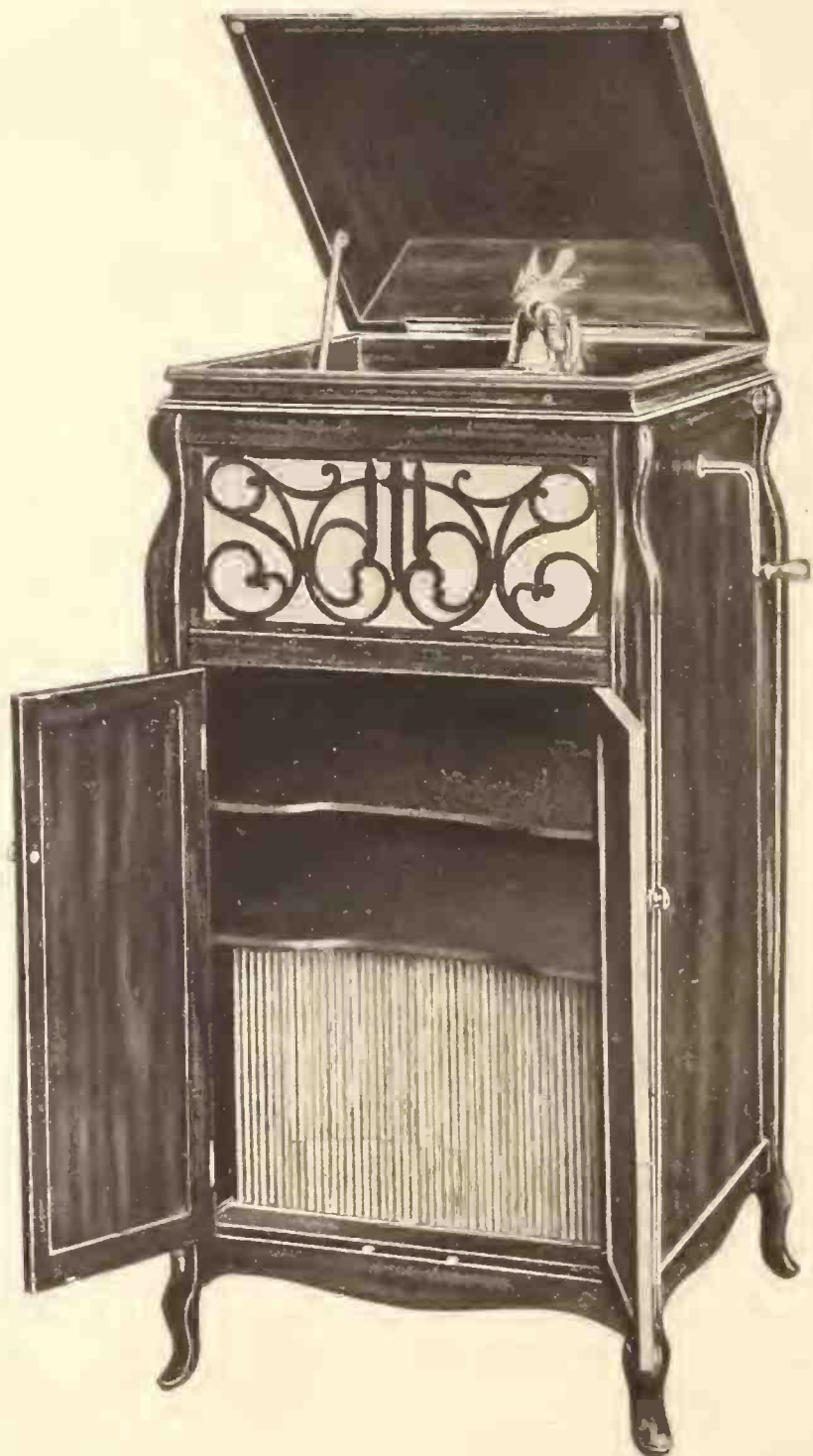


*"The phonograph o sel"*

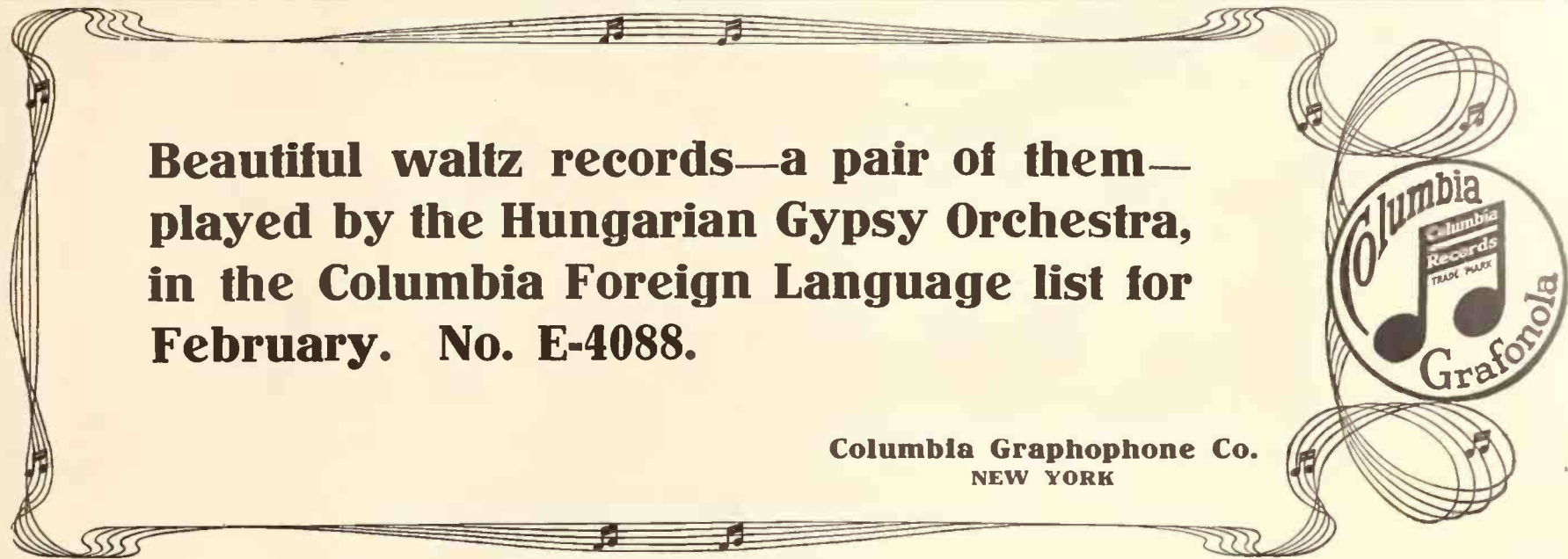
Judge it by all your "pet" ideas on what you think a top-grade phonograph ought to be. See if you find the Nightingale lacking. We know you won't. And wait till you learn its price!—that will astonish you even more than its array of features and improvements.

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



(Patent Applied for)

**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.

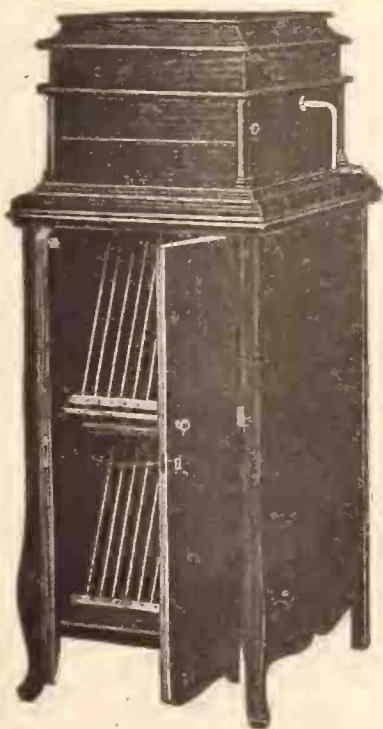
Mr. Dorian presided as chairman at this convention, and among those present were E. O. Rockwood, assistant to Mr. Dorian; Homer Reid, Hayward Cleveland, T. A. Laurie, Fred S. Burger, H. L. Moorey, W. G. Wustefeld, C. A. Klebart, W. E. C. Heim, F. P. Tonsmeire, S. S. Gilroy, Harry P. Richter and Richard 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.



Setting Victrola into Cabinet

Sound Doors Open for Playing

"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.

Converto Wholesale Distributors

- Atlanta, Ga..... Phillips & Crew Piano Co.
Austin, Tex..... The Talking Machine Co. of Texas
Baltimore, Md..... Cohen & Hughes
Birmingham, Ala..... E. F. Droop & Sons Co.
Boston, Mass..... 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.
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
Omaha, Neb..... Mickel Bros. Co.

- Peoria, Ill..... Putnam-Page Co., Inc.
Philadelphia, Pa..... The George D. Ornstein Co.
Pittsburgh, Pa..... Penn Phonograph Co., Inc.
Portland, Me..... H. A. Weymann & Son, Inc.
Richmond, Va..... W. F. Frederick Piano Co.
St. Paul, Minn..... C. C. Mellor Co., Ltd.
Syracuse, N. Y..... Standard Talking Machine Co.
Toledo, O..... Cressey & Allen, Inc.
Washington, D. C..... The Corley Co., Inc.
W. D. Moses & Co.
W. J. Dyer & Bro.
W. D. Andrews Co.
The Whitney & Currier Co.
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
- { SOME DAY WAITING WILL END. Tenor Solo. Henry Burr
- 9102 { I'M GLAD I CAN MAKE YOU CRY. Tenor Solo. George Gordon
- { 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 Struttr’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”

CHORUS Copyright by LEO FEIST, Inc.

Moth-er, you gave your pride and joy, — Moth-er, —  
— you gave your boy — You sent him off with gun up on his  
— should-er, 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 be- longs to you, So mother, here’s your boy! —

### “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”

CHORUS Copyright by LEO FEIST, Inc.

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!

Get them  
for your  
Player Piano

ON SALE

“Feist” songs at all  
music and depart-  
ment stores or any  
Woolworth, Kresge,  
Kress, McCrory or  
Kraft Store.

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.*

### “IN THE LAND OF BEGINNING AGAIN”

CHORUS Copyright by LEO FEIST, Inc.

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

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”
- “An Irishman Was Made to Love and Fight”
- “When a Blue Service Star Turns to Gold”
- “Ja-Da”—Song-dance craze
- “The Kiss That Made Me Cry”
- “Some Lonesome Night”

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”  
64 Page Song Book, 15c

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



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.**

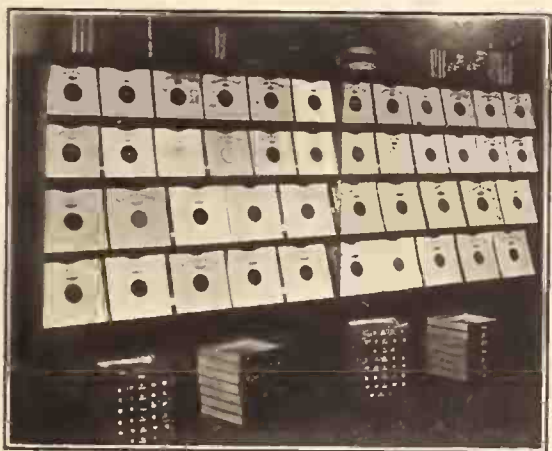
**Columbia Graphophone Co.  
NEW YORK**



**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 record was moved, or sold, another one of the same title was set in place.



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)

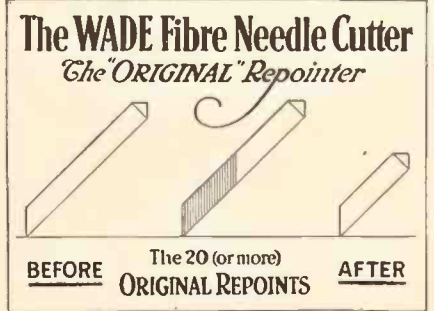
NEW PRICES ON

## THE "WADE"

# FIBRE NEEDLE CUTTER

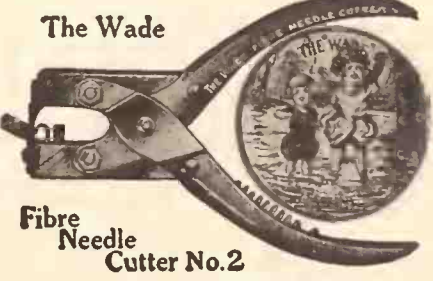


The Wade  
Fibre  
Needle  
Cutter No. 1  
Price \$2.00



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.

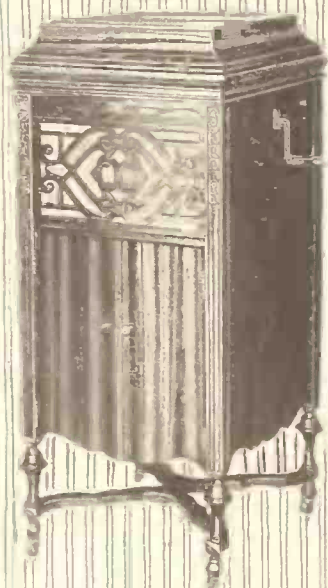




VITANOLA 17, \$300.00  
Brown Mahogany



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.

**T**HIS 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

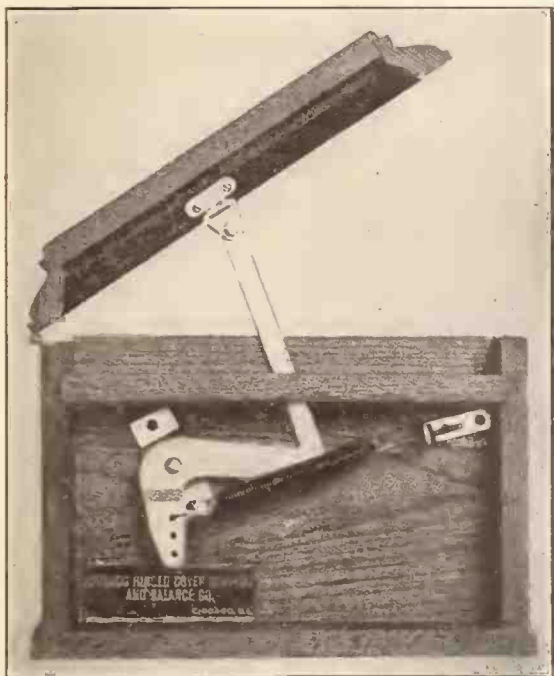
Victrola Distributors

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.

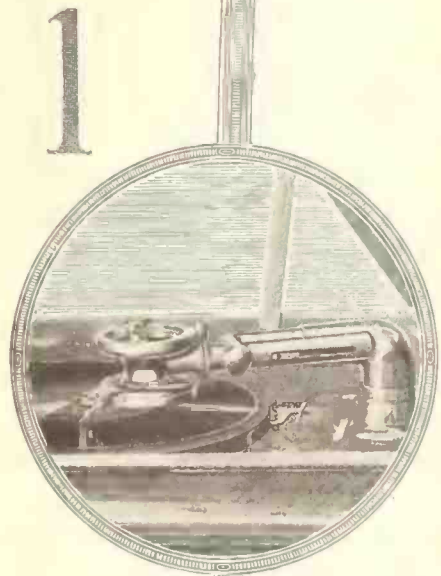
*Samples, Suggestions and Sketches Furnished Free*

## THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates



# Two Great Selling Features Every Brunswick Dealer Appreciates



**The  
Ultona—**  
a unique feature  
of The Brunswick  
Method of Repro-  
duction. Now  
you can play all  
makes of records  
at their best.

**T**HE 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  
Amplifier**

a new idea in  
tone reproduc-  
tion, departing  
from old-time  
crudities. Tones  
hitherto lost are  
now brought out  
in rich clarity.

**The Brunswick-Balke-Collender Company**

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

General Offices:  
Chicago and New York

[Canadian Distributors]  
E Musical Merchandise Sales Co.  
Excelsior Life Building  
Toronto



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.

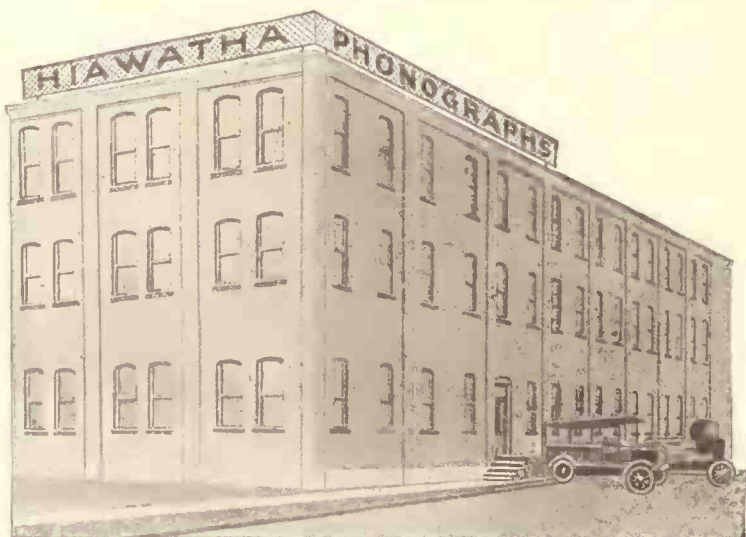
We present to you therefore the

## 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 Newsmen**

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

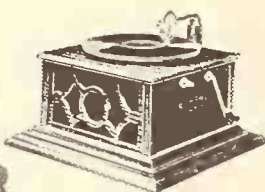
INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmany Talking Machine Co. O'Neill-James Co. Aratino 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"; "Fantasie" 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."

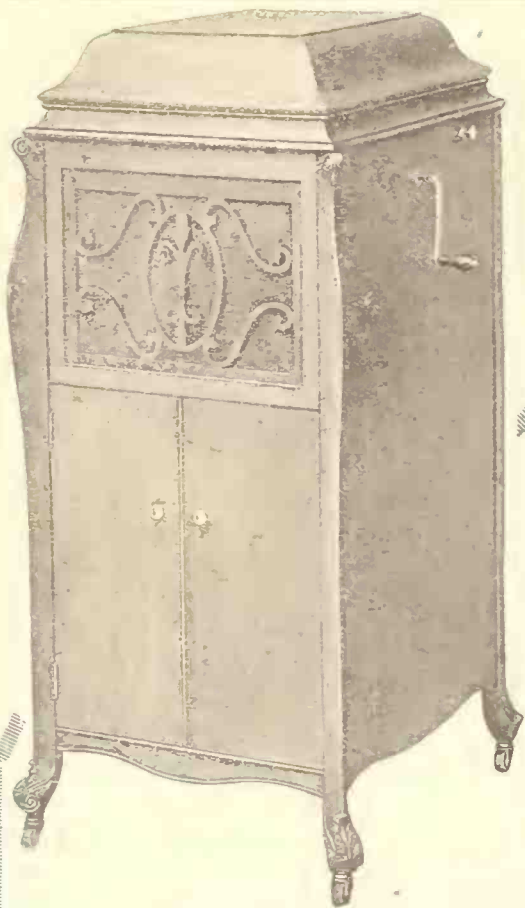
"We claim," he added, "especially faithful tonal reproduction, because of the advantages afforded by the Steger tone arm and sound chamber. Some persons have a mistaken notion regarding the Steger phonograph. They do not know that it is made in immense factories exclusively devoted to its manufacture. 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."

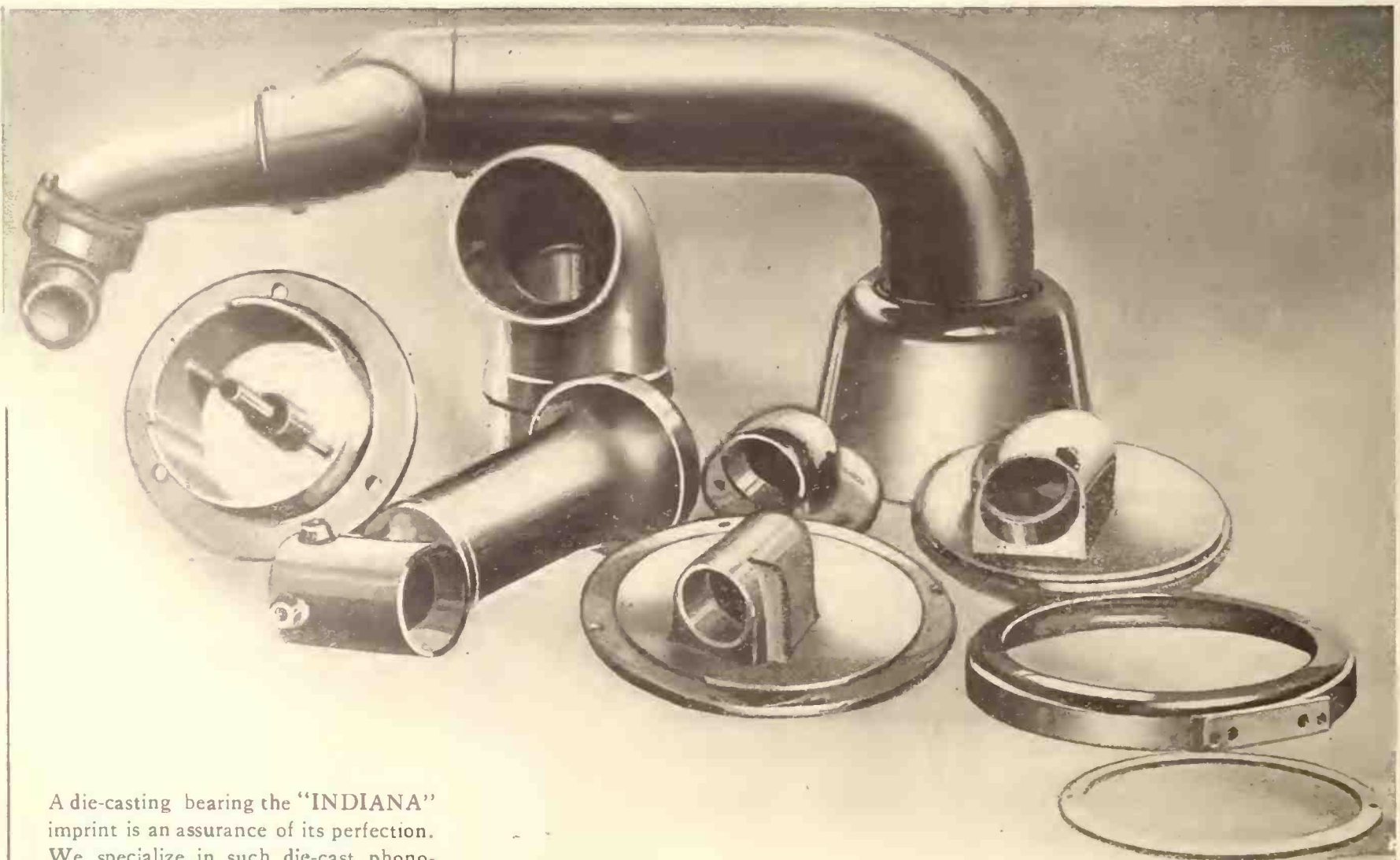
The New York Times said: "What a promising debut! Added to her personal attractiveness, she possesses a voice of natural beauty that may prove a gold mine. It is vocal gold anyhow, with its luscious lower and middle tones, dark, rich and ductile; brilliant and flexible in the upper register."

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 Voice 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.

**HOFFAY TALKING MACHINE CO., INC. 3 WEST 29TH ST. NEW YORK CITY**

\$125



Height, 44  
Width, 20 1/4  
Depth, 20 1/4  
Other Models  
\$175, \$225, \$275





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. Woolen 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.

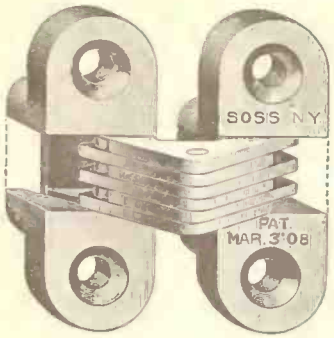
GRAND RAPIDS MICHIGAN

*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

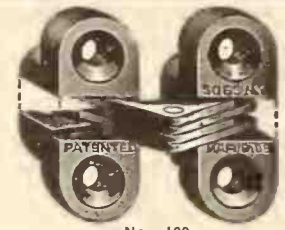
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

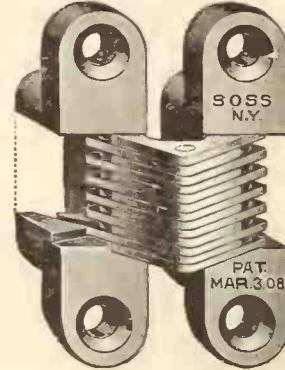
**SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.**

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

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 cooperation 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-



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



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," Paull 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

## An Impromptu Conference on Columbia Manufacturing Efficiency

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

## 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



Style 110  
Sheraton

This beautiful model is representative of the splendid line of Cheney Art Models in accepted Period Designs.



## 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

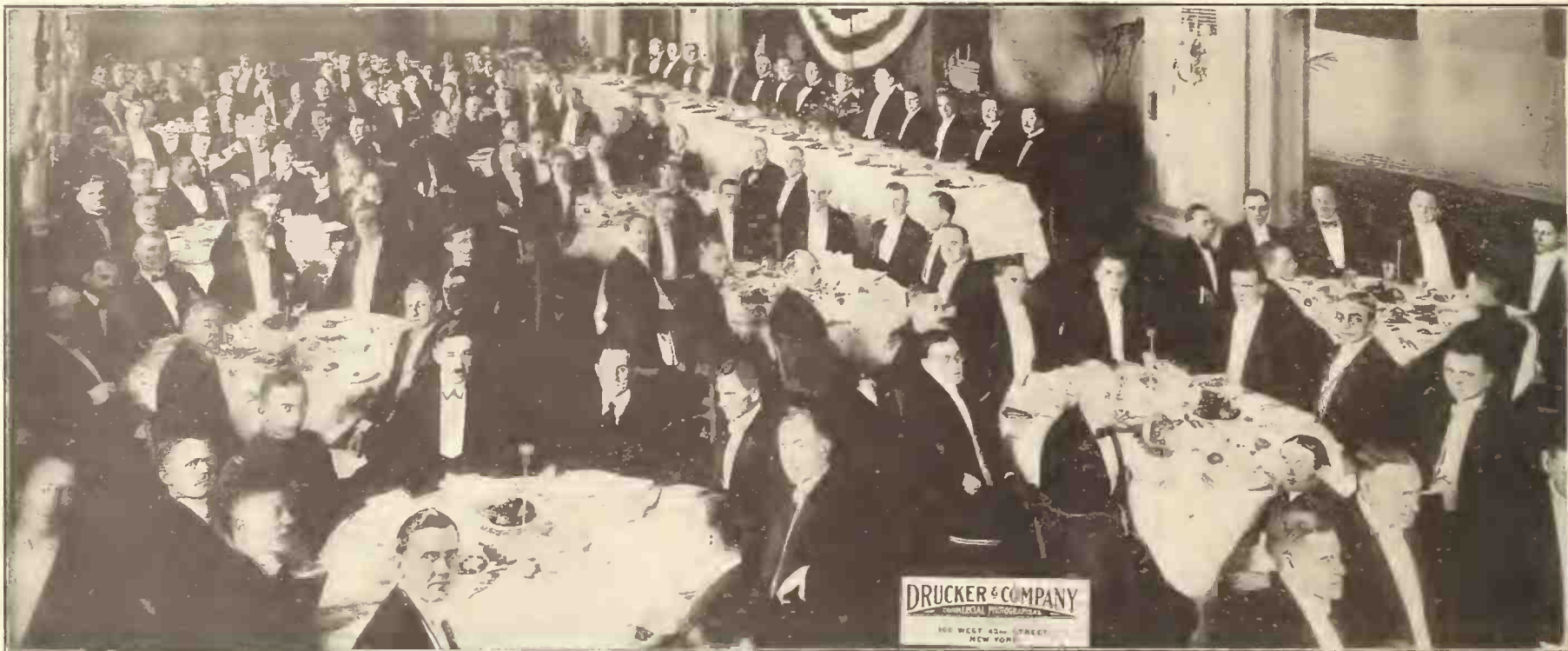
In the frontispiece of the official program for the banquet there was presented Mr. Willson's 1919 message to the Columbia organization.

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

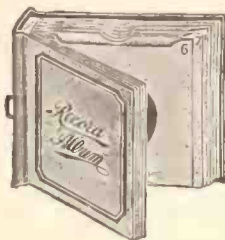
SUPERTONE TALKING MACHINE CO.

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 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

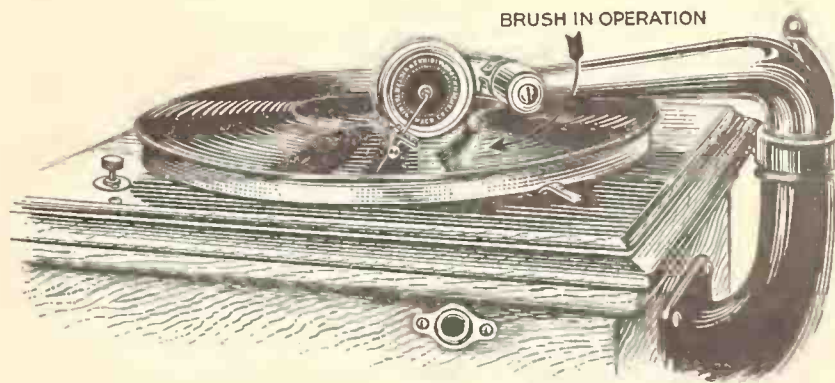
For Victor Victrolas

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.

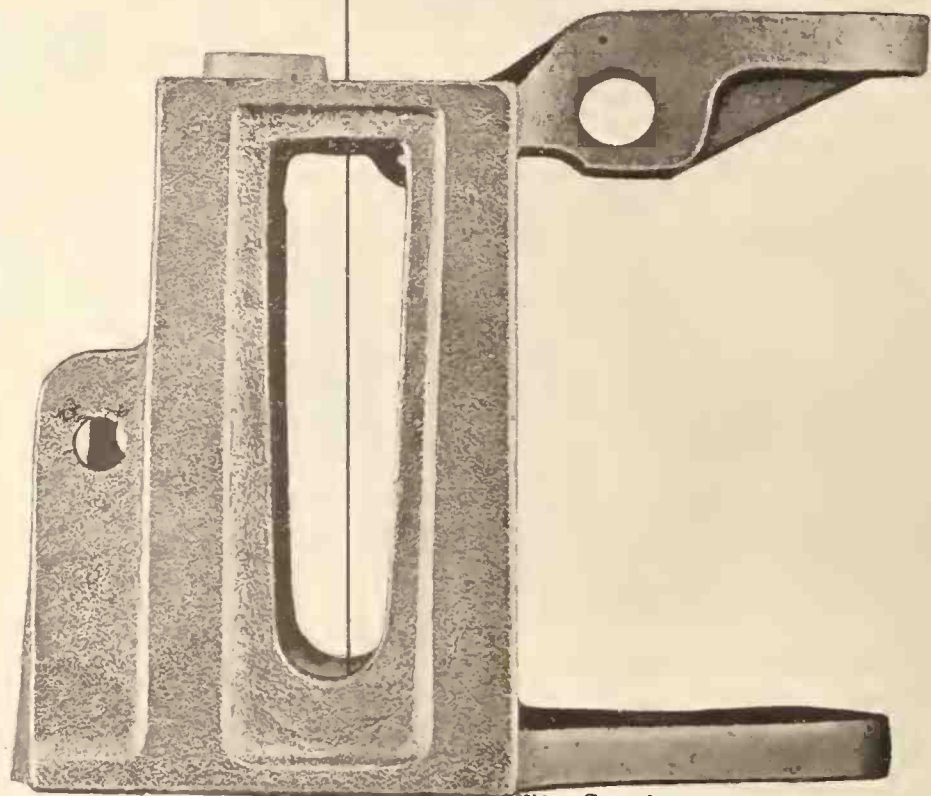


97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

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.

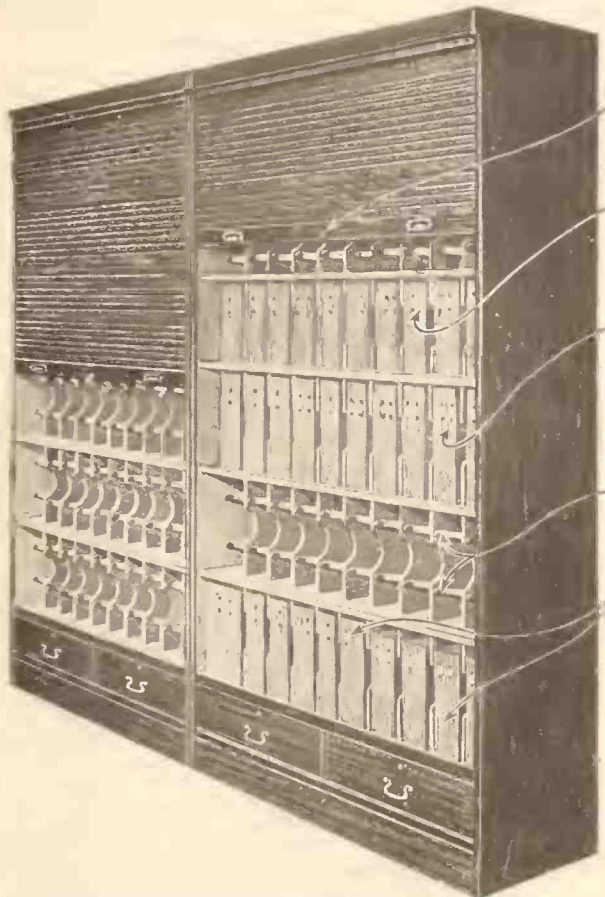
One reason why it is a Precision Made Motor.

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**

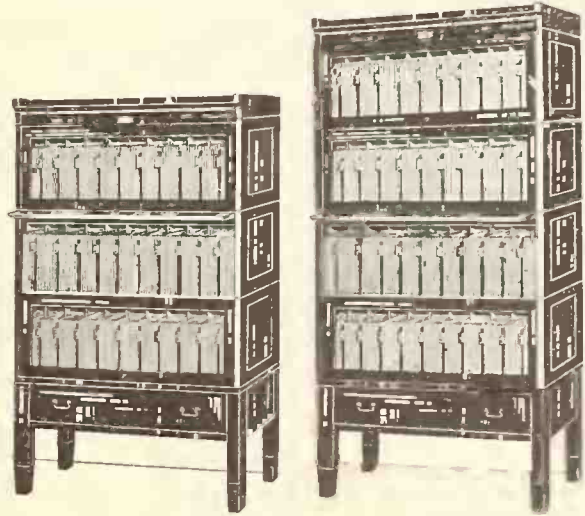
Increased Sales will pay for this System in six months.

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 1/4", each..... 1.75
- Main springs for Columbia disc, 1", each..... 0.60
- Main springs, 7/8" 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 Bllek or Wonder motor, each..... 0.15
- Governor shafts for Hehneman 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 Bllek or Triton motors, each.... 0.60
- Barrel, bottom gears, Bllek 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



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.

**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

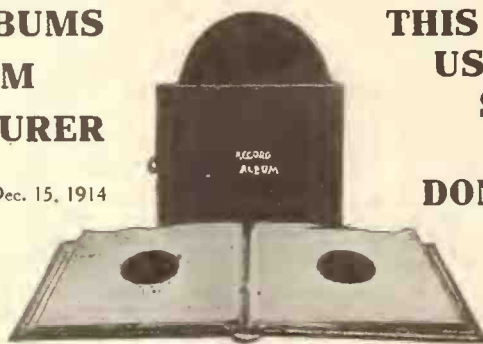
Among the items recently announced by the War Trade Board as having been removed from the list of restricted imports were included phonographs, gramophones, records and parts thereof, as well as musical instruments generally. Licenses are now issued for the importation of such goods when shipped from 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 at 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.



Edwin G. Schloss

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

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**

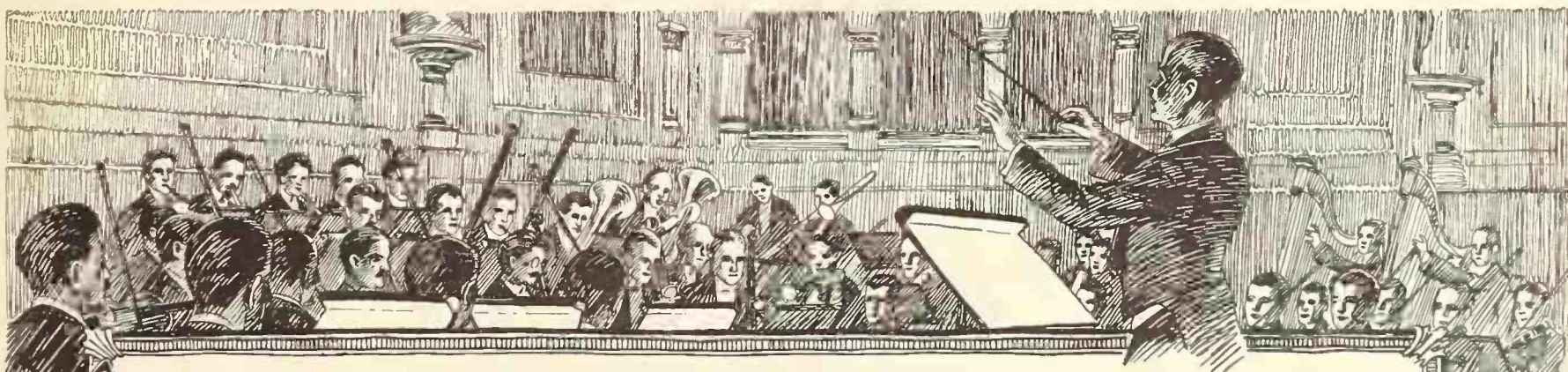
Trade Conditions in That State Excellent, Reports S. Ernest Philpitt, Who Introduces His Son, Marshall S., to New York Trade

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.

On the reverse side is "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  | 9109 { Till We Meet Again—Tenor Duet . . . . . Burr & Campbell  |
| Some Day Waiting Will End—Tenor Solo . . . . . Henry Burr             | A Little Birch Canoe and You—Vocal Trio . . . . . Sterling Trio |
| 9102 { I'M Glad I Can Make You Cry—Tenor Solo . . . . . George Gordon | 982 { Smiles—Baritone Solo . . . . . Geo. Bearer                |
| Pickaninny's Paradise—Baritone and Tenor Duet, Jack & Phil Kaufman    | You Keep Sending 'Em Over—Patriotic Solo . . . . . Eddie Nelson |

**DANCE RECORDS**

- |   |   |
|---|---|
| 960 { Smiles—Fox Trot . . . . . Emerson Military Band     | 985 { Hindustan—Fox Trot . . . . . Emerson Military Band  |
| Since I Met Wonderful You—One Step, 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 deflection. 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.**

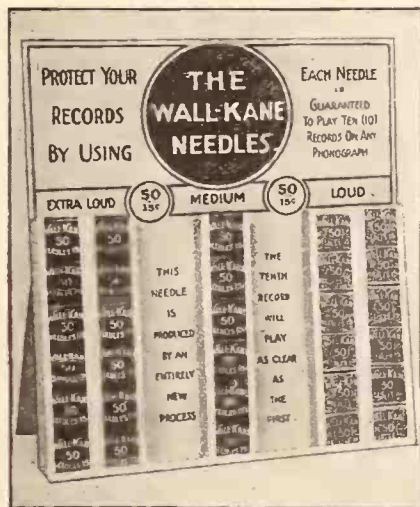
**831 BROADWAY**

**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.



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. **JOBBER TERRITORIES OPEN**

## WARNING

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 as 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 Employees—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 164 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*

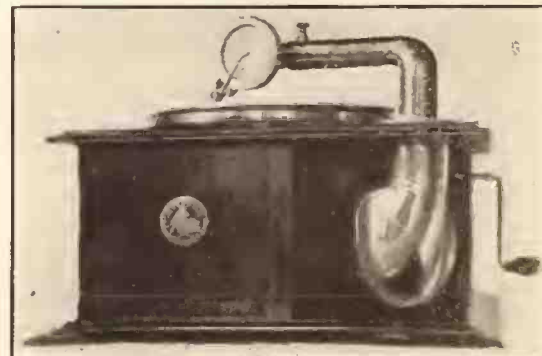
**The Fischer Company**

(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

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

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. Will handle all details of business and with good record 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 1 23/32.

**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.  
**WEILS 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 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

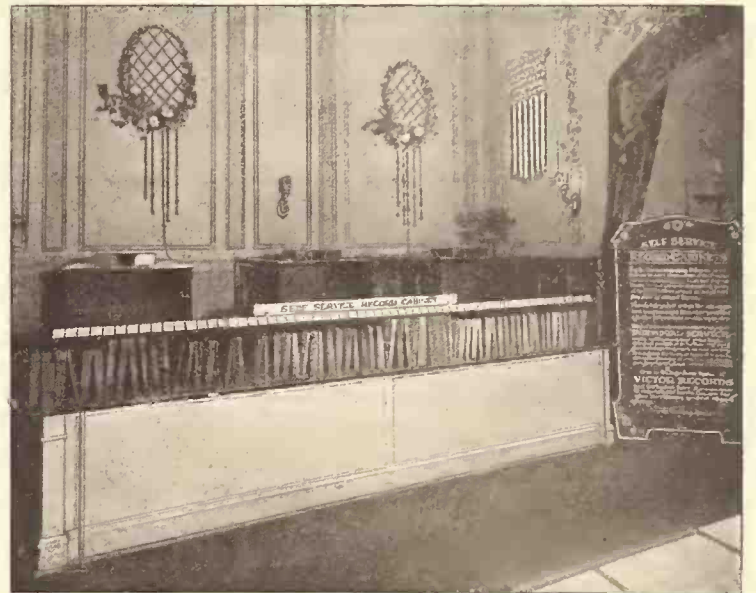


Illustration of the Self-Service Record Cabinet

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 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



# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

**Problems of Reconstruction Period Now Demanding Attention of Governmental and Industrial Interests—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 33 1/3 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, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 58-58 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. Haarbuerger, Post Box 103, 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"

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**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 gram-

phone 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-



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FROM OUR LONDON HEADQUARTERS—(Continued from page 116)

REX GRAMOPHONE CO.  
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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 merry-makers. 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.

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1 New Inn Yard, London, E. C., England



TRADE MARK



**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.

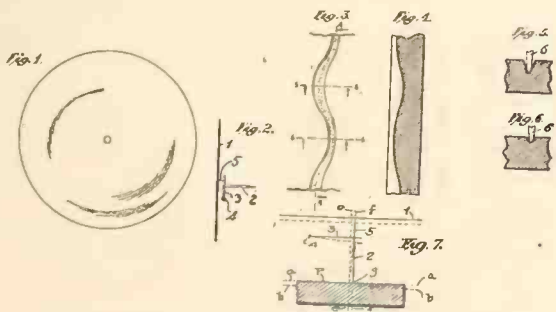
This invention relates to a new and improved sound record for phonographs and the like, and also to a new means for producing such a record. The object is to produce a record having a groove of unique and advantageous characteristics.

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.

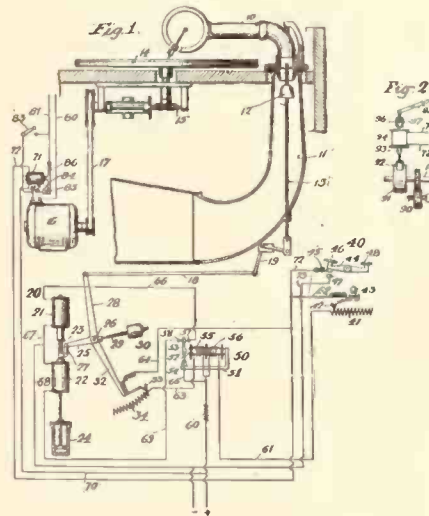
It is the purpose of the invention to construct a cut which, instead of being a compromise between the two first mentioned types of grooves at the sacrifice of quality or detail, might be referred to as a composite of both the "hill and dale" and the "zig-zag" grooves so that a reproducing diaphragm 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.

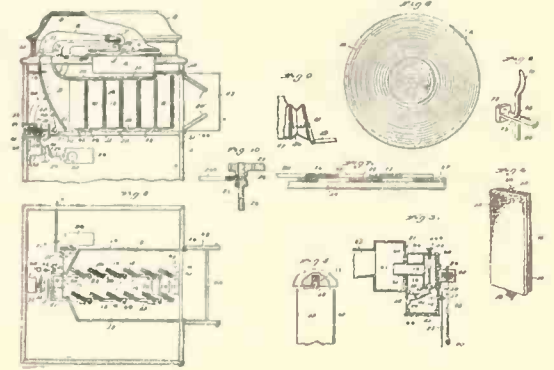
SOUND CONTROLLING MACHINE.—Charles M. Heck, Raleigh, N. C. Patent No. 1,283,510.

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

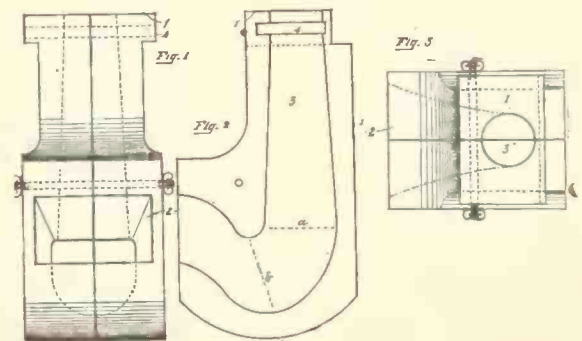


of a novel construction and arrangement of doors for the outlet end of said resonance chamber.

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 felted 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

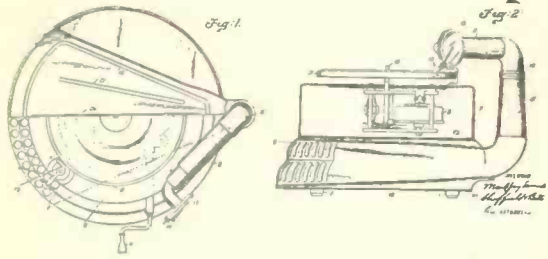
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 119)

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

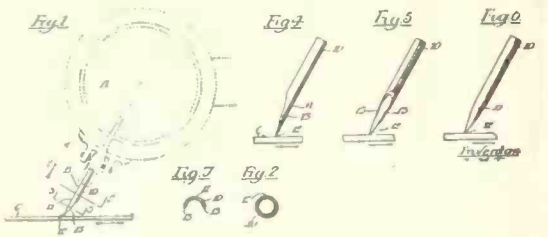


Fig. 1. Figs. 4, 5 and 6 are elevations of the stylus, on a larger scale, showing it in different playing positions which vary the tone volume.

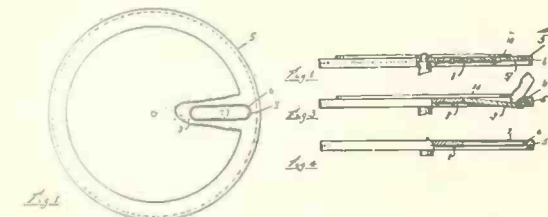
**TALKING MACHINE TABLE.**—George R. Cudlipp, Los Angeles, Cal. Patent No. 1,284,249.

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

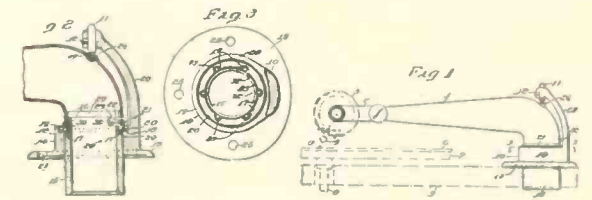
forming a part of well-known talking machine apparatus. In particular, the device is used on talking machine apparatus wherein the tone arm is positioned upon a horizontal part of the cabinet and joins a sound amplifier there below, the amplifier and tone arm being placed with regard to each other so 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.

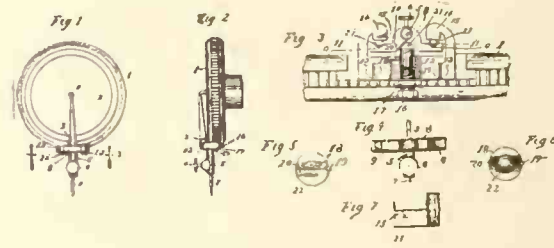


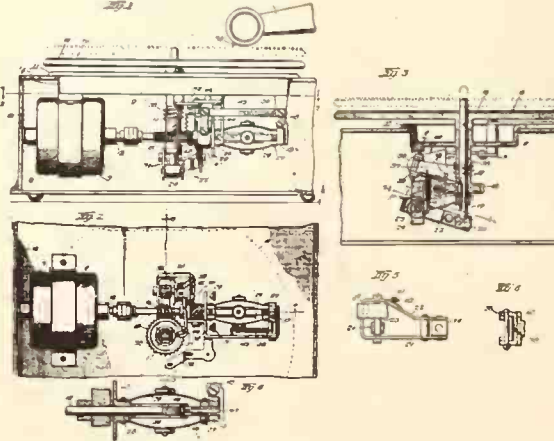
Fig. 6 is a like view of said member showing a ball as it would appear when resting in the groove, and Fig. 7, an enlarged bottom view of one of the bearing extensions or arms of the bracket.

**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.

**SHELTON ELECTRIC PHONOGRAPH MOTOR**

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**SHELTON ELECTRIC CO.**  
30 East 42nd Street, NEW YORK



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-Si-Señor," from "Sinbad".....Al Jolson 10
Oh! Susie, Behave.....Irving Kaufman 10
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
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, Stracciari 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).....Jascha Heifetz, Violinist 10
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. Burkhardt, 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 (Gee! 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) (Greh). 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 Farber 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 (Schubert)—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 Mavourneen (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, banjo, 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-Goehl). 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-Hanton)—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
  - Samola (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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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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- Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
- Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
- New Haven, Conn., Columbia Graphophone Co., 206 Meadow St.
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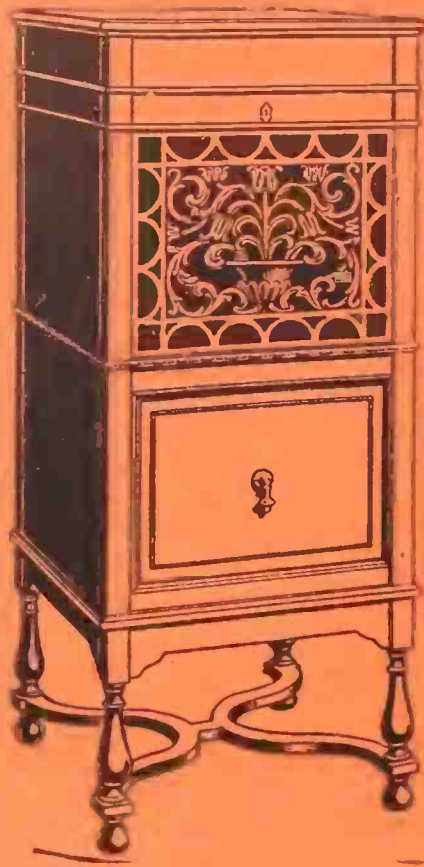
During the past six months this Jobbers' Directory has grown steadily in importance. It affords progressive jobbers an opportunity to keep their names before the dealers consistently and regularly, and provides representation in the Jobbers' Directory of the publication which is the recognized authority of the industry.

Join the progressive jobbers on this page next month.

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