

# 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, June 15, 1919



*The best-known trade-mark in the world*

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces”—*Collier’s Weekly*.



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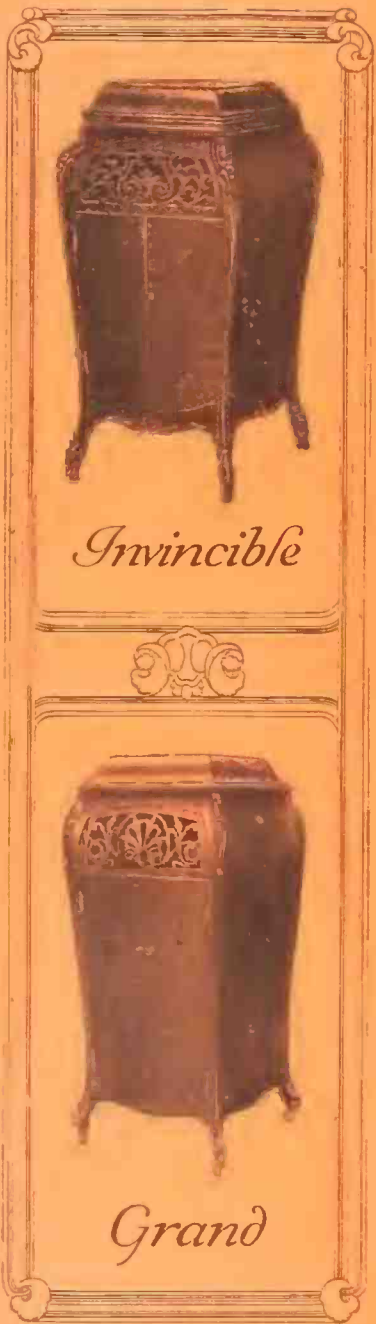
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*The Highest Class Talking Machine in the World  
Supreme in Tone*



*Invincible*

*Grand*

**T**HE really phenomenal growth of Sonora sales is due to the recognition by the public of the emphatic superiority of the Sonora both in beauty of tone and in advanced constructional design.

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**Sonora Phonograph Sales Company, Inc.**

GEORGE E. BRIGHTSON, *President*

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*Sonora is licensed and operates under BASIC PATENTS of the phonograph industry*

*Sonora Semi-Permanent Silvered Needles are meeting with great success. They are splendid "repeat" sellers and bring valuable trade to your store. If you haven't stocked up, order now.*



*Chippendale*



*Gothic*



*Louis XV*



# The Talking Machine World

Vol. 15. No. 6

New York, June 15, 1919

Price Twenty-five Cents

## AIDS IN SOUND TRANSMISSION

A. M. Nicholson in an Address Before the New York Electrical Society Tells of the Value of Rochelle Salts as a Sound Transmitter and Gives a Demonstration That Interests Many

A subject of more than usual interest to those in the musical field was discussed by the New York Electrical Society at its meeting one night last week when A. M. Nicholson, of the Western Electric Co., surprised his audience by setting forth the merits of sodium potassium tartrate, better known as Rochelle Salts, as a transmitter of sound. Mr. Nicholson said the salt can be used to energize telephones and demonstrated it by sending the music of a phonograph through 160 receivers scattered about the audience.

A current of sufficient velocity to do this was generated by the agitation of a single ounce crystal of the salt. The discovery was made, Mr. Nicholson said, by experiments shortly after we entered the war. The salt was first used with other chemicals to create electric force and finally experts discovered they could use it alone.

Mr. Nicholson sent an assistant out of the room with one of his Rochelle salt telephones and had him talk and whistle into it behind closed doors. The audience received the sound through a large receiver containing salt crystals which reproduced the tones perfectly and could be heard throughout the hall. The transmitter was then placed on top of a piano in an outer room and the music from the instrument was plainly heard through the big receiver.

## "HYPNOTIC RECORD" BRINGS OUT ONE'S LATENT GENIUS!

With Latest Wrinkle in Records Every One Can Attain His Heart's Desire—Inventor Claims Through Hypnotic Suggestion the Golden Age Will Be Reached—How "Talker" Does Its Part

The talking machine these days is being used in so many different fields of human activity and endeavor that it is very hard to be surprised at any new suggestion as to a use no one has ever thought of before. From the brain of Gerald M. P. Fitzgibbon comes the latest wrinkle in talking machine mode called the hypnotic record, designed "to bring out latent genius for artistic or other achievements." The idea is said to have occurred to him when he was one of the A. A. U. champions on the cinder track and used to win many of his races by treating his opponents to the mental suggestion, "you can't win." Later when soothing his tired nerves with music from his talking machine, the germ of the new idea was born, and now he believes he has discovered one of the greatest truths of psycho-mechanics.

Believing in the power of "the hypnotic voice," one day he made a hypnotic record which was just as effective as the spoken word. He brought his subject into the room, turned on the record, and at once the subject was hypnotized. Eureka! And now the waiting world is to hear all about it. That such a disclosure should come at the end of the great war is another of our great tragedies, for had we known about it sooner we would have shipped talking machines and records to the other side instead of shells, and the struggle would have evaporated in a hypnotic trance!

In a few years, when this marvel of psychology has gone throughout the length and breadth of the land, it will have become trite to tell our budding youth that he can become the President of these United States, for by simply turning on the Victrola he can be inoculated with the germ of inspiration, and will become President when his age shall have made him large enough to climb the White House steps with dignity. As confirmation of this we quote the words of the inventor, who says: "The reason why a man with just normal powers can so often achieve

## TALKING MACHINE EXPORTS LESSEN

Exports, Including Records, for Nine Months, Ending March 31, 1919, Total \$3,164,367

WASHINGTON, D. C., May 15.—In the summary of exports and imports of the commerce of the United States for the month of March, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during March, 1919, amounted in value to \$39,842, as compared with \$44,841 worth, which were imported during the same month of 1918. The nine months' total ending March, 1919, showed importations valued at \$202,726, as compared with \$259,685 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 3,544, valued at \$139,275, were exported in March, 1919, as compared with 9,194 talking machines, valued at \$239,049, sent abroad in the same period of 1918. The nine months' total showed that we exported 37,441 talking machines, valued at \$1,103,526, as against 69,735 talking machines, valued \$1,914,730, in 1918, and 56,146 talking machines, valued at \$1,390,227, in 1917.

The total exports of records and supplies for March, 1919, were valued at \$223,088, as compared with \$199,903, in March, 1918. For the nine months ending March, 1919, records and accessories were exported, valued at \$2,069,841, as compared with \$1,475,417, in 1918, and \$1,130,095, in 1917.

seemingly super-normal results is mainly because he has an overpowering suggestion. He believes in himself. He believes failure is impossible. In spite of every handicap and every interruption he is enabled to concentrate his whole mind on this achievement. The average person goes about his daily routine with his aspirations aiming everywhere. He wants to do any number of things, and cannot focus his energies on the accomplishment of anyone. Now nothing but suggestion can bring about this concentration, and hypnotic suggestion can be induced by the human voice." And there you are. Simple, isn't it?

So you see, every man can now be his own psychologist, and can do anything he wishes. The elusive Muse has been caught and imprisoned in a rubber disc and can always be had for the asking. Another field for the talking machine has been opened up, a field that would make every human being a buyer. Perhaps it is just as well that at present there is a shortage of machines, for if everyone could have what they wanted the world would be in a pretty state. When the inventor took his plans to one of the great recording companies it is said that the president of that concern literally held up his hands in horror and would have nothing to do with it. Evidently he saw the troubles it might bring out in the future. But the inventor was no whit discouraged, for he doubtless has been inspired by one of his own records and allows no obstacles to stand in his way. He plans to put his idea before the world himself. And there is an amusing side to that. If his theories are correct he cannot fail, for the inspiration received from his pet record will enable him to do all things. If he has set his hypnotic mind upon the accomplishment of his task, then there is no escape for the world. But he must be holding back a little, for we have not noticed it in the five-star finals lately.

## RECORDS OF INDIAN-ALASKAN MUSIC

University of Pennsylvania Museum Secures Records of About 100 Indian Chants and Folk Songs Made by Louis Shotridge, Who is Chief of the Chilkat Tribe of Alaskan Indians

PHILADELPHIA, PA., June 4.—Some day the University of Pennsylvania Museum hopes to give a special concert of Indian-Alaskan music. The concert will include about 100 Indian chants and folk songs, recorded on a talking machine. The records, which are unique in the history of voice production, have been brought back to the museum by Louis Shotridge, chief of the Chilkat Tribe of Alaskan Indians, who returned recently after four years' explorations among his own people.

Incidentally, Mr. Shotridge brings back with him a bride from his own tribe, a young Indian maiden whose knowledge of civilization up to the recent trip was confined to the "metropolitan" splendor of Sitka, Alaska. She will assist her husband in his coming work.

Mr. Shotridge took along a phonograph to record folk songs, especially the ceremonial chants that accompany every great demonstration of the tribe. Unfortunately, the guttural sounds did not record well, so he was obliged to commit the song to memory. They will be taken down in ordinary musical notation by an expert. There are more than thirty of these ceremonial hymns. In addition, he learned more than 100 folk songs, which will be recorded on the talking machine.

Chief Shotridge has secured hundreds of unique specimens, which will be placed on exhibition at the museum as soon as they can be catalogued. It is believed he is the first trained American anthropologist who has ever conducted explorations among American Indians, using their native tongue.

## HIGH PRICES THEN AND NOW

\$200 Was Once Considered Extravagant for a Machine—\$6,000 Now an Every-Day Affair

When, not more than ten years ago, a \$200 talking machine was put on the market, the move was regarded as a rash one. To-day one can pay \$6,000 for a machine if so inclined. Machines costing between \$1,000 and \$2,000 are by no means uncommon, and talking machines costing as much as a baby grand piano are to be found in hundreds of homes in all parts of the country.

The public no longer wants cheap machines, as is shown by reports from dealers everywhere. The cheaper machines are generally passed by for the more expensive ones, for the reason that the average citizen is earning more money than ever before and is indulging his taste for music lavishly. The other day a man went to a certain music store to make his final payment on a high-grade talking machine. He made the payment and before he left the store he had bought a player-piano also. Cases like this are found on every side and make plain the reason for the great boom in the "talker" trade.

## TO HANDLE COLUMBIA IN BUTTE

Louis Dreibelis, president of the Newbro Drug Co., Butte, Mont., has completed plans for the establishment of a complete music store in that city, where he will feature the Columbia Grafonola and records.

Among the innovations of the new store will be a department exclusively for children and a wax dance floor, where patrons may trip a light fantastic toe to the music of the special dance records to determine before purchase just how well suited any particular selection is for home dancing.



# Why Dealers Should Identify Themselves With Every Effort That Uplifts Music :: By C. B. Shepherd

The movement for a more general appreciation of music and what it means on the part of the public, and particularly the children, is not in any sense new, but there is no gain-saying the fact that the movement has shown particular development along systematic lines during the past few years and especially since the beginning of the war. There has been no secret about this development of more interest in music for everywhere we have seen the organization of community choruses, some taking in certain districts and others embracing the singers of entire cities as large as New York, the introduction of folk singing in the schools, the conducting of official and semi-official lecture series covering the practical value of music in therapeutics and other activities that have reflected the earnestness of those working for the cause.

With all this stir about music, with all this organized effort to put music to the forefront, there arises the question as to just what the average talking machine dealer is doing to take part in that commendable campaign which is now being conducted in his own particular territory, or how he can become actively identified with the movement. Without accurate statistics to prove the fact frankly, following more or less close observation, compels us to express the belief that only a small, a very small proportion of the dealers are really showing a proper appreciation of the movement and what it means to them now and in the future.

Possible critics to the contrary the fact remains that the talking machine, backed by the direct, systematic and liberal efforts of the manufacturers and their representatives in special departments, has been largely, if not chiefly, instrumental in bringing about this new interest in music of the right kind, music that a few years ago was considered only for the classes and not for the masses.

It was the talking machine, in the first place, that brought to an army of people who had neither the means of learning nor the interest in learning otherwise the knowledge of the beauties that lie in music of the better sort, the operas, the symphonies and the other works of the great composers whose very names were hardly known to the majority of our people.

It was the talking machine that brought to the child in the schoolroom music's real message and which, through introducing music as a

means of entertainment, pleasant entertainment, in the shape of folk songs and dances, march accompaniments and a help in history and geography, removed all fear in the child mind of the depths of music—made it something to be liked, something to be familiar with and to be appreciated.

All this the talking machine has done, and it has done more. It has turned millions of otherwise disinterested persons into music lovers and has made music, whether it be the heavy classics or the lighter popular airs, a necessity in their lives.

As the representative of the talking machine manufacturers and a distributor of their wares

*Dealers Who Hook  
Up With Music Are  
Specializing Along  
Successful Lines*

the dealer, whether small or large and wherever located, has played his part in carrying on the great work. He has assisted in the building of the great fabric and if he does not put forth the proper endeavor to realize on that effort then he is not fulfilling his duties as a dealer in a businesslike manner, but is falling down lamentably in his high duty as music's representative—a duty that is fast becoming a civic obligation.

In the first place the dealer should not wait for any local movement for music advancement, sponsored by others, to come to him and take him in its grasp, for he owes it to his business and his industry to search out for himself such movements in the process of developing, or create a movement of his own, if necessary, and then see that he and his establishment are constantly and prominently identified with the project, whether it be for the organization of a

community chorus or for the granting of music credits in the schools.

The fact that the particular movement has not for its ultimate object the sale or purchase of talking machines and records should not in any sense deter the dealer from taking an active part, for every new convert to music, every new believer in its importance, has a distinct, though possibly indirect, bearing on the future of the dealer's business. Every such newly created musical enthusiast is the prospective purchaser of a talking machine and records or by carrying the message abroad may influence someone else to buy. Every child who, because of school credits, is caused to take a more direct and active interest in music, every individual who has been induced to take part in a community chorus, becomes a prospect for a sale of a machine and records, a prospect more live than 95 per cent. of those secured through the local blue book or the telephone directory. This statement is based on personal experience.

When prominent orchestras, soloists and musical lecturers visit his city, whether or not they have made talking machine records, let the dealer take care that he becomes identified with the appearance of the organization or artist. If possible, handle all or part of the ticket sale, or secure a place on the welcoming or concert committee. Other plans failing, at least show up prominently at the concert. Be seen, meet and talk with the musical people, get into the light persistently but not offensively, have your advertisement in the program and purchase box seats if the circumstances permit. It can all be charged to advertising and the publicity is getting to people who come close to being 100 per cent. interested in what you have to offer.

The talking machine dealer is, primarily, a music man as well as a business man. Upon his interest in music generally and upon the manner in which he can attract a portion of that interest to himself, his establishment and the talking machine and records he sells depends much of his real success.

There are many dealers who are content to move along the beaten path, to take the business that comes their way and be satisfied. They are simply merchandisers and would handle any other product the same way. The dealer who really hooks up with music is a specialist and a specialist generally has the advantage of his competitor who doesn't specialize.

**DITSON  
VICTOR  
SERVICE**

**D**

VICTOR GOODS ARE COMING  
ALONG FASTER. THE FACTORY  
IS CATCHING UP WITH ORDERS  
—SLOWLY BUT SURELY.

**FOR NEW  
ENGLAND  
DEALERS**

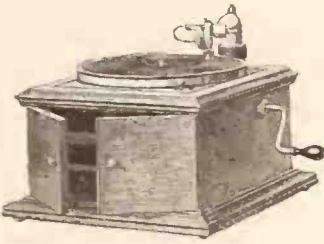
This is the time when service counts most  
in taking advantage of conditions.  
Ditson Service has been tried and proven.

**OLIVER DITSON CO.**  
BOSTON

**CHAS. H. DITSON & CO.**  
NEW YORK



**Victrola IV, \$25**  
Oak



**Victrola VIII, \$50**  
Oak



**Victrola X, \$90**  
Mahogany or oak



# Victor Supremacy

Victor supremacy is a real asset for every music retailer.

Just how much of an asset depends upon the retailer himself—with no limit to the measure of his success.

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

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

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

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

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



## Victor Wholesalers

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

Des Moines, Ia.... Mickel Bros. Co.  
Detroit, Mich..... Grinnell Bros.  
Elmira, N. Y..... Elmira Arms Co.  
El Paso, Tex..... W. G. Walz Co.  
Honolulu, T. H.... Bergstrom Music Co., Ltd.  
Houston, Tex..... Thos. Goggan & Bro.  
Indianapolis, Ind.. Stewart Talking Machine Co.  
Jacksonville, Fla.. Florida Talking Machine Co.  
Kansas City, Mo... J. W. Jenkins Sons Music Co.  
Schmelzer Arms Co.  
Lincoln, Nebr.... Ross P. Curtice Co.  
Los Angeles, Cal.. Sherman, Clay & Co.  
Memphis, Tenn.... O. K. Houck Piano Co.  
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Newark, N. J..... Price Talking Machine Co.  
New Haven, Conn. The Horton-Gallo-Creamer  
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Knickerbocker Talking Mach-  
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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.  
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C. J. Heppie & Son.  
The George D. Ornstein Co.  
Penn Phonograph Co., Inc.  
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Pittsburgh, Pa... W. F. Frederick Piano Co.  
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Sioux Falls, S. D.. Talking Machine Exchange.  
Spokane, Wash.... Sherman, Clay & Co.  
St. Louis, Mo..... Koerber-Brenner Music Co.  
St. Paul, Minn.... W. J. Dyer & Bro.  
Syracuse, N. Y.... W. D. Andrews Co.  
Toledo, O..... The Toledo Talking Ma-  
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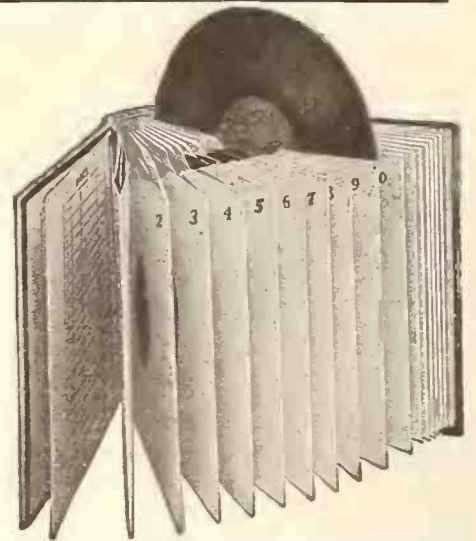
## A Place for Every Record and Every Record in its Place

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

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

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

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



THE PERFECT PLAN

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

## STARR PHONOGRAPH CROSSES RHINE

Plays "Stars and Stripes" on Top of Famous Ehrenbreitstein Fort—W. H. Caldwell and H. N. Barringer Present at a Notable Event

SHELBYVILLE, KY., June 4.—The W. H. Caldwell Co., of this city, distributors of Starr pho-

nographs and Gennett records, have received a letter from W. H. Caldwell, who has been doing Y. M. C. A. work in France and Germany for the last year, including several pictures taken upon the top of the Ehrenbreitstein Fort, the Gibraltar of the Rhine.

One of the pictures shows a Style ½ Starr phonograph photographed on top of the fort,

ville, who before entering the army, was connected with W. H. Caldwell as traveling salesman, but who has recently been with Mr. Caldwell in the entertainment department at Coblenz.

Mr. Caldwell, who is a booking secretary for the Y. M. C. A. in the Third Army of the entertainment department, says that the Ehren-



W. H. Caldwell and the Starr Phonograph on top of the Ehrenbreitstein Fort at Coblenz, Germany. Mr. Caldwell is now doing Y. M. C. A. work in France.



The above shows W. H. Caldwell, the second from the left, with the Starr Phonograph on top of the Ehrenbreitstein Fort in Germany on the Rhine, and on the extreme right, Howard N. Barringer, formerly traveling salesman for Mr. Caldwell. Part of the Fort is seen in the distance.

which Mr. Caldwell says is "the first American phonograph owned by the American Expeditionary Forces to cross the Rhine, and the only American phonograph ever on top of the fort."

Mr. Caldwell adds that the picture was taken just after the phonograph had finished playing the "Stars and Stripes" with the American flag flying just above where formerly the German flag waved.

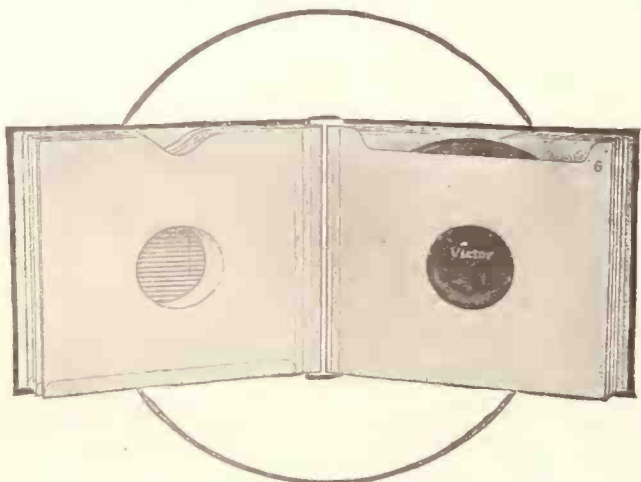
One of the other pictures shows Mr. Caldwell with five of his associates, including Howard N. Barringer, of Shelby-

breitstein Fort, part of which is shown in the above picture, was built in 1620 and stands 400 feet above the Rhine. The fort has accommodation for 150,000 men and was occupied by the Germans until just recently.

## ENLARGING DEPARTMENT

The Krausgill Piano Co., Louisville, Ky., is enlarging its talking machine department. More booths have been installed, making it possible to take care of a large number of customers at one time.

# PEERLESS Record Albums "Hold All Records"



Patented March 3, 1914. The original indestructible album.

"Holds all records" refers particularly to our patented metal back album; the finest example of the album manufacturer's art. The back of this album is made of hard wood, to which is riveted a steel frame holding the envelopes so firmly that it is impossible for them to become loose.

Lies absolutely flat when opened  
Now ready for delivery—quotations on request

## PEERLESS ALBUM COMPANY

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43-49 Bleecker Street

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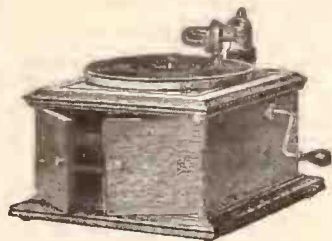
W. A. Carter, Representative

New York City

New England Representative

L. W. Hough, 20 Sudbury St., Boston, Mass.

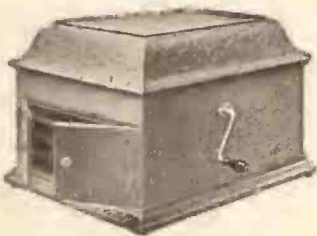




Victrola IV, \$25  
Oak



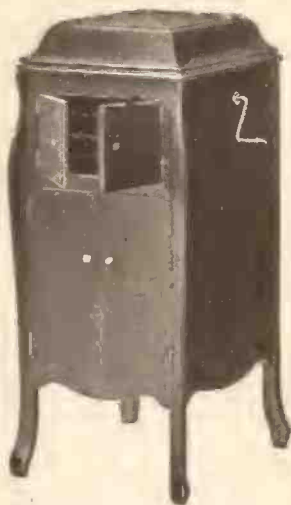
Victrola VI, \$35  
Mahogany or oak



Victrola VIII, \$50  
Oak



Victrola IX, \$60  
Mahogany or oak



Victrola X, \$90  
Mahogany or oak



Victrola XI, \$115  
Mahogany or oak



Victrola XIV, \$175  
Mahogany or oak



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



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

# Victor Supremacy is real

It is backed by its  
wonderful musical  
achievements.

It is the power  
behind the success  
of every Victor re-  
tailer.

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

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



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

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**NEW YORK, JUNE 15, 1919**

**J**UST now with more or less long breathing spells between selling periods—because dealers find it impossible to get sufficient stocks of machines and records to take care of the demand that exists, much less the demand that might be created through energetic effort—there seems to be unbounded opportunities for giving earnest attention to the importance of improving the appearance and efficiency of retail stores in preparation for more strenuous business times to come.

It is true that there are many handsome talking machine establishments—many stores even in the smaller cities where the talking machine department is featured in a big way, and where it receives the proper amount of attention, both in the matter of equipment and operation—but to the man who travels more or less around the country it is quite evident that the talking machine houses which really show a true appreciation of the importance of their line are distinctly in the minority.

There are some small town merchants who have installed liberal and excellent equipment in their talking machine department, and who conduct their business on a metropolitan basis, but these dealers are so rare as to be worthy of special comment when their progressiveness is brought to the attention of the wholesalers and the trade press.

The chief trouble seems to rest with those concerns who devote only a portion of their establishment to talking machines and handle other lines of musical goods and general merchandise in various other departments. Here, in many instances, we find talking machines relegated to the basement, to a corner in the rear of the main store, or in a secluded space in one of the upper floors. There may be in the department only one or two booths for the accommodation of customers, and yet the managers of these stores—some of them at least—complain that the talking machine business is not what it is cracked up to be as a profit-maker.

The talking machine department must occupy a certain amount of space if it is going to be conducted at all, and the retailer who sets aside that space at the front of the store where it is the first department seen by the customer when entering the store is going to find that the percentage of talking machine sales will show a high record in proportion to sales in other departments requiring even a greater investment and more floor space.

The question of record booths alone is an important one, yet it appears to be not fully recognized in some instances. If the talking

machine department is worthy of consideration, one or two booths will certainly not suffice, for if proper tactics are used in exploiting the line the ratio of sales will increase almost in direct proportion to the number of booths available for demonstration purposes. One wholesaler was recently informed by a dealer that his record booths showed an annual profit of \$1,000 each. A careful investigation among other dealers by that same wholesaler brought to light the fact that \$1,000 annual profit for booths was a conservative figure. On this basis two booths would mean only \$2,000 profit, but five booths would mean \$5,000. A goodly number of booths means that every prospective customer can be taken care of without delay; that there is no waiting; that the customer can be sold while he is in the mood and has little excuse to leave the store without buying. The idea fits well into that of an efficient establishment.

The retailer who hesitates to invest a fair amount of money in the equipment of his store or department has but to remember that the equipment of his establishment, the manner in which it is conducted, has a direct effect upon his business. The well-equipped, attractive department reflects prosperity and also success. It leads the customer to believe that he is doing business with an establishment of standing. It proves a distinct advertisement for the owner of the store, and also provides him with facilities for handling the increased volume of trade that is bound to come his way.

It is human nature to stick with the winner, and when it comes to a choice of doing business either with a well-equipped, attractive store or with a store where no effort is made to improve appearances, or provide an efficient selling system, then the attractive store is going to win out. The unattractive store does business largely through accident. The well-equipped store, however, does business naturally and wins trade by its very attractiveness.

**T**HE tonic effect that advertising has on an advertiser's organization formed the basis of some comment in a recent issue of *Printers' Ink* that is very timely and of interest to our industry. In speaking of the influence of advertising it was pointed out that publicity braces up the whole force, making everybody from the stock boy to the chairman of the board feel prouder of their organization and inclined to step a little more lively in their work.

The explanation of this is that advertising exposes the situation to public view, and makes clear that any sort of negligence and inefficiency can no longer be hidden. Where advertising is properly sold to the organization it makes those connected with it realize that they are serving the public, and it gives them pride in serving it well.

It is this spirit that makes the real workman proud of his calling and proud of his skill. It is this spirit that makes him see that every detail of a talking machine is absolutely perfect, that nothing leaves the factory that would reflect on the name which appears on the instrument, or on the men who make it.

The more widely recognized the standing of a musical instrument the more every one connected with the institution labors to maintain that prestige. It is a logical—a psychological—development, for every one desires to uphold the dignified position held by a product in public esteem.

The stimulating influence of advertising rarely escapes any part of a business. It establishes an *esprit de corps* that solidifies the aims and aspirations of all departments of the advertiser's business—it establishes a closer union between the workbench, the wareroom and the public—it creates the desire to live up to the claims made, for advertising is the gonfalon around which every one rallies.

**T**HERE is a great tendency among talking machine dealers in certain sections of the country, and even among dealers of what may be termed machines of standard and well-known makes, to indulge in a cheap form of advertising by the making of sensational price offerings of machines of little or no standing, or by offering long terms on better-known machines. It is, of course, quite evident that the trade, whether organized or disorganized, is in no position to legislate against this type of advertising. In fact, in other lines of trade it has been found impossible to formulate iron-bound resolutions that would have the effect of checking the evils of one sort or another. There is a moral influence that can be brought to bear, however, and now would seem to be the time to exert that influence in an effort to maintain the advertising of the retail trade on



a basis comparable with that established in the early days of the industry.

Perhaps there is nothing unethical in advertising low terms or sensational bargains, provided the value is there, but there is no question that under existing conditions the practice represents very poor business sense. There are various State laws and Federal regulations that operate to check advertising that is deliberately misleading or untruthful. The advertising that should be brought to a higher plane, however, is that which, while perhaps truthful in the statements made, nevertheless gives the impression that talking machines and records are drugs on the market, and that retailers are forced to make strong inducements in order to dispose of stocks. Just now it is the sellers' market, in the fullest sense of the word, and the dealer who is conducting a clean business and showing a fair amount of aggressiveness, in the majority of cases, finds his chief trouble to lie in his ability to get sufficient goods to take care of the demand that is his.

The talking machine business has been built up by advertising that has appealed directly to the sense of culture. The arguments that have won success have not been those of price, but rather those setting forth the wonderful musical opportunities offered in the possession of a machine and a library of records. The impression has been created that the talking machine is something eminently desirable, sufficiently so to make it worth while for the prospect to seek out the machine rather than have it sold to him on a commercial price basis. Just so long as the talking machine is kept on a high plane, just so long will it maintain its prestige and continue to be a thoroughly desirable acquisition to the home. If the level of advertising and selling is lowered then the talking machine becomes a merchandising proposition—not something that brings the music of the world into the home, but something that offers entertainment at a low figure when purchased on that basis.

**A** BIT of good advice to those who are about to embark in the talking machine manufacturing business, or who contemplate expanding in that line, is that when a man comes to them and explains that he is thoroughly familiar with all departments of the manufacture of talking machines, knows all about recording and record-making procedure, and has had experience in all of the big factories of this country and in Europe, to make him prove his statements before investing heavily as a mark of confidence in his ability.

There are a goodly number of so-called talking machine men wandering around the country making startling claims as to their ability who have cost thousands of dollars to trustful manufacturers because the latter, ignorant of the details of the talking machine and record making themselves, sought someone to look after the practical side for them. If a man with money feels that he must embark in a business regarding the practical side of which he knows nothing, let him watch carefully the practical men who come to him full of broad statements as to their own ability. It is better to spend

some time and trouble—a few hundred dollars, let us say—in the beginning to find out if a man is really competent than to spend thousands of dollars in useless experiments—useless because the employe ultimately could not produce.

**B**USINESS in all branches of the talking machine industry seems to be most active. Manufacturers are putting the greatest possible pressure in their producing departments to meet the demands of distributors and dealers; as a consequence, talking machines and records are reaching the trade with more frequency and in greater volume than for some time past. The situation is far from satisfactory as yet, but it is most gratifying to note that conditions are bettering every day. With the increasing demobilization of the army forces hundreds of thousands of men are reaching our shores after a long sojourn in the fighting and occupation zones, and are rapidly being assimilated into all lines of industrial activity. The splendid campaign carried on by a number of manufacturers to recognize the work of our soldiers by guaranteeing "a job for every service star" has borne fruit, and few soldier boys who desire to work are without occupation—at least in the music industry.

**I**NTO the caldron of suggestions out of which new laws for the period of peace and prosperity will come, the National Association of Manufacturers, at their meeting in New York recently, poured their ideas on the dominant problems of the day. The gathering, which was composed of men of the greatest eminence in the commercial sphere, discussed almost every topic of interest to industry at the three-days' conference, and many constructive addresses of distinct value were made by eminent speakers. At the final session important resolutions were adopted, and among the recommendations were the following, which are of interest to the music trade as well as many other important branches of the industry. They suggested:

"That Congress should review the existing anti-trust law in the light of economic fact, and should judge voluntary restraints of trade not by the fact of their existence but by their injurious or beneficial effect upon the public interest.

"That Congress should pass the bill recommended by the Federal Trade Commission to allow manufacturers of standard articles, identified either by trade mark or trade practice, to fix by contract the price at which the purchaser may resell them.

"That a programme of remedial improvement of the present revenue law be adopted based on the recognition that no system of taxation can be in the public interest that does not undertake to spread the burden of public support in due proportion over all classes of our citizenship, and that to disproportionately burden industrial investment and production is to discourage those factors of national life which by their nature contribute most powerfully to social progress."

**THE SERVICE THAT HAS PROVEN ITSELF**

**ECLIPSE**



**VICTOR**

**CLEVELAND**

**EXCLUSIVELY**

**THE ECLIPSE MUSICAL CO. - CLEVELAND, OHIO**



# Proper Store Equipment a Most Vital Essential to the Dealer's Success :: :: :: By W. B. Parsons

In every line of business it is well to keep in touch with what others are doing. In this way it is possible to get new ideas and to profit by the mistakes others have made. Perfection comes only as the result of experience, and no one should consider himself above taking advice as to how his business should be run. Many small dealers do not take the trouble to keep themselves well informed with their trade in general, thinking that they know all there is to be known about their own little sphere. They fail to read their trade organs, blind to the fact that these organs represent all that is new in the industry. Such dealers will always remain small dealers, for by their self-imposed ignorance they are shutting off all hope of expansion.

The appearance of their stores evidences whether they are progressive or retrogressive. There are some, unfortunately, who make no attempt to make their place of business attractive to the prospect. They think their trade will go around seeking them out. Meanwhile, a store which is clean, well-lighted and evidently well-cared-for is the store which will draw customers who intend to make purchases.

Leading talking machine manufacturers realize that their dealers should do all in their power to make their stores good to look upon, and have furnished specially-designed displays complete as material which would add greatly to any window display. In spite of this there are many dealers who do not even take the trouble to use this display material, or if they do their efforts are confined merely to the windows, and no attention is given to the interior of the store and its proper equipment.

The arrangement of the instruments is another matter which is too often neglected. Just

because the store is small is no reason why machines should be herded together so that it is impossible to get a fair idea of any one of them. A talking machine is something which has personality, and will speak for itself if given a chance. The impression the machine makes on the prospect is far greater than any impression the dealer can make by merely talking about it.

*Pays to Utilize New Ideas and Profit by the Mistakes Others May Have Made .:*

Give the machine a chance and it will do much for you. It would be far better to have only a few machines in the store than to have it so full that it gives the feeling of being in a curiosity shop when one enters.

Then there is the matter of store equipment—a most vital essential to success to-day. The dealer who does not know the value and importance of soundproof booths for the use and convenience of customers in selling talking machines and records is behind the times. They have proven great money and trade-makers, and

no matter how small the store, the soundproof room or rooms should be a first consideration. Dealers who have made investments in this line are regretting that they did not install them earlier. They enable the store in the smaller town to be as up-to-date as that of the big city.

So, if you are a dealer in talking machines or music of any kind, remember that two heads are better than one, take advantage of what others have learned, give thought to the appearance of your store, the arrangement of your instruments and up-to-date methods of exploitation. If you do this your business will not stagnate, but will grow into the kind of business you would like to have.

## VICTROLA SALONS OPENED

The Steinbach Victrola salons have been opened at Bradley Beach, N. J., and these display rooms are handsomely fitted up for demonstration of Victrolas and records. The booths and other equipment used in construction of the new salons are said to have cost \$10,000, but this was justified by the large business done by the talking machine department, which has rapidly increased since its inauguration some time ago.

## HAVE CAUGHT UP WITH ORDERS

ANSONIA, CONN., June 3.—J. H. Bartholomew, receiver for the Duo-Tone Co., reports good business. They have caught up with their orders and are now able to make prompt delivery. Their facilities have been increased and the present record of sales is said to compare favorably with the same period of a year ago.

The latest, most intelligently constructed lateral record in the world

The only true lateral record on the market without a machine tied to it

## The New Lateral Record made by

# THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry does not come in bulk

AS in masterpieces of art, the superiority of this record is the result of infinite pains and faith in the inherent desire of men and women to have the best that human minds and hands can make.

It is not a record for people who like the cheap, the tawdry, the commonplace—but for those who appreciate and cherish the fine and beautiful things in life.

The output of this record, like the output of the Rolls-Royce car, is limited because master work can not be done in quantity.

We recommend that distributors write us, planning six months in advance to handle The New Lateral Record.

# LIBERTY PHONOGRAPH COMPANY

Executive Offices : 1836 EUCLID AVENUE, CLEVELAND, OHIO

Laboratory: 16-18 West 39th Street, New York, N. Y.



# Properly Trained Salesmen the Foundation of the Successful Retail Business :: :: By Willard S. Smith

Training a talking machine salesman is something that is essential to a successful career in that field and yet is too often neglected by employers who fail to see that in training their men they are laying the foundation for better business in the future. Dealers have often been heard to complain that their salesmen are poor or unreliable and do not take interest in their work. Unfortunately this is true in a great many cases, but the fault is not always with the salesmen but can usually be placed at the door

*The Character and Ability of the Salesman Reflect the Character of the Store as a Whole*

of the dealer. If these dealers would stop to consider a moment they might realize that their troubles with their salesmen would not exist if they were willing to assume the responsibility of training and educating their employes in the work they are expected to do. They do not realize that many of these salesmen are just as dissatisfied with their work as the employer is with them.

Poor wages is at the bottom of much of this dissatisfaction, and it is the truth to say that it is extravagance to pay poor wages. An employer who cannot afford to pay good wages for good men really cannot afford to pay any wages at all, for what money he does pay for inefficient men is almost a total loss. No man can do his work, especially if he is beginning, unless he is instructed in the arts of his craft, and it is up to the dealer to take enough interest in his business to see to it that his salesmen are shown all the tricks of their trade.

Training is necessary in all lines of work, and nowhere is it more necessary than in the work of a talking machine salesman. Almost any intelligent man can make a good salesman with the right kind of training and help from his employer. Many of the leading talking machine companies invite inspection of their factories and every prospective salesman should take advantage of his opportunity to become familiar with the product he is selling. In this way he feels a pride in his work, and in the fact he is identified with one of the biggest things in modern business. His interest is stimulated, and he is better equipped to explain the merits of his line. All this makes for better salesmanship and is the result of training.

But the employer's responsibility does not end with sending his salesman to the factory to see how the machine is built. It is in the store that the greatest work can be done. Here the salesman can become thoroughly familiar with every branch of his art provided the employer does his duty. The young man should be provided with every available bit of literature bearing on his work, and the trade journals should always be within his reach. The matter does not end there, however, for he must not be left to his own resources to learn, he must be taught. The employer with his experience back of him can teach his men more in a few moments than they could learn in many weeks if left to themselves. The keynote of a successful organization is interest—interest on the part of every member of the force. It is the duty of the employer to stimulate this interest.

This can be done in several ways, although one of the most attractive ways is to have occasional gatherings such as dinners from time to time, where everyone can get together and exchange ideas with perfect freedom. Everyone should feel at liberty to make any suggestions as to ways in which the business could be improved. House dinners, followed by general discussions, have proved very helpful to many organizations. The dinner puts everyone in a pleasant frame of mind and they are ready to get together and hear the suggestions of their fellow workers. In this way they are induced to think seriously regarding their busi-

ness and serious thought always has its results. Many a suggestion which has proved invaluable to the employer has come from the errand boy. In the general discussions following these meetings, the members of each department should be encouraged to offer any ideas concerning their work. Then they may have ideas regarding other departments and so on, all working together and taking interest in all parts of the work. It all comes down to the matter of interest and the employer's great task and duty is to stimulate this interest and keep it working for the organization.

If this is done the results will be all that could be desired and the many trivial matters that cause endless annoyance and trouble will be avoided to the benefit of all.

**± .001"**

Do you realize that we regularly furnish die castings in great quantities closely holding this limit?

Think of the time saved in machining — the men and equipment released for more profitable work.

Consider the ease of assembling parts of such accuracy;—the steady flow of production, the elimination of many manufacturing problems.

This Organization works as close to your engineering staff as any department of your own plant.

*Send blue prints or models and let us show you how Precision Die Castings can serve you economically and efficiently.*

PRECISION CASTINGS COMPANY, Inc.  
SYRACUSE, N. Y. NEW YORK.

DIE CASTING PLANT: SYRACUSE, N. Y.  
BRASS, BRONZE and ALUMINUM FOUNDRY: PONTIAC, MICH.

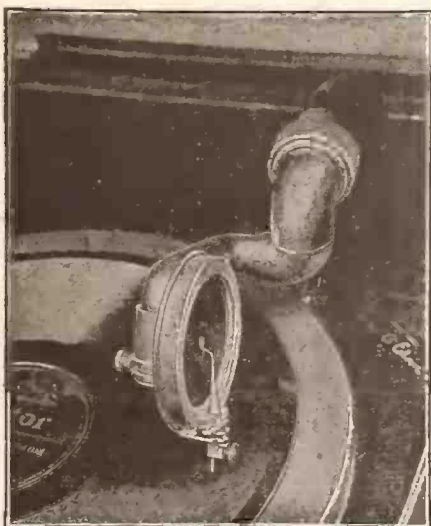
## The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298

*It is not an attachment nor a makeshift, but a part of your phonograph.*

*It is simple, neat and durable.*

*It is sturdily and honestly built.*



Position when playing lateral cut record

*It is attractive in appearance and absolutely fool-proof.*

*It is correct in principle and accurate in performance.*

*It is guaranteed.*

Makes any disc record playable on the **NEW EDISON DISC Phonograph**

*Write us for special literature covering the particulars about this ingenious device*

**F. C. KENT CO.**

MULBERRY and CHESTNUT STREETS  
NEWARK, N. J.



# THE SATURDAY EVENING POST

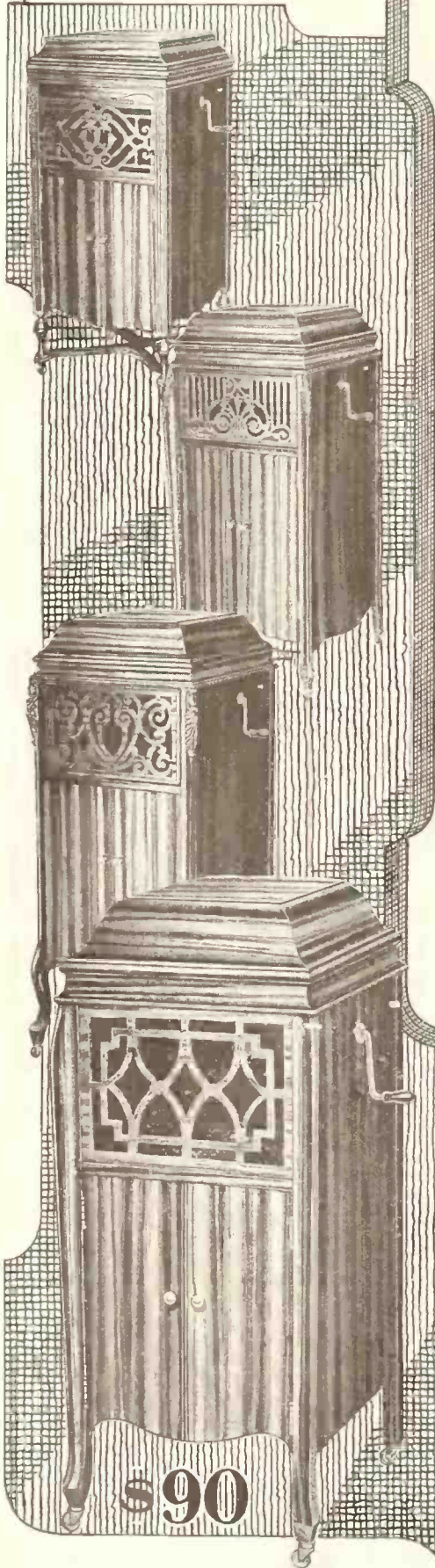
## The Phonograph *Plus* at the Price *Minus*

A FULL PAGE advertisement in the Saturday Evening Post of June 21st will announce this talking machine to America. On sheer merit alone it has already won its way into homes by thousands and thousands. Now a big campaign of *full page* national advertising, of which this is only the beginning, will help introduce it into millions of homes.

Men in the trade, shrewd, well posted merchants, will recognize this instrument from the models here shown; our slogan—The Phonograph *Plus* at the Price *Minus*—perhaps serves sufficiently to identify it to them. And the mere mention of forthcoming extensive national publicity will be enough to rouse hundreds to action. Low stocks will be replenished, new agencies established; this sensational, fast-selling, big-profit talking machine will become an even swifter seller, and thus a still bigger profit maker.



Get the June 21st Saturday Evening Post. Look for the page like this. Judge for yourself how it will impress the millions of Post readers. Then act—as your business judgment dictates.





# Educating the Children to the Entertainment Value of the Talking Machine :: :: By W. B. Stoddard

There are new fields opening for the talking machine every day, and one of the latest is for the amusement of the little ones of the nursery age and just past. All children enjoy music, and there have been many records made that they thoroughly enjoyed, but now they are having their own little nursery songs reproduced, and in a manner that will give many a bedtime entertainment.

Here is the way Hamburger's, Los Angeles, Cal., introduced some of these story records, a publicity campaign, by the way, that could be emulated by any progressive dealer in talking machines and records. This enterprising firm has a story-telling hour every Saturday afternoon, at which time a young woman especially engaged for that purpose gathers around her scores of eager-eyed children and tells them fairy stories, quaint legends and tales of the people of the woodland and forest. Recently the store took a quarter page in the local papers to address themselves directly to their little friends:

**LISTEN, CHILDREN**

Of course you are all coming to Hamburger's next Saturday afternoon to enjoy the story hour, and learn about Mother Goose's children.

This week we have a surprise in store for you, and on this special occasion we want you to bring your mamma or papa, uncle or auntie, or some grown-up friend to enjoy it with you.

We know you will all be interested. Be sure to come.

Saturday afternoon, three o'clock.  
**HAMBURGER'S FAIRYLAND**

This wording of the invitation for the children to bring their grown-up friend instead of the usual "come and bring the children with you" appealed mightily to the youngsters, and they felt very important as they marched into Fairyland on Saturday afternoon with their parents in tow.

The Story Lady had near her a pile of records and a talking machine. She opened a book and began to read a little story in verse about different characters in Mother Goose, and as each character made its first appearance it sang a little song. Instead of reading this song, however, the Story Lady took up a record, placed it on the instrument, and it was sung in a manner to delight the large audience. At the conclusion of the entertainment there was much interest manifested in the story-talking machine,

and the Lady explained that it was a new game gotten out by a well-known publishing house, and showed the books, which were of stout paper, illustrated with a number of colored pictures. Three of the sheets were double, fastened together, and in the pocket thus formed was placed a record containing the song to be sung at the introduction of each character.

Further interest in these "story-talker" records was aroused by a striking pair of windows arranged by the firm to give publicity to these records. The first pictured a well-appointed living or music room. The floor was covered with



Window Featuring Story Records

an Oriental rug, and in the corner was a talking machine. Near it was a tall floor lamp, with shade of rose-hued silk, and in the glow cast by this lamp was a large tapestry-upholstered arm chair, in which sat a mother in navy blue taffeta. Standing behind her in this chair was her small golden-haired daughter, holding a record. The mother was reading one of the Mother Goose stories, and close to the talking machine stood the elder daughter, with a record under her arm, ready to place it upon the instrument at the proper moment. On the floor were several copies of the book and a number of Mother Goose records.

The second window drew shouts of glee from the little people. It was floored with green, and in the corner was a talking machine cabinet. In the center was a papier mache toadstool, three feet high, on top of which was a snail of similar proportions. Around the big toadstools were smaller ones, two feet high, between two of

them squatting a green frog two feet long. Beneath the toadstool was a great clump of ferns, and from the fronds there peeped out two gnomes with long white beards, dressed fantastically in the gayest of purples, reds and golds. On the floor were several copies of the books and a number of the records. Fastened to the latter was a card: "Songs by Bo-Peep, Simple Simon, and Old King Cole." Incidentally, there were three records with each book, and four different books with different sets of records in each. Another card suggested: "Imagine the Delight of the Little Ones When the Phonograph Turns Fairy God Mother and Reproduces the Voices of the Story Book People."

This window display could easily be reproduced, as any dry goods establishment would be glad to lend the three figures in order to give additional publicity to the new spring styles. Of course, in such a case there would be a card in the window: "Models through the courtesy of Blank Co." The frogs and toadstools could be procured from a dealer in pottery or cut from cardboard, while the gnomes are only dolls with false beards.

At another time they called the attention of mothers to the fact that America's beautiful national songs, the names of which all children know, are unfamiliar ground after the first two or three lines. Nothing impresses a fact so vividly on the mind as constant repetition, and if a number of the patriotic records are purchased and reproduced daily on the talking machine the grand old songs will soon be as familiar to the youngsters as "Jack and Jill."

Giving the children a personal interest in the talking machine by allowing them to have some records of their very own will not only tend to foster their natural love for music, but give them a pride in keeping the machine in first-class order—since it is partly their property—and these facts should likewise be impressed on the public in entering upon a campaign for "talkers" and records for children.

## NEW GEORGIA STORE OPENED

The Strickland Phonograph Shop has opened a store in Valdosta, Ga., and is displaying the Edison phonograph. An excellent line of musical instruments is offered in addition to the Edison phonographs and records.

# NYOIL

is the last word in the refining of high-grade oils, for every impurity is taken from it, leaving nothing but what is required to keep machines in perfect condition, being combined of four oils perfectly blended.

Will not Gum, Chill or become rancid; is free from acid. It is colorless and has no sickening smell, being absolutely odorless.

"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

Hundreds of satisfied customers have written us that they would never use anything else for

### TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

*NYOIL will lubricate the machinery and polish all woodwork*

and can be obtained of any "Up-to-date" Talking Machine Dealer in the world, and is manufactured by Wm. F. Nye, who for 50 years has made 80% of all the Watch, Clock and Chronometer Oil that is used in America.

**WM. F. NYE, NEW BEDFORD, MASS., U. S. A.**

NYOIL is put up in the following sizes:

No. 16 (Cans)	1 Pint
No. 32	1 Quart
No. 128	1 Gallon
No. 540	5 Gallon

NYOIL is put up in the following sizes:

No. 1 Bottle	1 ounce
No. 4	3 ounces
No. 8	8 ounces



# Columbia Grafonola



Columbia Grafonola—Type A-2  
Price, \$25<sup>00</sup>

Least in price, but embodying in every detail Columbia's perfect workmanship, this is an ideal portable instrument. It is small and light, but with tone volume ample for the dancing party in the home. Mahogany or quartered oak.

## We've Told Millions of People About Them

The advertisement on the opposite page shows some of the uses of Vacation Model Columbia Grafonolas. The text tells some more. We have put this vivid advertisement in *The Saturday Evening Post*, *Ladies' Home Journal*, *Delineator*, *Cosmopolitan*, *Red Book*, *Collier's*, *Literary Digest*, and many other magazines—with a total circulation of more than 15,000,000.

We have asked the millions of readers of these magazines to call on Columbia dealers. We asked the readers of these particular magazines because they include the people who take summer vacations, who motor and yacht and canoe, who dance and sing and play. We asked these readers because they're the people able to buy the things they want.

COLUMBIA GRAPHOPHONE COMPANY  
New York



Columbia Grafonola—Type C-2  
Price, \$50<sup>00</sup>

Substantial, beautiful in tone and lines. Complete in every detail. Mahogany or selected quartered golden oak.

Columbia Grafonola—Type D-2  
Price, \$60<sup>00</sup>

The tone volume is astonishing, the tone quality exceptional. Mahogany, golden oak, fumed oak, or Early English oak.





# Columbia Grafonola

## Take Music Wherever You Go

All the joys of vacation days are redoubled when Music is one of your merry party.

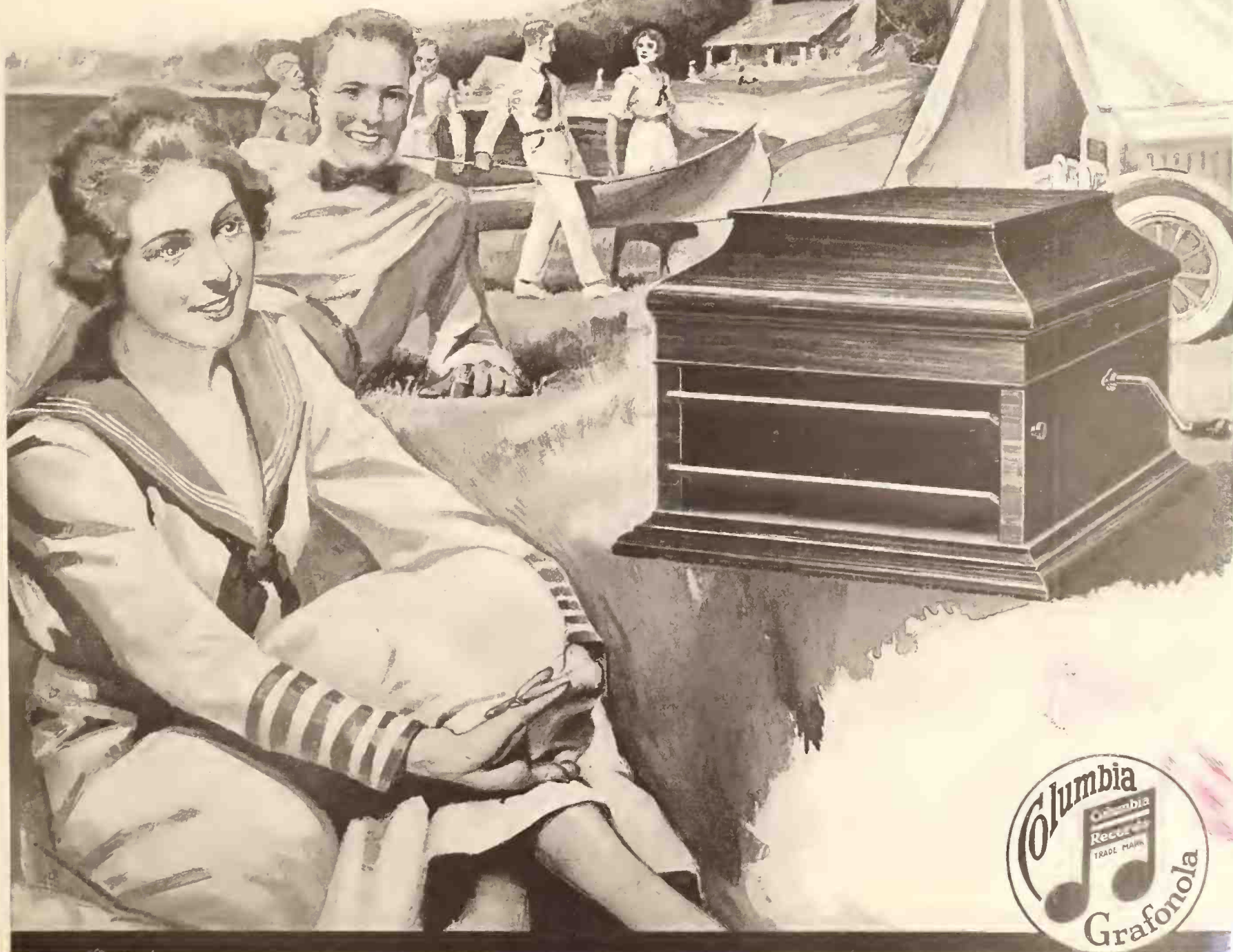
Light and compact in its traveling kit, with plenty of space for records, the Columbia Vacation Grafonola can be tucked away safely in any corner of your automobile, motor-boat, or canoe. It is out of the way, except when you want it, and then any time, anywhere, you have all the latest successes of song-land, the best of the newest music for dancing.

Ask any Columbia dealer to show you the Vacation Model in its handy traveling kit. Hear the rich tone of this remarkable little instrument. See how easy it is to select from Columbia Records just the music you want for happy vacation days.

*To make a good record great play it on the Columbia Grafonola*

COLUMBIA GRAPHOPHONE COMPANY, New York

London Factory 102 Clerkenwell Road, E. C.





## PROVING THAT OLD MOHAMMED HAD THE RIGHT IDEA

The Story of One Talking Machine Man Who Went to the Customers When He Found They Wouldn't Come to Him—Making Even the Commuter Stop His Rush for the 5:15

When Bill Smith leased the store for his talking machine emporium the suave real estate agent gave him the low-down on the location. He told him that at least 3,000 automobiles and 100,000 pedestrians passed the store every day. Developments proved that the real estate baby was right—more than right. The automobiles and pedestrians did pass the store—that was the trouble—too few of them came in.

Bill was not long in getting wise to the reason for the go-by. He was within three blocks of the railroad terminal most used by suburbanites. In the morning they had to hustle by to punch the time-clock, and at night they had to do the distance in nothing flat to catch the 5.15. Some of the old boys who had got to the point where they could blow in at 10 and out at 4, traveling in their limousines, dropped in once in a while, as did their favorite stenogs, to grab off a few new records, but there wasn't enough of this kind of trade to keep the wolf in the dim distance.

Bill fixed up his windows so that they stuck out like sore thumbs, and made men with their coat-tails sticking out behind them slow down to take a slash. The dames with the war-time skirts were traveling slow enough, anyhow, to glimpse the window while passing it, but they were stepping fast enough to go by. Bill advertised in the trains and in the stations, as well as in the newspapers, but the guy who can draft an ad that will stop a commuter in his rush is a better man than Gunga Din.

Finally, Bill sailed into the station one day to see his would-be customers flitter to and fro, and finally got wise to a booth conducted by a department store, where orders might be left in the morning and the merchandise called for at night. Bill, being a wise baby, fell for the idea right away. He murmured in the ear of the

owner of the candy store, and started to work. Soon a sign appeared among the confectionery stating that the new record lists were ready for distribution and were full of musical sweetness. The sign also informed the eager public that record orders could be left with the candy dispenser in the morning and the records secured from him at night. The plan worked out pretty fair.

Then Bill got a better hunch. He took several hundred record lists, got out a nifty little circular and a sassy card, hired a wise kid, stuck a cap bearing his name on the kid's head and sent said youth wandering through the corridors of a dozen or more neighboring office buildings just shooting those circulars, in their envelopes, into the offices. The kid had such a good time he hated to take money for it. The little note with the lists simply said that a telephone call to Bill's store would be attended to right away, and that the records would be delivered to the office, or could be called for at the store or station. A three-way service for the busy guy. The card bore a picture of an overloaded commuter making his train with the line under it, "Don't Forget Your Music." Next came a description of the service Bill had inaugurated.

It was not long before a girl had to give her entire attention to telephone orders, and there wasn't any money lost at this rate, either. The busy man liked the idea, as did the lazy girl. They not only ordered by phone, but when they had an hour to spare dropped in to hear some of the new stuff, and the story of Bill's progressiveness traveled faster than the famous cootie in France. By and by the wives, lady friends and future husbands of the office workers coming to town on a shopping tour instinctively dropped into Bill's store to look over the new records. Now he doesn't care how many people pass the store every day, because he knows most of them

are buying stock from him one way or another.

The moral, if there is any, is that while you can't stop greased lightning, if you are a good little electrician you can make it work for you.

## BUYS VICTOR AND EDISON AGENCY

Bollong-Fooshee Co., San Bernardino, Cal., Takes Agency for These Two Machines—One of the Largest Deals Made in Many Years

One of the biggest changes in the talking machine trade in San Bernardino, Cal., was brought to light by the announcement that the Bollong-Fooshee Co. has purchased the Victor and Edison agencies from W. A. Manson and will feature these two lines in the future, together with the Brunswick. Arthur C. Lamb, a well-known talking machine expert who has been in charge of the W. A. Manson department for many years, will go to the Bollong-Fooshee store and manage the talking machine department for them. The acquisition of the Victor and Edison lines will necessitate extensive changes in the Bollong-Fooshee store, and six demonstration rooms will be added and the entire first floor remodeled to take care of the increased stock.

## INCORPORATED IN ATLANTA

The Arcadia Music Co., of Atlanta, Ga., has been incorporated to sell talking machines, records and pianos. A store has been opened at 33 Peachtree Arcade, Atlanta, under the direction of H. L. Barnitz, formerly with the Central Piano Co., Chicago. The Arcadia Co. is engaging in aggressive advertising, and reports the prospects for spring business are excellent.

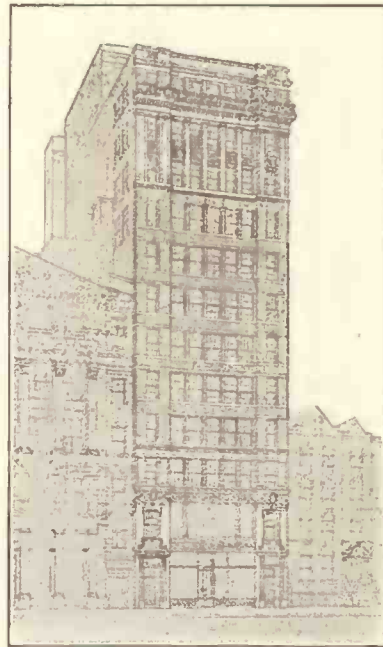
## YOU KNOW HIM

Because he is out of khaki  
And earning his daily food,  
He's not a bit less a real soldier—  
For he is the man who made good!

## —why we moved into larger quarters

"GROWING pains"—that's the answer. Our new home is in the Collegiate Building—6 West 48th Street. We occupy the entire third floor.

We are now in a far better position to render "large-size Gold Seal" service to our trade. We're going out for a new record—in fact, *all* the new records. That is, *Emerson hits*. Call us up for the current Emerson releases—prompt delivery is our specialty.



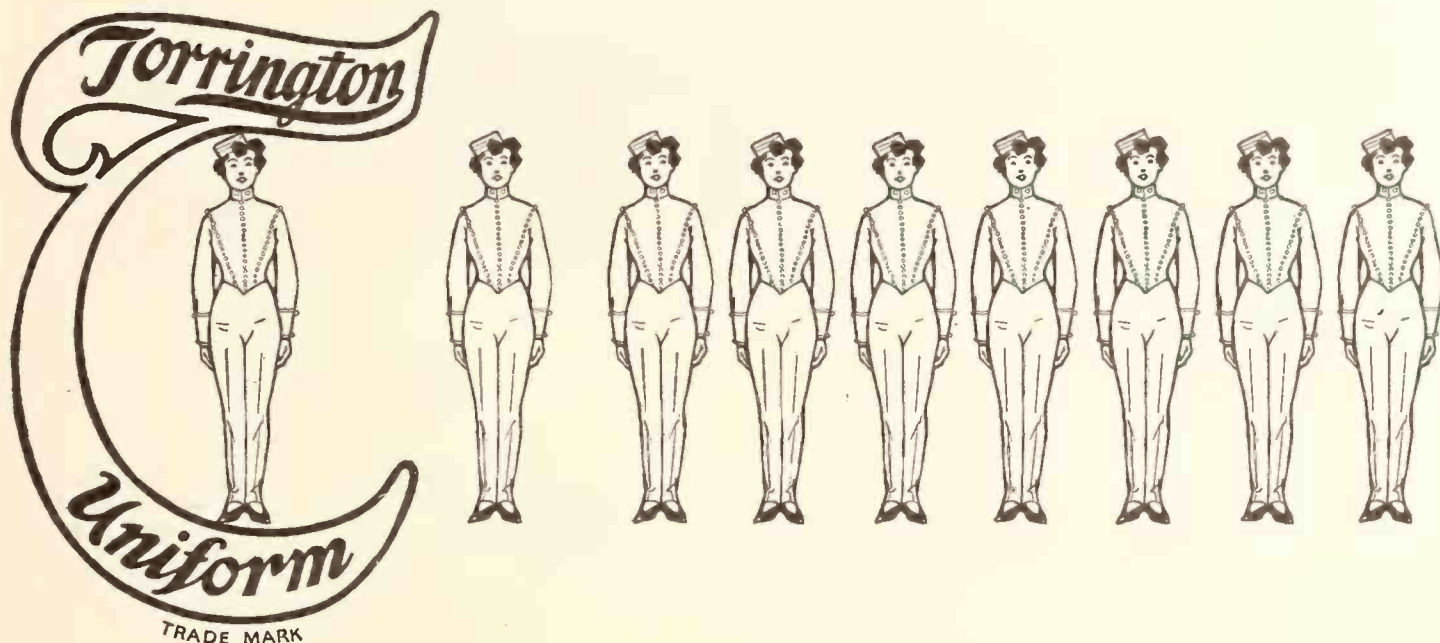
**Emerson Record Sales Company, INC.**

Exclusive Metropolitan Distributors

6 West 48th Street, New York City







## Line up!

How well we behave at this command!

*Uniform* Needles line up perfectly and you get the same playing result always. Line them up and compare them in every way.

Inspect the point and prove to your own satisfaction that the perfectly rounded ball point precisely fits the groove. You will observe the taper is free from grinding marks. The ends are made with a clean cut, you will find each package of *Uniform* needles contains one hundred perfect points. You know scientific manufacturing alone produces Uniformity.

Write for samples and prices at once. You will find you do not have to pay any more for Torrington *Uniform* Needles than you do for ordinary needles.

### *The Jobber said*

that he likened the talk of some people regarding the quality of their needles to the position of a certain campaign manager on the eve of an important election. His candidate was getting rattled. He was afraid to face the rapid fire questions of his opponent. "Do I dare to claim so much?" he asked his manager. "Claim," snorted the manager, "Claim everything."

The jobber said, charging like "sixty" in the past for immediate deliveries had given place to a chattering of quality, which would seem to be almost reverential in its feeling.

It is one thing to claim and another to make good.

Torrington doesn't claim—Torrington proves.

It is a whole lot easier to sell an article that is always one hundred per cent perfectly uniform, and a whole lot more profitable.

So my friend the jobber is selling Torrington and nothing else. He wants a needle that always gives his customer the same full round tone that only the Torrington ball point gives.

I think you will do as this man has done, for the thought "that anything goes" which apparently must have been the slogan of some manufacturers, has prevailed too long.

Lining up needles will speedily result in the critical dealers falling into line with Torrington Uniform.

It will pay you to promptly investigate our product.

President

*Uniform* in point — length — finish — and quality

CONDON & CO., INC., *Sole Agents*, Fifth Ave. Bldg., New York

# Uniform Needles





**“Core ’ngrato,” Stracciari’s song of a faithless heart, will touch thousands of hearts. Have you an adequate supply? Columbia 49522.**

**Columbia Graphophone Co.  
NEW YORK**

### EDISON TONE-TEST PLANS

Verdi E. B. Fuller Outlines Program for Featuring the Edison During Coming Season

In discussing the question of Edison tone-tests and the plans being made for tone-test programs for next season V. E. B. Fuller, general supervisor Thomas A. Edison, Inc., says, in part:

“Several of the publications devoted to the profession of advertising have commented from



time to time on our tone-test recitals as unusual and very effective merchandising propaganda. These recitals have provided the keynote for most of our national advertising, and they have also proved individually successful and profitable wherever they have been given.

“The number of recitals booked during the season of 1918-1919 was the largest in our experience. Practically all of the dealers who had previously given tone-tests booked them again and a number of dealers who had not before given them gave their initial recitals.

“The present outlook is that the season opening in the fall of 1919 will be the biggest yet and we are trying to get enough artists to meet the demand. The recitals themselves have made it somewhat difficult, because those artists who have engaged in tone-test work have secured added popularity and have more and more been

called into regular concert work. While this is gratifying and beneficial to the Edison business it sometimes causes embarrassment so far as the tone-test work is concerned.

“Among the artists whom we hope to put on tour are: Vernon Dalhart, Miss Amy Ellerman, Glen Ellison, the Fleming Trio and Mme. Mabelle Wagner-Shank, Mme. Florence Ferrell, Miss Ida Gardner, Miss Julia Heinrich, Miss Marie Morrissey, Mrs. Betsy Lane Shepherd, Miss Marie Tiffany and Hardy Williamson.

“Owing to their concert engagements, however, we will not have the unbroken time of all of these artists. Several newcomers also will be with us. They are Miss Leola Lucey, Mario Laurenti, the baritone of the Metropolitan Opera

### DEATH OF JAMES A. FOSTER

James A. Foster, head of the J. A. Foster Co., Providence, R. I., Edison dealer and Edison Amberola distributor for that section of New England, died suddenly at his home a short time ago. His death was due to heart disease, and although he had been in poor health for more than a year he was constantly active in business up to the day of his death.

### OPENS NEW YORK OFFICES

George Mittleman, 487 Broadway, New York, is now the exclusive Eastern representative of the Faultless Caster Co., of Evansville, Ind., and is in charge of their New York office at the above address.

Company; Miss Clair Peteler, a young soprano; Miss Sibyl Sanderson Fagan, the talented whistler, whose charming records soon will be heard, and our old friends, Collins and Harlan.

“In arranging tours the effort will be made to send artists into localities where they have not previously appeared.

“The most important result secured by a tone-test is to get people to hear the New Edison for the first time and so to understand and appreciate it. It will also pay for itself in sales of Re-Creations and we are prepared now to take full advantage of this. Most of the numbers used on programs will be manufactured during the summer and ready for shipment before the season opens.”

### SECURING ORDERS BY AIRPLANE

Lines Music Co. Emphasize Their Progressiveness by Using Plane for Commercial Purposes

The Lines Music Co., of Springfield, Mo., are distinctly up-to-the-minute. They advised the World Phonograph Co., of Chicago, that recently they called on one of their dealers in an airplane, and en route dropped circulars boosting the World phonograph, which they represent, and on their return did some stunts over the city which attracted considerable attention. Inquisitive ones were deluged with a shower of circulars which told them something of the World phonograph and its mission. Mr. Lines and Mr. Ellis were both scheduled to make flights in the plane, and it is said an order for a carload of phonographs was secured while on the aerial visit.

This is probably the first actual record where the airplane has been used in the talking machine trade as a sales medium, and the move certainly reflects credit on the Lines Music Co.

### FEATURING VOCALION RECORDS

The advertising department of the Aeolian Co. has just issued two attractive posters featuring popular Vocalion records. One of these posters presents appropriate illustrations for the songs, “Eyes That Say I Love You” and “When Cherry Blossoms Fall,” both of these records being sung by Arthur Burns, tenor. Another poster features “Turkestan” and “Lullaby Blues,” sung by the Premier American Quartet.

### IN NEW LOCATION

Freeman T. Reid, Gouverneur, N. Y., local Pathé representative, has opened in a new location in the Aldrich building. He has increased his stock by the addition of a full line of musical supplies.

Dear Mr. Dealer:

**You have customers for \$85.00 Phonographs**

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

**Paragon Mfg. Co., Inc., Hickory, N. C.**

## Ward's Khaki Moving Covers



Grade “D” Cover with No. 3 Straps.

Protect Your Machines From All Kinds of Weather and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Write for prices

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

**YAHR & LANGE DRUG CO.**  
Milwaukee, Wisconsin  
DISTRIBUTORS

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

**BECKWITH-O'NEILL CO.**  
Minneapolis, Minn.  
DISTRIBUTORS

**THE C. E. WARD CO.**  
MANUFACTURERS  
101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom



# Invest Three Cents in a Postage Stamp

Ask for Our Illustrated  
Bulletin of Eleven Special Releases

It is a Full Hive of Hits—Ready for Delivery



**IMMEDIATE DELIVERY**

- 1158 { RING OUT! SWEET BELLS OF PEACE (Tenor)  
I SHALL MEET YOU (Tenor)
- 1159 { JA-DA (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Tenor)  
CAN YOU TAME WILD WIMMEN? (Tenor, with Orchestra)
- 1160 { A LITTLE BIRCH CANOE AND YOU (Vocal Trio)  
GIRL OF MY HEART (Tenor)
- 1165 { MARY (Fox Trot)  
BEAUTIFUL OHIO (Waltz)
- 1166 { TILL WE MEET AGAIN (Waltz)  
RAINY DAY BLUES (Fox Trot)
- 1184 { THE KISS THAT MADE ME CRY (Tenor)  
SOME DAY I'LL MAKE YOU GLAD (Tenor)

- 1185 { THAT WONDERFUL MOTHER OF MINE (Tenor)  
FOREVER IS A LONG, LONG TIME (Tenor)
- 1187 { JOHNNY'S IN TOWN (Baritone)  
ANYTHING IS NICE IF IT COMES FROM DIXIELAND (Baritone)
- 1188 { MUMMY MINE (Rose) (Fox Trot)  
HOW 'YA GONNA KEEP 'EM DOWN ON THE FARM? (One Step)
- 1189 { VANITY FAIR (One Step)  
FLUTTER ON BY MY BROADWAY BUTTERFLY (Fox Trot)
- 1192 { AND THAT AIN'T ALL (Vocal Duet)  
BY THE CAMP FIRE (Girling-Wenrich) (Vocal Trio)

**INVEST THREE CENTS**

We'll Attend to the Rest

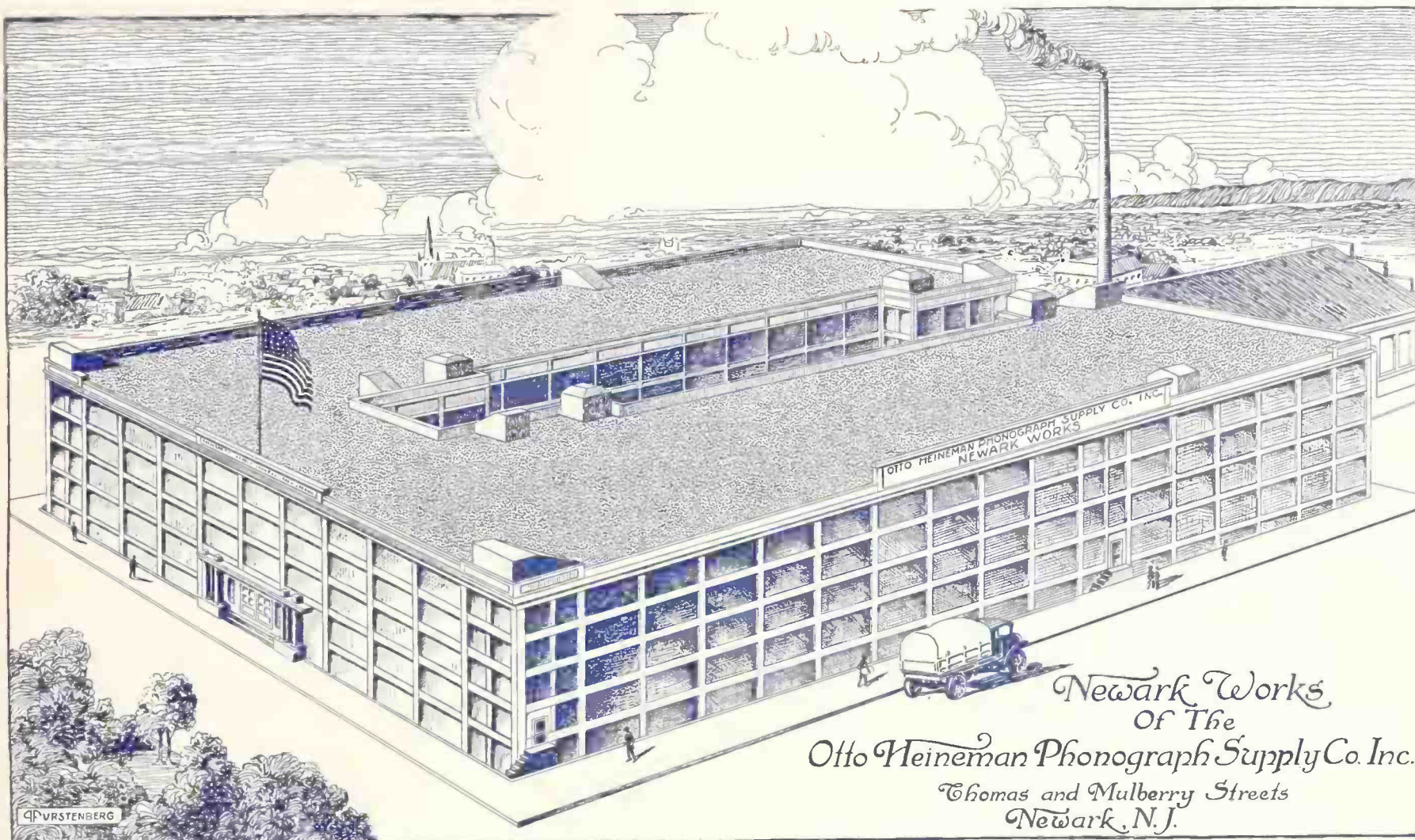
## Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio    Newark, N. J.    Putnam, Conn.    Springfield, Mass.  
 BRANCH OFFICES: Chicago, Ill.    San Francisco, Cal.    Toronto, Ont.





Newark Works  
Of The  
Otto Heineman Phonograph Supply Co. Inc.  
Thomas and Mulberry Streets  
Newark, N. J.

**NEW NEWARK HOME**  
of the  
**HEINEMAN-MEISSELBACH**  
**Motors and Phonograph Supplies**

When Fully Completed this Building  
will have 350,000 square feet floor space

THE BUILDING WILL BE EQUIPPED THROUGHOUT  
WITH THE MOST MODERN MACHINERY AND WILL  
PROVE THE STRONGHOLD OF THE

**Heineman-Meisselbach**  
"QUALITY" PRODUCTS



**Otto Heineman Phonograph Supply Co.**

INCORPORATED

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J.  
Putnam, Conn. Springfield, Mass.



BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.





## Finer by Any Comparison Say Dealers of The Brunswick

Test it for tone against any American or foreign phonograph. Play all records—voice, piano, violin, orchestra—of all makes, and you will grant The Brunswick pre-eminence.

And though tone is the primary consideration in choosing musical instruments, judge it also for grace and beauty of appearance. Here again The Brunswick is supreme. You will say that no other phonograph equals it for elegance and charm of case design.

### The Brunswick Method of Reproduction

Of vast importance to dealers as well as owners is the Brunswick Method of Reproduction. It revolutionized all former standards of phonographic art. It pioneered in the playing of all makes of records. A remarkable, yet simple invention—the Ultona—made this possible. By a turn of the hand it presents the cor-

rect needle and diaphragm to any record, regardless of type or make.

### The Amplifier—Another Advance

A scientifically designed tone-chamber of moulded wood—the Amplifier—banished the usual strident, harsh sounds. By eliminating all metal from its construction and by following the absolute laws of acoustics, its inventors secured a pure, round tone, as perfect as that of a rare violin.

### Now in Enormous Demand

The success of The Brunswick has been sensational. It leaped at once into favor, and its popularity has never ceased to grow at an astonishing rate.

Dealers everywhere will tell the reason—because by any comparison, The Brunswick immediately shows its superiority.

The Brunswick-Balke-Collender Company General Offices: Chicago and New York

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

Canadian Distributors, Musical Merchandise  
Sales Co., Excelsior Life Building, Toronto

# The Brunswick

ALL PHONOGRAPHS IN ONE



# The Brunswick

ALL PHONOGRAPHS IN ONE

## Made for All Lovers of Music by the House of Brunswick

The world-wide fame of the House of Brunswick is founded on the high standards of its products. Success has come in many fields by constantly striving to produce the best.

The Brunswick is a phonograph which meets every ideal of this 74-year-old house. Because it brought new and vital contributions to the phonographic art, because it bettered what had gone before, a great success was won.

The public acclaimed The Brunswick instantly. Dealers wrote from all parts of the country telling of its increasing popularity.

Then came the Brunswick Method of Reproduction. Old conceptions of tone were displaced. Former methods

no longer satisfied. The initial success of The Brunswick became a lasting triumph.

Branches in all the leading cities of the country facilitate distribution to the dealer. They also permit a saving in selling costs that makes possible the unusual features of The Brunswick without an advance in price.

National advertising is constantly bringing the superiorities of this master-instrument to the attention of millions of readers everywhere. Brunswick service co-operates with the dealers in building sales.

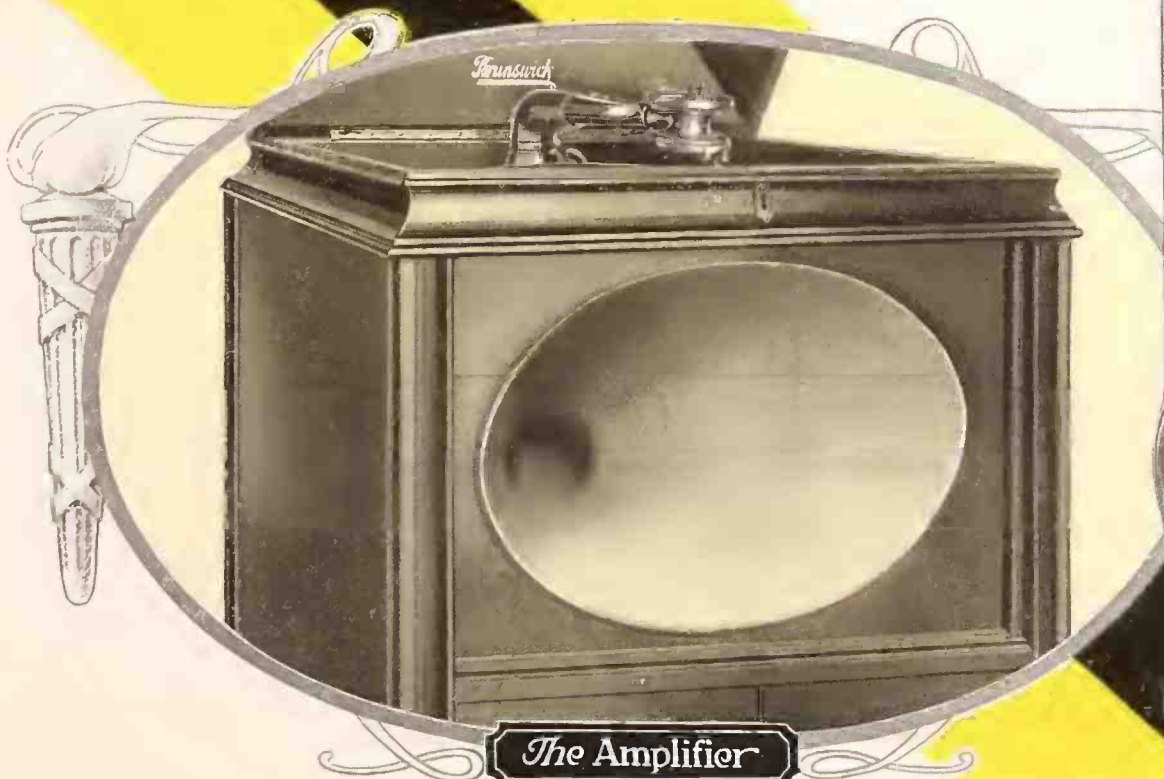
A remarkable record is behind The Brunswick. A greater future is ahead.

### The Brunswick-Balke-Collender Co.

General Offices:  
CHICAGO and NEW YORK

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

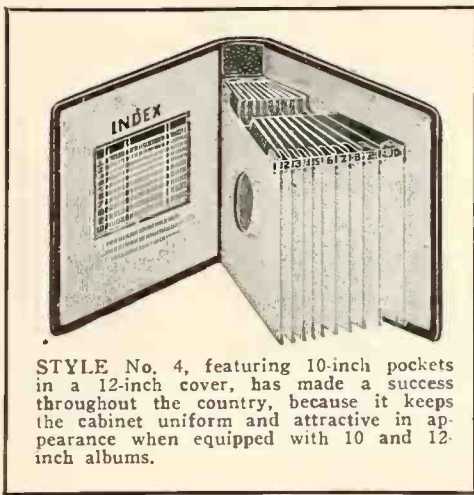
Canadian Distributors, Musical Merchandise  
Sales Co., Excelsior Life Building, Toronto



*The Amplifier*







STYLE No. 4, featuring 10-inch pockets in a 12-inch cover, has made a success throughout the country, because it keeps the cabinet uniform and attractive in appearance when equipped with 10 and 12-inch albums.

## TWELVE YEARS BUILDING QUALITY ALBUMS

OUR experience in the manufacturing of record albums up to the present time has secured us the trade of two-thirds of the talking machine manufacturers who equip their cabinets with record albums.



This trade-mark on our albums stands for Quality, Service and Satisfaction. Our samples and prices upon request.



STYLE No. 5 is our Famous Solid Metal Back album. The only book that lies flat when opened. Guaranteed for maximum strength and durability.

**New York Album & Card Co., Inc.**

Factory and Executive Offices: 23-25 Lispenard St., New York

Chicago, Ill.: CULLEN, MARSH & CO.

21 East Van Buren St., Middle West Rep.

San Francisco, Cal.: WALTER S. GRAY

Chronicle Bldg., Pacific Coast Rep.

### HONORED BY SAGINAW BUSINESS MEN

Geo. E. Brightson, President of the Sonora Co., Dined by Prominent Industrial Magnates in Recognition of His Enterprise—Makes Interesting Historical Address

A very great compliment was recently paid to Geo. E. Brightson, president of the Sonora Phonograph Sales Co., Inc., at Saginaw, Mich., where a dinner was tendered to him by John L. Jackson. There were present the heads of the leading industrial and financial interests of Saginaw and other large Michigan manufacturing



George E. Brightson

plants, and it was probably one of the largest gatherings of important men ever assembled in the history of that progressive lake city.

The host, in introducing Mr. Brightson, said that he had been a resident of Saginaw for sixty-five years and had seen a number of industries come, many of them large and some smaller, but that there had never been any person come to Saginaw to bring an industry there, or increase an industry already there, who would spend upwards of a million and a half dollars as Mr. Brightson, the guest of the evening, had done without asking either the board of trade or the town board for some contribution, and that this was an exceptional case.

In his remarks, following the introduction by John L. Jackson, Mr. Brightson said that he was pleased with the many complimentary remarks made by the guests present, that he was delighted with the progress which Sonora is making and that, being a business builder, he enjoyed greatly being among the progressive men engaged in commercial activities.

The occasion caused Mr. Brightson to look back over his own business career and he gave his audience some interesting reminiscences.

For many years Mr. Brightson was engaged in the sale of dry goods, and his first acquaintance with Saginaw City dated back to 1872, when that princely merchant, William Barrie, purchased from him a large bill of goods and Mr. Brightson, being a very young man at that time, felt extremely proud at having sold Mr. Barrie and always remembered this incident with great pleasure. In later years Mr. Brightson became acquainted and mentioned quite a number of other merchants in the city who had been customers of his. At this point Mr. Brightson related the incidents which led up to his connection with the Sonora phonograph.

In 1900, after having been connected with the H. B. Claffin Co., as a manager for many years, Mr. Brightson left this concern, bringing suit against it for what he considered a wrong-doing on the part of one of the principals. One of the suits was tried in the Supreme Court before the referee and a verdict was rendered in favor of the Claffin Co., which later was unanimously affirmed by the Appellate Division of the State of New York. However, Mr. Brightson, feeling that he was right in his claim, and being told by his attorney that the law was on his side, told his lawyer to "bite his teeth" in his brief and go to the Court of Appeals with the case.

A few weeks ago the Court of Appeals rendered a decision in Mr. Brightson's favor, reversing the earlier proceedings in court. The judge who wrote the opinion in the case announced that the unanimous verdict of the judges of the Court of Appeals was in favor of Mr. Brightson. This decision, which was reached in 1919, was received by Mr. Brightson with great gratification because it was the result of eighteen years' litigation.

This little story is necessary in order to understand how Mr. Brightson came to leave the dry goods field and seek another line of business.

A phonograph was brought to Mr. Brightson's attention and the Sonora Phonograph Corp. was formed in the year 1912. It began in a very small way with less than twelve employes and grew steadily. In 1914 it was several times larger than in 1912 and five years later, at the present time, its employes number thousands, and are engaged not only in the city of New York but in Saginaw, Mich.; Williamsport, Pa. St. Croix, Switzerland, and in other places where contracts have been given for supplies which the present capacity of Sonora's own plants cannot provide.

While it is true, as has been stated, that Sonora is spending upwards of a million dollars in Saginaw, its contract for goods in that city two years ago reached the enormous sum of \$15,000,000. The growth being so extremely rapid it was finally deemed advisable to go to Saginaw and buy the Herzog Art Furniture Co. plant. Additional land space has been purchased also so that now upwards of twenty-five acres is the property of the Sonora Phonograph Sales Co., Inc., and most of this is covered by extensive buildings. Additional ones to meet

future trade requirements are being planned.

Mr. Brightson further stated that despite the great growth of Sonora year after year, the company's finances have always been liquid, and in December, 1918, the company finished paying every dollar of indebtedness that it had borrowed from banks or banking institutions.

There are now on the books millions of dollars of unfilled orders. Sonora's sales have been made without traveling salesmen, it may be mentioned. The Sonora phonograph, because of its great popularity, is growing faster in sales than ever, and it is impossible to state when the supply of these instruments will catch up with the demand.

Mr. Brightson explained that he wished to be careful to avoid any appearance of boasting and simply gave facts concerning the Sonora in order that all might become acquainted with the conditions existing. He believed that everyone in Saginaw could take pride in having the Sonora as one of the city's prominent industries.

### MIDDLETOWN DEALER MOVES

Lyman Payne, one of the enterprising talking machine dealers of Middletown, Conn., has recently moved into larger quarters at 71 Washington street. He carries a large line of Sonoras, Grafonolas and records as well as general musical merchandise.

The Tilden-Thurber Corporation, Providence, R. I., has added the Brunswick machine and expects to push the agency in that section.

## Take Advantage

of the

## Summer Months

Suggest to your customers how they may return from their vacations at the mountains or seashore with the accomplishment of another language acquired, at the same time providing excellent pastime for the long summer evenings.

Sell them the

## CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

## The Cortina Academy

12 East 46th Street :: New York



Edison Message No. 44

## SUMMER SALES

There are twelve good months for the Phonograph business—June, July, August and nine others.

That is one way to look at it.

Do not divide your year into dull months and busy months. Consider every month a busy month and then proceed to make it so.

To go back to June, July and August.

They are the mid-summer months. People sit on their porches, smoking, chatting; friends drop in. It is too hot to read; the theatres are closed.

The stage is set for the appearance of the Phonograph.

*You* must ring up the curtain.

**THOMAS A. EDISON, Inc.**

ORANGE, N. J.



# THE EDISON INDUSTRIES AND THE SOLDIER

By GEORGE E. CLARK, Manager, Disc Record Mfg. Division, Thomas A. Edison, Inc.

The newspapers for months past have given considerable space to the problem of "What is to be done with the returning soldiers, sailors and marines?" Will the various industrial institutions throughout the country take back those who left their employment to go and fight the Hun, or will it be necessary for them to join the army of unemployed, and take their chances?



Geo. E. Clark

That the man who went into the service, offering his life for "the colors," should not be forgotten by a grateful people the Edison industries have emphasized by a consistent policy to restore that man wherever possible to the position he occupied when he answered the call "to arms," and the present finds in our shops and offices many men still in uniform, who have just returned from the training camps in this country or from the battle fields of France.

The problem of taking care of our returning soldiers and sailors has been no small one, as one familiar with manufacturing industries can well imagine. The places made vacant by those who joined the colors had to be filled. Men too old for service, or men who by reason of family responsibilities were exempt from military service, as well as many girls and women not previously employed in factory work, came forward and filled the vacant places, thereby permitting us to keep industry alive, and at the same time enabling us to do our part in supplying the sinews of war that made victory possible. These must also be considered in our reconstruction plans. Their service, while not on the battlefield, was none the less important, and to them we owe the same debt of eternal gratitude, and the same consideration must be shown.

By a careful study of our operations we found it possible to make certain changes whereby it has been possible for us to take care, not only of our own returning soldiers, but also to give remunerative employment to many other soldiers not previously in our employ, and at the same time we have provided continued employment for those who filled the gaps in our organization made vacant by those who went away.

Word was sent out through the American Red Cross that we could place in lucrative employment a number of men who had lost a leg, or possibly both legs, in the war, and it is not an unusual sight to see seated at our work benches men who received their wounds in the trenches of Flanders or in the Argonne Woods, or on some other part of the European battlefields.

It has been possible for us to take care of our boys thus far by placing, wherever practicable, our operations on an actual eight-hour day (three eight-hour shifts), thereby giving employment to practically all soldiers applying for work.

We shall continue our plans, and make similar changes to the end that the Edison policy with respect to its employes generally, and particularly in the returning soldiers, will ever stand forth as pre-eminently fair.

We are doing our part for the returning soldiers, and we are taking care of those who helped us so successfully to keep the "Home Wheels Turning."

## THE MISUNDERSTOOD MAN

The man who always thinks he's "misunderstood" ought to be glad, sometimes—but he never is.

## TO HALT WORK OF THIEVES

How E. A. Schweiger, Inc., Warns Customers Against a Gang of Rascals Who Steal Machines and Motors in Brooklyn Territory

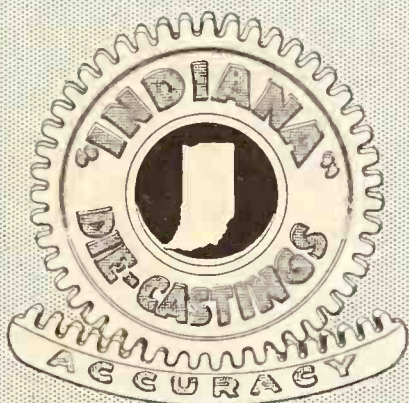
During the past few months local talking machine dealers have suffered considerably from the activities of a thief who has succeeded in securing machines and motors from talking machine owners upon the representation that he had been sent to repair the machine or take out the motor. Quite a number of these complaints have been received by Victor dealers in Brooklyn, and steps are being taken to counteract the activities of this thief.

One of the most practical ideas advanced to halt this work is utilized by E. A. Schweiger, Inc., a Victor dealer at 1525 Broadway, Brooklyn, N. Y. He inserts in all letters and literature sent out to his customers a red slip headed "warning" and reading as follows: "It has been brought to our attention that a certain man has called upon our patrons to repair Victrolas, claiming that he has been sent by us. We would ask you not to pay any attention to anyone calling upon you unless he presents a repair slip which will be issued to him by us." With this warning this company inserted a regular repair card which must be properly made out and presented by the man who calls for the motor or the machine. This plan is proving most effective.

## NEW MONTANA COLUMBIA DEALER

Remodeling operations have been completed for the new store of E. A. Taylor & Co., Helena, Mont., Columbia dealers. This concern was formerly in business in Eastern Washington and came to Helena in the belief that Montana holds greater opportunities.

You can't put "pep" into your daily work by mooning over the opportunities you didn't recognize.



# A Chain Is Only as Strong as Its Weakest Link

likewise your phonograph is only as perfect as its weakest part. Tone-arms, Reproducers, Turntable Hubs, Motor Governor Discs, and Knobs are all important parts of your machine and the use of inferior die-castings on any one of these or any other part means dissatisfaction to the consumer.

"Indiana" White Metal Die-Castings in any phonograph part, regardless of size or shape, mean a casting that will stand the test of time and hard usage. "Indiana" Die-Castings help you keep the faith the Public has in your product, because they are made of the right material—by experienced workmen.

Send us your model or blueprint and we will estimate the cost of dies for your exclusive use, together with the cost of volume production of die-castings from these dies.

**'INDIANA'**  
**DIE-CASTING CO.**  
INDIANAPOLIS...U.S.A.



### FIGHTING PREJUDICE IN ENGLAND

British Writer Tells Why Talking Machine Was at First Unpopular in England—The Lack of This Prejudice Reason for Rapid Growth in Popular Favor in United States

An interesting British point of view regarding the growing popularity of the talking machine is shown in an article in the Talking Machine News, London. The writer gives his explanation of the rapid growth of the machine in America, and likewise his reason why its growth in England was not so rapid. He discusses the question under the subject of "Fighting Prejudice," and says:

"The insular prejudice which peculiarly characterizes the Briton has become a byword among nations. No matter what new thing is set before him, he views it with a contemptuous suspicion. It was notoriously so with railways, with gas, and, in pre-war days, with aeroplanes. The talking machine was jeered at and derided before it had been given a fair trial, and persons who should have known much better joined in the outcry. It is true the first machines were poor specimens of this new development of science, just as the famous 'Puffing Billy' was a poor specimen of the locomotive engine, but they gave indications of what might be arrived at by perseverance and the further application of skill. The prejudice, however, was established, and for over forty years it has been impossible to uproot it from the ultra-conservative minds of many of our countrymen.

"In America, the land of the instrument's birth, no such prejudice ever existed, and the consequence is the talking machine is the leading power in the musical world in the States. In this country we can hardly conceive the importance of the gramophone trade as an industry among our go-ahead cousins. Not only does it take its proper rank as a musical instrument—a rank which is to a great extent denied it here—but it is regarded as a most potent factor in education, and a school without a gramophone

would stand in the same category as a school without a blackboard.

"Our dealers are well aware of the prevalence of this prejudice, a slowly dying one, but inveterately ingrained in some of the older generation, and it is up to them to fight against it tooth and nail. One of the most powerful weapons for the dealer to use in his conflict with ignorance—for prejudice in this case means ignorance—is the insistence that the talking machine is a musical instrument of the highest type, that it is not a toy or a piece of furniture for the house. He must demonstrate this with the utmost patience by placing the best records he possesses on the machine. If the unbeliever is without an ear, of course the case is hopeless, but when the prejudiced person has some knowledge of music it is always possible to convince him, though the task may be long and dreary.

"It is extraordinary that this unreasonableness exists more among the 'high-brow' element than among the common people. It is therefore necessary to have a scientific knowledge of the machine to impress the perverse. When the dealer has caught his unbeliever he must never forget to reiterate the fact that the talking machine is distinctly a high-class musical instrument, capable of reproducing the sounds of all other musical instruments, either in solo performances or in combination as in orchestra or band. Emphasis may not convince, but aural demonstration added to emphasis must have its effect in the long run."

### TO MANUFACTURE CABINETS

The Climax Cabinet Co., Inc., Buffalo, N. Y., has been incorporated at a capital of \$500,000 to manufacture cabinets for music rolls and records. The incorporators are Thomas I. Dean, Fred W. Miller and George W. Chambers, Buffalo.

The McKannon Piano Co., Denver dealers for the Victor machine, are using billboards throughout the city to advertise these instruments.

### SHELTON ELECTRIC CO. FILES SUIT

Files Bill of Complaint Against the Victor Talking Machine Co.—Seeks Triple Damages

A bill of complaint was recently filed in the Federal Court by the Shelton Electric Co. of New York against the Victor Talking Machine Co., asking triple damages, aggregating \$1,317,937.50 under the Sherman Law and charging that the defendant sought to deprive it of the benefits of its business as a manufacturer and dealer in talking machine motors. It is further alleged that the Victor Co. compelled its dealers to sign a contract which provided that no part of the Victor machine should be taken out and replaced by any device not made by that company. By means of this contract it is charged that the Victor Co. sought to create a monopoly in electrically-driven talking machines.

### INSTALL NEW VICTOR DEPARTMENT

EAST LIVERPOOL, O., June 5.—The Lewis Bros. Co., of this city, have just completed a new Victrola department, which is claimed to be one of the largest and best-equipped departments in eastern Ohio. It is located on the ground floor of their large furniture store. There are eleven demonstrating booths, each having individual ventilation. Under the able management of F. H. Burbick the Victor business of this firm has been making rapid strides and long ago outgrew its old quarters, forcing the firm to add the new department at a time when material and labor were hard to get and very expensive. As Mr. Lewis said, "he had to do it or stunt the growth of the business."

### INCORPORATED

The New England Piano & Phonograph Co. has been incorporated in Boston with a capital stock of \$100,000. The directors are Charles G. Faux, of Brighton, president and treasurer, and Henry B. Peck and Hardy Harrock.

WE SUGGEST

THE RIGHT THING at THE RIGHT TIME

 OKEH  
RECORDS

You'll Find EVERY SONG and DANCE HIT on these  
POPULAR RECORDS

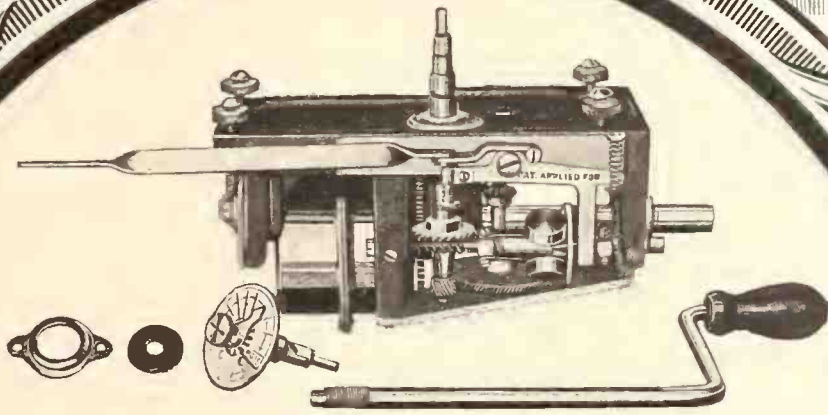
You Will Also Find Terms and Deliveries Absolutely OkeH.

"CO-OPERATION" Is Our Watchword.

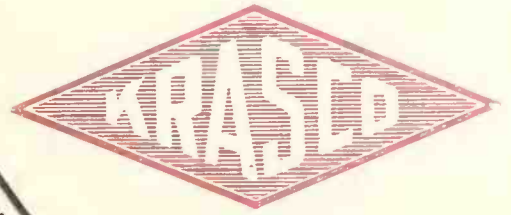
*We Invite You to Join Hands With Us*

**GARFORD MANUFACTURING COMPANY**  
ELYRIA, OHIO





No. 2 Motor



# *Silent Power*

## *The Announcement*

here last month of our increased production of phonograph motors met with a most flattering response from the trade.

Several years of successful motor construction have given to our product a prestige among phonograph producers that is undeniable.

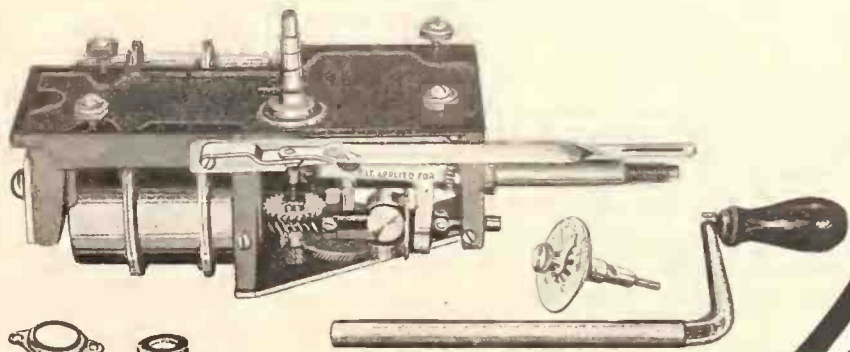
In our motors is embodied the same excellent workmanship which has been a feature of the tools and machinery so long produced by us.

You should get acquainted with SILENT POWER.

We will send you literature.

Better still, we will send you a few motors for your inspection.

**KRASBERG ENGINEERING AND  
MANUFACTURING CORPORATION  
CHICAGO**



No. 4 Motor



### MIRKIN JOINS TRAVELING STAFF

Latest Addition to Columbia Traveling Forces Will Cover New England and Eastern Territory, Making Headquarters in New York

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., New York, announced recently the appointment of Samuel Mirkin as a



Samuel Mirkin

member of this department's traveling staff. Mr. Mirkin will visit the dealers in New England and the Eastern territory, making his headquarters at the offices of the Columbia international record department, 104 West Thirty-eighth street, New York.

Mr. Mirkin is equipped to give Columbia dealers valuable service and co-operation in developing their foreign-language record business, as he has had a number of years' experience in the talking machine business, and conducted his own retail establishment. During the war he served as a field secretary for the Jewish Welfare Board, and was one of the most valuable members of this organization.

### EDISON DEALER TO ENLARGE

The Diamond Disc Shop, Inc., Peoria, Ill., is to enlarge its present quarters, according to an announcement made by the directors. A long lease has been taken on the entire second floor of the building at 422 Main street.

### TO FEATURE PATHE IN FT. WAYNE

The music department of the Tepper store, Fort Wayne, Ind., was recently opened and created a new musical center in that city. The Pathé phonograph and records will be featured, and special demonstration booths have been installed for that purpose.

John T. Smullin, Jr., of Pocomoke City, Md., is planning to open a music store on Market street, where he will carry the Columbia line.

### LARGE COLLECTION OF RECORDS

What is said to be one of the largest collections of records owned by one individual is that of Henry B. Hall, head master of the John Winthrop School, Dorchester, Mass. He is an enthusiastic advocate of the talking machine as a means of bringing classical music to the attention of students, and his collection represents an expenditure of \$2,000. It is a collection that reflects his culture.

### DEATH OF WILLIAM HENRY LEE

William H. Lee, manager of the retail department of the Stewart Talking Machine Co., Indianapolis, Ind., died at his home on May 15 after a short illness. He was born in Franklin, Ind., and came to Indianapolis in his boyhood, and was for many years connected with the music trade.

The Franklin Phonograph Co., Inc., has been incorporated in Philadelphia by Max Meiter and others with a capital stock of \$50,000.

### ACCORDED HEARTY RECEPTION

Condon & Co., Ltd., Tell of Popularity of Their Product With the Trade

In a chat this week with *The World* Wm. A. Condon, president of Condon & Co., Inc., stated that the trade had accorded a hearty reception to Uniform steel needles. These needles are now being used by dealers throughout the country, and Mr. Condon has received many letters from representative dealers stating that these needles meet every musical requirement of their customers.

Uniform steel needles have a number of distinctive features, and these features are being emphasized to excellent advantage by Condon & Co. in their present campaign. Mr. Condon's long association with the trade enables him to thoroughly appreciate the importance of furnishing the dealers with satisfactory steel needles, and the success that his company has achieved to date reflects the service and co-operation that he is extending to the trade throughout the country.

# FAULTLESS

## PIVOT BEARING

# CASTERS

Casters that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Full Size--C-65

Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

## FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

### Special on STEEL NEEDLES

We are contemplating closing a contract for **Thirty Million Needles** Per Month within the near future, and must arrange to sell them, and can quote prices as follows: *For Immediate Delivery*

10 thousand lots	45c per thousand
100 thousand lots	43c per thousand
500 thousand lots	42c per thousand
1 million lots	39c per thousand
5 million lots	33c per thousand

LUCKY "13" PHONOGRAPH CO.  
46 East 12th Street, New York



# An Effective Collection System One of the Main Supports of a Retail Talking Machine Business

The difficulties often met with by talking machine dealers in regard to making collections on term payments are very troublesome and often cause the dealer much financial loss if they are not properly handled. To-day, when the majority of machines are sold on time payments, it is vitally important that the system of collecting the money due should be carefully worked out and kept up to date. Collection troubles have often caused many dealers to complain about the uncertainty of human nature and the like, but these complaints would not be heard if those dealers exercised due care in the extension of credit. Payments usually cover a considerable period of time, and in order to secure himself the dealer should see to it that his customers do not become delinquent. In so doing they not only cause endless annoyance to the dealer but make it harder for themselves by allowing one payment to slide until it is time for another and the two fall due together, making it often impossible to pay. Before the contract is entered into the dealer should satisfy himself that it is a good account and by doing so will save himself much worry and expense.

A fat order looks well on the books and is a source of satisfaction to the dealer, of course, but if the account is one that will give him trouble later on it should never have been opened. In their eagerness to make sales and fill up the pages of their books, dealers sometimes fail to investigate carefully the status of their customers. And on the other hand, families are often too eager to have a machine in their homes, and do not consider that they are putting a mortgage on their earning for a considerable period. They do not stop to consider that their payments must be met, and if they run on too close a margin and fail to leave something over to take care of emergencies, such as sickness or other trouble, they will become involved in difficulties. This is so often the cause of bad accounts and this cause could be avoided if the dealer would make the necessary investigations, informing himself thoroughly as to the financial condition of his prospect by means of personal investigation and references.

Some dealers have application blanks which the customer fills out before the sale is made, and on these blanks is contained information which should safeguard the dealer in extending credit. It is well to impress the customer with the fact that the payments should be made at your store, for in this way the dealer can keep in touch with his man without difficulty.

Keeping track of payments is perhaps one of the most important factors in the term payment plan. A good system of bookkeeping is abso-

lutely essential, and unless a careful account of payments is kept trouble is sure to result. To allow payments to lapse and bunch up on the customer is to invite disaster. It is far easier for the customer to make his payments regularly, and he will be better satisfied than if he faced the necessity of making a large inroad on his resources at one time. This defeats the very purpose of the instalment plan which is designed to make payments easy by making them small.

Then the method of collection is often a troublesome one for the dealer. It is not necessary

*Getting Payments in  
When They are Due  
and at a Minimum of  
Expense the Secret*

to employ collectors in this work if the matter has been handled right at the start. With a good account it is usually sufficient to send a statement of the amount due and a check will be forthcoming. Many dealers, in trying to make the collections themselves, are forced to neglect the sales end of their business and leave the store in charge of a boy or girl who is practically useless as a selling factor. The belief that personal contact is beneficial in making collections is a false one, for it offers a chance for the customer to impose on the collector or talk him out of his purpose. Handling collections by mail is the best way.

When the payment falls due, as shown by the books in the office of the dealer, a statement should be sent at once to the customer. If the money is not paid within a reasonable time, say, three or four days on weekly accounts and a week or ten days on monthly accounts, a second statement should be sent upon which is noted the fact that it is a second notice. If the customer is still delinquent, send a final notice stating that unless payment is made it will be necessary to take action. Sending this final statement by registered mail is a good idea, for it makes it necessary for the customer to sign the post office slip. The fact of this signing increases the importance of the transaction and makes the customer realize that he is under

a certain obligation. This method has proved satisfactory in most cases, especially where the accounts were live accounts and had been investigated before a contract was made.

Threatening letters are poor means of making collections, for they arouse antagonism, which is always detrimental to any kind of business. The music trade has taken pains to build its business on the basis of good will and the present status of the industry shows the correctness of that theory. Harshness is poor policy, but firmness is necessary and usually brings results. But harshness and firmness are very different things. This difference spells the measure of business success.

In conclusion it should be said that professional collection agencies are not the dealer's last resort. It is unfortunate but nevertheless true that too many of these professional collectors are unreliable and do the dealer more harm than good. Handle the accounts by mail, and if proper judgment has been used in establishing these accounts many of the troubles of collections will be lessened.

## COLUMBIA DEALERS IN KANSAS CITY

Have Satisfying Get-Together Session as Guests of Columbia Co. Wholesale Branch

KANSAS CITY, Mo., June 2.—More than seventy Columbia dealers situated in the local territory met with the officials of the local wholesale branch of the Columbia Graphophone Co., at the Hotel Baltimore here recently, for the purpose of engaging in discussions relative to the present and future of the business. One of the features of the evening was an excellent dinner, after which Toscha Seidel, the young Russian violinist and a popular Columbia artist, played several selections for the entertainment of the visitors, among them being "Ave Maria," a Hungarian dance, Dixie airs and a Turkish march, all rendered most artistically.

Miss Bessie Miller, supervisor of music in the Kansas City schools, gave a short talk on music in the schools and expressed her appreciation particularly of the Columbia Co. new catalog, "The Grafonola in the School," which she declared should prove a substantial factor in developing musical interest among children, as well as in improving sales for dealers. She urged the retailers to familiarize themselves with the arguments presented in this volume.

E. A. McMurtry, manager of the Kansas City wholesale branch, presided at the meeting and led the open discussion for business among the dealers. Thomas Devine gave a very interesting and instructive talk on the handling of records.

## VICTROLAS AND VICTOR RECORDS

### GENUINE SERVICE

for

## NEW ENGLAND DEALERS

### CRESSEY & ALLEN - PORTLAND, ME.





**"How 'Ya Gonna Keep 'Em Down on the Farm?" when that's the title of the newest medley one-step played by the Yerkes Jazarimba Orchestra? A-6108.**

**Columbia Graphophone Co.  
NEW YORK**

### PATRIOTIC DISPLAY FOR JULY

A Timely Window That Will Make a Strong Appeal—Hooks Up Publicity and Patriotism

The Columbia Co.'s dealer service department has issued an attractive patriotic window display for July which will undoubtedly meet with the hearty approval of the dealers. This display is designed solely to provide the dealers a means to move the war-time records while there is the opportunity. The collection of war-time relics as a fad is growing to enormous proportions,



#### Special Window for July

and many helmets, iron crosses and other souvenirs are being manufactured to meet the trades.

The suggestion that patriotic records will in the future be a fitting and lasting memento of the world war has been convincingly carried out on the two cards showing the heads of Generals Pershing and Foch. To start this collection this display emphasizes the fact that the living, breathing voice of Pershing himself as he spoke from the battlefields of France is available on a Columbia record. The Foch card lists standard selections of other nations engaged in the war.

The centerpiece is a complete tie-up with the July magazine copy of the Columbia Co., being the "Miss Columbia" illustration done in eight colors by the photo-litho offset process. Being of the regular artist poster size, this card will be instantly recognized as Columbia national advertising, marking the dealer's establishment as the selling place of Columbia records.

Trubin Bros., Red Bank, N. J., are building an addition to their store to take care of the increased trade in the music department, especially in the sale of talking machines.

The Brooklyn Phonograph Shop has been opened at 977 Hancock street, Brooklyn, by I. Langer and L. Jacobs.

### CARRIERS MUST RECEIVE FREIGHT

Railroad Administration Orders That Freight Be Received When Offered Regardless of Schedules of "Shipping Days" in Effect

Shippers of freight in and about New York have suffered considerable inconvenience and no little expense as a result of the rules made by carriers serving New York under which a schedule of shipping days was established. As a result of this schedule shipments were only accepted and forwarded on specified "shipping days," and freight agents have refused in a great many instances to receive freight offered on other days.

The Merchants' Association of New York, maintaining that it is a common law obligation of the carriers to receive freight from any consignee on any week-day at any pier station in New York from which rates to the points of destination were on file, took up the matter with the Railroad Administration, with the result that the following circular letter was sent to freight agents:

"It is fundamental that the shipper has the right to route his freight and to tender same to the carrier at any pier or freight station on any business day destined to points to which there are through or joint rates properly applicable from such pier or station.

"It seems, therefore, necessary, in view of these complaints, to repeat instructions already in effect, namely, that in the case of any shipments tendered upon other days or at other piers than provided for in the Shipping Day Guide, such shipments should be received if there are in effect joint or through rates from the station at which tender is made."

It is suggested by the association, however, that shippers endeavor to co-operate with the carriers to as great an extent as possible in carrying out the shipping schedules without serious inconvenience to themselves.

### MOVE TO NEW QUARTERS

The Favorite Phonograph Accessories Co., who for the past two years have occupied quarters at 1491 De Kalb avenue, Brooklyn, N. Y., have moved into a new home at 1506 De Kalb avenue the same city.

Carl Kroenberger, president of the above company, states that his business has been constantly increasing during the past few months, and the demands for tone arms and needle cups especially have greatly increased.

### LAKWOOD DEALER TO ENLARGE

Geo. H. Hurlburt, Lakewood, N. J., Victor dealer, has begun improvements on his property which when finished will represent an outlay of about \$15,000. The Victrola department has grown rapidly during the last few years, and it was decided to drop the toy department and devote more time and space to the Victor line.

### H. L. WILLSON RETURNS FROM WEST

Vice-President and General Manager of the Columbia Co. Pleased With Business Outlook

H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., returned recently from a Western trip, upon which he called at the Columbia branches in Chicago, Cincinnati, Detroit, Indianapolis and Pittsburgh. This was the first opportunity offered Mr. Willson to call upon these Columbia branches within the last year, and his trip was therefore unusually interesting.

In a chat with *The World* Mr. Willson commented as follows: "Conditions throughout the West are splendid, and I was delighted to find that every phase of the business situation is decidedly encouraging. Our branches had only one complaint—a shortage of stock, this shortage applying both to Grafonolas and records.

"I was very much pleased with the progress being made with the Columbia products, particularly the appreciation of the dealers as to the quality of our product and the public demand for Columbia goods. The class of dealers handling our line is a matter of keen gratification, and there is an evident desire on the part of representative dealers to become and remain members of the Columbia family. The outlook, everything considered, is most satisfactory in every respect."

### "Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANOLER BLDG.  
ATLANTA, GA.

BEST QUALITY

LOWEST PRICES

**RECORD DELIVERY ENVELOPES**

PLAIN

PRINTED

1331-33-35 FIFTH AVE.

**The ALDINE CO.**

PITTSBURGH, PA.



### VICTOR CO. MAKING EVERY EFFORT TO INCREASE OUTPUT

B. G. Royal, General Superintendent of the Victor Factories, Outlines Reasons for Curtailment in Production During the War, and Tells of Production Plans for the Future

One of the main objects for discussion among wholesalers and dealers in Victor goods has been that concerning the prospect of getting more goods from the Victor factory to fill the steadily increasing demand for those products. In view of the existing situation, therefore, the following statement by B. G. Royal, general superintendent of the Victor factories, is of special interest. The statement appears in "The Voice of the Victor" for May and is headed "The Outlook for More Victor Goods," and reads as follows:

"It is interesting to learn that the trade does not fully understand exactly what we have accomplished in the way of converting our factories from a veritable beehive of wartime activities to a normal plant for the production of Victor merchandise in large quantities. Considering the problems confronting us we feel, in fact, we know, that our progress in this direction compares most favorably with other manufacturing organizations similarly situated.

"On that never-to-be-forgotten-day, November 11, 1918, we were virtually assured that the Government would require our services only for a short period and that accordingly we might proceed with plans previously formulated to manufacture Victor products exclusively. In this connection we realized fully that we had a big task before us, but even at that we did not anticipate the tedious and tiresome delays that we would be obliged to deal with, delays that were entirely beyond our control. Immediately following the signing of the armistice there was a very marked relaxation on the part of the entire nation, including the personnel of the various Government departments. It was extremely difficult to secure cancelations of contracts or, in fact, definite authority to discontinue work and dismantle equipment. Finally, on January 5, we received disposition orders on the Government materials on hand and in process of manufacture, thus making it possible for us to give undivided attention to our own problems.

"At that time our kiln plant, which was and probably is to-day the largest unit of its kind, was engaged to 90 per cent. of its capacity in drying rifle stocks and a great variety of ash and spruce lumber for use in the manufacture of aircraft.

"In our cabinet factory entire floors were occupied by special machinery installed especially for our Government work and not suitable for any other purposes. Besides this, additional floors had been cleared of machinery to provide ample space for the assembling of aircraft frames measuring more than 100 feet in wing spread.

"Our motor manufacturing department was engaged up to 85 per cent. of its capacity in the manufacture of thousands of different metal parts for aircraft, rifle parts, shell parts, adapters, boosters, etc. Here, too, the normal arrangement of machinery had entirely been done away with to provide the best possible facilities for our war work.

"After completing our Government contracts we had approximately 50 per cent. of our normal quota of workmen. We have since employed enough new men and women to operate our factories in the manufacture of Victor products to their fullest capacity, but many were found unsuited to the work. Our working force now stands at 80 per cent. of normal. However, additional employes are engaged daily, in fact, as fast as they can be instructed in their work.

"In the record factory, where the equipment was intact and only skilled labor needed, it was

possible to increase production very rapidly and inside of three months we were manufacturing more records per day than we had ever done before.

"Victor instruments require four months to manufacture as we insist upon making them. An immediate start at quantity manufacture was made early in January, so that the first instruments of our 'after the war' production are just now coming through. This fact and the unprecedented demand may account for the trade having apparently overlooked a natural increase in the production of instruments of more than 60 per cent. since January 1, 1919.

"Never before have we undertaken an expansion program that has matured as smoothly as the present one, and we are more than pleased with the present outlook. We are bending every effort in an endeavor to operate our plant

to full capacity by July, and are also giving full consideration to every practical suggestion for even greater capacity.

"We have every reason to believe that the decision of the board of directors to concentrate at least for the present on maximum production from our immense plant will prove a far-sighted policy and will insure the trade Victor products in large quantities within the shortest possible space of time."

### BRANCH STORE IN FILLMORE, CAL.

R. H. Paulin, who has a large music house in Santa Barbara, Cal., has established a branch store in Fillmore, where a large stock of talking machines and records will be carried. A. Baronda is manager of the local branch.

Harry Swartz has joined the firm of A. Livingston & Sons, Bloomington, Ill., in the capacity of manager of the Victrola department. Business is very good with this concern, with plenty of orders on hand awaiting stock.



# FEDERAL ELECTRIC SIGN



## —widens Your Zone of Attraction

Suppose you could get a much better location for the same rent you are now paying—you would move.

You can improve your location for the same rent WITHOUT moving by placing a Federal Electric Sign in front of your store, because—

You can reach people a block or two down the street in each direction and also at the cross streets—people who ordinarily never even see your store windows.

**YOU HAVE 12 MONTHS TO PAY** for this sign and you get the services of an energetic business booster to help you make the final payments. After that, it costs but a few cents a day for current—no other expense. Made of Porcelain-enameled steel, it cannot fade, rust or rot. An occasional washing keeps it sparkling like new.

**GIVE NEW CUSTOMERS A CHANCE TO FIND YOU.** Send in the coupon TODAY for full information.

*Tear off and Mail Coupon Now*



**Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.**

Please send full information on Porcelain-Enameled Steel Sign for my Business and explain your 12-months-to-pay plan.

Name ..... City..... State .....

Street and No..... Business .....

Store Frontage ..... No. of Floors.....

(T.M.V.—6)



**ELECTRO-PLATING of PHONOGRAPH PARTS AND MUSICAL INSTRUMENTS**  
 Silver, Nickel and Antique Finishes  
 Specializing in GOLD FINISH  
**JOSEPH MUSANTE**  
 125-131 BAXTER ST. Tel. Franklin 3053 NEW YORK





**T**HERE'S a big idea back of Gennett Lateral Records—and it is this idea that makes Gennett Records *sell*. The idea is simply this—to make *the very best phonograph record in the market*. And the result is that every person who hears a Gennett Record acknowledges its remarkable beauty of tone.

Gennett Records are made in New York, the birthplace of all the latest musical hits. If you could watch the care with which they are fashioned in our recording studios there, you would realize why Gennett Records are so wonderful.

Gennett Records may be played on any make of phonograph, and they *improve the tone* of any phonograph.

Dealers who handle Gennett Records are sending us re-orders faster than our factories can fill them. That is why we are now enlarging our plant. Come along with us.

## THE STARR PIANO COMPANY

Established 1872

Richmond, Indiana



## EVIDENCE OF INCREASING PROSPERITY IN BUFFALO TRADE

Activity in Various Lines of Industry Developing Purchasing Power—Many Sales of High-Class "Talker"—How Advertising Helps—Hengerer and Adam Concerns Adopt Free Insurance Plan

BUFFALO, N. Y., June 3.—Buffalo talking machine dealers are scanning the horizon these days for signs of prospective prosperity. One of the many of these indications of good times ahead is the fact that a local automobile concern employing upward of 7,000 hands during the day shift has been compelled to put on a night force of nearly 800 men in order to keep pace with peace-time business. The high-speed activity at this and many other local plants that are turning out products in demand during the reconstruction period is certainly an inspiration to the talking machine dealers who see plenty of trade in sight. Factory workers employed at good wages are regarded by the dealers as first-class customers. The hourly wages of these men are practically the same as during the war.

The Hoffman Co. recently sold a \$375 Sonora Invincible for cash. This is one of the many sales in this line reported at the Hoffman store. Harry G. Conger, of the Hoffman staff, has designed a beautiful electric sign for the front of the establishment, and a reproduction of the famous Sonora bell is a feature.

L. M. Cole, manager of Hoffman's talking machine department, reports that the public is taking kindly to the new OkeH records for which his firm has the distribution in this territory. Elaborate window signs advertising these records are being distributed, and the Hoffman store has been redecorated throughout and other improvements have been made.

Edward P. Houseal, former advertising manager of the William Hengerer Co., has completed his work as a director of athletics for the Y. M. C. A. in the Bordeaux region in France and is back home again.

Some of the smaller talking machine dealers say they are benefiting indirectly from a high-priced advertising campaign which one of the big firms in the trade is conducting. Many pages of advertising are being used in the newspapers in connection with this drive. The publicity is of the old-fashioned circus type and wartime language is used to express the terrible slaughter of prices. Prospective talking machine purchasers who visit the big store do not all buy there. Some who are attracted to the place by the advertising decide to do a little shopping around. In this way the small dealers line up a number of worth-while customers.

In the trade-boosting excursion recently conducted by the Buffalo Wholesale Merchants and Manufacturers' Association the talking machine industry was well represented. The expedition was not a selling trip, but one of investigation, and business survey during the reconstruction period and order books were taboo. The excursionists traveled in a "million dollar special" train and visited twenty-eight western New York and Pennsylvania towns.

The William Hengerer Co. and J. N. Adam & Co., both Victor dealers, have adopted a plan of free insurance for their employes. In the first-named concern 750 persons are covered and the insurance in force exceeds \$700,000. The number insured at the J. N. Adam & Co.'s store totals 825 and the amount of insurance is \$697,000. According to the firms the insurance plan adds to the tie of friendship that has long existed between these stores and their employes and is another step that evidences the spirit of co-operation. Employes are not required to stand physical examination. One who has been employed for three months is insured for \$300, at six months for \$500 and thereafter \$100 is added for each subsequent year's service until the amount of \$3,000 is reached.

The eighth anniversary of the Goellner Furniture Co. was recently celebrated. This firm handles the Cheney phonograph. Frederick C. Goellner is president of the company and Edwin J. Kreinheder secretary-treasurer.

Much regret was expressed that George W.

Pound, general counsel of the Music Industries Chamber of Commerce, was unable to make his trip to this city. Not only the piano men but many of the talking machine dealers would have attended the reception that had been planned for Mr. Pound. William H. Daniels, of Denton, Cottier & Daniels, received the word that Buffalo would have to be left out of the itinerary.

### A VISITOR FROM LOS ANGELES

Sheldon Morris Declares There Is a Big Field for Talking Machine Sales There

A recent visitor to New York and Eastern markets was Sheldon Morris, general manager of the Southern California Hardwood & Mfg. Co., who for some time past has been engaged in the manufacture of talking machines in addition to other activities. Mr. Morris stated that his company had made a number of im-

provements recently in the talking machine product, and one of his missions East was to secure fine cabinet woods.

In the matter of woods, Mr. Morris stated that the recent suggestion that redwood would be found most acceptable for talking machine cabinets was not practical, in his estimation, inasmuch as redwood for the most part, while desirable for many purposes, lacked a figure so desirable for cabinet and furniture work. Occasionally some redwood was found that showed a fair figure, but this finish was in chief demand with those who had their home furnishings in redwood and desired a talking machine to match.

As to trade conditions on the Pacific Coast, Mr. Morris declared they were excellent, and that the opportunities for the sale of talking machines of good quality appeared to be unlimited.

The Knight-Campbell Music Co., Denver, Colo., is featuring the Victor talking machine in the local papers and is carrying on an extensive advertising campaign which, as usual, is conducted along dignified lines.



## OUR SCHEDULE

for Season ending  
September 15

WE CLOSE	P. M.
SATURDAYS	1
WEEK DAYS	5



**SILAS E. PEARSALL COMPANY**

DISTRIBUTORS

Wholesale Exclusively  
10 East 39<sup>th</sup> St., New York City



## The Highest Class Talking Machine in the World

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

**N**OT only are Sonora phonographs magnificent in tone and wonderfully beautiful in appearance but they are available in a wide variety of styles from which the most exacting customer who enters your store can choose a phonograph that will suit in every way.



Nine different upright styles are offered and the Sonora period models can be secured in the following superb designs: Gothic, Chipendale, Louis XV, Louis XVI, Jacobean, William and Mary, Adam, Colonial and Duncan Phyfe.

The dealer who is interested is invited to correspond with the Sonora distributor operating in his territory.



*Sonora is licensed and operates under BASIC PATENTS of the phonograph industry*

### SONORA PHONOGRAPH CO.

616 Mission Street, San Francisco, Cal.  
 Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

### STREVELL-PATERSON HARDWARE CO.

Salt Lake City, Utah  
 Entire States of Utah, Colorado, Wyoming, New Mexico and Southern Idaho.

### MINNEAPOLIS DRUG CO.

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

### YAHN & LANGE DRUG CO.

Milwaukee, Wis.  
 Wisconsin, Upper Michigan.

### WALTHALL MUSIC CO.,

Dallas, Texas  
 Western part of Texas.

### SOUTHERN DRUG CO.

Houston, Texas  
 Southeastern part of Texas.

### SOUTHWESTERN DRUG CO.

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

### C. D. SMITH DRUG CO.

St. Joseph, Mo.  
 Nebraska, Missouri, Northern and Eastern part of Kansas and five counties in Northeast Oklahoma.

### C. J. VAN HOUTEN & ZOON

Marquette Bldg., Chicago, Ill.  
 Illinois, Kentucky and Iowa.

### KIEFER-STEWART CO.

Indianapolis, Ind.  
 Entire State of Indiana.

### OHIO SALES CO.

Beckman Bldg., 409 Superior Ave., Cleveland, O.  
 State of Ohio.

### HESSIG-ELLIS DRUG CO.

Memphis, Tenn.  
 Arkansas, Louisiana, Tennessee, Mississippi.





The Highest Class Talking Machine in the World



**T**HE distributors whose names appear on these pages realize that their success is based fundamentally on the success of the dealers who buy from them.

They are ever on the alert to secure the promptest service which energy and watchfulness can make possible and they truly act as the dealers' representatives, in a vigorous, enthusiastic fashion.

The Sonora has deservedly won a wonderful reputation and the man who is thinking of selling



phonographs or is considering an addition to his present line will with profit study the experiences of Sonora dealers.

The Sonora sells easily for cash, keeps up the dealers' bank balances and is the foundation of thousands of substantial retail businesses.

*Sonora is licensed and operates under BASIC PATENTS of the phonograph industry*

**SOUTHERN SONORA PHONOGRAPH CO.**

Selma, Ala.  
Alabama, Georgia and Florida.

**ROUNTREE CORPORATION**

Richmond, Va.  
North Carolina and South Carolina.

**GRIFFITH PIANO CO.**

605 Broad Street, Newark, N. J.  
Northern New Jersey.

**I. MONTAGNES & CO.**

Ryrie Bldg., Toronto, Canada  
Canada.

**MUSICAL SUPPLY & EQUIPMENT CO.**

221 Columbus Avenue, Boston, Mass.  
Connecticut, Rhode Island and Eastern Massachusetts.

**SONORA PHONOGRAPH SALES CO., INC.**

279 Broadway, New York.  
Distributors for Greater New York.

**W. B. GLYNN DISTRIBUTING CO.**

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

**HILLMAN & SON PHONOGRAPH CO.**

Wheeling, West Virginia  
Virginia and West Virginia.

**C. L. MARSHALL & CO.**

Butler Bldg., 82-84 Griswold St., Detroit, Mich.  
State of Michigan.

**SMITH, KLINE & FRENCH CO.**

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

**GIBSON-SNOW CO.**

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





**Maurel in the marvelous "Rosary," the song that has searched a million hearts! Have you a big stock of A-2724?**

**Columbia Graphophone Co.  
NEW YORK**

## BIG CONVENTION OF EDISON DEALERS IN KANSAS CITY

More Than 270 Dealers and Salesmen Gather at Hotel Baltimore and Listen to a Number of Informing Addresses by Men on the Firing Line—Elaborate Banquet Closed Meetings

KANSAS CITY, Mo., June 2.—The most successful Edison dealers' convention ever held in Kansas City was held on May 19 and 20 at the Hotel Baltimore. More than 270 dealers and salesmen were in attendance, besides their wives and friends, who were also guests of the Edison Shop, wholesale, of this city. A most elaborate and instructive program was carried out during the two-day session. W. L. Eshelman, of St. Joseph, Mo., acted as chairman and presided at all of the meetings.

B. A. Parsons, president of the Kansas City Chamber of Commerce, gave the visitors a hearty welcome and also a very interesting and instructive talk on conditions and the future outlook for the territory around Kansas City during 1919. His statistics and statements were based on his own observations and experiences during the recent five-day trade trip taken by members of the Chamber of Commerce through Kansas, Oklahoma and Texas. Indications point to the largest wheat crop in the history of Kansas for the current season. The estimates are that there will be at least 200,000,000 bushels, which alone means an enormous wealth and money circulation in the Kansas City territory. The territory will have millions of dollars to spend, and the Edison dealers are bound to benefit by it if they have the goods.

Following the address by Mr. Parsons, an open forum was held and a general discussion of many important questions followed. T. J. Leonard, from the Edison laboratories, answered many questions regarding matters at the factories as to the production of instruments and re-creations. One interesting and remarkable quotation from Mr. Leonard was that, though there are thirty-six Edison jobbers in the United States and Canada, the Kansas City territory gets one-sixteenth of the production of the Edison factories. These remarkable figures prove the popularity of the Edison in the territory, but, furthermore, they prove that M. M. Blackman, the Kansas City jobber, is constantly on the job and doing everything in the interest of his dealers in furnishing such a high percentage of goods.

After the open discussion there were three short talks on "Tone Tests and What They Mean to Business," by Frank Runnenburger, of Harrisonville, Mo.; Leslie G. Burkland, Moberly, Mo., and W. A. Vawter, of Marshall, Mo. These talks were enthusiastically received.

Glen Ellison, world-famous singer of Scottish dialect and an exclusive Edison artist, entertained the dealers and friends for more than thirty minutes with songs and musical sketches, which were very much appreciated.

As the afternoon session began, for forty-five minutes the time was devoted to a series of five-minute talks, which were extremely interesting and valuable to every talking machine dealer. The speakers and their respective subjects were as follows: C. S. Hixon, Richmond, Mo., "Get Acquainted With Your Jobber"; W. H. Wimber, Excelsior Springs, Mo., "Is It Well to Recognize Competition?" Fred M. Wells, Ottawa, Kan., "How the Edison Looks to a New Dealer"; W. M. Hinde, "Why I Am Going to Quit the Road and Go Into an Exclusive Edison Shop at Sedalia, Mo."; Claude C. Cosgrove, Wichita, Kan., "My Plans for an Exclusive Edison Shop in Wichita"; C. L. Dosch, Marysville, Mo., "How I Was Converted to the Edison and What It Has Meant to Me"; Clayton T. Cunningham, Hutchinson, Kan., "Let the Owner Call for Service, or Regular Sales Inspection Service"; Mr. Mode, Salisbury, Mo. These various subjects were handled in a masterly way by the speakers.

One of the most interesting and instructive talks of the afternoon was given by C. E. Goodwin, the Chicago jobber, on "The Edison Information Bureau."

Walter Welch, with Welch & Pope, of Macksville, Kan., told how in three months, in a small town of only 600 population, he sold \$8,406 worth of Edison products. This set a new mark for the possibilities in the Edison line. Then followed another period for open discussion, during which the chairman called on several dealers for statistics or specific experiences along the lines discussed.

"Just What Is the Function of Advertising, and What May We Expect It to do for an Edison Dealer" was the subject well handled by W. C. Eckhardt, with the Gundlach Advertising Co. of Chicago.

In the evening in the Francis I room an elaborate four-course dinner was served, after which a theatre party was given for the guests at the Orpheum Theatre. Preliminary to the usual Orpheum bill Glen Ellison demonstrated to a packed house the reproducing qualities of the Edison phonograph. Miss Pauline Lawrence, another noted Edison artist, gave a piano solo also. The theatre party concluded a wonderful day's program and entirely successful from every standpoint.

Tuesday was devoted almost entirely to a get-acquainted conference, and dealers were given an opportunity to get all the personal information about their own business or the Edison business in general from any number of Edison representatives who were at their service during the afternoon.

### EMERSON SINGER AT OPENING

Duff's Music House recently opened at Rockaway Beach, N. Y., and on the opening night a concert was held at which Miss Martha Duff, the juvenile Emerson record contralto, sang several selections. James Karp, the famous author of "Dixie Is Dixie Once More," also rendered a pleasing program for the occasion.

## 1919 Will Be A Banner Phonograph Year

Prepare Now To Give  
YOUR CUSTOMERS THE BEST POSSIBLE

*By Getting*

**Pathe Phonographs and Pathe Records**

*Through*

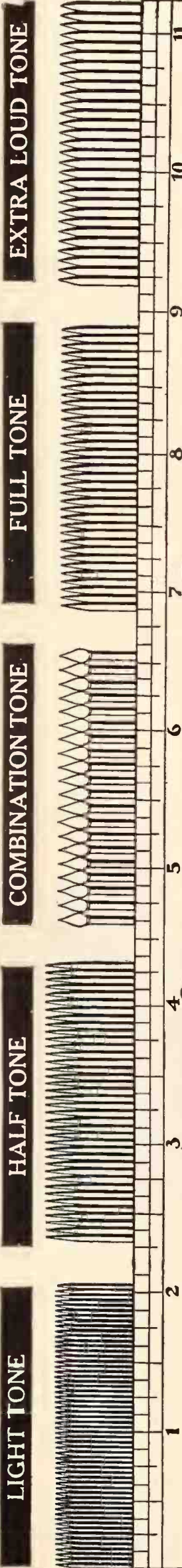
## The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.





MADE IN U. S. A.

THE

**BRILLIANTONE**  
SUPERIOR STEEL  
TRADE MARK  
NEEDLES

RULE

MADE BY AMERICANS

# Make It Your Rule—

if you seek customer satisfaction—to sell a needle that is uniformly good; one with uniform points, of uniform hardness, and of uniform length; that is the **BRILLIANTONE NEEDLE**.

### Try This Experiment

Take a dozen needles of the kind you are now handling, and arrange them flush against a ruler or other straight line. Now see whether the length of the needles are uniform. Then notice whether those same needles have uniform points. The result of this experiment will doubtless surprise you, but it will account for any dissatisfaction your customers are now expressing.

**BEFORE PLACING YOUR NEXT ORDER, TRY THIS EXPERIMENT.** Then send to us for samples of Brilliantone Needles, and satisfy yourself that they really are The Best.

When you buy Brilliantone Needles, you do not pay for a pretty envelope, but for superior quality needles.

**BRILLIANTONE STEEL NEEDLE CO.**

OF AMERICA, INCORPORATED

Suite 655-659 Marbridge Building, Broadway at 34th St., NEW YORK CITY

Metropolitan District

EMERSON RECORD SALES CO.

366 5th Ave., N. Y. City

Chicago District

WALTER A. CARTER

57 East Jackson B'ldg  
Chicago, Ill.

Pacific Coast District

WALTER S. GRAY

530 Chronicle Bldg,  
San Francisco, Cal.



Have you seen the New Combination—Two Tone-Four Record Brilliantone Needles?

Send for a sample, it will convince you of their merit.

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA, Inc., Marbridge Bldg., N. Y. C.

Please send me samples and prices of your Brilliantone Needles

Name .....

Address ..... T. M. W.



TALKING MACHINES AS PRESENTS

Becoming a Popular Gift Suitable for All Occasions—Shows the Trend of the Times Even if Not Strictly According to Our Friend Hoyle

The following story found in the talking machine page of the Boston Advertiser shows the trend of the times in the matter of gifts at least, and shows that the talking machine is competing with the time-honored silver service as a gift of appreciation.

When the war worker had gone overseas to help keep the soldiers in good spirits the talking machine, which to a large extent replaced the military band within the fighting zone, went with him.

In days gone by it would hardly have been according to Hoyle to give a musical instrument to any one but a musician, but the talking machine has changed all that.

The Brunswick Shop, conducted by the J. Goldsmith & Son Co., Memphis, Tenn., has removed its showrooms from the ground floor to permanent quarters on one of the upper floors, where the Victor line is also handled in very attractive display rooms.

THE EDISON CONVENTION CHAIRMAN

H. E. Blake, Edison Dealer of Philadelphia, a Wide-awake, Progressive Edison Booster

H. E. Blake, of Blake & Burkart, Philadelphia, Edison dealers, who will act as chairman of the Edison Dealers' convention late this month, is a man with practical ideas, and his store in Philadelphia is one of the most up-to-date in the country.



H. E. Blake

in the ordinary ways, but in several original ways of his own. He issues a little house organ containing information of interest to his customers, he writes particularly good circular letters, beautifully gotten up and exceedingly interesting, and he utilizes plenty of newspaper space.

Mr. Blake makes a specialty of summer sales. Last summer he moved a great deal of old stock by sending out packages of Re-Creations to customers of his at their summer homes request-

ing that they return within a certain specified period of time those they did not wish to keep. This summer he will probably do the same thing.

One of the important things about this convention will be the open discussion of everything pertinent to the subject of phonograph selling. There will be a question box, of course, and it is none too soon for Edison dealers to finish jotting down questions which they would like to have put before the house at the convention.

A VISITOR FROM NORWAY

A recent caller at the offices of the Otto Heineman Phonograph Supply Co., New York, was Th. Bjerke Gruner, from Christiania, Norway. Mr. Gruner, who is well known in Norwegian business circles, arrived here accompanied by Mrs. Gruner, and intends to make this visit a combination of business and pleasure.

He called at the Otto Heineman offices in view of the fact that he has recently become associated with a large phonographic enterprise which is rapidly becoming an important factor in Scandinavian commercial and musical life. Mr. Gruner planned to make an extended Western trip, visiting various business institutions in which he is interested.

OPENS SHOP IN YONKERS

The Concerto Phonograph Co., manufacturers of the "Concertola," has opened a shop at 36 Warburton avenue, Yonkers, N. Y., under the name of the Dell Distributing Co., which will be under the management of J. Dresner. A full line of Emerson records is carried.

The Denver Music Co., of Denver, has added the Brunswick to its talking machine department. The Victor and Columbia is also carried.

AMERICAN

In the AMERICAN line you will find a model for every prospective buyer, seven models made in mahogany and oak. The AMERICAN remains sold when delivered, and plays all records. Guaranteed throughout.

The cabinet, the motor, the tone chamber, the tone arm, the reproducer, and the packing case are all proven and correct.



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

17N. IONIA AVE.

GRAND RAPIDS, MICH.





WILSONIAN VI—\$160.00

49 in. high 22½ in. wide 23½ in. deep  
Mahogany, Golden and Fumed Oak

A handsome instrument with lines of distinctive beauty. Every modern



# Here It Is!

**T**HE new WILSONIAN is on the market! The talk of the Music Trade Convention in Chicago.

Beautifully designed, with cabinet work of superior quality and tonal excellence that speaks for itself.

And it sells for a moderate price, with a handsome profit for the dealer.

The WILSONIAN is distinctive—the subtle grace of its lines, the master craftsmanship of skilled cabinet makers, and the splendid finish, mark it as a superior instrument. It is truly a masterpiece of phonograph construction, this new

## WILSONIAN

But when you listen to it, you will really understand its worth. The sweet, mellow tones, its adaptability for voice, orchestra and piano records will delight you.

Every new improvement is embodied in the new WILSONIAN. Universal tone arm, automatic cover release, perfected silent motor, special record file cabinet, etc.

Write or wire today for agency.



WILSONIAN V—\$135.00

47 in. high 21½ in. wide 22½ in. deep  
Mahogany, Golden and Fumed Oak

For style, finish and workmanship this machine is unsurpassed. It combines the best points of all high-priced machines in one. The motor, which is of the latest type and fully guaranteed, is equipped with noiseless bevel gear, making it absolutely silent. Has self-releasing lid and is furnished with six albums.



WILSONIAN IV—\$110.00

45 in. high 20½ in. wide 21½ in. deep  
Mahogany, Golden and Fumed Oak

A beautifully designed instrument. Has convenient shelves for records, self-releasing lid and is equipped with silent, heavily constructed bevel gear motor, fully guaranteed.



701 N. Sangamon St. Chicago, Illinois



WILSONIAN III—\$90.00

43 in. high 18 in. wide 20½ in. deep  
Mahogany, Golden and Fumed Oak

Artistically designed and beautifully finished. Has convenient shelves for records. Equipped with silent motor of the latest type fully

WILSON & CO., CHICAGO  
Sangamon St., CHICAGO  
any obligation on my part, please send  
for Agency proposition.



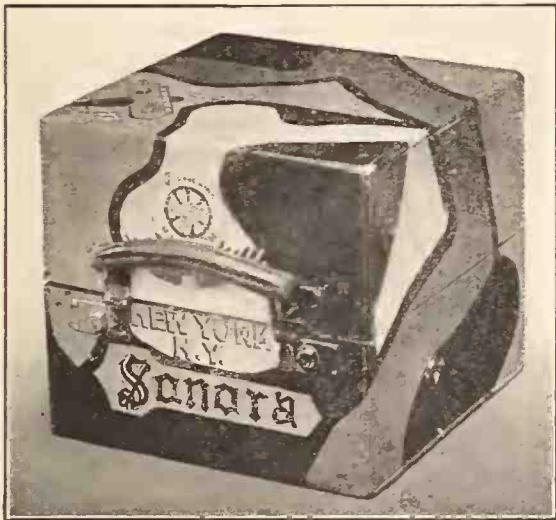
**TALKING MACHINES ON THE RHINE**

R. R. Souders, Former Columbia Man, Writes of Interesting Experiences in Germany

The World is in receipt of an interesting letter from Robert R. Souders, now in the Y. M. C. A. service with the army of occupation on the Rhine and well known as a talking machine man, having held managerial positions with the Columbia and other companies. He is at present business secretary of the Rhine Valley Leave Area, and sees to it that the boats taking the boys up the river are well supplied with machines and records as well as other necessities which make life pleasurable.

**BOASTS OF A WAR RECORD**

There recently returned to New York one of the Sonora "Portable" phonographs taken overseas by a New York soldier. This "portable" went away in its usual brown cowhide dress, but came back entirely different. Its present appearance, however, was not so very much of a surprise to those New Yorkers who had seen the War Department's parade of tanks and guns



**Sonora Portable Camouflaged**  
a short time ago. The little "Portable" is a mass of zigzag colored white, blue and brown streaks, and although the camouflage might not be eminently successful when it stands in the display rooms it doubtless would be highly effective if placed out in the open where this Sonora did most of its work in bringing joy and stimulation to our boys.

**RECORD MATERIAL FROM WEEDS**

**Candelilla Wax Obtained From Waste Lands in Texas and Rio Grande Region Valuable**

Candelilla wax, which is used in the manufacture of records, can now be obtained from Texas, and the wax industry has grown rapidly in that section of the country. This wax is obtained from the wild candelilla weed, and the commercial possibilities of this waste product were not realized until a few years ago. Since that time the value of the wax obtained from the Rio Grande region is in the neighborhood of a quarter of a million dollars a year. In the near future this region will be extensively developed and plants are now being constructed to obtain this wax.

**CASH BONUSES FOR ACCURACY**

Errors by Sales Force Cause of Much Loss to Employer—Reward of Accuracy Offers Incentive for Each to Do Good Work

There are many places in the routine of a retail store where slight errors by members of the sales force cause loss of money to the firm and make irritated and dissatisfied customers. The salesmen may write a name or address incorrectly or make a mistake in the price; the clerk may make a wrong entry or copy incorrectly; the auditing department may contribute an occasional error and the shipping clerk may bill the sale to the wrong person. All these errors, although they are as a rule trivial, cause annoyance and endless trouble to the firm and are all the more exasperating because they can be avoided with the exercise of a little care on the part of each individual connected with the sale.

Some stores realizing this fact, have instituted a system of rewards for accuracy; in other words, cash bonuses for the members of the force who make the fewest errors in their work. Given a little ambition, a mark to aim at, and a reward for attaining this goal, will make anyone strive to do the best work possible. It is not always possible to find people who will do accurate work just because they know it is to their advantage, for in the daily grind they often become careless and feel that it will make no difference to them in the end if they do make an error now and then. Cash bonuses for accuracy have proved very satisfactory wherever this system has been used, and is well worth the little expense to the house, for the cost is more than paid by the saving of lost effort and dissatisfaction. Keeping a record of the mistakes made during the month by each employe makes it possible to determine the efficiency of each and his value to the organization. By examining the records individual improvement can be noticed, and this serves as a guide to the management for promotion, because it reveals executive ability.

**SOME RECENT PATHE VISITORS**

H. E. Morrison, of Wright & Wilhelmy, Omaha, Neb., Pathé jobbers, who was a recent visitor at the factory of the Pathé Frères Phono. Co. in Brooklyn, spoke enthusiastically of financial conditions in his territory, and predicted a period of prosperity with a general increase of business throughout the West.

Mr. and Mrs. O. C. Potts also called at the Pathé factory recently, coming from Unionville, Mo., to inspect this plant. They have just opened a Pathé shop in that city and are making plans for an aggressive campaign.

Percy Hemus, well-known concert singer and Pathé artist, visited the Pathé factory recently and went through the building from roof to sub-cellar. He said that he had been making records so long for Pathé and had heard so much about the factory that he wanted to look at it himself. He was delighted with his visit and promised to call in the near future, when the new factory is completed.

In the illustrated supplement of the New York Times of May 25 there appeared a splendid photograph of Thomas A. Edison, his daughter, Mrs. Sloane, and his young grandson, Thomas Sloane—three generations of Edisons.

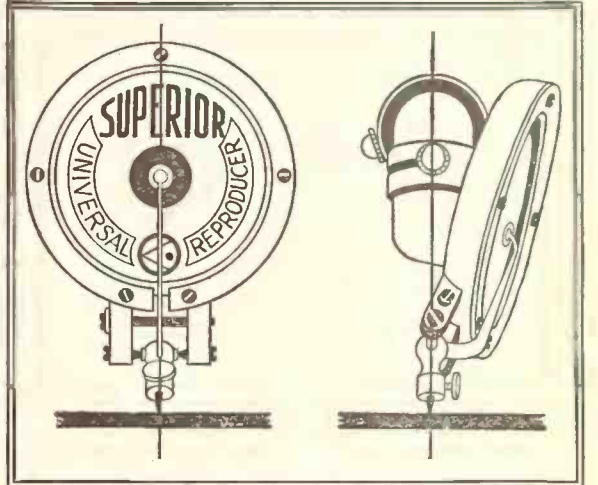
**The Scotford Tonearm and Superior Universal Reproducer**

*The Ideal Combination*

*Plays All Makes of Records as they should be played*

Price of Sample Prepaid  
**Nickel, \$6.25 Gold, \$7.75**

Adjusted for Cabinet measuring 8 1/2 inches from center of Tonearm base to center of Turntable shaft



**Distinctive Features**

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



**Barnhart Brothers & Spindler**

Monroe and Throop Streets—Chicago

**"MAGNET" DECALCOMANIE NAMEPLATES**

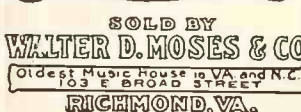


**FOR TALKING MACHINE CABINETS ETC.**

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

**SMITH-SCHIFFLIN CO.**

126 Liberty Street New York City





—since time began the common people have had an unquenchable yearning for music. Nothing can stop it. Nothing ever will stop it. Emerson hits make an every-day appeal to every-day people. In your community doesn't it pay to sell to the majority of the population?

If you wish representation why not write today to our Vice-President, Mr. H. T. Leeming?



**Emerson Phonograph Company** INC.

NEW YORK  
3 West 35th Street

CHICAGO  
7 East Jackson Blvd.



# Why It Pays Talking Machine Dealers to Handle Accessories and Novelties

By Henry Daimer

For a great many years after the talking machine was first introduced to the American public in a thoroughly practical and musically artistic form there was no special effort made to develop accessories and novelties to sell in conjunction therewith. There was in fact no need for such things, because it took the entire effort and time of the retailers engaged in the talking machine business to promote the sale of machines and records in which the turnover was and is over 95 per cent. of the total sales made.

Within the last few years, however, conditions in the talking machine industry have changed materially. The number of manufacturers of both machines and records has increased to such an extent that to-day the retail dealer, instead of competing against four or five other products, finds himself seeking to sell a market that is also being sought by a great many others. Despite this fact the combined factory production of machines and the combined factory production of records have fallen very far short of satisfying the public demand, and retailers almost universally have been forced to operate in the face of a marked shortage of both machines and records, regardless of the particular brand or brands they might be handling.

This is the status of affairs to-day, and has been the status ever since the great world war first hampered factory production. It is, moreover, a condition that is largely responsible for the tremendous strides that have been made within the last few years in the accessory and novelty end of the talking machine industry. Retailers who normally would give but scant attention and time to accessories and novelties, owing to the comparatively small percentage of their total profit which would come through handling these goods, have found themselves in position, due to the shortage of machine and record stock, where they could not only afford to give time to the consideration of accessories and novelties, but could derive a fair percentage of their total profit from the handling of them.

All this being true, many inventors of great ability have concentrated on giving to the talking machine industry accessories and novelties that will have a popular appeal to the customers of the talking machine dealer and that will at the same time prove of commercial value for the dealer to handle. The results of the efforts made along this line are destined to be remarkable.

This is evidenced by the fact that in traveling around the country one can hardly find a talking machine dealer who does not handle one, and usually several different accessories and novelties.

The talking machine dealers, generally speaking, have been quick to realize the value of handling good, reliable accessories and novelties, as have also many prominent wholesalers. Probably the first thing that has attracted the notice of both retailers and wholesalers is the financial profit which many of these side lines are capable of producing when properly promoted. But

*Great Advertising Value Comes Through the Handling of Advertised Specialties*

the far-sighted ones have seen beyond this strictly dollar viewpoint, and have recognized a far greater accumulative value that accrues to the retail establishment that wins a local reputation for being the leading house from which to purchase accessories and novelties.

The far-sighted viewpoint is just this: Any retail establishment which establishes a record for being first in the local market with the latest reliable accessories and novelties automatically earns a reputation for being up to date and progressive. This reputation is worth an almost infinite amount to the dealers in an industry where the same impression cannot be conveyed through the main products handled, owing to the fact that the styles of machines and records do not change frequently, and what changes are made, or rapidly in getting out popular hits (as in the case of records), emphasizes the progress and up-to-dateness of the manufacturer rather than the dealer. In the case of accessories, on the other hand, the purchasing public relies

more on the dealers' endorsement than on the original manufacturers, and therefore bestows the credit for progress, etc., on the dealer who first introduces novelties into a community.

Again the promotion of accessories is accomplished without added overhead expenses. They often make admirable features for use in window displays and for use in interior store arrangement. In either place they are brought to the attention of a wide field of buyers—in the case of window display to every passer-by and in the case of interior display to the purchasers and prospective purchasers of machines and records, and also to people coming to make payments on instalment sales.

Good, steady record customers are a particularly profitable field for accessories and novelties, but, discounting entirely the monetary side in the handling of accessories and products, it is doubtful if any dealer can afford to lose the great advertising value which comes through the handling of these specialties. It is indeed doubtful if anything will cause your store to be more talked about than accessories and novelties. Men, women and children love to tell their family and friends about the new this and that they saw at So and So's. It's wonderful advertising for a retail institution.

## NEW STORE FOR COLUMBIA DEALER

J. A. Abrams, Columbia dealer of Pascagoula, Miss., has opened in new quarters in the People's Bank Building on Delmas avenue. This building is one of the handsomest in the city and offers an excellent opportunity to display the large line of Columbia Grafonolas and Columbia and Emerson records. Much space is being used in the local papers to advertise the new store where the Columbia is being featured.

## CONVERTO CABINET EXPANSION

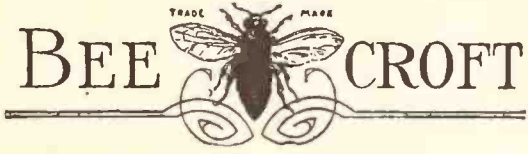
For over two years orders for Lundstrom Converto talking machine cabinets have been greater than manufacturing facilities could produce, but the C. J. Lundstrom Mfg. Co., of Little Falls, N. Y., have recently completed extensive improvements and have enlarged the facilities for making these cabinets so that the trade's immediate requirements can now be taken care of.

An Excellent List of Victor Records

We Will Gladly Play Any Record For You

15275-11	My Time is the Old Time	Victor	25
15276-11	My Time is the Old Time	Victor	25
15277-11	My Time is the Old Time	Victor	25
15278-11	My Time is the Old Time	Victor	25
15279-11	My Time is the Old Time	Victor	25
15280-11	My Time is the Old Time	Victor	25
15281-11	My Time is the Old Time	Victor	25
15282-11	My Time is the Old Time	Victor	25
15283-11	My Time is the Old Time	Victor	25
15284-11	My Time is the Old Time	Victor	25
15285-11	My Time is the Old Time	Victor	25
15286-11	My Time is the Old Time	Victor	25
15287-11	My Time is the Old Time	Victor	25
15288-11	My Time is the Old Time	Victor	25
15289-11	My Time is the Old Time	Victor	25
15290-11	My Time is the Old Time	Victor	25
15291-11	My Time is the Old Time	Victor	25
15292-11	My Time is the Old Time	Victor	25
15293-11	My Time is the Old Time	Victor	25
15294-11	My Time is the Old Time	Victor	25
15295-11	My Time is the Old Time	Victor	25
15296-11	My Time is the Old Time	Victor	25
15297-11	My Time is the Old Time	Victor	25
15298-11	My Time is the Old Time	Victor	25
15299-11	My Time is the Old Time	Victor	25
15300-11	My Time is the Old Time	Victor	25





Art Series  
Delivery Envelopes

Jobbers get particulars—  
Very attractive

Also Columbia, Edison and Pathé lists of Records in Art Series

RECORD CABINETS

made with  
Beecroft's Patent Moulding  
Pat. No. 1,244,944

SOME NEW STYLES

Correspondence solicited

309 W. Susquehanna Ave.

CLEMENT BEECROFT

Philadelphia, Pa.



The most wonderful Talking Machine of the present age at the price  
An Instrument of Supreme Value, Tone and Quality

*Cleartone*  
SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

#### SUNDRY DEPARTMENT

**MOTORS**—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

**TONE ARMS AND REPRODUCERS**—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.75 per set; No. 6, \$3.50 per set; No. 7, \$3.25 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

**MAIN SPRINGS**—No. 00, 5/8 in., 9 ft., 29c; No. 01A, 3/4 in., 10 ft., 49c; No. 01, 7/8 in., 7 ft., 25c; No. 02, 3/4 in., 7 ft., 25c; No. 1, 3/4 in., 9 ft., 39c; No. 2, 13/16 in., 10 ft., 39c; No. 3, 7/8 in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 1/4 in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

**RECORDS**—POPULAR AND GRAMMAYON, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c. each.

**GOVERNOR SPRINGS**—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

**GENUINE DIAMOND POINTS**, for playing Edison records, \$1.75 each.

**SAPPHIRE POINTS**, for playing Edison records, 18c. each.

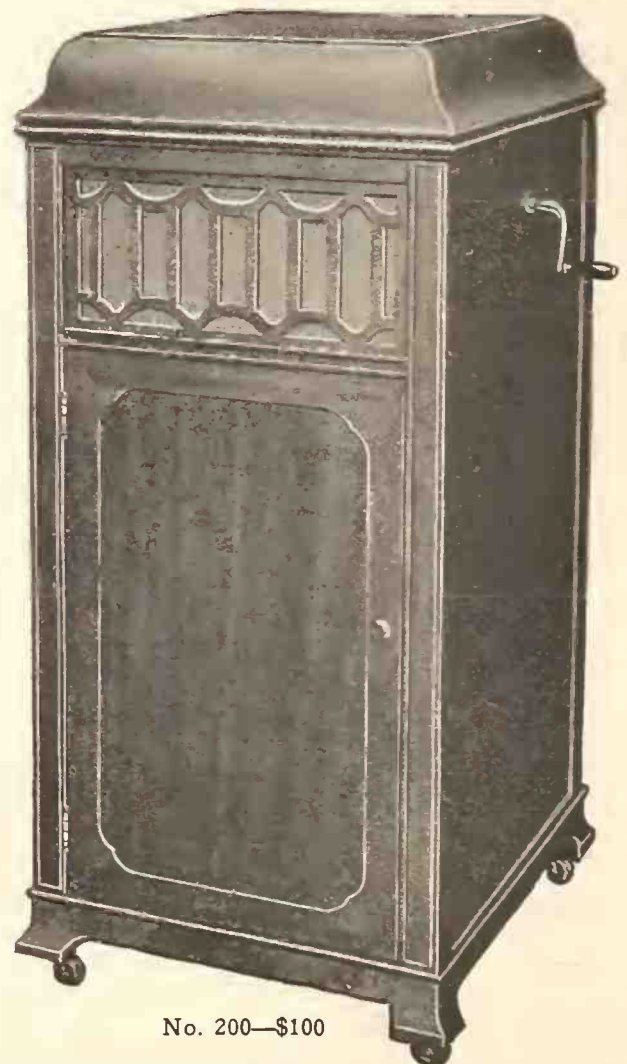
**SAPPHIRE BALLS**, for playing Pathé records, 22c. each.

**NEEDLES**, steel, 45c. per thousand in 10,000 lot; 42c. per thousand in half million lots.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor; reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 200—\$100

Lucky 13 Phonograph Co., 46 East 12th St., New York



**EXPORT TRADE INCREASES**

Manufactures Now Going Abroad at Rate of \$3,000,000,000 Annually, It Is Said

Since the termination of the war, exports of manufactures from the United States have continued to run at a rate of about three times as much as in the pre-war years, according to compilations of the National City Bank. The value of manufactures exported since the signing of the armistice has been at the rate of more than \$3,000,000,000 annually, as compared with \$1,000,000,000, or slightly less, one year before the war began.

Manufactures exported from the United States in November, 1918, the first month following the armistice, amounted in value to \$272,000,000; in December, \$229,000,000; in January, \$281,000,000; in February, \$280,000,000, and in March, \$259,000,000, an average since the close of the war of \$264,000,000 per month, or at the rate of \$3,168,000,000 per annum, as against an average of little more than \$1,000,000,000 per annum prior to the war.

These figures suggest that the large gains in exportation of manufactures which characterized the war years were by no means exclusively due to the demands for war requirements, but that, on the contrary, the growth in exportation of manufactures was largely due to other causes.

**TO OPEN BRANCH IN LOS ANGELES**

F. F. Brackett, Just Discharged From Aero Service, Will Represent Walter S. Gray in Southern California and Arizona

A visitor to The World sanctum last week was Forest F. Brackett, who received his discharge after 15 months' overseas service with the 157th Aero Squadron, where he rendered splendid service in behalf of Uncle Sam. Mr. Brackett left at once for Los Angeles, in which city he will have charge of Walter S. Gray's supply depot, and will also act as sales manager for southern California and Arizona for this enterprising San Francisco jobber in talking machine specialties.

Mr. Gray's trade has been developing so rapidly on the Pacific Coast that this new branch is absolutely necessary to meet the demands of his customers. Mr. Brackett will be joined in his work in this territory, at an early date, by Mr. Gray's son, who has been serving with the Army of Occupation in the Rhine sector, and who is expected back from Europe at an early date. Mr. Brackett and the junior Mr. Gray are old-time chums, and it goes without saying that they will make quite a record in developing the Walter S. Gray business throughout Southern California and Arizona.

**THEY ARE ALL AMERICANS**

How the Melting Pot of Humanity Contributed to Making of Music Through the Grafonola

A Columbia Grafonola lately shipped from the factory to South Africa for use among a British colonial regiment composed of Kaffirs, Sudanese, Hottentots and Egyptians was designed by an American named Smith. The material was selected by a Frenchman named Chagnon. The parts were machined by a Russian named Kuropatkin. Then hardened by an Irishman named Scully. Then plated by a Belgian named LaFeurs. Then buffed by a Greek named Verino. Then assembled by a Lithuanian named Marrowska. Then tested by an Englishman named Harmsworth. Then adjusted by a Bulgarian named Caraynoff. Then inspected by an Italian named Corsano. Then cased by a Hungarian named Horvath. Which had been made by a Turk named Kapitaakis. Which was polished by a Canadian named Waddell. Then crated by a Spaniard named Olsini. Then marked by a Scotchman named Christie. Then trucked by a Pole named Likaseski. Then forwarded by a Macedonian named Jamuly. All employed by a Yankee named—Gilhooley—Americans all.

**SENDING IN SOME LARGE ORDERS**

F. S. Soltin, who recently joined the sale staff of the New York Album & Card Co., has been sending in large orders from the Eastern trade, and to date has closed a number of important contracts for Nyacco albums. Mr. Soltin's extensive experience in the trade enables him to give the dealers valuable co-operation and service, and the results to date indicate that this service is meeting with the hearty approval of the trade. Mr. Soltin will leave shortly for a two months' trip, visiting the dealers in the West.

**VICTOR DEALER ACQUIRES STORE**

Baas's Victrola Shop, Rock Island, Ill., is now successor to the store of the Baxter Piano Co., and the proprietors of the new concern are R. S. Baas and Miss Elizabeth Roth. The Victor line will be handled exclusively by this establishment.

**INSURANCE**

Selling life insurance to-day depends chiefly upon the Prospect's ability to pay. He knows it's good.

**Selling Cabinets for Record Insurance**

Is getting to be on the same basis.

Customers appreciate record insurance. That's why the demand for

**Udell Cabinets**

Has increased to such tremendous proportions. They represent the most attractive record insurance in the trade.

Just one of many new models.



No. 1415  
[Horizontal Shelves]  
For Victrola IX-A

Height, 31 in. Width, 19 in. Depth, 22 in. Mahogany. Quartered Oak. Holds 5 Victor albums. Average weight, crated, 60 pounds. [If vertical interior is desired, order No. 415.] [When felt interior is wanted, order No. 415F.]

**THE UDELL WORKS**  
1205 W. 28th St., Indianapolis, Ind.

**Important Notice to Dealers**

Why Every Dealer Should Handle The Highest Grade Phonograph Steel Needle in the World.

**The WALL-KANE**

First—Each WALL-KANE needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—Phonograph owners will always purchase WALL-KANE needles, since they eliminate the troublesome changing of needles after each record.

Third—WALL-KANE needles are scientifically prepared, and, by reason of special composition, are beneficial to the grooves of the record, thereby adding to its life.

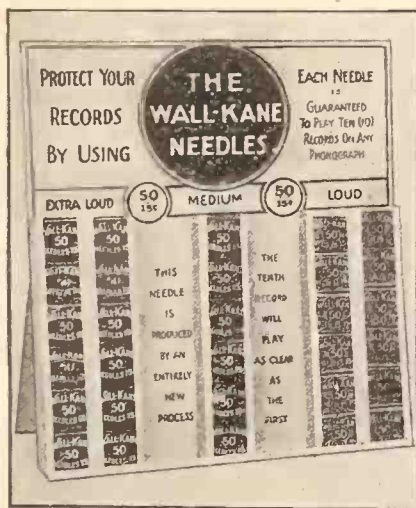
Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

**Wall-Kane Steel Needles**

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten new, full-tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



BEWARE OF IMITATIONS

Package of 50 WALL-KANE needles, Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, costs the dealer 7½c., 8c. in the Far West.

JOBGING TERRITORIES OPEN

**Progressive Phonographic Supply Co.**  
145 West 45th Street, New York



# GREATEST HOST OF HITS

*ever gathered on*



# OKEH RECORDS

Never before have there been as many great song and dance hits recorded on OkeH Records at any one time as **RIGHT NOW**.

**THIS MEANS QUICK SALES**

*Immediate delivery on any number*

Let us suggest to you a sample order of sure sellers

**CONVINCE YOURSELF**

- |      |   |      |  |
|------|---|------|--|
| 1158 | { RING OUT! SWEET BELLS OF PEACE<br>(Tenor)<br>I SHALL MEET YOU (Tenor)                                     | 1185 | { THAT WONDERFUL MOTHER OF<br>MINE (Tenor)<br>FOREVER IS A LONG, LONG TIME<br>(Tenor)      |
| 1159 | { JA-DA (Ja-Da, Ja-Da, Jing, Jing Jing!)<br>(Tenor)<br>CAN YOU TAME WILD WIMMEN?<br>(Tenor, with Orchestra) | 1187 | { JOHNNY'S IN TOWN (Baritone)<br>ANYTHING IS NICE IF IT COMES FROM<br>DIXIELAND (Baritone) |
| 1160 | { A LITTLE BIRCH CANOE AND YOU<br>(Vocal Trio)<br>GIRL OF MY HEART (Tenor)                                  | 1188 | { MUMMY MINE (Fox Trot)<br>HOW 'YA GONNA KEEP 'EM DOWN<br>ON THE FARM? (One Step)          |
| 1165 | { MARY (Fox Trot)<br>BEAUTIFUL OHIO (Waltz)   | 1189 | { VANITY FAIR (One Step)<br>FLUTTER ON BY MY BROADWAY<br>BUTTERFLY (Fox Trot)              |
| 1166 | { TILL WE MEET AGAIN (Waltz)<br>RAINY DAY BLUES (Fox Trot)  | 1192 | { AND THAT AIN'T ALL (Vocal Duet)<br>BY THE CAMP FIRE (Vocal Trio)                         |
| 1184 | { THE KISS THAT MADE ME CRY<br>(Tenor)<br>SOME DAY I'LL MAKE YOU GLAD<br>(Tenor)                            |      |  |

**RISHELL PHONOGRAPH COMPANY**

Williamsport, Pa.



**MACHINE SHORTAGE STILL RETARDS CALIFORNIA TRADE**

Sales Lost Through Not Having Advertised Goods in Stock—Conditions Improving—New Building for Clark Wise—Heine Co. Also Expanding—Trade Prospects Excellent in San Francisco

SAN FRANCISCO, CAL., May 28.—Spring business has averaged large in volume with the leading talking machine dealers of California, notwithstanding the shortage of standard machines. The trade lives in hope that the manufacturers will soon again be in a position to supply goods promptly and steadily on all lines in popular demand. The inconvenience of not having well-advertised goods in stock is evident, and no doubt many sales are permanently lost because not clinched on the spot. High-class records are in steady demand, it being especially noticeable that McCormack records sold readily at the time the singer gave concerts in San Francisco. Small machines are moving well and a still brisker business in these machines and dance and song records is expected now that the vacation season is at hand.

**Sonora Business Shows Steady Increase**

The business of the Sonora Phonograph Co. on the Pacific Coast has shown a steady increase all along the line in recent months, and it is remarkable how large a proportion of the machines sold are of the more expensive models. Sonora jobbers report steadily increasing interest in Sonora goods. E. C. Johnston, manager of the Sonora Phonograph Shop, says the public appears to be much pleased with the new 1919 Sonora models which arrived here recently and that May business has averaged better than was expected. Several of the new \$1,000 machines have already been sold.

**Clark Wise Signs Lease for New Building**

Clark Wise, who has been looking for a new location for many months by reason of his having to vacate his present store, has at last signed a lease for a long term on the entire building at 55 Stockton street. He will not be ready to move into the new quarters for some time yet, and the store will have to be remodeled. The new store has a frontage of thirty feet and is three stories in height. The location is exceptionally good, being in the heart of the retail shopping district. The owners of the building have promised to spend \$20,000 on improvements before the tenant moves in. Mr. Wise expects to have his large talking machine department on the main and mezzanine floors, and the demonstration room will probably be located on the mezzanine floor. A new plate glass front will be built and the show window arrangements will be made as attractive as possible.

**Eight-Story Building Planned**

The Heine Piano Co., now located on lower Stockton street, has concluded a deal whereby it will have a new building on Stockton street, just north of Sutter. The plans call for an eight-story Class A building, which will cost approximately \$125,000. A part of the building will be used as a conservatory.

**Stern Corp. Expanding**

The Stern Talking Machine Corp., of San Francisco, has completed plans for increasing its capitalization and expanding its business. The San Francisco branch will have an additional capital of \$75,000, and the branch at Richmond, Cal., will have \$15,000 additional. J. L. McInerney, formerly of San Francisco, is in charge of the Richmond store.

**Visitors in San Francisco**

William F. Stidham, the manager of the Los

Angeles branch of the Columbia Graphophone Co., and Frank Dorian, manager of the Seattle office, were in San Francisco during May conferring with Nathan Milnor, manager of the San Francisco office. The two visitors were entertained by motor trips into the surrounding country as guests of Mr. Milnor.

**A Great Record Month**

Andrew McCarthy, of Sherman, Clay & Co., head of the wholesale Victor business on the Pacific Coast, says more Victor records were sent out in April than in any other month thus far. Mr. McCarthy expects the machine situation to improve steadily from now on. Otto Rothlin, of the wholesale record department, paid a visit to the northern branches during the month to install an improved system in distributing and ordering records.

**News of Wiley B. Allen Co.**

The Wiley B. Allen Co. are to make improvements in the talking machine departments of several of their stores this summer. Besides the enlarging of the department in the San Francisco store, the Portland store will be remodeled and the talking machine department enlarged, while the store at San Jose will be remodeled in some departments. The Los Angeles store may also come in for some improvement work. James J. Black, formerly manager of the talking machine department of the Wiley B. Allen Co., is out of the navy after serving about two years. Mr. Black is at present making a trip to the various branches of the company on the Coast. This house is highly satisfied by the way the public takes to the Brunswick machines and a large addition to the stock has just been received. The employes of the San Francisco and Oakland talking machine departments enjoyed a barbecue picnic at Niles Cañon on Sunday, May 25.

**Other News of the Trade**

Hon. William H. Johnson, a vice-president of the Columbia Graphophone Co., was a visitor in San Francisco during the month.

Mr. Hartley, a Columbia dealer at Mountain View, and James Coffman, of the Modesto Music Co., Modesto, Cal., were in San Francisco on talking machine business last week.

R. H. Paulin, a well-known talking machine dealer of Santa Barbara, reports favorable results from his new store at Fillmore, Cal. A. Baronda is manager of the Fillmore shop.

**ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT**

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

Z. J. Loussac, a talking machine dealer of Anchorage, Alaska, was in San Francisco on one of his biennial trips during the month. He was entertained by Walter S. Gray, dealer in talking machine accessories, and he said business in Alaska was not brisk this year. Workers in the North have not had their wages advanced as fast as in other parts of the country and feel the pinch of high prices.

J. P. Garber, a prominent merchant of Kingsbury, Cal., recently put in a Columbia line and is enjoying splendid success with it in his district.

Mrs. M. Howell, of the Emporium record department, has resigned her position in order to reside at Portland, Ore., with her husband.

**ACTIVITY IN LOS ANGELES TRADE**

A recent visitor to New York was Sheldon Morris, general manager of the Southern California Hardwood & Mfg. Co., who is visiting the East for the purpose of securing equipment for the production of Hawthorne phonographs. Mr. Morris states that this phonograph is making exceptional progress, and that some of the best-known dealers in Los Angeles are now handling it. He also commented upon the fact that 150 accounts were opened in the past month.

**TAKES ON COLUMBIA AGENCY**

The Reliable Furniture Co., of Napoleon, O., has taken on the Columbia agency for that section and will feature the Columbia Grafonola and records. The Columbia agency in Napoleon was formerly in charge of C. F. Clay.

**REMOVE TO NEW QUARTERS**

The Templeman Piano Co., Cynthiana, Ky., has moved into new quarters at 5 Pike street and the building has been altered and demonstration booths installed for display of Columbia Grafonolas and records.


**CARVED PHONOGRAPH POSTS,  
GRILLS, MOLDINGS, ETC.**

We manufacture and design carved period posts, grills, moldings, carvings, etc. Can quote from cuts, sketches or samples.

Catalogue on request

**KLISE MANUFACTURING CO  
GRAND RAPIDS, MICH.**

**ALBUMS**



**BUY DIRECT FROM MANUFACTURER**

**THE BOSTON BOOK CO INC  
40-46 W 20<sup>TH</sup> ST NEW YORK**





**Have you seen the Columbia Magic Mirror Sign? Your customers look in the mirror, see themselves, and then—our trade-mark greets their eyes.**

**Columbia Graphophone Co.  
NEW YORK**

## TALKING MACHINE MEN, INC., ELECT NEW OFFICERS

**J. T. Coughlin Again Heads Organization—Other Men Selected—Favor Passage of Stephens Bill—Gold Watch Presented to J. J. Davin—New Committees Appointed—Service Bureau Established**

The annual meeting and election of officers of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, was held on Wednesday, May 22, at the Marlborough Hotel, New York. The meeting was preceded by a luncheon and a good attendance was on hand.

According to the constitution of the association the election of new officers should be held in April, but at the April meeting a quorum failed to appear and it was necessary to postpone the election. While there was at first a misunderstanding as to the names of the nominees for the offices as submitted by the special committee appointed for that purpose this obstacle was soon swept away and the following officers were unanimously elected: J. T. Coughlin, president; Sol Lazarus, vice-president for New York; E. P. Perkins, vice-president for New Jersey; A. B. Clinton, vice-president for Connecticut; E. G. Browne, secretary, and A. Galuchie, treasurer. The executive committee will be composed of the following members: J. Schick, E. Leins, John Hunt, Irwin Kurtz, J. Helfer and L. Epstein.

At the luncheon each diner found at his plate a pamphlet containing propaganda in favor of the passage of the Stephens bill, which it is hoped will be passed at an early session of Congress. In the list of those supporting the measure is an imposing number of associations

and individual firms, arranged by States. The pamphlet also contained the opinions of several statesmen who are supporting the measure.

J. J. Davin, who has headed the committees on banquets of 1918-1919, was presented with a gold watch by the association in appreciation of his work. It was presented with appropriate remarks by President J. T. Coughlin, who closed his address thus: "May this token of our respect for you be a source of permanent advantage and happiness to you, your family and friends is the sincere hope and wish of the Talking Machine Men, Inc."

At a recent meeting of the executive committee of the association the following committees were appointed to hold office for the ensuing year:

J. T. Coughlin, permanent chairman; J. J. Davin, chairman of the outing committee. Grievance committee—Messrs. Arison, Helfer and Hunt. The dealers can readily appreciate the value of having a committee of this sort to confide their grievances to, which can be amicably adjusted and unpleasant misunderstandings brought to a quick and pleasant settlement. Law committee—Messrs. Kurtz, Mielke and Kay. This gives the members of the association free consultation on matters of delinquents, "skips," replevins, etc. The membership committee consists of H. Mielke, H. Bersin, Chester Abelowitz, B. Guy Warner, Louis Epstein, Sol Lazarus and A. Huesgen, and is com-

posed of dealers representative of every manufacturers' line who are members in the association. George Millard and M. W. Gibbons were appointed as auditing committee.

A service bureau has been established under the chairmanship of Irwin Kurtz and Messrs. Velie and Davin have been appointed to assist, and the following will be the proposed duties of this committee, as outlined at the executive meeting:

"This committee is now in a position to render any service within their power that the dealers are in need of. The experience of the three members of this committee, together with the data they have collected for the past number of years, puts them in a position to answer and give advice on the majority of the dealers' problems, and such questions as they are unable to answer they will go out and dig up the information for the dealer in need. There is absolutely no charge for this service and the dealers should immediately avail themselves of this new bureau."

The month of July has been designated as "Membership Month." The drive will start July 1, with a luncheon, at which a very prominent speaker well versed on the subject of organization will address the members and prospective members. The lieutenants and their aids for the various sections of the city will be given their literature and instructions at this luncheon.

The Kerr & Smally Music Co., Phoenix, Ariz., opened on May 12. The store has been remodeled and additional demonstration booths have been installed.



## The Wonderful Tone Production of PHON D'AMOUR

is like the memory of a musician thinking over the performance of a great player. The

## PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

## PHON D'AMOUR

**THE FRITZSCH PHONOGRAPH CO. N. W. C. & Canal  
CINCINNATI, OHIO**





# Otto Heineman Phonograph Supply Co.



INCORPORATED  
25 WEST 45th STREET, NEW YORK  
FACTORIES, ELYRIA, O.—NEWARK, N. J.  
PUTNAM, CONN.      SPRINGFIELD, MASS.

CHICAGO

TORONTO

SAN FRANCISCO

YOU KNOW THAT  
**The Motor is the Heart of the Phonograph**

YOU KNOW  
**The Tone-Arm is the Musical Throat**

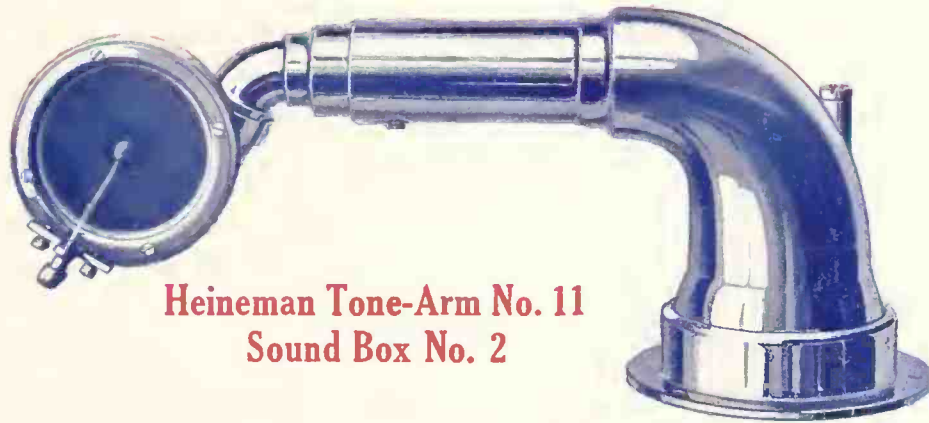
YOU SHOULD KNOW

THAT TO ACHIEVE

**PERFECT TONE PRODUCTION**

You Must Use the World-Wide Known Combinations  
of

**HEINEMAN-MEISSELBACH TONE-ARMS and SOUND BOXES**



Heineman Tone-Arm No. 11  
Sound Box No. 2



Meisselbach Tone-Arm No. 97  
Sound Box No. 6

Gold or Nickel Plated

Immediate Delivery


**MEISSELBACH**
  
**TONE ARMS      MOTORS      SOUND BOXES**



**COLUMBIA MAGIC MIRROR SIGN**

Specialty Put Out by the Dealer Service Department of Columbia Co. Meets With Favor

The dealer service department of the Columbia Graphophone Co. has produced recently a Columbia magic mirror sign which is meeting with



Face of Sign and Cornucopia-Shaped Housing considerable success. The face of the sign displays a perfect circular mirror, and when the current is off reflections are produced as in any ordinary looking-glass. When the light flashes the Columbia trade-mark glows through this mirror in an unusual multiple-repeating effect, fading indefinitely into the distance. The automatic flasher alternates the brilliant sign with the plain mirror. These incessant flashes are unusually penetrating and hit the eye with a positive result.

The face of the sign is framed in a one and one-half inch polished mahogany molding, fourteen inches in diameter, fitted with two wooden feet. The body is seven inches over all, including the cornucopia-shaped housing with vent holes, equipped with wire easel and adjustable to any height or angle.

**\$141,000 FOR CLEAN ADVERTISING**

Associated Advertising Clubs of the World Extend Scope of Their Campaign Against Misleading Advertising—Advocate the Establishment of Standards of Practice

As the result of plans which have just been perfected the work which the Associated Advertising Clubs of the World have been doing for the prevention of unfair competition through misleading advertising is to be multiplied several times, says a bulletin which comes out of the association's offices in New York City.

The plan calls for the raising of a special fund of \$141,000 a year (on a three-year basis) and the selection of five prominent business men to act as trustees for the fund. These trustees are: F. A. Seiberling, president of the Good-year Tire & Rubber Co., Akron; Festus J. Wade, president of the Mercantile Trust Co., St. Louis; S. C. Dobbs, vice-president of the Coca-Cola Co., Atlanta; David Kirschbaum, president of the A. B. Kirschbaum Co., manufacturing clothiers, Philadelphia; Henry L. Doherty, president of Henry L. Doherty & Co., investment bankers, New York.

The bigger work will take four chief directions, (1) the establishment of a force of special investigators working out of the headquarters offices of the association in New York City, (2) intensive work for the establishment of additional local vigilance committees, this branch being under the supervision of William P. Green, who recently returned to the association from Washington, (3) the establishment of a bureau to do in foreign markets what has been done for the protection of trade in North America, and (4) intensified work in co-operation with various trade associations, representing important lines of business, toward the establishment of "standards of practice" by leaders in these various lines for the elimination of evil practices which have been allowed to grow up.

Local vigilance committees of advertising clubs are organized and their work is guided under the direction of the international office in New York City, and it has been found that the adoption of such standards has tended to eliminate much misleading advertising before it is published, for there are many practices among local advertisers which have grown up through

competition and which each advertiser would be glad to eliminate if others would.

Simultaneously with the announcement that the \$141,000 fund is to be raised and the work enlarged comes the further announcement that considerably more than a tenth of the fund is in hand.

**HISTORICAL WINDOW DISPLAY**

A window display showing the evolution of the talking machine from the most primitive model to the present-day machine was recently shown by McLellan & Stagg, Edison dealers, in Frederick, Okla. It attracted a great deal of favorable notice and praise.

**INCORPORATED**

The Dixola Phonograph Investment Corp. has been incorporated at Norfolk, Va., at a capital of from \$5,000 to \$25,000 to deal in musical instruments. The officers are C. A. Everhart, president, and W. A. Brown, secretary, both of Norfolk.

**USE AS MUCH CARE**

In the selection of the Reproducer or voice of your Phonograph as you do in its design or finish.

The "BLISS" Reproducer, with its treated silk diaphragm, is successfully meeting the most exacting and critical comparative tone tests.



**THE BLISS REPRODUCER IS DIFFERENT**

The EJECT-O-FILE has been designed to meet the growing objections to albums. They are furnished in sectional cases for cabinet type owners and for the Victor and Columbia table type Phonographs in standard cabinets.

Write for prices and send us order for a sample

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

Write for our dealers' price list

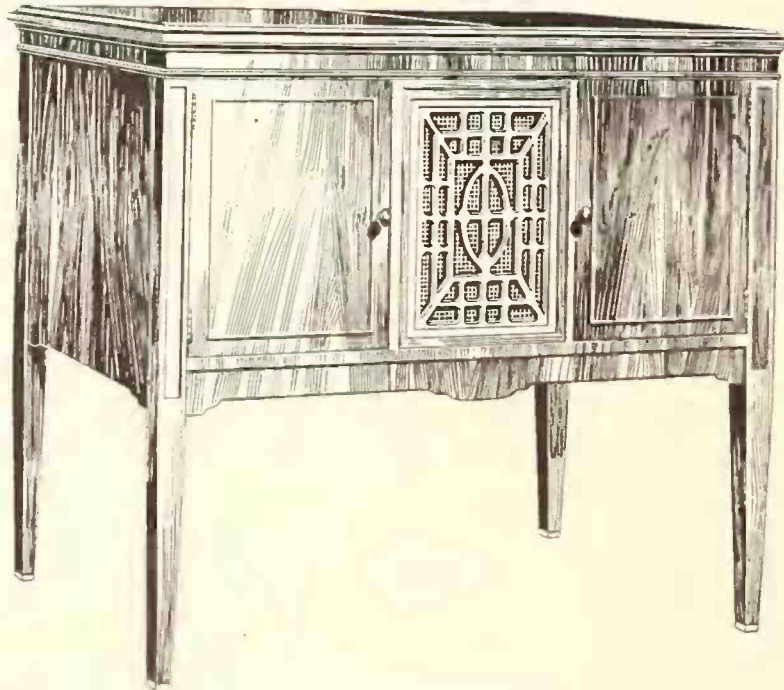
**BLISS REPRODUCER, Inc.**

80 FIFTH AVENUE  
NEW YORK

Successors of  
D. M. Bliss Co.  
Wilson-Laird Phonograph Co.

Manufacturers and Distributors of the  
Bliss Reproducer & Phonograph  
Specialties





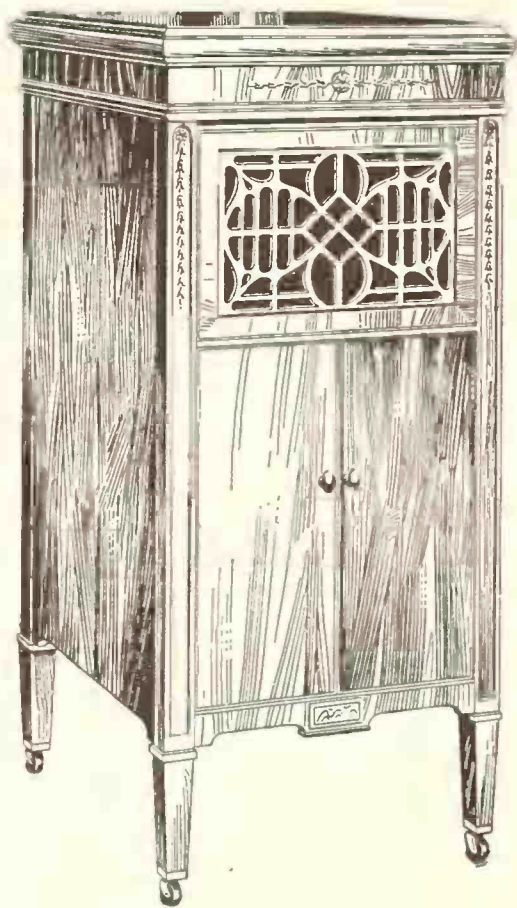
No. 10 Sheraton  
 \$150.00 list  
 42x37x24  
 Oak or Mahogany  
 Meisselbach Motor  
 L'Artiste Tone Arm  
 L'Artiste Reproducer  
 L'Artiste Automatic Stop  
 (perfect)

Other  
 Table Types  
 \$200  
 \$250  
 \$300

### TO SHORTEN A LONG STORY

Until we are able to organize a high class sales organization to call and demonstrate THE ARTIST we will ship any model illustrated in our catalog to any well rated dealer who is in the market for considerable quantities with the understanding that if L'Artiste does not reproduce any record particularly the Piano, Violin or Soprano Voice with more naturalness, with better tone quality and with less surface noise than ever before heard

The instrument is to be held at our disposal



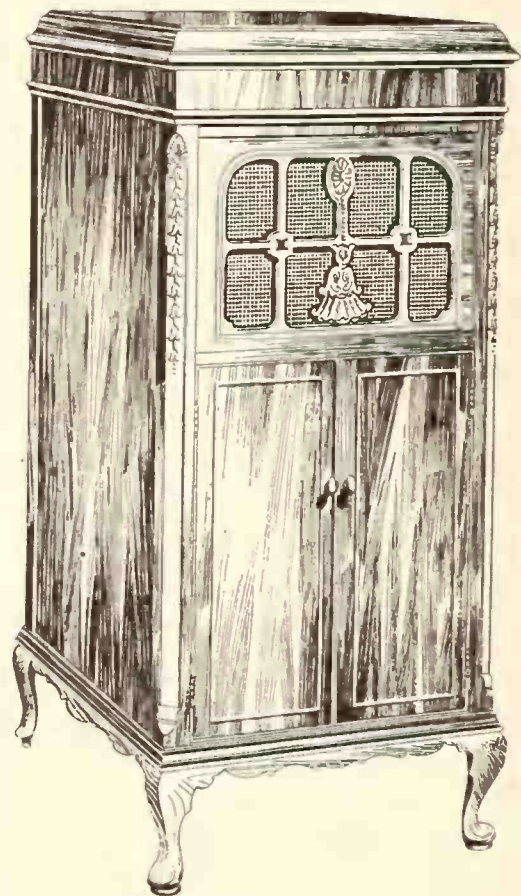
No. 2 Adam  
 \$150.00 list  
 48x22x23  
 Oak or all Mahogany  
 Meisselbach Motor  
 L'Artiste Tone Arm  
 L'Artiste Reproducer  
 L'Artiste Automatic Stop (perfect)

Catalogue Now Ready

Other upright cases  
 \$100 — \$125 — \$250

Quantity  
 Deliveries in August

We are able to handle  
 contracts of any size and  
 guarantee prompt de-  
 liveries.



No. 3 Queen Anne  
 \$175.00 list  
 48x22x23  
 Selected Walnut or Mahogany  
 Meisselbach Motor  
 L'Artiste Tone Arm  
 L'Artiste Reproducer  
 L'Artiste Automatic stop (perfect)

## GRAND RAPIDS PHONOGRAPH COMPANY

Fourteen hundred Block Front Ave.

Grand Rapids, Mich.

Owned and Operated by Grand Rapids School Equipment Company. References: R. G. Dun Co., Bradstreet's, Red Book, Old National Bank.



**The Columbia Saxophone Sextette prances through "Chong" as a medley fox-trot. You'll prance, too, when you count your receipts from this record. A-2730.**

**Columbia Graphophone Co.  
NEW YORK**



**ENTHUSIASM IS A VALUABLE ASSET TO THE SALESMAN**

This Is Universally Conceded, But Its Practical Application in Securing Results Is a Matter of Distinct Importance—How Music Has Ever Exercised a Stimulating Influence for Good

There is no question but that enthusiasm is one of the biggest assets of any salesman. This fact is admitted. The practical application of the enthusiasm, however, is distinctly an important matter, and the manner in which this factor may be used to advantage in the selling of records is set forth as follows in "The Voice of the Victor" for May:

Have you ever had a friend come to you fresh from a fishing trip with his sunburned face alight, his eyes sparkling and radiating enthusiasm as he tells you about the big fight he had with a particularly scrappy, silvery denizen of the water? If so, you responded in sympathy and formed a mental picture of the sizzling line, the splash, the glitter of the silvery fins, the bent rod, the final plunge, and that crowning achievement—the landing. If the same friend told how his fishing trip had merely consisted in unsuccessful efforts to keep dry in pouring rain, and no fish biting, you would at once experience through sympathy and fellow-suffering a sense of dampened ardor and drooping discomfort.

This immediate response to the mood of others, so natural, so insistent, is an important factor in the Victor business. Your customers respond in exactly that way to your own enthusiasm over any record. If you have an enthusiasm for a certain record, and paint its glories in glowing terms, you may be sure your customer will enjoy a similar enthusiasm; while if you seem apathetic and indifferent, you will cast a similar blight upon him.

This is perhaps especially noticeable with dance records. Dancing is the prerogative of the young—the young of all ages. Dancing is indeed but an outward manifestation of inward sparkle and enjoyment; and this enthusiastic spirit is in a large measure engendered by the music and the manner in which the music is presented.

Enthusiasm is a kind of fire; it takes fire to kindle fire, and more fuel on the flames to make fire grow. The initial enthusiasm of the salesman and the joyous spirit of the music are to the customer as fuel is to fire. He burns with a like enthusiasm and both become enthusiastic through sympathy.

Have you ever questioned why music has from time immemorial been a part of religion? Why, for instance, were the Pilgrim Fathers compelled to add music to their worship after they had condemned it as an agent of the Evil One? The answer is that music engenders the fire of enthusiasm, without which mankind is almost incapable of perceiving the greater spiritual truths.

The same quality in music impels us to use music for dancing, mourning, soothing—for anything, in fact, which involves emotion.

For its fullest effect, however, music depends on the enthusiasm of those who present it to the audience. This is done to some extent—to a great extent—by the artist who makes the record. But if the salesman helps, if the salesman,

too, responds to the spirit of the music, and awakens the enthusiasm of the customer, the enthusiasm engendered all around is immeasurably greater. The customer responds as you responded to the fisherman's tale; he glows with your enthusiasm.

Artists who perform in public will tell you that half the battle lies in winning the audience. Unless the artist can make his listeners share his

**KIMBALL-UPSON CO. BUSY**

New Demonstration Car Has Been Added to Improve the Repair and Service Work

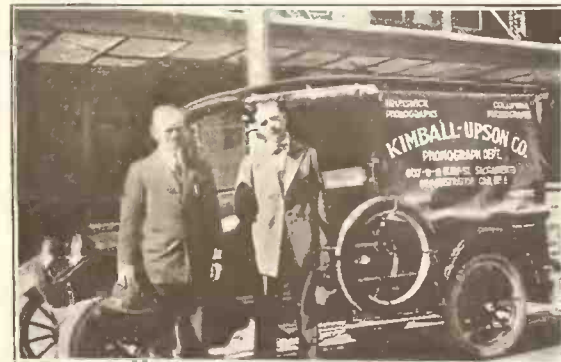
The Kimball-Upson Co., of Sacramento, Cal., had added to its force demonstration car No. 6, which will be used in the service of supplying spare parts for all kinds of talking machines. The repair and service department is in charge of W. Z. Pay, a well-known factory expert. A large supply of spare parts is kept on hand at all times, and many dealers throughout California, Nevada and Oregon have been availing themselves of this service. The talking machine department of the Kimball-Upson Co. is in charge of C. A. Moore, who says that the past month has been a very prosperous one.

The picture herewith shows John L. Taten and

enthusiasm for the music his best efforts will fall flat.

The late Evan Williams told us that he depended as much for success upon his own magnetic personality as upon his voice. Sometimes he would go into Victor dealers' stores and tell the salesmen something about his more difficult records. Such visits, he said, always increased the sales of his records, for, after hearing him, the salesmen would share something of his own enthusiasm in demonstrating the records to customers. Never again could they hear his records without seeing him as he stood before them with eyes alight describing the music he loved.

S. M. Johnston leaving the store with a load of machines. This house carries the Brun-



Gets After Trade With an Auto  
wick, Columbia and Pathé lines of machines and records and are persistent and enthusiastic developers of business.

**He Wouldn't Buy the New Machine Without a VEECO MOTOR**

That is why a private owner who had used a VEECO ELECTRIC MOTOR in his talking machine for 3 years and was going to sell it (including VEECO MOTOR) and purchase a high-class phonograph of another make refused to buy it until we assured him that a newest type VEECO MOTOR could be installed therein—that's satisfaction.

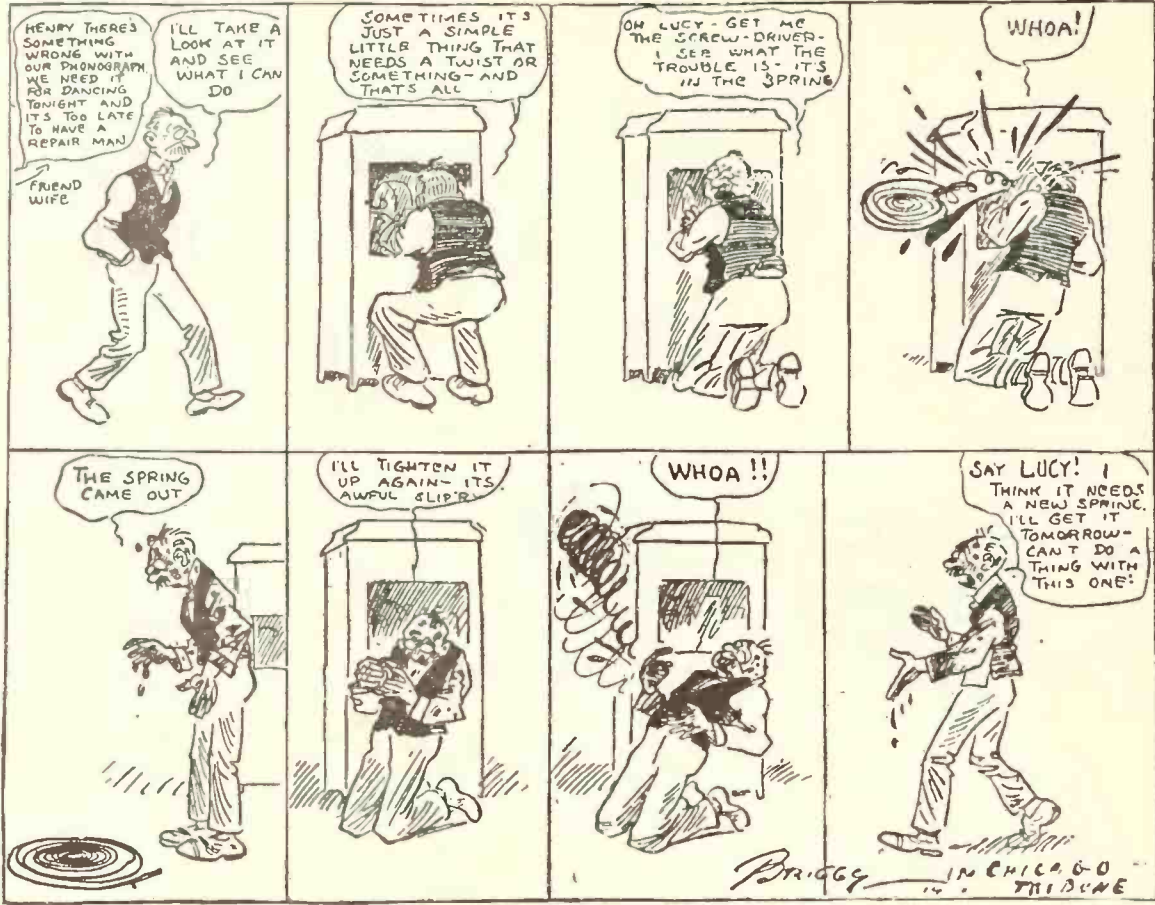
The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted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

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

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



A HANDY MAN AROUND THE HOUSE



Why Talking Machine Repair Men Make Money

CHOW RECORD THE LATEST

Still Another Use of the Talking Machine as a Preventive of Loneliness—This Time China Gives Us the Latest Fad in Records

Still another use for the talking machine! This time the latest wrinkle has its origin as far away as China, and the story was brought to light by the arrival of one of the big passenger ships from the Orient. Emmet W. Loree and his eight-year-old son who arrived in Manhattan from China the other day, brought with him a cherished record on which was recorded the conversation of the lad's favorite chow dog. When he was told that he would have to leave China the lad was very disconsolate at the thought of leaving his little friend behind. It was quite a problem to know just what to do, and the talking machine offered the solution. The boy's father had a record made of the dog's cheery "good morning" in his original barking style. Thus there was a complete record to bring to America, and now when the boy gets lonesome he takes out the record, hears his dog's voice, and is properly cheered up. This might be called a reversal of the well-known "His Master's Voice."

OCCUPY NEW STORE IN WATERBURY

WATERBURY, CONN., June 1.—The M. Steinert & Sons Co. has just moved its store into a new location which is in every way better adapted to meeting the needs of its rapidly growing business in this city. The store is still in North Main street, not far from the old location, and is 100 by twenty-four feet in dimensions. The interior is handsomely decorated and equipped with six up-to-date Unico booths, and is lighted by the indirect system. The store is under the management of Morton Probvensen, who is thoroughly familiar with the Victor line, which the store handles.

NEW HOME FOR HOWARD PIANO CO.

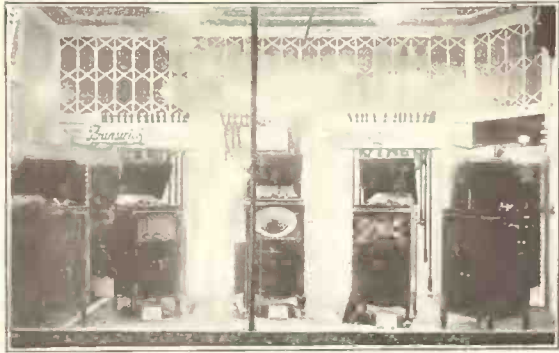
The F. C. Howard Piano Co., Syracuse, N. Y. has removed to 119 West Onondaga street, and in the new store will be carried the Pathé and Columbia talking machines, as well as a full line of records.

FOREIGN TRADE OPPORTUNITY

The following trade opportunity has been reported by the American Consular office in India: 29533.—Talking machine parts, motors, sound boxes, tone arms, etc., are required by a manufacturer in India. Terms, payment through banks in New York. Reference.

ATTRACTIVE BRUNSWICK DISPLAY

LYNN, MASS., June 1.—The accompanying picture shows the window display arranged by the Hill & Welch Co., whose large store runs through from Monroe to Oxford streets. E. A. Moulton is



Hill & Welch Co.'s Artistic Window the manager and he recently entered upon a progressive Brunswick campaign which brought this line of instruments conspicuously before the public of this city. The window contained all the latest models of Brunswick instruments and was most attractively arranged.

SUFFER SEVERE DAMAGE BY FIRE

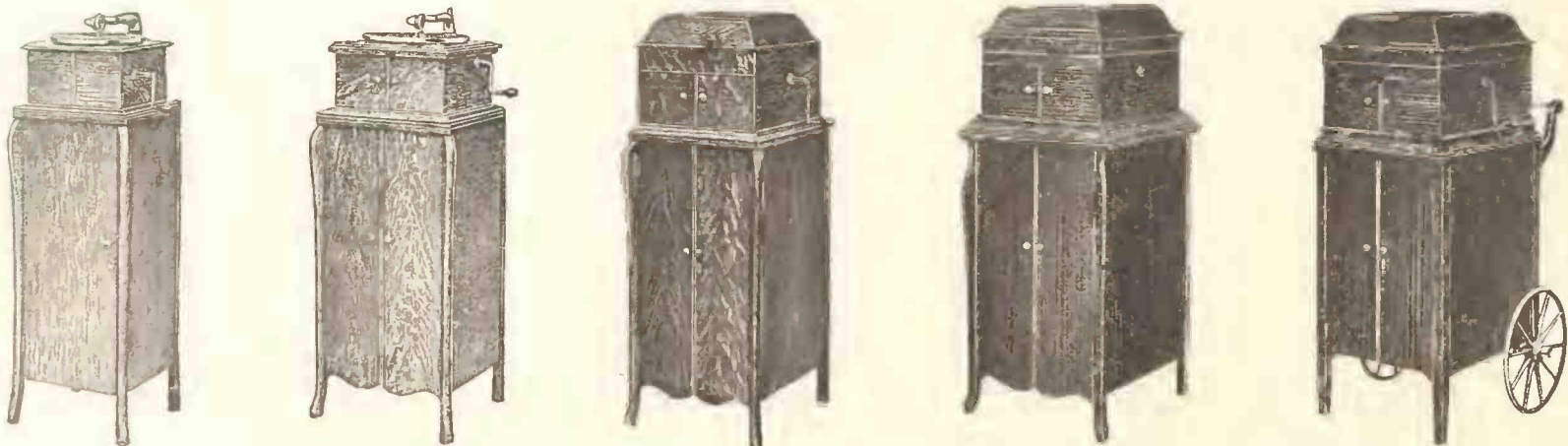
PITTSFIELD, MASS., June 1.—Rice & Kelly, of this city, whose establishment has been located at 285 North street, suffered severely from fire on May 14. This is a large furniture house, four stories in height, and one of its important departments was its phonograph, in which the Brunswick line was featured. Here particularly there was a severe loss. The total fire damage is estimated at \$35,000.

PATHE DEALER IN NEW BEDFORD

John Alexander, of New Bedford, Mass., Pathé dealer, has opened a new store at 866 South Water street. At the formal opening a pleasing musical program was offered to the public. In addition to the Pathé phonograph and records this concern also carries musical supplies and musical instruments of all kinds.

The Griswold, Richmond & Glock Co., Meriden, Conn., has arranged with Frank Baker to take a newly created position as traveling representative for its Victrola department.

CABINET SUPREMACY



- 501. Matches Victrola IV
- 506. Matches Victrola VI
- 508. Matches Victrola VIII
- 809. Matches New Victrola IX
- 702. Matches New Victrola IX
- 502. Matches Columbia A
- 505. Matches Columbia B
- 507. Matches Columbia C
- 800. Plain Top 19 1/2" x 23" Columbia D. All Machines
- 701. Matches Old Victrola IX
- 703. Matches Columbia D

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance. QUALITY, PRICE AND SERVICE are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

Write today for our Catalog and be Prepared for Your Spring Business

SCHLOSS BROTHERS, 637-645 West 55th Street, New York  
PHONE, COLUMBUS 7947



# The Modernola

*A Home Delight  
to Ear and Eye*

JUST as surely as there is inspiration in music, there is magnetic appeal in an artistically designed instrument producing it.

Summed up in one word today's phonograph buyer wants "looks."

Richness and evenness of tone are assured in The Modernola. Its equipment is of proven merit. The Saxophone Horn Chamber is original with The Modernola. It's a superior musical instrument.

Prospective buyers turn away from popularized instruments of conventional design to admire the more beautiful Modernola. *And they buy it.* For this "different" Circular Instrument, with its beautiful Silk Lamp Shade, has an appeal that is irresistible.

The Modernola gives life and color to the dealer's window and floor displays. It brightens and cheers in the home—when silent as well as when entertaining.

United States Government Patents granted on the designs and exclusive Lamp Shade feature of the Modernola greatly enhance its value as a selling proposition—make its sales rights particularly inviting alike to jobber and dealer.



*The Lamp is Detachable.*

## WRITE US

*Good territory still open for jobbers as well as dealers. Write—Right NOW. Be prepared to handle the Modernola in your territory.*



THE MODERNOLA CO.  
JOHNSTOWN, PA.









## The More Operatic Records You Sell, The More B & H Fibre Needles—

and vice versa, too—if you tell your customers how Fibre Needles protect their investment in records.

Yes, it works both ways. A new patron buys high priced records from you. You remind him or her, casually, of the Fibre Needle and its many virtues. No wear on the records, ever. No hiss. Only the "pure" music, beautifully subdued in volume. Result: a Sale of Fibre Needles.

Then what happens? Friend patron, at home, "loves" the effect. Recalls your statement regarding "no wear". Figures naturally that so long as the investment is thoroughly safeguarded, more fine records ought to be added to the just-started collection. And then—back to you for the records!

Constructive salesmanship, isn't it? See how it works out for you.

And, by the way, have you plenty of B & H Fibre Needles on hand?

# B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago



# Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

## EQUIPMENT GREATLY INCREASED

Thomas Mfg. Co. Add Materially to Their Manufacturing Facilities—Almost Every Department Expanded—Additional Inspectors and Engineers Cover Progress of Work

DAYTON, O., June 5.—The great increase in the demand for Dayton motors has compelled the Thomas Mfg. Co., of this city, to add materially to its manufacturing facilities. Recent additions to the factory equipment include a battery of multiple spindle drills, carrying from twelve to sixteen spindles, and more Brown & Sharpe automatic machinery, capable of working to close limits at high speed. This equipment is all under the direction of the inspection, engineering and experimental departments.

The inspection department has been reorganized with a thoroughly experienced chief engineer in charge. Additional inspectors have been stationed at various points covering the progress of the work, and any part having more than one operation is inspected between each operation. Limits are established as close as .0005 on certain parts, and other parts having more liberal allowances are held just as rigidly to the limit. The engineering department is complete in every detail, having a chief engineer and his assistants, and a department set aside for their work of designing, drafting models, improvements and adjustments.

A completely equipped experimental department, is in operation with high grade machinery, tools and testing equipment. New motors are built in this department, torn down and rebuilt, in order to give the motor the advantage of the most severe tests. All suggestions from the users of Dayton motors are referred to this department for study and final adoption as standard factory practice. The men in this department have the advantage of working in soundproof booths, so that the Dayton motors are being developed constantly along the lines of noiselessness. The playing capacity is also being increased by studying and eliminating friction and loss of power at all points.

Another development in connection with the Dayton motor is the establishment of a practical service department. Service men are being trained constantly and are available for the use of any manufacturer desiring technical help

## ATTRACTIVE WINDOW DISPLAYS DEVELOP PUBLIC INTEREST

A Recent Display of Talking Books and Dolls by G. Schirmer, Inc., the Prominent New York Music Publisher, the Subject of Much Commendation for Its Attractiveness

The Emerson Record Sales Co., 6 West Forty-eighth street, New York, metropolitan distributors of Emerson records and "talking books" and "talking dolls," is establishing a chain of window displays throughout the metropolitan district featuring these "talking" records.

Forty-third street, New York, one of the best-known music publishers in the country. Every item of "talking book" production is distinctly emphasized in this display—"talking books," "talking dolls" and "talking animals."

The Emerson Record Sales Co. states that



G. Schirmer's Artistically Arranged Window That Merits Praise

This display is creating considerable interest, and the accompanying photograph was taken in the window of G. Schirmer, Inc., 6 West

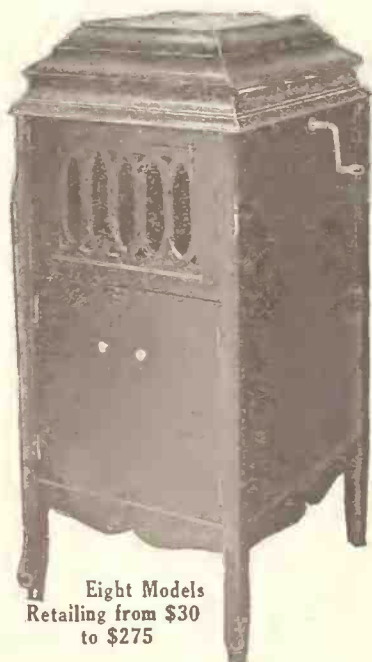
this series of window displays is producing substantial sales and gratifying results, and dealers are enthusiastic regarding its practical value.

in the installation of his motors. These men are sent to the talking machine factories completely equipped with everything necessary to demonstrate the most economical methods of installing Dayton motors in their cabinets.

Final inspection of all details of the motor is made in the shipping room, insuring customers against any annoyance caused by the lack of a screw, bolt or other small accessory when motors are received. Extraordinary care is devoted to the motor power plant—the springs.

All springs used in Dayton motors are manufactured on a detailed specification not only as to size, thickness and length, but as to pulling power at various stages during the unwinding. The factory tests all springs on specially constructed testing equipment, and they are retested in the Thomas laboratory.

The Thomas Mfg. Co. also report an increasing demand for their tone arms and sound boxes, as well as their universal tone arm which is manufactured in several designs.



Eight Models  
Retailing from \$30  
to \$275

# SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

*Sona-Tone Steel Needles and Jewels  
are the Best on the Market*

**SONA-TONE PHONOGRAPH, Inc.**

110 West 40th Street

New York City

DISTRIBUTORS AND EXPORTERS

W. REED WILLIAMS, INC.,  
160 Broadway, New York City.

HANDELMAATSCHAPPY "TRANSMARINA," INC.,  
62 William Street, New York City.

WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

GEORGE A. CALDWELL, Distributor,  
Boston, Mass.

WILLIAM FISHER & COMPANY,  
200 Broadway, New York City, and San Francisco, California.

SONA-TONE DISTRIBUTORS CORPORATION,  
322 Livingston Street, Brooklyn, N. Y.

DE VAUSNEY & TAYLOR,  
Newark, N. J.

VAN WIRT & BROMLEY,  
Fairmont, W. Va.

SONA-TONE MUSIC COMPANY,  
Glens Falls, N. Y., Hudson Falls, N. Y.



**Everybody Is Asking: "How Is It Possible?"**

**HOW?!**

The Answer is Very Simple

**HEAR**



**RECORDS**

Then You'll Know Why They Became Popular  
in a Briefer Period Than Any Other Record

**THEN YOU'LL REALIZE WHY**

**JOBBERs, DEALERS and MUSIC LOVERS  
ALL OVER AMERICA**

**Found Them the Greatest Combination  
in the Record Industry**

- 1—Beautiful Full Tone
- 2—On the Dot with Popular Hits  
and
- 3—Never Late Deliveries

YOU GET ALL THIS WHEN YOU BUY



*They Thrive by Comparison*

**Otto Heineman Phonograph Supply Co., Inc.**

25 West 45th Street

New York City, N. Y.

FACTORIES:	Elyria, Ohio	Newark, N. J.	Putnam, Conn.	Springfield, Mass.
BRANCH OFFICES:	Chicago, Ill.	San Francisco, Cal.	Toronto, Ont.	



# THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., June 2.—It does one good to see the enthusiasm that is everywhere manifest in the local talking machine business. Those who have been asleep have suddenly waked up to the opportunities that await them in this line of endeavor; and those who were afflicted with apathy or indifference have suddenly realized that there is big business to be had if only they exercise the accepted methods of seeking business. Everywhere there is a revival of interest and no better proof of the faith and confidence that the Boston trade has in the future of the industry is to be had than to note the changes, renovations, improvements and enlargements that everywhere are going on among the dealers and jobbers. Nobody is questioning about what is to come; all seem to know, to be convinced that there is a great future and those whose vision carries them into the period of next fall see something way beyond anything that ever was known even in the best days of the business. Already one hears of a phenomenal growth month by month, and May with some of the retail houses showed a 100 per cent. increase or more over previous months. The business is pushing along with a mighty rush and no mistake about it.

#### Prepared for a Busy Season

The Arch street establishment of M. Steinert & Sons Co. is making great preparations for a busy season, and the whole establishment from Robert Steinert, the manager, down to the most inconspicuous employe is fired with a zeal and enthusiasm that augurs well for prosperity.

It was about nineteen years ago that the Steinert house first became interested in the Victor proposition and beginning in a small way to demonstrate to a musically-inclined public that here was something that eventually must find its place in every home, the business has

been developed to such a degree that today M. Steinert & Sons Co. not only has been able to build up a big local business but a similarly successful condition obtains at the firm's several branch houses throughout New England. One of the secrets of the success of the Steinert house is service in all that the word means—service that is prompt, service that is courteous, service that plays no favorites. At no time perhaps in the history of the Steinert business was there so severe a test of the company's real disposition toward dealers as during the late war and that its entire output was diverted to its dealers indicated that under the stress of emergency the house could be depended on to do its utmost to keep the trade in a satisfied mood. With conditions now vastly improved the best service possible is given dealers, who are getting a far larger proportion of their orders than in a long time.

#### Great Welcome for Mrs. Frances E. Clark

Mrs. Frances E. Clark, manager of the educational department of the Victor, was in Boston May 27, the guest while here of the Eastern Talking Machine Co. She came over for the special purpose of giving a talk before some of the music supervisors and teachers of music in the schools and it was her first visit here in several years. The recital hall of the Eastern's retail establishment, occupying almost the entire third floor of the Tremont street building, was used for the conference. Warren Batchelder, retail manager, was in charge of the arrangements, and Miss Grace Barr assisted in planning the afternoon's program.

There were thirty-five men and women present, including John O'Shea, head of the music department of the Boston public schools. Mr. Horning, who has general supervision of the Victor business in the New England territory,

was present, and Mrs. Horning presided over the tea table. Following the afternoon's program Mrs. Clark was entertained at Pemberton Inn, whither the company of six, which included Retail Manager Batchelder, Miss Barr, Mr. and Mrs. Horning and Herbert Shoemaker, general manager of the Eastern's business here, went by motors. Mrs. Clark was brought back to Boston in time to take the midnight train for New York.

#### Install Unit Construction Exhibit

The Eastern Talking Machine Co. has aligned itself with the Unit Construction Co. of Philadelphia, which is arranging to install a model booth, 9 by 15 feet in dimensions, at the Essex street headquarters. There will be a record alcove with racks and wrapping counters, and eight panels will illustrate the different methods of booth construction, finishes and equipment. The Eastern Co. will be the New England headquarters of the Unit Co., and when Harry Baish of this latter house comes to town he will use this as his headquarters.

#### Conference of Columbia Dealers

Another of those delightful dealers' conferences was held by the Columbia in the Swiss room of the Copley-Plaza on May 13. Marion Dorian, the auditor of the Columbia, gave a talk, telling some facts about the early beginnings of the company and tracing its development down to the present time, giving special emphasis to the various factors which have been conspicuous in bringing the Columbia to where it stands to-day. It is safe to say that the Columbia dealers went away with a new fund of information regarding the really brilliant history of the company. For special entertainment there was Irving Kaufman, tenor, one of the Columbia artists, who contributed several songs.

(Continued on page 52)

## The Vision of Eastern Service

"New England Service for New England Dealers"



**B**USINESS is just starting. You'll be selling more Victrolas and Victor Records every month. Our vision of your increased sales is proved by our creating New England's greatest distributing headquarters. Let Eastern Service work with you. Our vision on *your problems* (we concentrate in New England territory) will be of tremendous assistance.

Send your next order to

**Eastern Talking Machine Co.**

Victor Wholesalers

85 Essex Street

BOSTON



## THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

Some of the out-of-town dealers present at this conference were the Misses Burns and Jeffery and Mr. McFee of F. W. Peabody Co. of Gloucester; Mr. Kingsbury of the G. H. Tilden Co., of Keene, N. H.; Mr. Hooper, manager of the graphophone department of the W. G. Brown Co., of Gloucester, and his associate, Mr. Johnston, and Mr. Steele of the Steele Furniture Co., of Derry, N. H.

## Changes in Steinert Branch Personnel

The Steinert Company's Arch street store is soon to have the third floor equipped with Unico booths and there is to be a general rearrangement of the whole establishment with the one idea of increasing the quality of service and placing goods before the public in the most attractive way possible. Through its ingenious exhibits the company hopes to educate dealers as to the most efficacious way to advertise their goods.

Changes have been announced by the Steinert Co. in some of the personnel of its branch stores. Frank Cunningham, who was paymaster in the merchant marine, and who was formerly in the employ of the Steinert Co., is now in charge of the Bridgeport, Conn., establishment; Jerry Spillane, who formerly was with the Eastern Co. before he entered the nation's service, is now with the Springfield store; and Ed Welch, also with the Eastern before the war, is with the New Bedford warerooms. Emmet Ryan, after two years in France, is back with the house, devoting his time to the outside wholesale end of the business.

## Sign Up Many New Dealers

The new Sonora phonographs that Manager Joseph H. Burke is receiving at the warerooms of the Musical Supply & Equipment Co. incorporate some of the important changes on which the Sonora Co. has been working for some time, and dealers have been quick to pick them up. Manager Burke has signed up several new contracts, these including G. W. Marsden, of Lawrence, and J. E. Bostock, of Taunton. Big business is the report that one gets from this house. A new advertising campaign is soon to be inaugurated in and around Boston, one that will show up the Sonora proposition to a new following. Business in the Silvered-toned needles is reported by Manager Burke as being very large, and several Boston houses are disposing of quantities of them.

## Install New Service Department

Manager Burke is about installing a new service department in his Columbus avenue headquarters. This department will be under the supervision of Robert A. Powers, who comes here with a wide knowledge of what dealers

## Steinert Service Serves

M. STEINERT &amp; SONS CO.

35 ARCH ST.



BOSTON

WHOLESALE HEADQUARTERS

## DEVELOPMENT

is the keynote of our policy. We aim to give our trade *prompt delivery* and *courteous and efficient attention*.

need and should have in their business. The department will be completely equipped with signs and such accessories as a live dealer should possess by way of focusing attention on what he has to offer his clientele.

## Makes Encouraging Report for Month

Manager Oscar W. Ray, of the Emerson New England, makes a most encouraging report of what the month just past was able to show, for there was a marked increase in all the products which the house carries. This of course was especially true of the Emerson records, the call having been especially heavy for some of the new reproductions.

Mr. Rosenfield, of the Emerson International, was in town about the middle of May and gave a talk to the salesmen. Another who was here and was entertained by Manager Ray was Mr. Porske, the sales representative of the Emerson International. While here Mr. Porske closed up with the West End Phonograph Co. at 74 Leverett street, this city, and with the Conclave Co. at 95 Staniford street, also in the

West End. Arthur H. Cushman, president of the Emerson New England, was another caller, but he makes quite frequent visits to this city to consult with Manager Ray.

Manager Ray went over to New York over the double holiday (which included Memorial day) and he was obliged to go by rail, as his handsome new motor car has not yet arrived, though ordered some time ago. On his way home he made several stops to survey the business condition, these including places in Connecticut and Massachusetts.

The Boston Vocalion Chapter of the Aeolian Employes' Association was created here during the early part of May, and the organization bids fair to be an important factor, promoting the business and social interests of all who are members. At the regular gatherings the members of the families of the employes and their friends always will be welcome. The next meeting will be held on June 19, and by that time the organization will have been pretty well under way. An especially good time is anti-

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

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



# toes are human in Portland and Providence—

Feet in Portland and Providence are no different from feet elsewhere in the U. S. A. They all start shuffling to the irresistible persuasion of Emerson dance hits.

Speaking of dance hits—have you sent for the latest Emerson dance records? Don't wait till some one asks for this or that new "Blues"—put in your order now. We fill a large order as cheerfully as we do a small one. Try us.



## Emerson New England INC.

68 Essex Street, Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England.

### THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 52)

pated. The officers of the chapter are the following named: President, A. E. Ferris; vice-president, Charles T. Foote; secretary, Miss Margaret Cullen; and treasurer, Miss Charlotte Frediani. There is an executive board of which T. W. Hindley, the manager of the Boston Vocalion store, is chairman.

John Alsen, formerly with George Lincoln Parker before entering service, has accepted a good offer from the Edison Co. to attach himself to its Springfield store, which has been lately taken over and moved from Worthington street to Main street. The store has been handsomely decorated and all the latest appliances for the better handling of business have been installed.

#### Some Personal Notes

Manager Fred H. Silliman, of the Boston quarters of the Pardee Ellenberger Co., is planning to go over with all his staff to the Edison convention which is to take place late this month in New York City.

Mr. Horning, general supervisor for the New England territory of the Victor, went over to Camden toward the end of the month, taking advantage of the double holiday. Another who went to Camden was Manager Shoemaker, of the Eastern, who, besides conferring with Victor officials, had the pleasure of spending the weekend with his family.

Paul Baerwald, sales manager for the Otto Heineman Co., was over here from New York the latter part of the month calling on the trade.

Arthur Chamberlain, manager of the phonograph department of the Iver Johnson Co., was away from his headquarters the middle of the month because of a trouble which affected his eyes.

Harry Fox, one of the Columbia artists, was lately in town and was taken about and introduced to some of the leading Columbia dealers by J. F. Carr, of the dealers' service department of the Columbia forces

Charles Shriber, a live young man, conversant with music in its various branches and especially familiar with Columbia records, has been appointed assistant manager of the Song Shop, one of Jerome H. Remick's enterprises.

#### Welcome for Wm. G. Gaston

A local visitor whom the Victor trade was glad to see the latter part of May was William G. Gaston, who is now the Victor traveling representative for the States of Maine, New Hamp-

shire and Vermont. Mr. Gaston is just out of service, where he was an ensign in the United States navy for eighteen months. During that time he was on the Battleship "Montana" stationed in the North Sea. Before entering service he was the Victor representative in New York City.

The Talking Book Corp., whose products, largely of the nursery type, have made a pro-

(Continued on page 54)

## The Brunswick

ALL PHONOGRAPHS IN ONE

A MUSICAL INSTRUMENT OF CHARACTER FOR THE CRITICAL DEALER

IF LOCATED IN NEW ENGLAND WRITE

**KRAFT, BATES & SPENCER, INC.**  
156 BOYLSTON ST. BOSTON, MASS.

"THE COMPLETE BRUNSWICK DEALER SERVICE STATION"



# The "PERFECTION" REPRODUCER

No. 11a

"PUR-I-TONE"  
TYPE



reproduces all makes of hill and dale records on Columbia machines, especially Edison Disc records. The reproduction of sound through the medium of this reproducer is the most perfect that may be desired on the part of Columbia owners who wish to play Edison Disc records on their machines.

These reproducers are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

## New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET BOSTON, MASS.

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

### THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 53)

nounced hit with the dealers who are aligned with the Hallet & Davis Co., many of whom handle the Pathé line.

Mrs. Rogers, formerly manager of the Brookline Talking Machine Shop, in the town of that name, is now in charge of the phonograph department at Butler's store in Tremont street.

Samuel Katz, who manages the Conclave Phonograph Co.'s shop at 48 Cornhill, is to be

a benedict on June 17. His bride will be Miss Rose Goldkrand, daughter of Mr. and Mrs. Hyman Goldkrand. The couple are to reside in Lawrence avenue, Roxbury.

J. E. Pollard, manager of the United Talking Machine Co., of Rutland, Vt., was a Boston visitor a short time ago, making his headquarters at the Columbia's Federal street establishment. His special visit here was to confer with Manager Mann relative to an extension of the

## Lansing Khaki Moving Covers

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

### QUALITY

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

No. 3 Carrying  
Strap Shown in  
Cut



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

Write for prices and  
descriptive catalogue

**E. H. LANSING**  
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY  
508 Chronicle Building

Columbia business in his important territory.  
To Handle Pathé Line

Manager R. O. Ainslie, of the Pathé, has just signed up the Happy Home Furniture Co. of New Bedford, which has installed a good-sized Pathé department, which will be under the joint management of H. J. Magnant and George Jusseaume. A large initial order for machines and records was placed. Another to take on the Pathé line is William Cuff, of South Braintree.

J. A. Tidmarsh in "Our Midst"

A new Pathé expert soon to appear in the local field is J. A. Tidmarsh, who comes to Boston from Chicago at the earnest solicitation of Manager Ainslie, who was associated with him in that Illinois city before coming East. Mr. Tidmarsh is coming to assist Mr. Ainslie in the New England headquarters, his special wish being to educate dealers in the use of Pathé superlatives backed up with a sound knowledge of the line. Mr. Tidmarsh has been associated with the Pathé goods for five years.

Busy Times With Ditson Co.

Business with the Victor department of the Oliver Ditson Co. continues good, and there is an increased demand for the higher-priced outfits. Manager Henry Winkelman is pleasantly anticipating the return of one of his faithful employes, Joseph Carlson, who has been at the front about a year and who is expected to arrive in New York in a few days. Mr. Winkelman is going as usual this summer to his farm at Athol, whither he goes and comes daily during the warm weather.

### E. E. CLARKSON EXPANDS BUSINESS

BURLINGTON, VT., June 1.—E. E. Clarkson, of this city, having sought other fields to conquer, has opened Columbia shops at both St. Albans and Barre, this State. They have been fitted up most attractively and the business from the day of opening has been most encouraging.

### J. F. ROLFE INSTALLS NEW BOOTHS

SALEM, MASS., June 1.—J. Frank Rolfe, of this city, has a well-appointed and centrally located Columbia store. He has added three new booths and generally remodeled the interior of his music store.

### HIGHLY OPTIMISTIC FOR OUTLOOK

MALDEN, MASS., June 1.—The Perkins Music Store here is one of the new establishments making a bid for Columbia business. The store is located in the Auditorium building, right in the center of the city, and A. M. Perkins, who is in charge, is highly optimistic over the future of his business.

The New England Talking Machine Co., of Boston, Mass., report exceptional business in their line of talking machine accessories. Present orders are in excess of those for the same period of last year.

Send for Descriptive Circular

*Curry* DEMONSTRATION BOOTHS  
AND RECORD CASES  
"SOUND PROOF"  
IN STOCK OR TO ORDER  
FRANK B. CURRY  
72-74 Dedham St. Boston, Mass.

**JAQUITH MACHINERY BUREAU, Inc.**  
Designers and Builders of  
**SPECIAL MACHINERY**  
Mechanical and Electrical Devices  
Designed, Developed and Patented  
Correspondence with Talking Machine Industry invited  
77-79 North Washington St., Boston, Mass.

**REPAIRS AND REPAIR PARTS**  
Low Prices and Efficient Work  
Phonograph Supply Co. of New England  
28 School Street, Boston



## EDISON DEALERS FOR MICHIGAN CONVENE IN CLEVELAND

Convention of Edison Dealers for Michigan and Northern Ohio Discuss Many Topics of Interest—Warm Weather Helps Trade—Recent Important Grinnell Bros. Move—News of Interest

DETROIT, MICH., June 5.—It has been mighty warm for the past two weeks and indications point to a continuance of warm weather. It has been a stimulant in many lines of trade—in fact most lines, and this ultimately results in better business for the talking machine dealers. Record business is good, many people buying in large quantities to take to their summer homes. Especially popular are the dance numbers, one-steps and fox-trots.

There is a great tendency for better music, not the too classical selections, but the tuneful selections from the operas and musical shows. Dealers say they are selling more Red Seal records than ever and the same statement comes from those who are handling the various lines of talking machines.

The Phonograph Co. was host to about seventy-five Edison dealers from Michigan and Northern Ohio recently, who came to participate in the fourth annual convention. The meetings were conducted by R. B. Alling, general manager of The Phonograph Co., Detroit jobbers for the Edison, and the business sessions morning and afternoon were held in the recital room of the Edison Shop, 254 Woodward avenue. The entertainment was most lavish, comprising a luncheon at noon at the Hotel Pontchartrain grill room and a banquet and dinner dance at the same hotel starting at 6.30, at which there was also considerable entertainment. There were many subjects discussed pro and con at the business sessions, among them canvassing, salesmanship, advertising, tone test, new models, handling accessories, etc. T. J. Leonard, sales manager at the factory, was present and he delivered a talk on the new period models which will be in the dealers' hands during the summer months. Charles C. Fogarty, of Chicago, explained a special dealers' advertising service for Edison retailers which had been prepared by his agency. J. J. Callahan, now territorial supervisor for the Edison Co., was on hand. All in all the convention was very successful, both from a business and social standpoint. We are glad to mention that every dealer present expressed himself optimistically on trade conditions, declaring that if they could get the merchandise when they wanted it there wasn't any question that 1919 would easily be

a banner year for dealers in this State.

A. A. Grinnell, treasurer of Grinnell Bros., who looks after the wholesale Victor departments of the firm, assisted by Charles H. Grinnell, announces the engagement of his daughter, Miss Lola Marion, to Lloyd G. Grinnell. The wedding will take place June 25.

During the convention of the Edison dealers here a few weeks ago there was a special display of the new Edison period models which caused a great deal of interest and comment. Dealers were most enthusiastic over the new designs and all seemed to feel that they could sell large quantities of them. The Edison Shop has been pushing the new Simplicity motor of late, with good success.

Sam Lind, manager of the Columbia wholesale branch here, says he is already near his quota for the year and that he expects to be on "velvet" by the first of August.

Charles H. Grinnell, manager of the Grinnell Bros. wholesale Victor business, says there has been some improvement in the arrival of merchandise from the Victor factory, but that they will certainly have to "step more lively" to keep pace with the demand.

Roy Dupraw, of the Manophone Corporation, who is in charge of sales for Michigan, including the retail store on Broadway, has been enjoying a very brisk trade at the local store and says that dealers handling the Manophone have been ordering most liberally. The Manophone is made in Adrian, Mich.

The Leeds Phonograph Co. has opened a retail store at 234 Griswold street.

Dealers report a very brisk demand for small talking machines for use at summer resorts.

The Hudson store has carried some very interesting advertising lately on the Cheney talking machine, which has been proving a big hit at the Hudson institution. Several big shipments were received during the past sixty days, but the machines were disposed of almost as fast as they were received.

It seems to be generally true with dealers that it is not a question so much as to what a talking machine costs, providing it is not too high, but rather of how much down and how much per week, according to Wallace Brown, who is extremely busy operating his two retail stores, in addition to supervising the Brunswick wholesale department of the Brunswick.

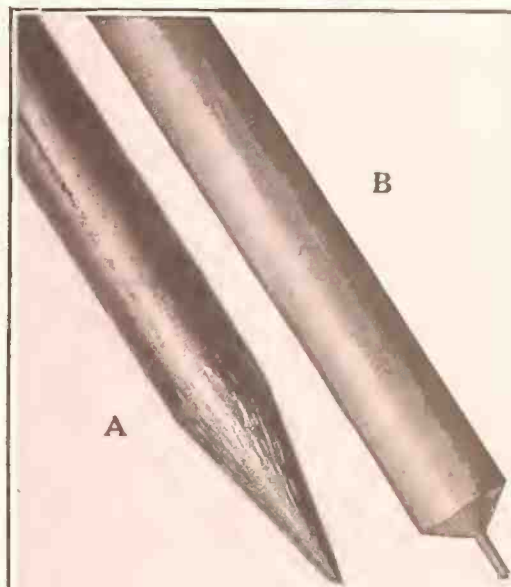
Max Strasburg is enjoying the best year he ever had—and he is also doing more golfing than ever. He is one of Detroit's ardent golfers.

The Pathé Shop, Broadway, operated by H. N. Ness Co., has been doing considerable advertising of late and it is getting a lot of business as the result. The Pathé phonograph has come into great prominence during the past year and the Pathé records are at least 100 per cent. more popular to-day than a year ago.

The Sonora has a select list of Michigan dealers, and is very careful in signing up new dealers. They would prefer to have fewer dealers thoroughly responsible and who will push the line than dealers who simply buy the merchandise but who do not push it.

### REMOVE TO NEW QUARTERS

The Culp Phonograph Co. have moved to their new and greatly enlarged quarters at 298 Broadway, New York City, where they are surrounded by a number of the leading companies in the field, and therefore convenient to the visiting trade. Their new quarters afford exceptional facilities for manufacturing, and finishing touches are being placed on their attractive new showroom which will provide a harmonious setting for the eleven styles of the Culptone machines which constitute the line. A. Culp, president of the company, reports an increasing demand for the products of this company, whose slogan is "Made Up to a Standard, Not Down to a Price."



**A**FTER an ordinary steel needle plays one record the needle point is worn off (Photomicrograph A). But after playing one record with the remarkable



Semi-Permanent  
Silvered

## NEEDLE

there is no perceptible wear (Photomicrograph B). Sonora Needles are used on ALL MAKES of steel needle records, increase the life of the records, are more convenient, more economical and play 50 to 100 times.

Heavy advertising is developing a big demand for Sonora Semi-Permanent Silvered Needles and orders should be placed at once to secure prompt delivery.

No matter what make or makes of phonographs you handle you'll want to have these Sonora Needles. Your customers are asking for them. Stock them—they bring you an excellent profit.

Three Grades: Loud, Medium, Soft  
30c per Card of 5—40c in Canada

Sonora Phonograph Sales  
Company, Inc.

George E. Brighton, President

279 Broadway, Dept. Y, New York  
Toronto: Ryrie Bldg.

**CAUTION!** Beware of similarly constructed needles of inferior quality

## What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.





# Grey Gull Records Boston



## Revolution! Opportunity!

The Talking Machine Industry is facing a great Transition Period—almost a Revolution—especially in the production and marketing of RECORDS.

We believe that **right now** there is a greater opportunity for distributors and dealers to lay the foundation of a great business, or greatly to increase an already established business, than there has been for the last 15 years, or will be for many years to come.

Grey Gull Records are taking a part in this revolution; building **broad and deep**, with a greater regard to business **ten years from now** than to the **immediate future**.

Within 30 days we will be manufacturing enough records, in both Lateral and Hill and Dale, to meet the needs of our present distributors, and **also to take on a few more**.

We will be glad to communicate with strong, progressive concerns in any part of the country, whether or not they have previously been closely associated with the Talking Machine industry, who are willing to represent us in their territory.

### Grey Gull Records

General Offices 693 Tremont Street

Boston





Everyone knows the Marseillaise. Everyone wants to hear it in English superbly sung by Louis Graveure. A-6106.

Columbia Graphophone Co.  
NEW YORK



EXCLUSIVE SONORA SHOP IS OPENED IN INDIANAPOLIS

Charles Mayer & Co. to Handle This Line Exclusively With Ernest L. Arthur in Charge—Pathé Expansion—Edison Shop Publicity—Pearson Club Organized—Demand for Victors Is Active

INDIANAPOLIS, IND., June 6.—Charles Mayer & Co., conducting one of the best-known stores in the State, have opened an exclusive Sonora talking machine department. Ernest L. Arthur, who was formerly in charge of the Music Shop, of Kokomo, is manager. The Kiefer-Stewart Co., distributors of the Sonora in Indiana, for more than a year carefully studied the Indianapolis field with the idea of getting a high-class representation for the Sonora here, and chose the Charles Mayer & Co., which was established in 1840, and has a large store building in one of the finest locations in the city. The Sonora department fits into the business ideally and an aggressive newspaper advertising campaign will be started. The Sonora department has four large booths finished in gray enamel inside and with mahogany outside. Floor lamps in the booths add to the attractiveness. All the Sonora models are carried from the \$100 to \$1,000 styles.

E. R. Eskew, manager of the Pathé Shop, is encouraged over the improvement in the shortage condition in machines and records. Business is good, and Mr. Eskew is confident that the Pathé will make a record in sales in Indianapolis this year. He has delivered to the city recreation department the three Pathé Army and Navy models that will be taken around to the city recreation centers during the summer.

The Victrola department of the Fuller-Ryde Music Co. continues to enjoy a good business, C. J. Fuller reports.

T. H. Bracken, manager of the Starr Piano

Co. says that the Starr phonograph and record sales are keeping up a good record, and the rainy weather during May did not affect the business seriously.

Photographs of views of the Edison Shop were used effectively in newspaper advertising by A. H. Snyder, manager, in featuring the new Edison. The entire force of the advertisement and window display was to emphasize the fact that the Edison phonograph is the result of experiments in perfecting the New Edison, which cost \$3,000,000.

One of these photographs showed the window of the Edison shop in which the new Edi-



Showrooms of Edison Shop

son machine occupied the center of the stage. On one side was a large poster showing the portrait of Thomas A. Edison and on the other was a dollar bill with the statement that it took 3,000,000 of them to perfect the new Edison. The record department of the store was featured in a special picture showing the record racks and arrangement of stock. The third picture is reproduced herewith and shows the display of the machine itself in the beautiful sales rooms.

The talking machine department of the Pearson Piano Co. has organized a club known as the A. M. Club. Miss Lola Glasscock is president; Miss Mildred Mason, vice-president; Miss Ethel Hankins, secretary; Miss Frieda Ruth, society editor, and Miss Hazel Thomas, treasurer. Mrs. J. Ellison Fish, in charge of the department, and Mrs. Blanche Mitchell are honorary members. The purpose of the club is to stimulate co-operation among the department employes. What the initials A. M. stand for is a deep secret as The World correspondent learned when he asked for the full name of the club.

George Kadel, one of the crack Edison salesmen at the Edison Shop, who was in the tank service in France, is back on the job. A. H. Snyder, manager, reports that business during May was fine. The shop has bought a new delivery truck.

W. G. Wilson, manager of the Grafonola Shops, Inc., reports that business in May was ahead of the preceding month. Miss E. L.

Schneider, who has made a nice record as a saleswoman in the shop, is to marry Morris Huber, an advertising man, in June.

"Business is keeping up better this spring for a longer time than I have ever seen it," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, which handles Columbia and Windsor machines.

H. E. Whitman, of the Circle Talking Machine Shop, which handles Victrolas exclusively, visited the factory last week. Mr. Whitman said that when one sees the hundreds of machines the factory is turning out he is forced to wonder where they all go and why there is such a shortage.

Miss Minne Springer, manager of the Victor department of Taylor's, says that business is very good. The seal system of selling records, not permitting any to go out on approval, is making a hit with the customers of the store.

The Kipp Phonograph Co., Edison distributor, has rearranged its offices, increased its storage space and fitted out a room especially for visiting dealers. Walter E. Kipp, president of the company, is proud of the claim that he now has the best equipped wholesale house among Edison distributors. He is working hard for the Edison dealers' convention.

Back orders are being caught up with slightly at the Mooney-Mueller-Ward Co., Pathé distributors. Records are coming in better.

At the Stewart Talking Machine Co., Victor distributors, business is still limited to the supply of machines and records, but the company is expecting soon to handle all its demands.

W. A. Wilson, general manager of the Columbia Co., visited the wholesale branch here recently. At the last regular monthly meeting of Columbia dealers Capt. Fuelcher, of Winton & Livingston, New York, spoke on the co-operation the dealers could give in arranging for the Columbia artists to appear in concert here. C. P. Herdman spoke on the value of co-operative advertising. Ben Brown, manager of the wholesale branch, discussed general conditions.

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TONE ARMS & SOUND BOXES

**Dealers**

If you want the best, be sure that the machines you handle are equipped with

**MUTUAL**  
TONE ARMS AND SOUND BOXES

**Mutual Talking Machine Co., Inc.**  
145 West 45th Street, New York

**LANGUAGE RECORDS**

Progressive Dealers sell

**LANGUAGE Phone Method**  
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The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

**THE LANGUAGE PHONE METHOD**  
992 Putnam - 2 West 45th Street, - New York



## CLEVELAND TRADE MAKING DRIVE FOR SUMMER BUSINESS

More Stock Now Available—Inauguration of "Dry" Period Destined to Help Business—New Wurlitzer Home Nearly Ready—Dealers Attend Piano Convention in Chicago—Trade of the Month

CLEVELAND, O., June 5.—Talking machine dealers are making an unusually hard drive for mid-summer business. More stock is now available than has been supplied in many months and the outlook for a good season is especially bright. Members of the Talking Machine Dealers' Association of Northern Ohio are enthusiastic over the business outlook, according to Herman Wolfe, president of the organization. A prosperous summer season is also expected by R. E. Taylor, district manager of the Starr Piano Co.; the Fischer Co.; W. F. Young, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co., and E. M. Buel, head of the Cheney Phonograph Sales Co.

The Cheney Sales Co., 4400 Euclid avenue, reports an ever-increasing demand for Cheney talking machines and records. This enterprising Cleveland concern has developed a big business since it was organized several months ago.

Cleveland went dry May 26, when more than 1,300 saloons closed their doors under an amendment to the constitution adopted by the State's voters last November. Hilarious scenes marked the closing days of the "wet" period.

Business men are not worried over the outcome of the city's going dry. Piano, player-piano and talking machine dealers generally say they are glad "booze" has been eliminated, believing that better business will result in the end. They reason that salesmen who drank will now be better qualified during business hours to wait on patrons and that "mornings after" will no longer affect good salesmanship. Thus far none of the saloon sites have been let to music dealers. Cleveland will be out \$1,000,000 a year by reason of there being no saloons, as each paid \$1,000 a year license.

The Wurlitzer Co.'s new home in the six-story Euclid Building, 1015 Euclid avenue, will be ready for occupancy within a few months. The

Wurlitzer Co., through Rudolph Wurlitzer, vice-president of the Cincinnati concern, recently acquired this new store site in the heart of the city on a twenty-year leasehold, rentals for the entire period aggregating about \$1,000,000. The Euclid building property will be remodeled into one of the most complete music stores of the Middle West. Pianos, organs, talking machines, records, string and band instruments, music rolls, and other articles will be handled. The Wurlitzer Co.'s quarters, 600 Huron road, have been outgrown. The new site is more advantageous from a retail viewpoint, it being in the most valuable realty section of Cleveland's downtown business and shopping district, just a short distance east of what is known as "Gold Row," where the leading banks and other financial institutions are located.

The Collister & Sayle Co., Victor talking machine dealers, had a fine window display of stock for Memorial Day.

The Heuter Jewelry Co., 5372 St. Clair avenue, is one of the enterprising Cleveland concerns which sells Victor records and Victrolas as drawing cards.

"A Good Man Is Hard to Find" is a Victor record the C. C. Lipstreu & Son, 4025 Payne avenue, are pushing. Claus & Schroeder, 4124 Clark avenue, are booming OkeH talking machine records, among them being "Sundown in Birdland."

The Hippodrome Song and Gift Shop, 740 Euclid avenue, is one of the neatest places Columbia phonograph record seekers find in Cleveland when looking for novelties. This store, operated by Jerome H. Remick & Co., is full of everything interesting to music lovers.

"I'm Forever Blowing Bubbles" is a Cheney record the Caldwell Piano Co. is pushing in show window displays and advertisements.

Cleveland dealers in Columbia talking ma-

chines and records are featuring Graveure, declared to be the "pre-eminent baritone." Columbia records reproducing pantomime dances by Colonel Read's Band are also featured.

The Aldrich-Howey Co., East Fourth street furniture dealer, is among the latest to add Victor records to the firm's general stock.

The Fischer Co., Pathé distributor, is featuring music rolls in window displays and pushing this class of stock with splendid results.

Many of the Cleveland talking machine dealers were visitors to Chicago the first week of this month, going to attend the series of conventions held there in the interest of the music trade business. The attendance of retailers and distributors was the largest on record, talking machine retailers who handle player-pianos and pianos joining the straight-out piano merchants, giving zest to this national gathering.

Among the visitors to Chicago were Charles K. Bennett, general manager of the Eclipse Musical Co., and former president of the Talking Machine Dealers' Association of Northern Ohio; Herman Wolfe, head of the Wolfe Music Co. and president of the talking machine men's organization; Henry Dreher, head of the B. Dreher's Sons Co.; R. E. Taylor, district manager of the Starr Piano Co.; Harlan Hart, manager of the musical instrument department of the May Co.; A. L. Maresh, secretary of the Cleveland Music Trades Association; A. B. Smith, head of the A. B. Smith Piano Co. and president of the Cleveland Music Trades Association; Walter S. Raeder, head of the Harmony Music Shoppe; Otto Muelhauser, of the Muelhauser Brothers Piano Co., dealers in Corona talking machines; G. M. Ott, head of the Ott Piano Manufacturing Co., and several sales managers of other concerns as well as those just mentioned.

Walter Logan, vice-president of the McMillin Music Co.; Robert L. White, head of the Robert L. White Co.; M. O. Matlin, head of the Home Piano Co.; E. M. Buel, president of the Cheney Sales Co., distributors of Cheney phonographs; W. B. Ulrey, manager of the Cleveland branch of the Wurlitzer Co.; Irving H. Buescher, manager of the Buescher Co.; J. O. Raeder, secretary-treasurer of the Caldwell Piano Co.; W. F. Young, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co.; E. L. Lyon, sales manager of the Eclipse Musical Co.; Samuel Bruck, of H. B. Bruck & Sons; W. W. Wirth, head of the W. W. Wirth Co.; and Rex C. Hyre, attorney for the members of the Cleveland Music Trades Association.

Among the current popular talking machine records in Cleveland are these:

Columbia—"By the Camp Fire" and "Mammy o' Mine," by the Sterling Trio; "Bring Back Those Wonderful Days," by Bert Williams; and "The Music Box," by the Columbia Miniature Orchestra.

Starr—"An Old Sweetheart of Mine" and "Out to Old Aunt Mary's," by Harry E. Humphrey; "How Are You Going to Wet Your Whistle?" by Henry Frankel; "Eyes That Say I Love You," by Sam Ash; and "One and Two and Three and Four," by Irving Kaufman.

Victor—"Twilight," by Amelia Galli-Curci; "You'll Find Old Dixie in France," by Pietro; "When You Look in the Heart of a Rose," by Joseph C. Smith's Orchestra; "The Royal Vagabond" and "Canary" fox-trot, by Joseph C. Smith's Orchestra; and "When the Shadows Softly Come and Go," by Vivian Holt and Lilian Rosedale.

Pathé—"I've Got a Pair of Swinging Doors That Lead Right Into My Heart," by Arthur Fields; "I'll Say She Does," by Ernest Hart; "Round the Town," by Joseph Samuels' Orchestra; and "Everybody Shimmies Now," by the Synco Jazz Band.

Edison—"Dear Old Pal of Mine," by Thomas Chalmers; "Life's Dream Is Over," by Marie Rappold and Carolina Lazzari; "Night Time in Little Italy," by the Frisco Jazz Band.

Dance music at present is making a particularly strong appeal to devotees of terpsichore and to music lovers generally, according to statements of talking machine dealers.

# PHONOGRAPH CASES

Reinforced 3 ply veneer  
THE STANDARD CASE  
for Talking Machine and Records



Made by

## PLYWOOD CORPORATION

GOLDSBORO, N. C.

8 Mills in Va., N. C., and S. C.

New York Office, 103 Park Ave.

Chicago Office, 111 Monroe St.

and  
**Plywood  
Cases**

ARE SYNONYMOUS

For 10 years phonographs have travelled in plywood cases and have reached destination in perfect condition.

Our capacity and experience in manufacturing insure you getting good service and well made cases.

We make record cases too.

Let us figure on your requirements.



CABLE ADDRESSES  
"REWILL" NEW YORK  
AND  
"TONOFONE" CHICAGO

# R. C. WADE CO

MAKERS OF

## "Tonofone"

THE TALKING MACHINE NEEDLE SUPREME  
THE NEEDLE THAT'S DIFFERENT

BRANCHES  
IN ALL IMPORTANT  
COMMERCIAL CENTERS  
THROUGHOUT THE WORLD

EXPORT DEPARTMENT  
160 BROADWAY  
NEW YORK CITY  
U. S. A.  
TEL. CORT. 8586

HOME OFFICE AND FACTORY  
110 SO. WABASH AVENUE  
CHICAGO, ILL.  
U. S. A.  
TEL. RANDOLPH 2045

**Y**OU are cordially invited to visit our newly appointed offices (Chicago or New York) and hear a talking machine played as never before. Tonofone is absolutely different—it improves all phonographs. It makes all records better—makes good records great.

Remember this, no phonograph or record can possibly be one bit better than the needle with which it is played. Inferior needles are a positive injury to the phonograph business.

Tonofone is musically and scientifically right—it is to the ordinary needle what the nightingale is to the blue jay. The purity of its tone is marvelous—more marvelous still, it plays all kinds of records and all kinds of machines.

A single Tonofone will play fifty or more records and bring out every tone, loud or soft, high or low,—each one clear and pure and in its right volume. The nuisance of constantly changing needles is ended.

Tonofone makes the phonograph like "a thing with a soul"—makes it sing and talk like the human voice—makes it play instrumental music like the instruments themselves in master hands. Critics are amazed.

Tonofone is not an experiment—it has run the gamut and stood the test. It is the needle supreme—the needle that helps to sell all records and phonographs. It has set a new standard in "phonography"—it has come to stay.

Don't be without Tonofones—you need them. Our big broad business policy is indicated by subjoined order blank.

**BETTER FILL OUT THIS ORDER BLANK AND SEND IT TO OUR NEAREST OFFICE OR DISTRIBUTOR—TODAY.**

CABLE ADDRESSES  
"REWILL" NEW YORK  
AND  
"TONOFONE" CHICAGO

### DEALER'S ORDER BLANK

BRANCHES  
IN ALL IMPORTANT  
COMMERCIAL CENTERS  
THROUGHOUT THE WORLD

# R. C. WADE CO

MAKERS OF

## "Tonofone"

THE TALKING MACHINE NEEDLE SUPREME  
THE NEEDLE THAT'S DIFFERENT

EASTERN AND EXPORT DEPT.  
160 BROADWAY  
NEW YORK CITY  
U. S. A.  
TEL. CORT. 8586

HOME OFFICE AND FACTORY  
110 SO. WABASH AVENUE  
CHICAGO, ILL.  
U. S. A.  
TEL. RANDOLPH 2045



Please send us \_\_\_\_\_ cartons of Tonofone Needles, each carton containing 100 packages of 4 needles each, to retail at 10 cents per package.

Regular retail price, per carton	-	-	-	\$10.00
Dealer's trade discount, 40%	-	-	-	4.00
Net dealer's price, per carton	-	-	-	\$6.00

BE CAREFUL TO STATE NUMBER OF CARTONS WANTED

NOTE: This order is given and is to be accepted under your eminently fair TONOFONE "MONEY-BACK" GUARANTEE, which we understand to be a distinctive feature of your general business policy and by the terms of which, if needles are not satisfactory and as represented, we may return them without cost or expense to us.

### DISTRIBUTORS

World Phonographic Sales Co., 237 Fifth Avenue, Pittsburgh, Pa.—Home Music Co., 9 No. Queen St., Lancaster, Pa.—Smith Bros., Sandusky, Ohio—World Phonograph Co., Chicago—W. A. Carter, Cable Building, Chicago—The OkeH Record Distributing Co., OkeH Bldg., Grand Rapids, Mich.—World Sales Corporation, 1340 Lawrence St., Denver, Colo.—Walter S. Gray, Chronicle Bldg., San Francisco, Calif.—M. D. Swisher, 115 So. 10th Street, Philadelphia, Pa.

Signed \_\_\_\_\_

Date \_\_\_\_\_ Address \_\_\_\_\_

**THIS ORDER SHOULD BE SIGNED AND MAILED TO OUR NEAREST OFFICE OR DISTRIBUTOR**





Now Irving Kaufman's brother Jack helps him sing "Eyes That Say I Love You." The record will help your receipts. A-2726.

Columbia Graphophone Co.  
NEW YORK

## TWIN CITY TRADE STILL COMPLAIN OF STOCK SHORTAGE

Vocalion Formally Introduced in the Local Trade—Work Started on New Columbia Quarters—Trade Expansion Limited by Supplies—Talking Machine Men Joining New Merchants' Association

MINNEAPOLIS and ST. PAUL, MINN., JUNE 7.—The Aeolian Vocalions swarmed into the Twin Cities at the first of June with a blare of trumpets (in the newspapers) and already have become an institution. C. R. Stone, who is the Northwestern sponsor for the Vocalion line, was present to give it the right start, but expects to leave the local management to Col. Gerlach, one of the veterans of the trade in this territory.

The Aeolian headquarters at Nicollet and Ninth, Minneapolis, is one of the best equipped and advantageously situated music houses in the Northwest. The building, which is brand new, is nearly all plate glass and cannot be excelled anywhere for light and display purposes. In addition to a fine retail plant the headquarters will be devoted in part to distribution, as the Stone Piano Co. will control Minnesota, the Dakotas, Montana and western Wisconsin. The New England Furniture Co., Minneapolis, and The Emporium, St. Paul, have taken on full lines of the Vocalion instruments and make liberal use of the daily papers to make it known.

Work began June 2 upon the new headquarters of the Columbia Graphophone Co. for the Northwest at 18-20-22 North Third street. This will be the largest talking machine plant in this territory and will be as complete and modern as the skill of the company's engineer can devise. Manager W. L. Sprague hopes to be installed about August 1, but fears that the contractors will disappoint him.

The only phonograph on the special train provided for the big trade tour of Northern Minnesota was a big fine Edison supplied by Laurence H. Lucker. He was represented by George H. Compton, the widely known traveler for the Edison lines.

Henry Doerr, of the Minneapolis Drug Co., Sonora distributor, also was aboard the train.

It may be reported here that dealers in talking machines continue to complain of the shortage of goods. Machines, particularly certain desirable and quickly selling types, are exceedingly hard to get, say the dealers, and they are full of reproaches and bitter complaints. There is little question but that many dealers are throwing business away every day, particularly such as hold to one line, solely because of their inability to obtain the goods wanted. The purchasers in these days of art furniture and period furniture and harmony have a rather clear idea of what they want and woe to the dealers that can't supply the want.

Jay H. Wheeler, who handles the Pathé department for G. Sommers & Co., after a personal visit to the home office, is much better satisfied with the treatment accorded him. It is possible to gather a stock for the big fall run and to accumulate several hundred thousands of records. He reports that the travelers are establishing Pathé agencies right along in various sections of the Northwest.

"Sales are fine, but production is poor," was the summary of the Sonora situation presented by Sewall D. Andrews, Sonora manager for the Minneapolis Drug Co.

One thousand Brunswick machines would salve E. L. Kern, director of the Brunswick-Balke-Collender Co., while 2,000 would transport him to the Seventh Heaven. He knows that the parent company is moving heaven and earth to enlarge the Dubuque plant, but while the work is progressing nicely phonograph business is going over the dam every day. The fact that he is no worse off than others does not relieve his feelings very much.

Although it is impossible for the Victor dealers to supply the cravings of their fellowmen for canned music they are advertising heavily in the twin city papers to show the readers where to buy Victrolas. Foster & Waldo, the L. S. Donaldson Co., the Powers Mercantile Co. and the Golden Rule have patronized the press very freely of late, while at the same time complaining that it is impossible to get machines. Naturally shipments are coming through right along and each dealer doubtless is sharing equally in the distribution, so that no injustice will be done, but the Victor representatives, whether retailing or jobbing, are having a hard time.

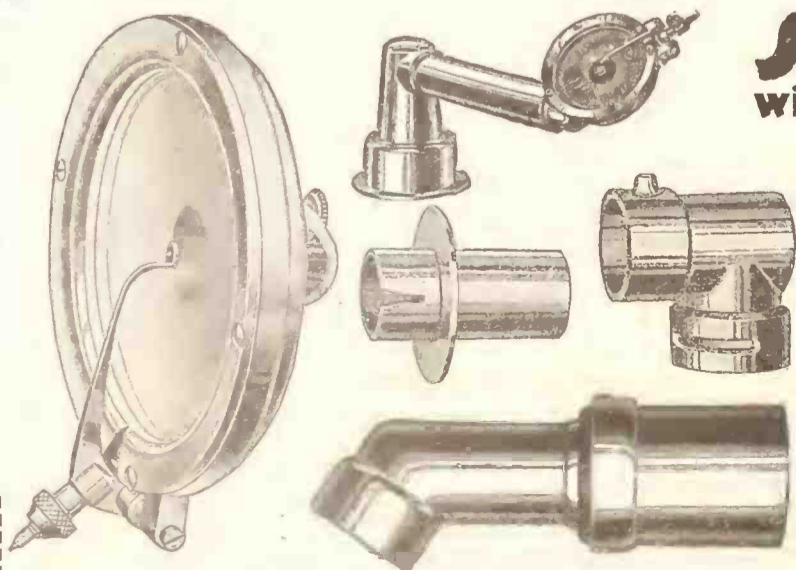
Northwestern dealers generally are affiliating with the newly organized Minnesota Music Merchants' Association. They rather feel that their branch of the trade has been somewhat slighted in the division of offices. While it is quite true that no exclusive talking machine dealer has obtained preference, it should not be forgotten that all the officers are very extensive dealers in machines, among the very largest in fact.

## RETURNS FROM SERVICE IN FRANCE

Homer B. Johnson, formerly of the Haverty-Rustin Furniture Co., of Columbia, S. C., is now with the Haverty Furniture Co. in Charleston, S. C. He has just returned from several months' active service in France, and is doing very well with the Columbia line. He says that the Columbia machine was as well known to the members of the A. E. F., as it is in the United States.

## TO HANDLE PATHE ACTUELLE

William Turner, Columbia dealer, at 1401 Main street, Buffalo, N. Y., will also handle the Pathé Actuelle in the future. He secured the new agency from the Buffalo Wholesale Hardware Co., Pathé jobbers.



## Superior Die Castings will Cut Your Costs and Increase Your Sales

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

Write for  
Samples of Work we  
are doing in  
this line



Send us  
your Specifications  
or Models for  
quotations

**Barnhart Brothers & Spindler**  
Monroe and Throop Streets Chicago Illinois





# Though FREE This Book is Valuable

For the benefit of progressive dealers, we are now issuing the most complete and informative book which has ever appeared on the subject of environment as an aid in selling musical merchandise.

The subject is fully discussed; the installations of many leading dealers are illustrated and you are shown just how to figure your own requirements.

Examples are shown of the designs of different periods of decorations—methods are suggested of handling your record business more efficiently and with less waste of salesman's time.

There is no talking machine dealer but will find in this book some new idea and for most dealers it will prove a revelation in selling methods.

The edition is limited and we have already had a good many requests for this book, so, if you wish to make sure of yours, please write us at once and we will send you a copy with our compliments. If you wish, you can simply fill out the coupon and attach it to your letterhead in writing us.

*Please address the office nearest you.*

## The Unit Construction Company

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Please send a copy  
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Firm .....

Signed .....





# The Backing of the Factory Goes With Every Mandel

## Truly, a Quality Phonograph

The maker's name on each instrument is our guarantee that every ultimate owner will be satisfied.

Dealers selling MANDEL phonographs may exert every ounce of their selling energy in *selling*. We back them with a manufacturing organization that *knows* how to build good phonographs.

Learn more about the new MANDEL line. Let us tell you why it will be to your interest to become a MANDEL dealer.

Model No. 3

**\$125<sup>00</sup>**

None better at \$200. Our leader. Being sold by over 3000 dealers.

In cabinet design—  
In tone—In mechanical efficiency—  
it will fulfill every wish for a good phonograph.



Our Co-operative Selling proposition will interest every Phonograph dealer.

**WRITE!**

Mandel Mfg. Co., Inc.  
501-511 S. Laflin St.  
CHICAGO, ILL.



## BIRMINGHAM A THRIVING TALKING MACHINE TRADE CENTER

This Progressive Southern City Contains a Live Bunch of Dealers Constantly on the Alert to Expand Their Business Just as Soon as They Can Get Needed Stock

BIRMINGHAM, ALA., May 29.—L. C. Parker, president of the Badger Talking Machine Shop, Milwaukee, was a visitor in this city during the past week, being a delegate to the International Kiwanis Convention, which was held here May 21 and 22, and expressed himself as highly pleased with the outlook for Victrolas and Victor records for the immediate future. He was for years manager of the talking machine department of Gimbel Bros. in Milwaukee and greatly assisted Mrs. Clark, of the educational department of the Victor Co., who at that time was musical supervisor of schools in that city.

Manager Lowshe, of the Atlanta Talking Machine Co., paid Birmingham a visit the past week in search of Vocalions. This line has recently been taken on by his house.

The C. C. Holcombe Co. is now in process of making extensive alterations in its store. Several new booths have been installed, and the store front has been changed, making the general appearance much more attractive.

J. E. Cain, "The Little Furniture Man," bought a solid car of Vocalions of different styles for immediate delivery, and he is very optimistic regarding labor conditions in this section.

Oster Bros., Vocalion and Columbia dealers, bought last week a car of the former make in the higher-priced instruments, which is an indication that the demand generally is for the better grade machines.

The Talking Machine Co., Victor distributors, report business on school machines extremely active owing to the fact that one of the Victor Co.'s educational representatives is working in Northern Alabama and Southern Tennessee.

B. G. Powell, local representative of the Columbia Graphophone Co., is now actively engaged in organizing the talking machine dealers of this city with the idea of bettering con-

ditions in connection with terms, interest and contract business generally. Mr. Powell will have the support of the better class dealers.

Williams Music House report the purchase last week of \$20,000 worth of Supertone talking machines ordered through Nestor Roos.

Frank Clark, of Clark & Jones, Knoxville, Tenn., spent several days here with the Emerald Co. and reports a difficulty in securing Vocalions. His visit here was largely for the purpose of securing machines for his Chattanooga and Knoxville stores.

Nestor Roos, representing the Supertone Talking Machine Co., reports business very good all through the South. Accessory business, Mr. Roos states, is exceptionally good.

The friends of C. C. Holcombe were glad indeed to see him again in his store after an absence of over a year. Mr. Holcombe was a member of the Tank Corps and recently returned from France.

R. B. Broyles has recently taken on the Pathé line and is opening up in a businesslike way. His opening announcement was made up of a full page ad in the local papers and his subsequent advertisements have every indication that he intends to "do it right."

Sales Manager Tracey, of the Vocalion department of the Aeolian Co., New York, was a visitor in Birmingham during the past week. Mr. Tracey is very much impressed with the outlook here and expressed himself as highly pleased with the work done by the company's representative in this territory—the Emerald Co. Better machine shipments in the future were promised.

F. W. Bromberg has moved his Edison Shop to the mezzanine floor of his jewelry store. He feels he can give better service having the department where it will be under his personal observation at all times. Heretofore the phono-

graph department was conducted two doors from the main building and was connected by a rear passage.

Clark & Jones Piano Co. have been featuring the past month the No. 150 and No. 75 Vitanolas. The management reports a very heavy business for this time of year on the latter type. The Victor and Widdicomb lines are also handled by this house and practically everything of these two lines that can be secured is sold in advance of its arrival. The new model Widdicomb machines are now being received, over which the salespeople are very enthusiastic. The regular monthly banquet to the employes of the talking machine department of this store will be held at the Tutwiler on May 30. The management set a certain amount of business which, if done any month, would entitle the employes to a banquet. A banquet has now been won for eleven consecutive months.

H. S. Jones, president of the Clark & Jones Piano Co., attended the Piano Dealers' Convention in Chicago last week. During his stay North he will visit several Victor distributors, as well as the Widdicomb factory in Grand Rapids, in an effort to get goods.

### VICTOR RECORDS INTEREST MANY

BOSTON, MASS., June 4.—There was a large audience in Steinert Hall on the afternoon of Monday, June 2, to listen to a demonstration of the June Victor records. The records were played with the assistance of the Duo-Art. On request from persons in the audience any number desired was played.

### POPULAR IN CANADA

The "Violaphone" talking machine needles, manufactured by the Fred Gretsch Mfg. Co., Brooklyn, N. Y., are proving very popular in Canada, and dealers are steadily increasing their orders. H. A. Bemister, of Montreal, is the Canadian wholesale agent for the "Violaphone" needle.

# HASKELITE

## Waterproof Plywood

the ideal material for talking machine cabinets, can now be furnished in large quantities for early delivery. Gumwood exclusively—America's most beautiful cabinet wood.

Plants at  
Grand Rapids  
and  
Ludington,  
Michigan

Total  
plant capacity  
thirty million  
feet  
a year

Write or wire for quotations to

## Haskelite Manufacturing Corp.

Chicago: Chamber of Commerce Bldg.

New York: Equitable Bldg.

George R. Meyercord, President

120 Broadway



## THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., June 4.—The talking machine business in the month of May was a little more satisfactory than it was in April, the increased production of the Victor, the Brunswick and the Sonora helping out the dealers in those lines, while the shipments of Edison, Columbia and other machines which have felt less the great drain have been able to satisfy their dealers nearly to the extent of 100 per cent.

The general feeling here is that the worst is over, and that from this on the situation is going to be a great deal more easy, but it also looks as if there was going to be a tremendous business in Philadelphia this fall and dealers in every line of talking machines are straining every possible way to get as much stock on hand to meet the wants of the dealers.

### Columbia Co. to Occupy New Quarters

To show how this coming condition is impressing the dealers is shown in the improvements that are being arranged for among a number of the large jobbers and wholesalers. The chief change in this respect will come to the Columbia, at present at 210 North Broad street but which firm will move about the first of July, to much larger quarters in the Central Realty Corporation Building, located at the corner of Sixth and Filbert streets.

Manager Nelson J. Wilcox, who is in charge of the Columbia's interests here, has found such a move absolutely necessary. He went to New York last week for several days to discuss the situation with the Columbia people, for he not only wants much more room, but he wants to have one of the finest talking machine jobbing establishments in the country.

During the month the Columbia offices have been visited by the following: A. R. Harris, a representative of the Columbia record depart-

ment; J. C. Ray, who came to this city to interview a cabinet factory to see whether it would not be possible to speed up work on cabinets; William Koburn, a representative of the Dictaphone Co.; X. H. Jarvis, a dealer of Milville, N. J.; H. H. Brown, of West Chester, Pa.; Mr. Kades, of Miller & Kades, Harrisburg Columbia dealers, who came down to get sufficient stock for the opening of their new warehouses at Steelton Pa.; L. D. Cameron, of the Cameron Piano Co., of Allentown, Pa., who have a large Columbia following in their section, and Mr. Fink, of Fink & Corbett, of Pottstown, Pa.; R. F. Bolton, sales manager of the International Record Department, New York; F. T. Bloom, manager of the Lauter Piano Co., of Trenton, N. J.; F. W. Zercher, of the Regal Umbrella Co., York, Pa.; Mr. Isaacs, of the Scranton Talking Machine Co.; O. F. Benz, of the Columbia general sales department, and Mr. Anderson, the Wilmington, Del., dealer.

### Larger Wholesale Quarters for Weymann

H. A. Weymann & Son are at present rearranging their building to give much more attention than ever before to their Victor talking machine wholesale department. They are going to remove their offices from the second to the fourth floor, and will give over the entire second floor to their wholesale business, now that the Victor is beginning to get a sufficient stock to them to warrant such a move. H. Power Weymann, who has just returned from war service in France for more than a year, will assist his father in this Victor wholesale department.

Mr. Weymann states that the Victor Co. were so good to them in May that they have been able to get out a good percentage of their orders and the company promises them in June stock sufficient to fill from 80 to 90 per cent. of all orders.

Harry Weymann says: "Such a condition has not prevailed with us for more than a year." He is very much gratified at the number of dealers who remained loyal to the firm, and says: "Dealers who have confined themselves to the Victor line exclusively will no doubt receive the benefit, now that the Victor goods are becoming more plentiful. A great majority of our dealers remained loyal during the scarcity of machines, due to war conditions, and, notwithstanding their loss of sales, we feel sure that they will more than make up for this in the position it will give them as Victor representatives in their localities.

### Semi-Annual Meeting of Edison Dealers

The Edison dealers of Philadelphia had their semi-annual meeting and banquet at the Bingham House on the evening of June 3. Forty dealers were present, besides a number of guests. The chief speaker of the evening was T. J. Leonard, of the Edison Sales Corporation, who spoke on production, the output of the factory, etc. C. G. Gardner was also a guest, and R. B. Cope, of the Girard Phonograph Co.

Herbert E. Blake, the leading dealer here in the Edison, says that his business in May was larger than in May of last year, and he says that June looks very good to him on account of the large amount of goods that is being received. The June list of records numbers sixty. Mr. Blake says they are doing very well at the 11th street store with the Columbia and Steger, although they are short of stock on the latter instrument.

### Anxious to Get More Sonora Goods

Manager E. S. White, of the local Sonora jobbing house, says that while their business has been good they have been handicapped in the securing of stock. They have been unable to fill their orders on account of the shortness of

## ANNOUNCEMENT

### Emerson Philadelphia Company

Parkway Building

BROAD and CHERRY Streets :: PHILADELPHIA, PA.

Has been appointed distributors for Eastern Pennsylvania,  
Southern New Jersey and State of Delaware, for

## Emerson Gold Seal Records

(LARGE SIZE)

The Company is organized for efficient and prompt service and will carry a substantial stock of all releases for immediate delivery.

### Send in Your Order



9153 { Mickey, Baritone Solo.....Arthur Fields  
Heart of Wetona,  
Baritone Solo . . . . . Arthur Fields

9155 { Don't Cry, Frenchy, Don't Cry,  
Baritone Solo . . . . . Arthur Fields  
I'm Forever Blowing Bubbles,  
Tenor Solo . . . . . George Gordon

9154 { Wait and See, You'll Want me Back,  
Tenor Solo . . . . . Sam Ash  
Tears of Love, Tenor Solo . Henry Burr

9184 { Everybody Wants a Key to my Cel-  
lar, Prohibition Song . Irving Kaufman  
Golden Wedding Jubilee, Baritone  
Duet . . . . . Irving and Jack Kaufman

Immediate service on all tones of Brilliantone Needles, and Albums.



# Ever cull your prospects?

**S**ELL quantity orders to quality people. Instead of sending two pieces of mail monthly to your entire list, send *one* piece to *every name*, and *four pieces* to the *prosperous prospects*.

You'll find this plan prolific of greater sales, larger profits and an increased satisfied clientele. It keeps those able to buy interested in new records.



## The Louis Buehn Co.

VICTOR WHOLESALERS

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

stock. But they see a big change for the better in machines, and expect some substantial shipments in June and July, and they hope by fall to be able to supply all orders on demand. Francis J. Coupe, of the Sonora, was over from New York this week.

### To Open Solotone Warerooms

By next week the new Solotone warerooms at 1727 Chestnut street will be opened with J. A. Scott in charge. They have a finely equipped building for the handling of talking machines, both wholesale and retail, and with very little altering, as the entire first floor is broken up into attractive rooms. They are getting in quite a lot of stock from their factory at Tenth street above Columbia avenue.

### Join Estey Co. Forces

Bessie L. Bromley, long identified with the talking machine trade in this city, has joined the forces at the Estey Piano Co.'s talking machine department, where the Victor and Sonora are sold extensively. The firm are very

much handicapped at present in having very little to sell.

### Cheney Phonograph Progress

The Cheney is continuing to make rapid strides here under the direction of G. Dunbar Shewell. Mr. Shewell states that he is not able nearly to supply his demands. He has been having many applications for the opening of new accounts, but is unable at present to consider any of these, it keeping him busy to keep his old customers supplied. F. Marion Cheney, who has been in France as a sergeant major of the 108th Infantry, has returned to this city. He will resume work at the Cheney offices. He is a son of the inventor of the Cheney phonograph.

Charles E. Robinson, of 3851 Lancaster avenue, is making extensive improvements in his store in the way of building additional booths.

### Harry Wilson Appointed Manager

Herbert E. Blake has taken on several new salesmen, including Charles Held, and he has

made Harry Wilson, who has been with the firm since they started in business, the manager of his Eleventh street branch store.

### Pathé Shop Improvements

Extensive improvements have just been completed at the Pathé Shop on Chestnut street by Walter E. Eckhardt. He has increased his booth rooms by ten, and has now one of the largest retail shops in Philadelphia in this respect. He has been able to get all the machines and records needed, in spite of a tremendous business, and in the record line especially fine results have been brought out of the Lieut. Jim Europe's band numbers.

### Brunswick Shipments Increase

The Brunswick concern is in considerably better shape to begin the month of June than they were to begin the month of May. They have been getting some fine shipments. Manager F. J. Lyons, the local manager, is very much encouraged at the outlook. But the ship-

*(Continued on page 66)*



## A VICTOR DOG IN EVERY HOME

WE HAVE JUST PRODUCED A NEW MODEL OF THE MINIATURE DOG of His Master's Voice—a splendid novelty. It was modeled by an eminent Philadelphia sculptor. It is the best selling Victor novelty or the best souvenir you can give away at some special event in connection with your Victor department and the most attractive feature you can secure for your window display.

It is the *smallest big thing* ever offered the Victor dealer.

*Write for Particulars*

PENN PHONOGRAPH CO., 913 Arch St., Philadelphia, Pa.  
*Victor Distributors* *Wholesale only*





**Don't forget the Children's Stories so well told on Columbia Records. Have you one of the new translucent decalcomania signs showing all the children's familiar story friends?**

**Columbia Graphophone Co.  
NEW YORK**

**TRADE NEWS FROM PHILADELPHIA**  
*(Continued from page 65)*

ments are not yet sufficiently large to warrant them in accepting the many new dealers who are clamoring to become Brunswick handlers in this territory. C. P. Chew, formerly a traveling representative of the Brunswick, is no longer connected with the firm.

**Returns From Florida Trip**

William F. Lamb, the popular talking machine dealer of Pottstown, Pa., has just returned from a two weeks' trip to St. Petersburg, Fla., to which place he was accompanied by Mrs. Lamb. They have remodeled their talking machine department, to which they added a number of booths.

**Penn Co. Report Gratifying Business**

The Penn Phonograph Co. report a gratifying business in May. They have gone considerably ahead of last year, and while neither machines nor records have anywhere nearly equaled the demand upon them, yet they have been able to satisfy their trade by a considerably greater percentage of both. Both Mr. Miller and Mr. Barnhill, of the firm, are enthusiastic golfers, and they take alternate periods on the links. Mr. H. F. Miller and several other men recently purchased a tract of land in Roxborough district, which has been laid out as a golf course, bearing the title of the Roxborough Golf Club. Lawrence Moore, who was with the Twenty-eighth Division in France, returned the middle

of May, has been mustered out and has taken up his old position with the firm.

The miniature dogs, duplicates of "His Master's Voice," are being sold in large quantities by the Penn Co. Recently it was suggested that the firm is "going to the dogs," but don't you believe it, or don't you have any feeling that they are trying out the business on the dog, for the Penn "His Master's Voice" is the greatest thing in the way of an advertisement ever gotten out by a local firm, in fact by any firm for the advertising of the Victor.

Raphael Levy & Sons have recently started to handle the Pathé machine at 726 Arch street. They have gone extensively into the business.

**Pathé Line With F. A. North & Co.**

One of the most important deals "pulled off" here in a long time has just been consummated between Walter Eckhardt, of the Pathé, and George Miller, head of F. A. North & Co., whereby F. A. North & Co. here, and at all the branch stores of the firm, will handle the Pathé extensively. "When I say 'extensively' I mean that nothing will be left undone to give the machine a satisfactory representation. F. A. North & Co. will devote considerable space on their first floor to the display of Pathé, and will devote all of their space in the mezzanine section to the talking machine business. They are erecting an additional story to their building at 1306 Chestnut street, and will move all their offices to the seventh floor of the building. The

North firm have arranged to 'organize every one of their branches with the Pathé machines," said Mr. Eckhardt, who added, "This is probably one of the most important phonograph accounts in this city, as North & Co. are among the largest and most successful firms in this district."

**Buehn Co.'s Interesting Report**

The Louis Buehn Co., through its officials, report a gradual bettering of conditions among its dealers in Philadelphia, Pa., New Jersey and Delaware. Dealers are about completing unfilled machine orders left over from the Christmas season. Record stocks are still much depleted, but good monthly record shipments and sales have alleviated to a great degree losses being suffered by its Victor dealers. The Buehn Co. further report an optimistic and aggressive attitude being taken by its dealers, many of whom are completing or planning improved facilities for taking care of the business that inevitably is bound to come—providing sufficient quantity of Victor goods can be had.

Thousands of new homes are being built in this section and thousands more are in the process of planning, yet at the present time there is a shortage of over 30,000 homes in Philadelphia alone. Good wages and steady employment being enjoyed by the workmen of this section are making hundreds of new Victor customers. Dealers are but waiting the chance to get sufficient stock of machines and records so that they can change from the role of order-takers to salesmen and planners of constructive sales methods. Indications are that the time for this is not far distant.

Ensign L. D. Callahan, having been discharged from the service, is now back with the Louis Buehn organization, covering the prosperous coal region section. Ensign Edward P. Bliss, after a year in France, is covering the principal points along the main line of the Pennsylvania. William H. Nolan, who has been covering these combined territories for the past year, is now giving his attention to the city dealers in Philadelphia, and assisting Mr. Buehn on the inside. Aside from Mr. Buehn's many personal duties he has been placed in charge of the arrangements for the Victor jobbers' convention at Atlantic City from June 30 to July 2. In spite of all this he has managed to top off all this by a golf score of 93 on Memorial Day at the Seaview Golf Club, at Ocean City.

**The Much Prized Dog**

The Penn Phonograph Co. have given over one section of their building to "dog kennels," where their little "His Master's Voice" dogs are being decorated by a number of young ladies, many of whom are skilled artists from a local art school.

During these summer weeks attention of vacationists is being turned toward the portable type of talking machine which is finding much favor among devotees of seashore and mountains. The fact that it so completely combines pleasure and utility makes it more than a luxury and establishes it as a vacation necessity which no one desiring comfort can overlook.

*Your orders filled immediately for*

## TALKING MACHINE NEEDLES

KEYSTONE



STATE

NEEDLES

Keystone State—Full Tone Needles  
per M. at 60c

Keystone State—Half Tone Needles  
per M. at 60c

When ordering in 100 M. lots  
per M. at 55c

Fibre Needles, at 30c per hundred

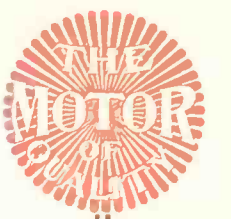
L & H Fibre Needle Cutters . . . . . at 81c each  
 Record-Lite Fibre Needle Cutters . . . . . at 81c each  
 Lundstrom Cabinets  
 Record Cleaner Brushes, etc.

### H. A. WEYMANN & SON

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

*Established 1864*



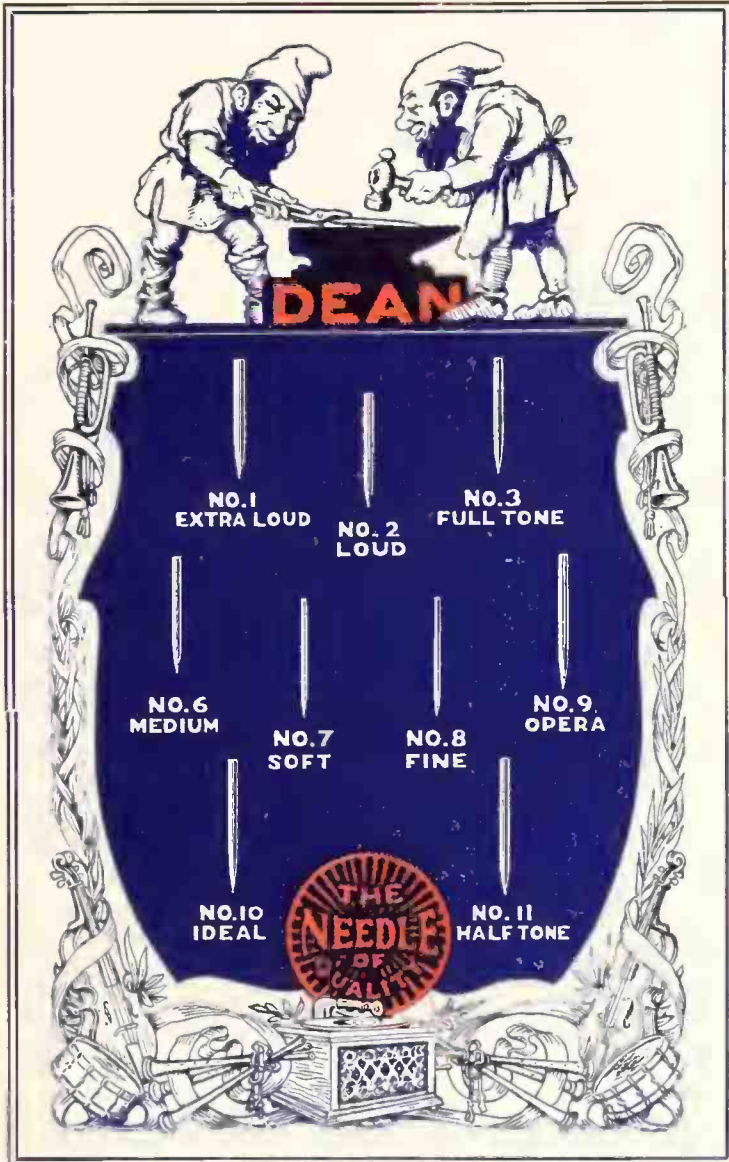



# OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.

25 West 45th Street

New York City, N. Y.



FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.  
BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Ont.

## DEAN

For nearly a quarter of a century this name has stood for the highest quality of the Phonograph Steel Needle.

*Known all the Worldover*

**SELF SHARPENING NEEDLE**

*One Needle With Three Distinctly Different Tones*  
*Loud - Medium - Soft*  
**PETMECKY MULTITONE NEEDLE**

**PERFECT TONE REPRODUCTION**



**Good for Ten Records**

1. For **LOUD** Tone

---

2. For **MEDIUM** Tone

---

3. For **SOFT** Tone



Play with Flattened Side Facing Record

Play at Intermediate Angles

Play with Edge Facing Record



**Good for Ten Records**



**PITTSBURGH TALKING MACHINE DEALERS PLAN BIG TIME**

Dinner and Business Meeting at the Pines Will Be Victory Jubilee Session—"Mickey" Makes Big Hit—Why Fisher Figured!—Buehn Co. Removes—Starr Co. in New Offices—Other News

PITTSBURGH, PA., June 7.—The most interesting feature of the talking machine market here the past few weeks was the tremendous hit made by the celebrated motion picture film "Mickey," which opened at the Nixon Theatre May 19 and is still having a very successful run. As a result of the wide advertising, which was both novel and original, practically all of the talking machine dealers have had a very excellent business in disposing of "Mickey" records. The Victor, Columbia, Pathé, Emerson, Gennett, Edison and OkeH record dealers had very tasty displays of the "Mickey" scenario in their show windows in which the "Mickey" records were a prominent feature. Some of the more elaborate window displays were those of the W. F. Frederick Piano Co., C. C. Mellor Co., S. Hamilton Co., the Pathé Shop, Star Music Co., Spear & Co., Lechner & Schoenberger, the J. M. Hoffmann Co., May, Stern & Co., and the Mentzer Victrola Shop.

The S. Hamilton Co. and May, Stern & Co. issued several hundred free tickets of admission to the Nixon Theatre to their patrons, the tickets calling for any seat in the house on payment of the war tax. This was a very commendable feature and was much commented on in music and show circles as a live advertising feature. T. E. Shortell, manager of the Hamilton talking machine department, and Manager Barry of the May, Stern & Co. talking machine department, both reported large sales of "Mickey" records.

What promises to be a red-letter event in the chronicles of the Pittsburgh Talking Machine Dealers' Association, and one which will mark a sort of a Victory Jubilee session, is fixed for Tuesday evening, June 17, at "The Pines." This will be the regular business meeting of the association, but mirth and good fellowship will be the dominant notes at the gathering, which will not only include the entire membership of the association but also representatives of each of the talking machine shops in the city.

The committee in charge consists of John Henk, chairman; Leo Half, J. E. McCormick, J. H. Phillips and W. J. Wright. The personnel of the committee is proof positive that there will be a very lively evening and that dull care will not even have "a look in." The affair will be marked by an elaborate dinner, the first big one that the association has had for some months and then will follow a novel program for the amusement and entertainment of the party. The members and their guests will meet at a central point and be conveyed to "The Pines" in automobiles.

John Fischer, the versatile and popular manager of the Victrola department of the C. C. Mellor Co., was in the business limelight quite prominently the past few days. On the occasion of the recent trade-boosting tour of the Pittsburgh Chamber of Commerce he was a member of the delegation of business men who used a special train on a 600-mile trade extension trip through Western Pennsylvania and Eastern Ohio. Then, on May 22, at a special meeting of the Kiwanis Club he was the "Silent Booster," and in that manner showed the beauty and advantage of having a Victrola. Despite this Mr. Fischer still is on the job and kept busy filling orders for Victrolas and Victor records.

P. W. Simon, the well-known Victor dealer of Uniontown, Pa., was in Pittsburgh on a business trip and incidentally scouting around for more Victor machines and records. He reports business as very brisk in the Fayette county metropolis, where he has a very busy shop.

W. O. Williams, head shipper of the C. C. Mellor Co., who went overseas with the American Expeditionary Forces, is back from the front and is on his old job again.

J. C. Roush, president of the Standard Talking Machine Co., and French Nestor, also

of the Standard Co., spent several days recently in the East on a business trip.

G. L. Israel has succeeded H. C. Hornberger as manager of the Kaufmann & Baer Co. talking machine department. The firm has a very large section of the sixth floor devoted to the sale and display of the Victrola, Columbia Grafonola and the Aeolian-Vocalion. Sales of records are reported to have been very brisk during May for all three machines.

J. A. Endres, sales manager of the Brunswick phonograph in the Pittsburgh district, reports trade conditions as good and only limited by the number of machines. Mr. Endres has just returned from a business trip to Central Pennsylvania and reported the outlook as excellent for brisk business.

According to Manager A. N. Ansell, of McCreery & Co., the Victrola department of this concern is enjoying unusually good business in machines and records.

A. B. Smith, assistant manager of the Pittsburgh Columbia Grafonola offices, was a business visitor to Youngstown, Ohio, recently.

The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The

second floor is devoted to the show and sales-rooms, which are in charge of H. C. Niles, secretary-treasurer of the company. A very attractive booth has been erected, in which the Starr phonograph and Gennett records are demonstrated. The fourth floor is devoted to stock and repair room purposes. Mr. Niles is much elated over the success he has achieved in placing Starr business in the Pittsburgh territory.

The Rudolph Wurlitzer Co., who are opening a large piano and stringed instrument establishment at 615 Liberty avenue, will also establish a Victrola department where a full line of Victrolas and Victor records will be placed on sale. The booths are now in process of completion. They are located on the first floor and will be very attractively decorated. Mrs. L. Voltz, formerly with the W. F. Frederick Co., will be in charge.

Miss T. Green, who left the Buehn Phonograph Co. to enter war work during the war, is now a member of the talking machine department staff of Rosenbaum's, who handle the Columbia and Victor machines.

The Buehn Phonograph Co., Edison phonograph distributors, have moved the wholesale department from the Wood street building to the Stevenson building on Seventh avenue, adjoining the Chamber of Commerce building. A. A. Buehn, general manager of the company, stated that press of business and the need of

(Continued on page 69)



# NEEDED

ON EVERY

## Victrola and Grafonola



No. 10 FOR VICTOR PRICE 35c

No. 20 FOR COLUMBIA PRICE 25c

### The *Cleanrite* RECORD BRUSH

TRADE MARK RECORD BRUSH

## MOST EFFECTIVE RECORD CLEANER ON THE MARKET



BRUSH IN OPERATION

Saves Records and Labor of Cleaning

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them  
Circular and Price List Mailed on Request

Manufactured by

# Blackman

TALKING MACHINE Co.

81 Reade Street Near Church St. New York

Victor Distributors








*Sit Down  
Here in  
our office  
—we want  
to talk to  
you—*

**WHY** don't you do better advertising?

**WHY** don't you write better advertising copy—the kind that strikes fire and burns a hole in the people's pocketbook?

**WHY** don't you use high-priced art work, more attractive cuts that give your store character and personality?

**WHY** don't you get up eye-catching window displays—originate more effective sales ideas?

**Well, why don't you? Speak up!**

Your answer is "No single retail store can afford to hire the talent that can do all these things."

*You're RIGHT!*

**But listen**—Did you ever think what could be done by Syndicating?

You know what syndicating is. The Associated Press is an example. Syndicating means dividing the big initial cost of a service into very small equal portions or shares, each subscriber paying only one por-

**New and Untried? NO!**

Do not think this syndicated advertising plan is new and untried. In the dry goods, hardware and other trades, similar services have been established for more than ten years. But this is the first time, we believe, any service has been so thoroughly and comprehensively prepared for any line.

tion. If 100 subscribers, each pays 1/100 of the cost — if 1000, each pays 1/1000; yet each receives the complete service, as if he had paid the entire cost himself.



# Talking Machine World Dealer Service

## Means

It means a syndicated advertising and merchandising service.

It means *copy for your advertising* written by men who have spent a lifetime learning one thing—how to write copy that can and DOES sell talking machines and records.

It means *illustrations for your advertising* that catch the eye, that have the appeal, the charm, the punch—the kind of art work that costs Real Money.

It means *prepared layouts for your advertising* that stand right up on printed pages and talk out loud. The man that makes them spent eight years here and two years abroad learning how.

It means *merchandising plans and ideas* that have been tested and proved—no blanks—every one a winning number.

It means this *EVERY MONTH*—12 months in the year.

It means a complete merchandising and advertising service that costs thousands of hard dollars to prepare, but only a few dollars to you, because it is *syndicated*.

## For the Live Dealer in Each Territory— First Come—First Served

This is not "canned advertising." Talking Machine World Dealer Service is so arranged that you can get personal attention to your individual problems. The copy is written only a short time ahead of the publication, so that it keeps step with the changing conditions and late developments.

It represents the vast fund of experience and knowledge gathered in this industry by the Talking Machine World:

It represents the unlimited resources of capital that can go out and get the best

there is, and pass it on to you—if you ask for it FIRST.

THE combined salaries of the men who create this service amount to \$21,000 yearly—a figure no single dealer could maintain on his payroll for this purpose. The men composing Talking Machine World Dealer Service are the best we know about. In short, the Talking Machine World has not launched this new plan until it was ready, prepared and equipped to have it set a standard in keeping with the standard of the magazine itself.

**Talking Machine World Dealer Service is open to any dealer, big or little, regardless of what make of talking machines he handles**

Talking Machine World Dealer Service

373 Fourth Ave., N. Y.

I want to know more about your advertising service.

I want to know how much it will cost me per month under your syndicate plan.

I want to see the goods—send me specimens and an outline of the complete service.

The population of my city is.....

I handle these lines.....

Firm name.....

By .....

Address .....

CLIP AND MAIL THIS COUPON NOW



THIS advertisement is not planned to sell you anything. It is solely to inform you that such a service is now available, and to urge you to investigate it. We believe every talking machine dealer will want to investigate it carefully.

**Obviously, it can be awarded to only one dealer in a territory.**

The first dealer in your territory who inquires, and later signs up, gets the rights to Talking Machine World Dealer Service in his territory.

*The post mark on your letter counts as the date of your inquiry.*



## NEWS FROM THE PITTSBURGH TRADE

*(Continued from page 67)*

more space made the change necessary. The retail department, under the direction of Mark M. Mitchell, will remain at the Wood street quarters.

Mrs. D. M. Clemson (Christine Miller), the well known Edison artist, was one of the Pittsburghers who went to New York last week to welcome home sons of Pittsburgh from the war zone. Mrs. Clemson made many friends at the training camps, where she sang so frequently before the men went to France.

H. J. Brennan, manager of the Pathé interests in the Pittsburgh district, stated that business conditions were very brisk and that new agencies were being opened for the sales of Pathé-phones and Pathé records in various sections in his territory. Two new Pathé dealers are A. Berman, at Altoona, Pa., and Joseph G. Gaal, at East Brady, Pa. D. P. Spance is the latest addition to the Pathé traveling force. The Trip-litt Pharmacy at Laurelville, Ohio, will hereafter be a regular retail agency for the sale of Pathé machines and records.

O. M. Kiess, of the general offices of the Pathé Co., with headquarters in Brooklyn, N. Y., is spending several days in Pittsburgh on business.

H. Milton Miller, manager of the Pittsburgh district of the Smith, Kline & French Co., Sonora distributors, reports a very strong demand for Sonora phonographs. Mr. Miller stated that he had a good-sized "waiting list" of dealers who wished to handle the Sonora Phonograph, which has been making quite a sensation in local talking machine circles. He said that the Sonora machines were practically all sold before they actually arrived in the Pittsburgh office. The Pittsburgh Sonora headquarters is also a distributing agency for the OkeH records, and sales of this popular line of records are reported to be very brisk.

Earle S. Miller, a son of Manager Miller, who served twenty-three months in the United States

Navy, will in the future be connected with the Pittsburgh offices as salesman.

W. W. Parsons, special representative of the Pathé Frères Co., Brooklyn, was in Pittsburgh the past week demonstrating the "Actuelle" reproducer at the Pathé Shop. The difference between the "Actuelle" and the ordinary reproducer is that the tone is diffused in the same manner as one hears the voice or instrument itself, and it is heard in every part of the room instead of in front of the machine only with the effect of hearing the reproduction through a megaphone. The "Actuelle" plays all makes of disc records by simply turning the diaphragm and its accompanying arm.

## MAKE AUTOMATIC COVER SUPPORT

NEWARK, N. J., June 2.—The Automatic Cover Support Mfg. Co. has been formed in this city to manufacture and market a new automatic cover support, the invention of A. F. Zega. Manufacturing quarters have been secured at 54 Jones street, and Mr. Zega will be directly in charge of the marketing of his invention. A large number of the new cover supports were manufactured before their introduction to the trade, which permits of immediate attention to orders received. One of the many interesting claims of this new invention is that it will operate equally well no matter from what angle it is placed.

## PLAN FOR SUMMER OUTING

The Entertainment Committee of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, is now making plans for the summer outing of the association, which will probably be held in August.

E. H. Lansing, of Boston, reports that the demands for his khaki moving covers are continuing briskly with every indication of a continuance of these good conditions.

## LIBERTY PHONOGRAPH CO. PLANS

Distributors With Exclusive Territory Are Being Appointed to Handle the Liberty Line of Records—The Proposition Is Briefly Stated

CLEVELAND, O., June 5.—The Liberty Phonograph Co., of this city, manufacturer of Liberty lateral cut records, is making splendid progress in developing its merchandising and manufacturing plans. In a recent chat with The World J. DeK. Hill, assistant to the president of the company, stated that distributors with exclusive territory are being appointed to handle the Liberty line of records. The company will not try to supply the entire country at once, but plans to have its output for the first year average between three and five thousand records per day. These records will be confined to the territories embraced by New York City, Philadelphia, Chicago, Pittsburgh and Cleveland, expanding to new territory as factory facilities increase.

There will be one distributor in each of the five territories named, and part of these territories has already been taken. The first catalog of Liberty records will be released in August, although the company expects to get actively into production and supply the distributors in July.

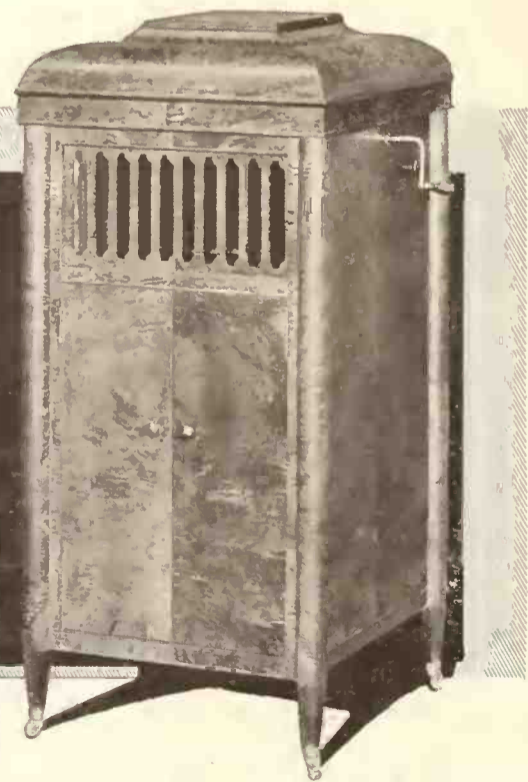
## OCCUPYING NEW FACTORY BUILDING

BOSTON, MASS., May 24.—Frank B. Curry, manufacturer of the Curry Sound Proof Booths and record racks, is now established in his new factory building, 72-74 Dedham street, the entire space of which he will occupy. This building provides greatly increased facilities. A model display room is being fitted up on the second floor, to which a private elevator will give convenient access. Among the Curry installations of the month was a particularly attractive one for the Grafonola Co. of New England at their Tremont street warerooms, which has been very highly praised.

THE LAST WORD  
IN TONE REPRODUCTION

Achieved by men who have made  
a Life Study of Musical Sound.

The  
**BUSH & LANE**  
PHONOGRAPH  
*is a Perfect Musical  
Instrument*



BUSH & LANE PIANO CO.  
HOLLAND, MICH.



**Leaders of Victor Distribution**  
**From the North, South, East, West**  
 WILL MEET AT THE  
**VICTOR**  
**Jobbers' Convention**

**Atlantic City, June 30-July 2**

Cool ocean breezes will be surcharged with pointed thoughts—ideas—plans and virile suggestions emanating from this gathering of the leaders of the Talking Machine Industry for a better and bigger business.

Prominent men of affairs will speak on topics timely and important—analyzing from an outside point of view opportunities and problems which will be ours.

Besides, the leisure moments will be spiced with a lot of good fellowship—golf, bathing, boating, musicales, dancing, open night parties, hydroplane flights for the flighty, etc.

Then a day de luxe—guests of the Victor Company.

**GENERAL PROGRAM**

Sunday and Monday, June 29-30	- - - -	Register.
Monday, June 30—A. M.	- - -	Executive Meeting.
“ “ 2:30 P. M.	- - -	General Meeting.
“ “ 3:00 P. M.	-	Sailing Party on Bay and Ocean for the Ladies.
“ “ 5:00 P. M.	-	Hydroplane Flights.
“ “ Evening	- - -	Open Night.
Tuesday, July 1—A. M.	- - - -	Surf Bathing.
“ “ 2:30 P. M.	- - -	General Meeting.
“ “ 12:00 Noon	-	Auto Ride for the Ladies to the Country Club, where Luncheon will be served at one o'clock.
“ “ 7:00 P. M.	- - - -	Banquet.
Wednesday, July 2—A. M.	- - -	Golf Tournament.

Then to Philadelphia for a delightful evening of unusual pleasure as the guests of the Victor Talking Machine Co.

**ARRANGEMENTS COMMITTEE**

LOUIS BUEHN, *Chairman*, Philadelphia, Pa.

LESTER BURCHFIELD, Dallas, Texas  
 FRED P. OLIVER, New York, N. Y.

BURTON J. PIERCE, Kansas City, Mo.  
 FRED H. PUTNAM, Peoria, Ill.



## SOUTHERN STATES MAKE ENCOURAGING BUSINESS SHOWING

Atlanta Dealers Report Best Month in Trade History While News From Alabama, Tennessee, South and North Carolina and Florida Is Cheering—Looks Like Busy Summer and Fall

ATLANTA, GA., June 5.—Conditions in general among the fraternity in this city have been very fine during May. The outlook is very bright and sales are at a new high mark. The wholesale branch of the Columbia Graphophone Co. report through Manager Terhune that May, 1919, was the largest month in the history of the branch business, largely exceeding any previous month since the opening of the Atlanta branch.

The Elyea Co., Victor distributors, are quoted as having broken all records, and with the opening up of a more liberal supply of product this company expects to continue to reach and surpass previous high records.

Phonographs, Inc., Edison jobbers, are doing the largest volume of business since their opening here some four or five years ago. The New Edison has certainly made a dent in the talking machine market, and it is in greater demand than ever before.

The report of the dealers' convention in the last issue of The World contained an error in regard to the number of guests entertained by Phonograph, Inc., Edison distributors. About 200 dealers attended this convention, and T. J. Leonard, general sales manager of Thomas A. Edison, Inc., and E. H. Phillips, credit manager, were among the guests.

The Haverty Furniture Co., Columbia dealers and who also sell the Pathé, say through J. J. Haverty, Jr., manager of the talking machine department, that May was the largest month's business that this old and well-known firm ever sold in his department, and with a better supply of machines being received he hopes and expects to break this record. Rosa Ponselle's records are in large demand, and her recent visit here did worlds for the sale of her records.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia and a pioneer among

talking machine dealers in the South, have just closed the finest month's business that they have ever sold. Their excellently organized and splendidly equipped store, under the guiding hand of Harvey Phillips, president and local director, has established a reputation for good service and together with the reputation and fine quality of Victor product is entering new high marks in the retail field each month.

The Atlanta Talking Machine Co., Columbia and Vocalion dealers, continue to sell to the limit of their capacity to get stock. Their trade in records is particularly gratifying and is proving a wonderful help at a time when it is hard to get talking machines. This company anticipates no slackening during the summer as the

### LAWSON UNIVERSAL PHONOGRAPH

Many Orders Already Received for Machine Announced by Lawson Piano Co.—Built by Men of Long Experience in Piano Field

The Lawson Piano Co., whose executive offices are at 372 East 149th street, New York, are now making considerable progress with the Lawson Universal Phonograph, which was announced last month in The World. By way of standardization, which always works out materially for the benefit of the dealer, the Lawson Piano Co. is producing three models known as No. 1, No. 2 and No. 3, and ranging in price from \$95 to \$150. The company has had the Lawson Universal in process of construction for some time, and have not announced it until they became thoroughly convinced that the machine would give the dealers absolute satisfaction.

The company has been manufacturing pianos for many years, and its executives are men who have been associated also with manufacturers

South's great staple, cotton, is on a heavy advance and millions of dollars will be in circulation this summer on account of the old crop coming on the market in an otherwise off season at a good price.

The Cable Piano Co., Victor exclusively, say through Manager Salter of the Victrola department that their best expectations and anticipations are being fully realized and that the outlook is fine for continued large business. The Evans-Salter "All Star Concert Series" is bringing the best talent in the United States to Atlanta.

Reports from travelers in Georgia, Alabama, Tennessee, South Carolina, North Carolina and Florida show that in each and every case in every city and town the volume of business in all standard lines and in records is larger than ever before in history, the volume as indicated by wholesale orders being from two to three times that of 1918.

of artistic instruments at all times. The Lawson Universal is equipped to play any make of disc record, and has a noiseless motor. It is also equipped with a tone modulator and automatic stop. Great care has also been taken in the cabinet work, which is of the same high grade quality found in the finish of other instruments manufactured by this concern. An attractive catalog is being distributed for use of dealers.

### IN NEW YORK TO GREET HIS SON

The president of the Fletcher-Wickes Co., of Chicago, Ill., recently spent several days in New York City, where he came in order to greet his son returning from overseas service with the U. S. Army. While in town he called on a few members of the trade, and incidentally reported to The World that the demand for the sound boxes made by his company is particularly heavy at the present time, and that his company expects to offer a new tone arm in quite large quantities to the trade within the near future.



## SUMMER-TIME SALES STIMULATORS

Develop Your Accessories Sales Increase Your Profits

### Magnedo Steel Phonograph Needles

Each Needle Plays 10 Records

Magnedo means big profit to you. Easy Sales—Repeat Sales—Large Sales. There is a steady demand for Magnedos—Cash in on it. Price 6½ cents per box (\$3.90 per carton). Retail at 10 cents. Special Quantity Prices.

## Perfection Record Albums

None More Durable At Any Price

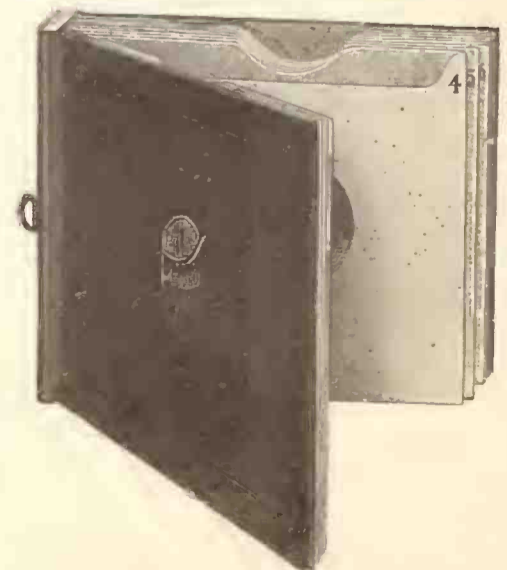
These Albums are constructed to give maximum service under constant use. The leaves are made of heavy glazed green kraft paper, protected by metal ends, bound in best grade linen cloth.

10-inch Albums 62½c each 12-inch Albums 72½c each Better Prices in Quantities

"ALL FROM ONE SOURCE HOUSE"

PLAZA MUSIC CO., 18 West 20th St., New York City

Ask for quotations on Plain Steel Needles, Sapphire Needles, Fibre Needles and Cutters, Delivery Envelopes, Stock Envelopes, Record Cleaners









## MILWAUKEE ENJOYING ENORMOUS VOLUME OF BUSINESS

Local Dealers Tell of Largest June Demand in History—Difficult for Jobbers to Supply Stock to Satisfy Demands—This Applies to All Makes of Machines—New Wisconsin Association

MILWAUKEE, WIS., June 12.—The early part of June this year has been by far the most active period of trade that local dealers have ever known at this particular time of year. The return of thousands of our soldiers and sailors from overseas and camps in this country during this and last month seems to have been largely responsible for a marked stimulation of the demand not alone for the instruments, but records, needles and other supplies and the labor-saving accessories that are being marketed. Every home desires music, especially the homes to which service men are returning. It seems that nothing satisfies quite so well as the talking machine or phonograph.

To meet this relatively enormous demand, the output of the factories has made only a percentage of gain, compared with requirements. While the shortage of instruments today is considerably relieved, the production still is far from being adequate. Dealers at this time of year desire not only to have sufficient stock in hand to fill current orders, but to begin to lay up stocks for the brisk trade of the fall and holiday season to come. In view of this desire, the present situation in respect to supplies of merchandise is not wholly satisfactory.

"We are still confronted by an unfavorable situation in regard to keeping our dealers supplied with instruments and records," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and Upper Michigan. "The Victor factories have been bending every effort to bring production up to requirements, but despite the marked success the company has achieved in enlarging output the demand is so very broad and pressing that every increase attained in production has been more than outweighed by the increase in requirements. There is now, however, a good prospect that supply and demand will become more equalized, although experience has taught us to refrain from making any predictions."

Almost every other wholesaler and jobber in this territory reports that the demand for instruments is greater than the ability of the makers to supply. While the stocks of some models or styles are apparently adequate, certain types cannot be had in anywhere near sufficient quantity, creating the impression of a general shortage.

"Although we are particularly fortunate in being in close proximity to the source of supply and have no long-distance shipments to contend with, we are not able to get nearly enough instruments to keep our trade amply supplied," said W. H. Heiss, of the wholesale department of Charles J. Orth, distributor of the Puritan in Wisconsin and Upper Michigan. "For instance, the favorite 'bulge model' of the Puritan is far short of our needs, both locally for retail trade and throughout the territory for wholesale trade."

That the popularity of the Sonora has grown much faster than the available supply is the condition reported by H. M. Hahn, of the Yahr & Lange Drug Co., Wisconsin and northern Michigan distributor of this line. Mr. Hahn says that expansion of Sonora production which is being effected at this time by the acquirement of extensive production facilities will serve to place Sonora distributors and retailers as well in a most favorable position.

The Phonograph Co., of Milwaukee, distributor of the New Edison, has been able to make excellent progress in providing a fairly liberal supply of instruments and records to its retailers during May, but still is behind on its orders. Factory output is increasing, however, and the Wisconsin trade is to-day in a better position to make deliveries than it has been in a year and a half or longer. On certain styles, of course, back orders still form a considerable volume.

The Brunswick phonograph continues to make great forward strides in this territory, judging from the insistent and broadening demands made by dealers upon the Wisconsin wholesale branch of the Brunswick-Balke-Collender Co. in charge of Manager Thomas I. Kidd. While it has not yet become possible for the house to fill all orders up to 100 per cent., the factory is rapidly gaining in output and Brunswick dealers will have little or no complaint to make concerning shortage of goods by midsummer.

Milwaukee dealers in the Pathéphone say there has not been the least let-up in demand, although as summer approached in former years a quieter market was experienced. This, of course, was true of all musical instrument business in years gone by. This year, however, as the coming of summer is merely a matter of a few days, the tone of trade is sustained at a high level reminiscent of the best periods of the year and a most gratifying volume is being done by all Pathé dealers.

The Aeolian Vocalion, represented by the Edmund Gram Music House, is experiencing steady and substantial growth, which is making it necessary for the Gram company to provide larger facilities for sales and stock purposes. At this time Mr. Gram has under consideration plans for the remodeling of a part of the store to bring this about. The plans contemplate also the installation of a new record counter at the front of the store, flanking the main entrance and situated directly behind the large display window at the right, which will relieve the congestion in the present record sales department. Miss Julia Wolff, one of the few women managers of phonograph departments in this part of the country, is making the Aeolian Vocalion section at Gram's a real headquarters for music-lovers, which is adding materially to the large volume of trade already enjoyed by this big music house.

The organization of the first society of music dealers of Wisconsin at Milwaukee on May 12 exceeds in importance only the fact that one of the most prominent figures in the talking machine and phonograph industry of the State was the unanimous choice for president. When the Wisconsin Association of Music Industries came into being, Richard H. Zinke, president and general manager of the Record Needle & Mfg. Co., was elected its first executive. Until March 1, this year, Mr. Zinke was general manager of the Badger Talking Machine Shop, one of the largest Victor retailers in the country. When the Badger Shop was purchased by Leslie C. Parker Mr. Zinke assumed charge of the Record company, which manufactures needles, the Record-Lite, several other accessories and general supplies for the trade.

The new Wisconsin association starts with a

charter membership of more than fifty dealers, practically every one of whom deals in reproducing machines. It was formed through the efforts of the Milwaukee Association, regarded as one of the most successful dealer organizations in the United States. Besides Mr. Zinke, the officers are: Vice-presidents, Albert E. Smith, Madison; Ralph E. Wilson, Oshkosh; secretary-treasurer, C. LeRoy Dennis, Milwaukee; directors, A. F. Schneider, Kenosha; Fred Leithold, LaCrosse; Lambert E. Gronier, Lancaster.

The new association plans to hold a big convention in Milwaukee during the week of September 8 to 13, at which time the annual Wisconsin State Fair will be held. Plans have not yet taken definite shape but arrangements will be made to provide activities that will attract the attention of the music industry of the entire nation.

Wisconsin industries devoted to the manufacture of complete instruments or cabinets and other parts continue to increase their outputs at the greatest possible rate because of the present—  
(Continued on page 75)

## Equipped to Take Care of Your Cabinet Needs



Your own designs and specifications can be accurately and completely manufactured by our organization.

Phonograph cabinet building is our specialty.

Skilled workmen who have been with us for years are here to interpret your ideas and requirements to the last detail.

We are consulting phonograph engineers.

Our wide experience can solve your problems. If desired, we will submit designs, which will allow a wide variety of prices to fit your selling propositions.

Cabinet woods, purchased in large quantities, enable us to give you maximum quality within specifications.

Let us do your manufacturing.

Let us show you how our facilities enable us to quote profit-to-you prices and insure prompt deliveries. A word to us and you will find out.

**Singer Talking Machine Co.**  
Milwaukee, Wis.



## PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

**BADGER TALKING-MACHINE CO.** 135 Second Street  
MILWAUKEE, WIS.  
VICTOR DISTRIBUTORS



**CONDITIONS IMPROVE IN MILWAUKEE**  
*(Continued from page 74)*

sure of the demand everywhere. The Wisconsin Cabinet & Panel Co., New London, Wis., which is a part of the Thomas A. Edison group, is adding 16,000 to 20,000 square feet of manufacturing space and also has taken an option for the outright purchase of an additional plant.

The Standard Accessory Corporation of Milwaukee has been incorporated with a capital stock of \$50,000 to manufacture parts, accessories and supplies for the talking machine and general musical instrument industry. The guiding spirit is George E. Bernecker, formerly with the Record-Lite Co., now part of the Record Needle & Mfg. Co.

**TRADE CONDITIONS IN NASHVILLE**

**All the Leading Dealers in This Progressive Tennessee City Report an Excellent Business**

NASHVILLE, TENN., June 6.—Bond's Graphophone Shop, Columbia dealer, through E. E. Hyde, store manager, tells your correspondent that its trade in May was excellent. Stock from the Columbia Graphophone Co., in Atlanta, is arriving in better quantities and the record business continues in large volume. Mr. Hyde reports that the prospect for future fine business is good, and expects that the coming months will show a decided increase over any previous similar period. He has been particularly successful recently in selling symphony records, and Rosa Ponselle's records are in great demand. The Alcoholic Blues is selling in larger volume than any popular-priced record ever released by the Columbia Co.

Castner-Knott Co., Victor and Columbia dealers, report through Forest Taylor, manager of the music department, that their business is progressing in excellent shape. The demand for talking machines and records is growing as each week passes, and the volume of sales is expected to increase in an ever-ascending ratio. The Nashville territory is in a very prosperous condition, owing to large tobacco and other crops and the public is in a buying humor, and it has the money, too.

Claude P. Street Piano Co., Victor dealers, and who also sell the Vocalion, announce that Edward Brotherton, formerly manager of the talking machine department of Chamberlin-Johnson-DuBose Co., Atlanta, Ga., is now in charge of their talking machine department, and that under his skilled guidance their business has grown in the past sixty days in exceedingly gratifying proportions. Their sale of Victor Red Seal records has increased to a marked degree and with the probability of larger stock deliveries from the Victor distributors in the near future the outlook is altogether encouraging.

H. Brown & Co., Columbia dealers, and who also sell the Pathéphone, are quoted through Herman Stelver as doing a nice business. Their trade in Columbia records has increased very decidedly and this branch of their business is regarded as more important and valuable than ever before.

M. F. Shea, Edison dealer, is having a fine business, and the New Edison and Edison Recreations are in greater demand and more sought after than at any time in the past. The outlook couldn't be better.

Reports from travelers covering the Nashville territory are to the effect that business in twenty or thirty nearby towns is very active, and efforts are being made constantly by various parties to qualify as dealers in one of the leading lines.

**INCORPORATED**

The National Phonograph Co., Pittsburgh, Pa., has been incorporated by H. H. Fleishman, with a capital stock of \$50,000.

The Scott-Kelly Furniture Co., of Memphis, Tenn., has recently added the Mandel talking machine to its line.

**RETURNS FROM SERVICE IN FRANCE**

**L. H. Crabtree, Jr., Who Was Wounded in the Battle of Chateau-Thierry, Convalescent—Son of President of the International Mica Co.**

PHILADELPHIA, PA., June 4.—L. H. Crabtree, Jr., son of the president of the International Mica Co., has returned, wounded, from France and is visiting his friends throughout the trade. Mr. Crabtree's experiences throughout the great war are very interesting. He received his wounds at the battle of Chateau-Thierry, and was taken prisoner in a semi-conscious condition after only a very few were left out of his company. Company M, of the One Hundred and Ninth Infantry, had been completely surrounded, thus cutting off ammunition, communication and reinforcements, and their wonderful fight to the finish has been especially mentioned in official reports. Mr. Crabtree was fortunate indeed, as he was one of the twenty-two men who survived of the 250 men of his company who entered this particular battle.

Mr. Crabtree is still taking treatment for gas from specialists, but he is also devoting some time to the selling department of the International Mica Co. When he has recuperated sufficiently it is his intention to make a complete trip among the phonograph manufacturers and take up all details of the work which he so efficiently handled before entering the service of his country.

**MAKES NEW TALKING MACHINE**

J. M. Waddell, of the Waddell Woodware Co., Greenville, O., has produced a new talking machine. This machine was made following several experiments for the improvement of a music table which was being made by this concern, and after making further tests the machine will be manufactured in large quantities and brought to trade attention.

The New York Album & Card Co., Manhattan, has increased its capital stock from \$10,000 to \$50,000.


**THE PHONOGRAPH THAT BUILDS DEALERS' BANK BALANCES**

# LAWSON UNIVERSAL

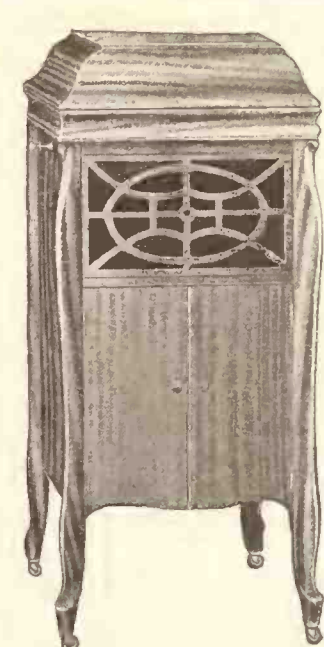
**BACKED UP BY**

**A Powerful Organization of Experts  
A Reputation of 40 Years of Great Achievement  
A Gold Bond, Money-Back Guarantee of Quality**


**Personality  
and the  
Lawson Universal**




**CHAS. B. LAWSON**  
Founder and President  
*Formerly Vice-President  
Weber Piano Co.*




Delight in Every Tone  
Art in Every Line  
Skill in Every Detail



**WM. W. LAWSON**  
Vice-President and  
General Manager



**GEO. A. GRIFFIN**  
Secretary and Factory  
Director  
*Formerly Superintendent  
Wheelock Piano Co.*



**ARTHUR M. LAWSON**  
Treasurer and Sales  
Director

**Sold Direct to Dealer at Jobber's Prices**

*Write today for Agency Proposition*

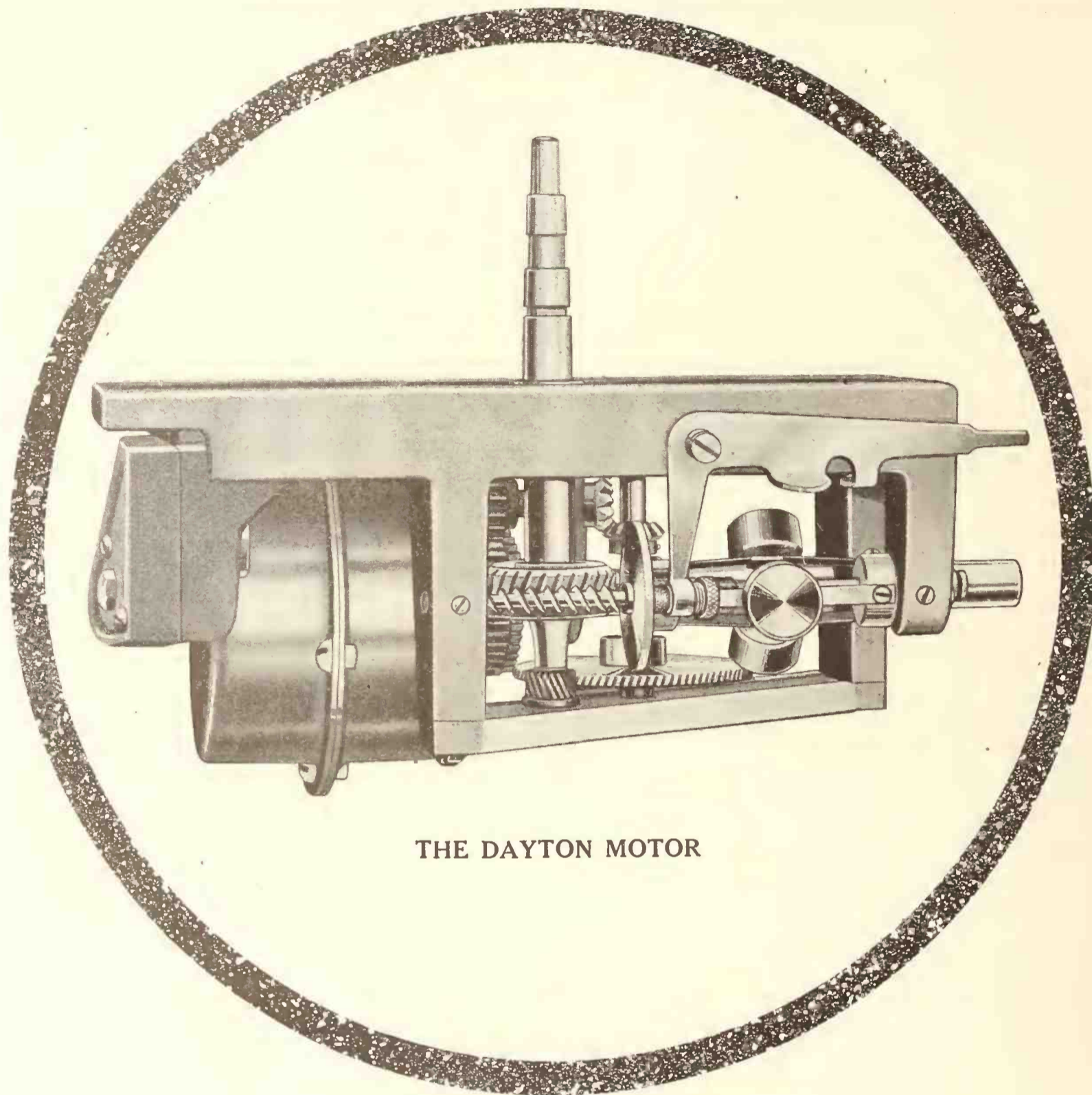
## Lawson Piano Co.

**Executive Offices**  
372 East 149th Street

**NEW YORK**

**Factory**  
2572-74 Park Ave.





THE DAYTON MOTOR

# Dayton Motors Make Good

*Solid Construction Means No Vibration*

**O**BERVE the Solid Construction of the Dayton Motor, which, coupled with Infinite Accuracy, means Freedom from Vibration and Power Waste. The Dayton Motor is free from friction and bind. It has the Velvety Action of Perfect Mechanical Balance.

So Reliable has this Scientifically Refined Motor proven in its widespread use that a constantly increasing number of Talking Machine Manufacturers are adopting the Dayton Motor as Standard Equipment.

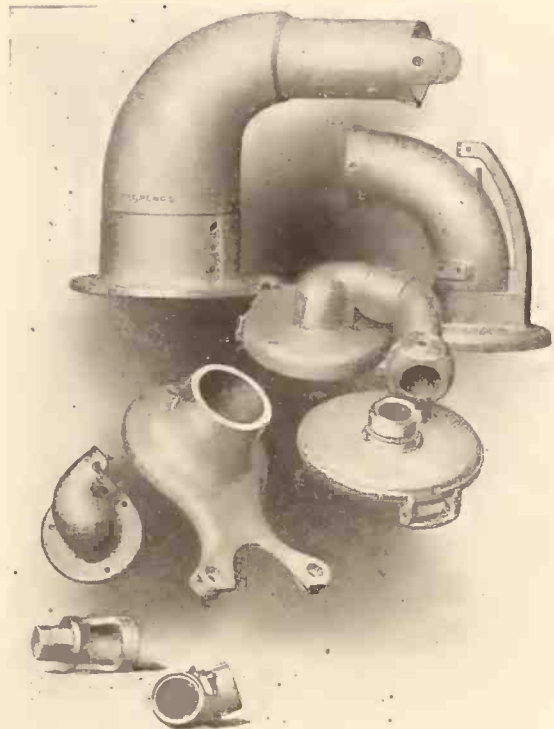
This material recognition of its Superiority obligates and encourages us to make the Dayton Motor everything that owners and manufacturers have come to expect.

In brief, we build Enduring Satisfaction into every Motor that leaves this plant, and results have shown that the 30 per cent. of manufacturing cost that is represented in Testing and Inspection of the Dayton Motor is appreciated by those who are building for Permanency.

*Made in various Sizes for Full Line of Cabinets—from Lowest Priced to the Highest Grade Talking Machines*

**The Thomas Manufacturing Company**  
Dayton, Ohio, U. S. A.





# DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying, and as a result of formulas especially developed for their use all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.

## DOEHLER DIE-CASTING CO.

Main Office and Eastern Plant  
**BROOKLYN, N. Y.**

Western Plant  
**TOLEDO, OHIO**

SALES OFFICES IN ALL PRINCIPAL CITIES

### C. L. MARSHALL & CO. EXPANSION

Michigan Distributors of Sonora Phonograph  
Now Occupying New Quarters in Detroit—  
Ohio Sales Co. Also Open Offices in Cleve-  
land—Interesting Chat With Mr. Marshall

DETROIT, MICH., June 4.—C. L. Marshall & Co., Michigan distributors of the Sonora phonograph, are now located in their new quarters in the Butler Building, 82 Griswold street. This is a very desirable location in the heart of the wholesale district, and the company was fortunate in securing this space, as during the past few months the demand for space of this kind has been much in excess of what Detroit has to offer. The third floor of this building is being fitted into offices, with space for display of the entire Sonora line, including period models. At the rear of the floor is a service and stock-room.

The Ohio Sales Co., Inc., Ohio distributors for the Sonora Co., of which Mr. Marshall is also president and general manager, will open their Cleveland office in the Beckman Building, 409 Superior avenue, N. W., about the middle of the month. The company's suite in this building is now being decorated and furnished and will consist of sales, service and display rooms. Fred N. Wyatt, who has had charge of the sales department for the past three years, will have his headquarters at the Cleveland office.

In a chat with The World Mr. Marshall commented as follows regarding the general busi-

ness situation: "While we have not been able to nearly supply the demand for our machines the progressive and aggressive policy of the Sonora Phonograph Sales Co. will relieve the situation before long, and we are making preparations to be in shape to handle all the business



C. L. Marshall

we can secure when the time arrives. We have not been able to take on any new dealers for the past four months, but have a very encouraging application list, and a large amount of

orders for immediate shipment. The important thing now is a stock of Sonoras. The Sonora semi-permanent silvered needle is meeting with great success in our territory, and the advertising has produced wonderful results."

### NEW STRADIVARA AGENCY

A new Stradivara agency has been opened by H. C. Barenstecher, at 1503 Fourth avenue, Seattle, Wash. The latest records will be on sale, and a full line of needles and other accessories will be carried. Mr. Barenstecher has had a wide experience in the talking machine field, having been for eleven years manager of the talking machine department of one of the largest concerns in the city.

### REAL LIVE PATHE ROOSTER

During Centenary Week in Memphis, Tenn., the T. J. Beasley Furniture Co., South Main street, gave a special exhibit of the Pathé line and arranged a very effective window display. The famous Pathé trade-mark was represented by a real live rooster dyed red for the occasion and placed on a record at the main entrance of the store. This attracted much interested attention from passers-by and aided greatly in the increased sale of Pathé goods and a knowledge of their musical possibilities.

### INCORPORATED

The Majestic Phonograph & Cabinet Co., Chicago, Ill., has been incorporated with a capital of \$10,000, by Louis L. Gould, Jacob Kom-encky, and Nathan Mendels.

### WESTERN VENEER PRODUCTS CO.

3900 CHOUTEAU AVENUE,

ST. LOUIS, MO.

Largest Manufacturers of 3-ply Water-  
proof Veneer Phonograph Shipping Cases

Ask for Prices and Samples

### DIAMOND POINTS and SAPPHIRES

In Any Quantity

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street, New York



# The People's Phonograph

*Made by the makers of the Great American Piano for the Great American People*



Here is the phonograph that is making friends all the way from New York to Los Angeles, and from Portland, Me., to New Orleans. It fills every requirement that you place upon a phonograph that must make good musically.

The Stodart Phonograph is made in all woods and all finishes, all models, and in every range of price.

## STODART Phonograph

It is made by the makers of the Stodart Piano, an all American product, bearing the same splendid reputation that the Stodart Piano has carried for over a century. The Stodart Phonograph has been making good for a long time, making sales for hundreds of dealers, keeping thousands of families musically happy.

The Stodart Phonograph is equipped to play any record without attachment. Its tone is rich and mellow, and has what critics declare to be the most perfect reproducing device ever conceived.

The enunciation is perfection itself. No phonograph, no matter what its advertising or its reputation, can surpass the Stodart for excellence of every kind of musical production. Violin, piano, voice, orchestra, band, etc.

**THE STODART PHONOGRAPH CO.**  
100 Southern Boulevard, New York, N. Y.



# Happenings in Dominion of Canada

## MONTREAL ONE OF OUR LIVE TALKING MACHINE CENTERS

T. R. Crayson Lectures on Evolution of Talking Machine Industry—Victor Agency for Mulhollin—Twilight Recitals Popular—Layton Bros. Expand—Views on Advertising—News of Month

MONTREAL, CAN., June 1.—An interesting talk upon the inception, growth and development of the talking machine industry in America and Canada was delivered last week by T. R. Crayson, sales manager of the Columbia Graphophone Co., at the regular luncheon of the Kiwanis Club at Queen's Hotel. Mr. Crayson traced the first ventures in the field from 1850, when the initial attempt to record sounds by means of smoked glass was made, up to the present time, when gramophones and dictaphones had become one of the most important factors in the social and business life of the community.

Mr. Crayson dealt at length on the remarkable strides made of late years by the dictaphone in supplanting the shorthand systems in business, and of the inestimable value of this instrument to the blind—in particular to blinded soldiers, who through it were enabled to earn their living.

In conjunction with their ever-increasing business the Mulhollin Piano Co. have remodeled their present quarters at 786 St. Catherine street West, and the same now presents comfortable and modern talking machines and piano parlors. They have lately been assigned the Victor agency and with increased facilities at hand for displaying and demonstrating machines and records they anticipate big results.

Foisy Frères, Inc. (O. Paquette manager), are handling a large number of Victrola sales, and the past month the greater proportion was of a cash nature. In records they have enjoyed a phenomenal run on the popular hits in vocal and instrumental and dance records.

In the hands of the Phonograph Shop of Montreal, Regd., the McLagan and Pathé lines are making rapid strides and are making new converts every day.

The final twilight recital in the piano salon of the N. H. Phinney Marble Building, Halifax, N. S., took place last week. To the regular numbers, which have always consisted of Edison diamond disc records, were added instrumental solos by local artists. These twilight recitals held weekly during the winter and spring months have proved a genuine success. They will be resumed in the fall and several new features will be introduced.

Owing to the rapid growth of their business, Layton Bros. are forced to extend their Edison and Columbia department to their own adjoining property, 552 St. Catherine street West. After extensive alterations have been made they will have ten additional record booths. Special care is being exercised in the appointments, so that they will be quite restful and comfortable. Their show windows will also be increased by an additional twenty-five feet frontage on St. Catherine street.

One representative local dealer who is noted for his particular style of advertising remarked that the average talking machine manufacturer in his advertising ran altogether too much copy to make an impression on the consumer, and in his opinion it should be devoted more along the lines of educational copy telling the public why their particular machine excelled other makes, and by so doing would greatly facilitate and help the selling of their line, as the consumer would know some of the selling and salient points of the machine when he came in to buy or look around.

Charles Culross reports a big business in Sonoras and Aeolian-Vocalions.

Anna Case, the Edison artiste, completely won the hearts of all at her brilliant recital in St. John, N. B., the past month, and while in that

city expressed a wish to sing to the soldiers in the hospitals, a kindly and thoughtful attention

that was appreciated more than it is possible to express. After visiting the various hospitals, including the military ones, a reception was held in her honor.

New incorporations in the Province of Quebec include the Cassavant Phonograph Co., Ltd., St. Hyacinthe, Quebec, capitalized at \$75,000.

## PROTEST FEATURES OF PROPOSED COPYRIGHT ACT TRADE

Talking Machine Interests of Toronto Object to Proposed Measure, Particularly to Retroactivity and Percentage Basis of Fixing Royalty Charges on Records—Confer With Senate Committee

TORONTO, ONT., May 30.—Following the conference with the Senate Committee at Ottawa in regard to the proposed copyright act, the talking machine interests had a second session with the committee. A strong brief was presented and the objections of the industry to retroactivity and to the percentage basis of fixing the royalty charges on records were again impressed upon the committee. At this date it would appear that a copyright act for Canada is temporarily in abeyance.

The Starr Co. of Canada, London, Ont., are out with a list of lateral cut records in addition to their catalog of the hill-and-dale type. For months there has been considerable speculation in trade circles regarding the possible appearance of lateral cut records, of which type the Victor and Columbia have been the sole exponents for many years, both in Canada and the United States.

In addition to the list announced by the Starr Co., other selections will be available at an

early date. Already the firm report a remarkable business in their new records and have booked orders for regular monthly shipments.

The Starr Co. have received some very encouraging letters and wires from dealers who, in sending in repeat orders, have complimented the firm on the quality of the recordings and the records, which are made in Canada.

George Madden, for the past few years with the Rymal music store, is now connected with the Hamilton Piano & Music Co., 267 King street, East, in the capacity of assistant manager. This firm specializes in Columbia Grafonolas, Edison phonographs, and other lines.

The Virgil Phonograph has been put on the market by a concern in Oshawa, Ont.

Arthur K. Kempton, Montreal, P. Q., "the specialty specialist" for the talking machine trades, after a visit to a number of Ontario centers, passed through Toronto en route to Winnipeg.

## WINNIPEG DEALER DISCUSSES DAILY PAPER PUBLICITY

Robert Shaw Tells of "Tie-Up" Campaign on Photo-Play "Mickey"—Tone-Test Concert Attracts Crowds—J. H. Ashdown Makes Some Interesting Points Regarding Publicity—Other News

WINNIPEG, MAN., June 6.—Robt. Shaw, of Cassidy's, Ltd., Columbia distributors, was very enthusiastic over the "tie-up" preparations for the photo-play, "Mickey." The following firms each gave a window for the display: Ashton's, Banfield's, Murphy Bros., the Phonograph Shop, T. Eaton Co., Hudson's Bay Co. and the National New Agency. In the Province, Bijou and Gaiety Theatres a Columbia Grafonola was placed on the stage playing the "Mickey" record, A2662, while in the entrance other machines were playing the "Mickey" fox-trot. Cards calling attention to the records had been hung in the entrance; 25,000 circulars were distributed containing a reproduction of the picture which appeared in the October Columbia record, giving the names as well of the firms who furnished the windows, and stating where "Mickey" records could be purchased. The billboards were taken up with "Mickey" posters, the daily papers with "Mickey" advertisements, and on the surface Winnipeg would appear to be "Mickey mad."

F. G. Schrafield, who has returned to Winnipeg to take charge of the Western Gramophone Co.'s business here, has taken off his coat and got down to brass tacks. Mr. Schrafield is looking forward to a busy season in "His Master's Voice" products, all indications pointing to an

unusual summer demand for really good music.

The Winnipeg Columbia Dealers' Association, which aims to entertain all Columbia stars who visit Winnipeg, recently gave dinners to Percy Grainger, the noted Australian pianist, and Morgan Kingston, grand opera tenor, both of whom were here with the Minneapolis Symphony Orchestra. The association also entertained the celebrated Deiro, original master of the piano-accordion, here on the Orpheum circuit.

Lieut. W. A. Albert, who returned from overseas a few weeks ago, is now on the staff of the Phonograph Shop.

Lilian Durkin, Winnipeg operatic singer, figured in a tone test concert in the Phonograph Shop, 322 Portage avenue, Saturday evening, which was unique in musical annals in Winnipeg. Taking phonograph records of the five better known makes, she sang in accompaniment to them indiscriminately, all being played on the same machine. Perhaps the most searching test was when she sang with a record of her own, "In the Land of Sky-blue Waters." The quality of tone which has made her voice could be caught with equal distinctness when she sang and when the machine reproduced her singing.

Which is the best way to produce results when

(Continued on page 82)

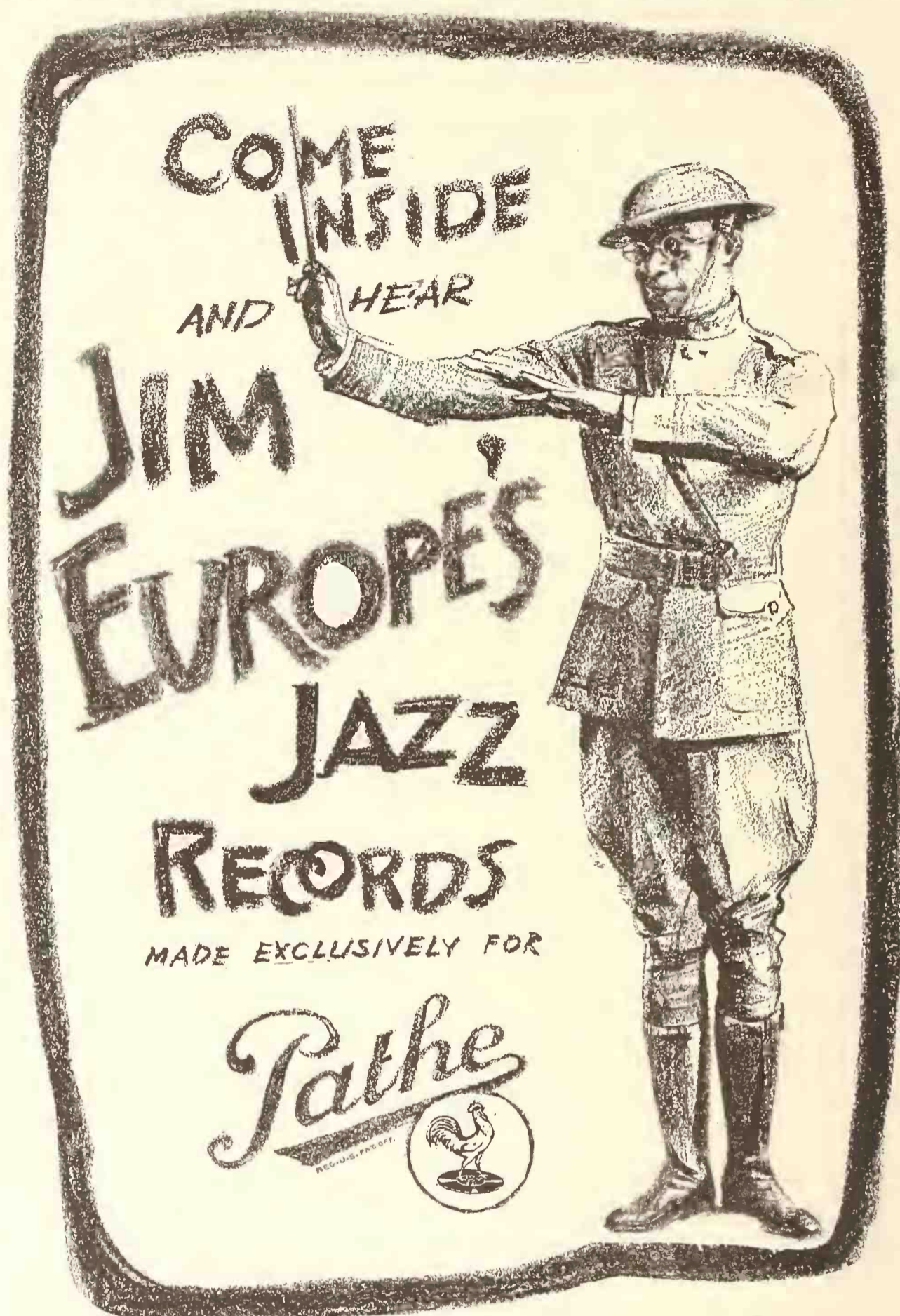
## Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.  
MONTVALE, NEW JERSEY



Paste  
The  
Two  
Color  
Poster  
(It came by mail)  
on  
Your  
Window  
and  
Sell  
More  
Records



## PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 to 56 Grand Avenue

Brooklyn, N. Y.

*These Pathe distributors are ready to give you real Pathe service*

- |   |  |   |   |
|---|--|---|---|
| BALTIMORE, MD.<br>National Piano Co.                      | DALLAS, TEX.<br>Harbour-Longmire Co.                         | NASHVILLE, TENN.<br>Gray & Dudley Co.   | PORTLAND, ORE.<br>M. Sellar & Co.                                     |
| BOSTON, MASS.<br>Hallet & Davis Piano Co.                 | DENVER, COLO.<br>W. A. Hover Co.                             | NEW YORK CITY<br>Bristol & Barber Co., Inc.<br>111 East 14th Street<br>Pathe Freres Phonograph Co.<br>(City Sales Dept.)<br>18 East 42nd Street | ROCHESTER, N. Y.<br>Rochester Phonograph Co.                          |
| BUFFALO, N. Y.<br>Buffalo Wholesale Hardware Co.          | DETROIT, MICH.<br>Williams, Davis,<br>Brooks & Hinchman Sons | OKLAHOMA CITY, OKLA.<br>Harbour-Longmire Co.  | ST. LOUIS, MO.<br>Hellrung & Grimm                                    |
| BURLINGTON, IA.<br>Churchill Drug Co.                     | HOUSTON, TEX.<br>William Volker & Co.                        | OMAHA, NEB.<br>Wright & Wilhelmy Co.  | ST. PAUL, MINN.<br>G. Sommers & Co.                                   |
| CEDAR RAPIDS, IA.<br>Churchill Drug Co.                   | INDIANAPOLIS, IND.<br>Mooney-Mueller-Ward Co.                | PEORIA, ILL.<br>Churchill Drug Co.  | SALT LAKE CITY, UTAH<br>Salt Lake Hardware Co.                        |
| CHICAGO, ILL.<br>Fuller Morrison Co.<br>W. W. Kimball Co. | JACKSONVILLE, FLA.<br>John A. Futch Co.                      | PHILADELPHIA, PA.<br>Interstate Phonograph Co.  | SAN FRANCISCO, CAL.<br>Western Phonograph Co.                         |
| CINCINNATI, OHIO<br>Lowry & Goebel                        | KANSAS CITY, MO.<br>William Volker & Co.                     | PITTSBURGH, PA.<br>Pittsburgh Talking Machine Co.   | YORK, PA.<br>Weaver Piano Co.   |
| CLEVELAND, OHIO<br>Fischer & Co.                          | LOS ANGELES, CAL.<br>Western Phonograph Co.                  |   | TORONTO, CANADA<br>Pathe Freres Phonograph Company<br>of Canada, Ltd. |
|   | MEMPHIS, TENN.<br>Armstrong Furniture Co.                    |   |   |



# THE *BEST SELLERS* OF THE YEAR ARE JIM EUROPE'S *Pathe* JAZZ BAND RECORDS



## "EUROPE'S BAND

"One of the boys of our office went to war.

"On his return I asked him what American effort most impressed him and he answered JIM (Lieut.) EUROPE'S BAND.

"He said that the French and British bands would play and one would say to himself, 'what beautiful music!' But when Europe's Band came along, no one, whatever his race, could keep still. There was that pep, that something of life and animation that made everybody want to do something."

*Reprint from R. L. Stillson & Co.'s "Work."*

## Telegraphic Repeats Come Every Hour

Get these latest hits played and sung by Europe's Band and Soloists Exclusively for Pathe

No.		Size	Price
22080	{ How 'Ya Gonna Keep 'Em Down on the Farm? (One Step). Chorus sung by Lt. Noble Sissle..... { Arabian Nights (One step).....	10 in.	\$ .85
22081	{ Darktown Strutters' Ball (Medley) (Fox Trot)..... { Indianola (Fox Trot).....	10 in.	.85
22082	{ Broadway "Hit" Medley. Intro. (1) I've Got the Blue Ridge Blues; (2) Madelon; (3) Till We Meet Again; (4) Smiles..... { Ja-Da (Fox Trot).....	10 in.	.85
22085	{ Moaning Trombones (One Step)..... { Memphis Blues (Fox Trot).....	10 in.	.85
22084	{ Little David Play on Your Harp. (Negro Spiritual.) Lt. Noble Sissle and Lt. Jim Europe's Singing Serenaders..... { Exhortation. (Jubilee Song.) Creighton Thompson and Lt. Jim Europe's Singing Serenaders.....	10 in.	.85
22086	{ Plantation Echoes (Coates). Vocal chorus by Singing Serenaders..... { Hesitating Blues (Handy) (Fox Trot).....	10 in.	.85
22087	{ Russian Rag (Cobb) (Fox Trot)..... { St. Louis Blues (Handy) (Fox Trot).....	10 in.	.85
22089	{ Mirandy (Sissle-Europe-Blake). Lt. Noble Sissle, Tenor..... { On Patrol in No Man's Land (Sissle-Europe). Lt. Noble Sissle, Tenor.....	10 in.	.85
22103	{ Jazz Baby (Sissle-Europe-Blake). C. Creighton Thompson, Baritone..... { When the Bees Make Honey (Donaldson). Lt. Noble Sissle.....	10 in.	.85
22104	{ All of No Man's Land Is Ours (Sissle-Europe). Lt. Noble Sissle..... { Jazzola (Robinson-Morse). Lt. Noble Sissle, Tenor.....	10 in.	.85
22105	{ Roll, Jordan, Roll. Lt. Jim Europe's Singing Serenaders..... { Ev'rybody Dat Talks 'Bout Heaven Ain't Goin' There.....	10 in.	.85

## Wire Your Repeat Order Now

**PATHÉ FRÈRES PHONOGRAPH CO.**

E. A. WIDMANN, President

20 to 56 Grand Ave., Brooklyn, N. Y.

*Pathe Freres Phonograph Co. of Canada, Toronto*





### HAPPENINGS IN CANADIAN TRADE

(Continued from page 79)

advertising these machine records? Dealers all over the country have tried various methods of advertising in their local dailies. The J. H. Ash-down Hardware Co., Ltd., after doing considerable experimenting, have found that it pays them to run a small separate advertisement on talking machine records and to advertise the name of only one Columbia record.

This firm has found that its results from this type of advertising have proven most satisfactory. They state that to advertise fifteen different records results only in confusion, whereas to pick on a very desirable title invariably brings a large number of people to the store, and very few of them leave with only one record. In other words, they draw people to the store to buy a single record and sell them a larger number.

R. H. Williams & Sons, Ltd., Regina, Sask., are now handling the entire list of Columbia records.

### EQUIPMENT OF THE "STANDARD"

Praise for Meisselbach Motor Used in Equipment of Standard Player-Piano Phonograph

The Standard Pneumatic Action Co., New York, one of the country's largest manufacturers of player-piano actions, which introduced some time ago the "Standard" player-piano-phonograph, also publishes a valuable house organ entitled the "Standard Player Monthly," and in a recent issue of this publication it gave detailed information regarding the mechanical equipment of the instrument. It is interesting to note that the motor, tone arm and sound box commented upon so approvingly in the following excerpt are manufactured by the Meisselbach division of the Otto Heineman Phonograph Supply Co.:

"This player-piano phonograph is equipped with a Meisselbach spring motor. We consider

this the best and most reliable motor for the purpose. It is especially designed to do most efficiently the work required, and all of the gears and pinions and even the frame itself if especially heavy. Nothing but cut gears are used. The worm gear is hand-made, and the fiber gear in which the worm runs is especially cut to give the best results. The sulpho-bronze bearings, micromic adjustments and nickel trimmings place this motor at the head of its class.

"The turntable in this phonograph runs nearly vertical, but is set at such a plane that it absolutely prevents the record from falling over.

"The tone arm is especially designed to give a full, round, deep tone, free from the scratch that is so annoying in many phonographs. It is of the universal type, and with its black die-cast base swings freely on its pivot bearings. The tone arm is so balanced that the needle runs firmly and smoothly along the sound waves.

"In the selection of the sound box great care was taken to select one that gives a pure, rich, full tone. The sound box will not easily get out of adjustment and will give the best results on all styles of records."

### NOW "AT HOME" IN NEW BUILDING

BOSTON, MASS., May 24.—The Jaquith Machinery Bureau, designers and builders of special machinery, are now established in their new building at 77-79 North Washington street, which affords considerably greater facilities. A. S. Jaquith, president of the company, reports that business is increasing steadily and that plans are under way to add many new machines. With the new facilities available the working force of the company has been increased five times over that of their former quarters.

### FOREIGN DEPARTMENT ACTIVE

The foreign record department of the Pathé Frères Phono Co. is steadily gaining recognition throughout the country among Pathé dealers and their clientele. This library now in-

### WE WILL MAKE YOUR RECORDS FOR YOU



IF you wish to make vocal or instrumental records of solos, quartets, choruses, orchestras, bands, etc., either for your own use or to sell, we are at your service.

Ask Us About It

**American Recording Laboratories**  
56 W. 45th St. New York, N. Y.

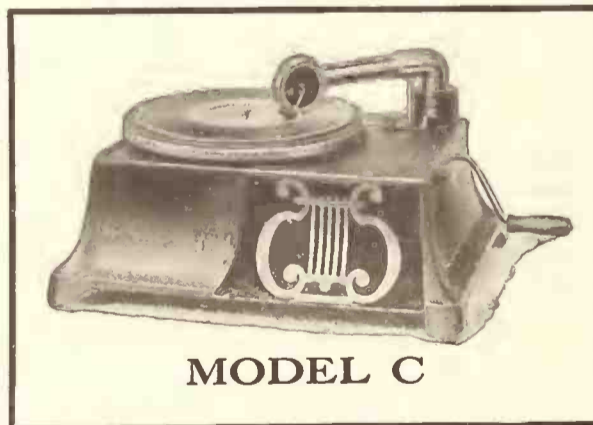
cludes a comprehensive list of records in practically every foreign language, and new supplements are being issued each month.

Dr. Joseph Kalman, manager of the Pathé foreign record department, with headquarters at the executive offices, 20 Grand avenue, Brooklyn, N. Y., is giving the Pathé jobbers and dealers valuable assistance and co-operation, and the sales of these records are increasing rapidly under his able direction.

# GARFORD PHONOGRAPH

## MODEL C

*Retails*  
at  
**\$15.00**



*Retails*  
at  
**\$15.00**

### TO THE TRADE

We wish to thank the trade for the remarkable reception given the

#### Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a

durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

**GARFORD** Agencies have been placed throughout the country and dealers who have any demand for a phonograph,

**Retailing at \$15.00,**

will find the **GARFORD** agency profitable and valuable.

**THE GARFORD MFG. CO., :: Elyria, Ohio**





# Otto Heineman Phonograph Supply Co.

INCORPORATED

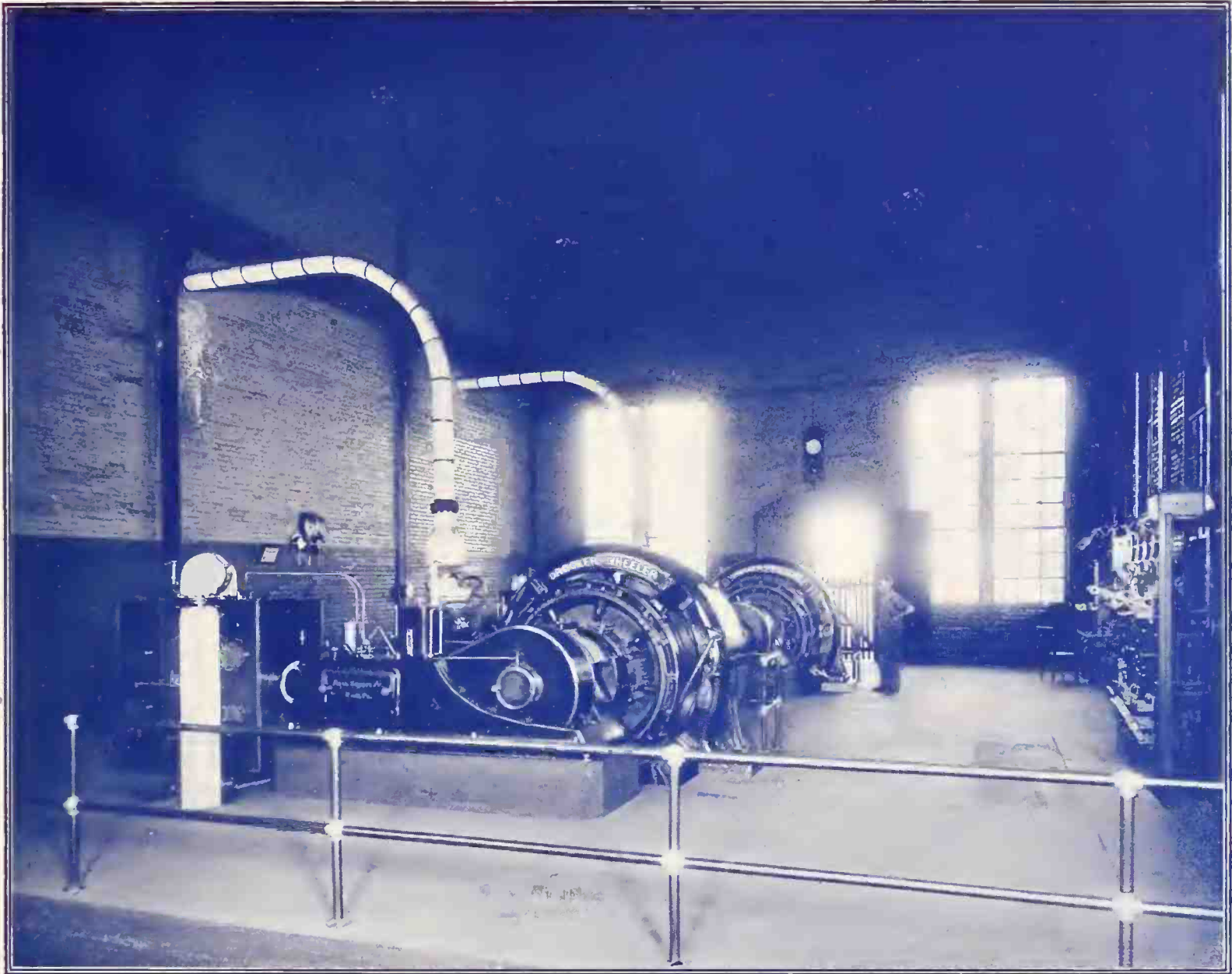
25 WEST 45th STREET, NEW YORK

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

CHICAGO

TORONTO

SAN FRANCISCO



View in Power House at Elyria Works



Two 450 Horse Power Crocker-Wheeler Units  
Are Working Day and Night Producing the

## MOTOR OF QUALITY



*Heineman-Elyria Phonograph Motors Are Famous the World Over*

# OVER A MILLION IN USE

*At Your Service for Quality and Quantity*

*Otto Heineman*  
President

	<b>MEISSELBACH</b>	
TONE ARMS	MOTORS	SOUND BOXES



**Columbia Display Fixture No. 7 sells records for you while you're away. It does the whole job except wrapping them up.**

**Columbia Graphophone Co.  
NEW YORK**



**DEALERS' ASSOCIATION OF PORTLAND SELECTS OFFICERS**

**E. B. Hyatt Re-elected President at Recent Meeting—Miss Larson Becomes Manager of Meier & Frank Co.—Visiting Artists Help Record Sales—Stradivara Recitals**

PORTLAND, ORE., June 7.—The Talking Machine Dealers' Association of Portland held its monthly meeting on Tuesday evening, May 20, at the Hazelwood Restaurant. There were forty-four present at the meeting, which was one of the most enjoyable ever held. The purpose of this meeting was the election of officers, and E. B. Hyatt, president of the association, was re-elected. C. F. Johnson was nominated for president, but declined. Paul Norris was elected vice-president and C. A. Alphonse secretary. The speaker of the evening was E. W. Barlow, manager of the Stradivara Talking Machine Mfg. Co., who gave a very interesting talk on "Constructive Salesmanship." L. D. Heater, of the Columbia Co., also gave a brief talk, explaining the new policy of his house in regard to establishing its base in Seattle.

There are now thirteen demonstration rooms and two large machine rooms in the handsome new store of the Hyatt Talking Machine Co. The Brunswick is a big seller at this house; the demand as exemplified in sales by C. A. Alphonse and W. A. Bartlett is for high-priced goods.

A number of changes have been made in the talking machine department of the Meier & Frank Co. J. H. Matney, who has been manager of the department for some time, has resigned,

and Miss Madeline Larson, who has been a saleswoman in the department for six years, has been made manager. Miss Larson is one of the most efficient young women in the business, and will probably make a successful manager. Mrs. Z. Baker, who was formerly with Sherman, Clay & Co., is now in the Meier & Frank record department, and her experience will be of great benefit to this house.

The Foley & Van Dyke Piano House has a talking machine department whose sales average up well. The World's correspondent visited the store during the last week. An expensive Victrola and a \$215 Pathé of the William and Mary period design were among the several sales closed. The record department, under Miss Lydia Metzger, is doing a splendid business.

A shipment of Edisons and a shipment of Columbia Grafonolas have just been received by the Reed-French Co. Miss E. Reils, who is in charge of the record department, is making a fine reputation for herself as a saleswoman.

Mrs. Olga Moreland has resigned her position in the talking machine department of Foley & Van Dyke to take a similar position at the Remick Song Shop.

J. H. Matney, who recently resigned as manager of the talking machine department of the Meier & Frank Co., is now with the Reed-

French Co. He will look after the outside sales. L. D. Heater, who looks after the interests of the Columbia Graphophone Co. here, recently entertained F. K. Pennington and Frank Dorian, of the Seattle branch.

A handsome new office has been fitted up for James L. Loder, who is in charge of the Sonora department of the Bush & Lane Co.

There is a demand at the talking machine houses for sacred records—selections from oratorios, hymns, especially old-fashioned hymns; choir music, sacred music of all kinds.

The employes of the Bush & Lane Co. had a picnic at Shepherd Springs last month, being the guests of the manager. The party went in automobiles, and after luncheon at Shepherd Springs various points of interest were explored on the Highway and a supper was enjoyed in the evening at Eagle Creek.

The G. F. Johnson Piano Co. is receiving shipments of Cheney phonographs, but not enough to meet the demand. Very interesting advertisements of the Cheney are issued by Mr. Johnson, and the record "ads" of this house are among the most conspicuous and interesting in the daily papers.

John McCormack gave a concert on Wednesday evening, May 21, at the Public Auditorium and his records have been in demand to a greater extent than ever. It is very noticeable that the visits of popular record artists are exceedingly stimulating to the sales of their records. Madam Alda, Anna Case, Mabel Garrison, Lucy Gates, Pablo Casals, Galli-Curci and other artists who have sung for the Victor, Columbia and Edison talking machines and who have visited Portland this season have become more popular than ever before. The taste of the great mass of the people has been improved by the talking machine, and many who cannot afford to go to the concerts or who are prevented from going for other reasons find great satisfaction in the records, which so faithfully and artistically reproduce the music and which otherwise many could never hear.

M. W. Davis, manager of the talking machine department of Edwards Furniture Store, has placed on the market a liquid for cleaning, reviving and preserving phonograph records. This is an interesting development.

N. C. Collins has returned from a successful business trip in Eastern Oregon.

The Stradivara Co. gave a recital at the Powers Furniture Co. on Wednesday evening, May 21. This company carried the Victor, Brunswick and Stradivara machines. Wheeler Dodds has resumed his old position as manager of the talking machine department, and W. B. Maxwell, who managed the department so well during Mr. Dodds' absence, is now in the receiving department of the store.

**The DeLuxe Stylus**

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

**PLAYS 100 TO 300 RECORDS**

**No Scratch**

**No Hiss**

**Perfect Points—Perfect Tones**

The DeLuxe is experiencing a Wonderful Sale  
You can't afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list

**The Duo-Tone Co.**

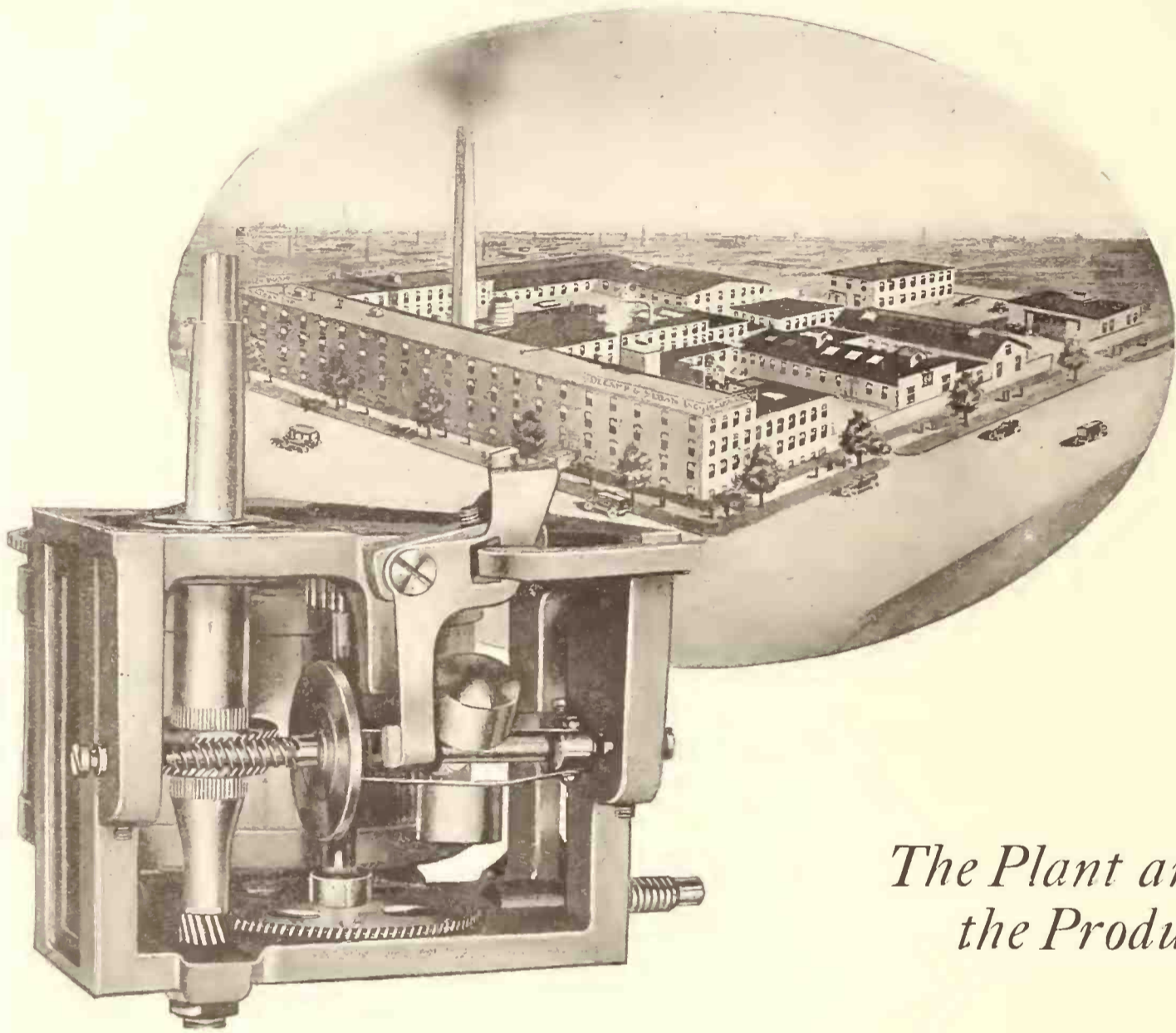
ANSONIA, CONN.

**GEARS FOR MOTORS**

OUR SPECIALTY

ACME ENGINEERING & MFG. CO.  
1622 FULTON STREET - CHICAGO, ILL.





*The Plant and  
the Product*

**B**EHIND the Stephenson Precision-Made Motor there is a plant, modern in every possible way. And every part of the Stephenson Precision-Made Motor is made here; no parts are manufactured in outside shops away from the supervision of the men who stand behind the business. And always in this plant, now in one department and now in another, is one of the principals of the business. Always watching

out that every operation will be done as carefully, as painstakingly as he would do it himself; always instilling in the minds of the men in the factory that their work has earned for the Stephenson Motor an enviable reputation; that a standard has been established.

The Stephenson Motor is a Precision-Made Motor—and performance has earned for it that title.

**STEPHENSON**  
INCORPORATED  
One West Thirty-fourth Street  
New York City



# TALKING MACHINE WORLD SERVICE

*A department devoted to promoting retail sales — conducted by Robert Gordon*

Editor's Note—This new department will be devoted exclusively to helping retailers in the talking machine industry to solve the merchandising problems with which they may from time to time be confronted. Whenever in doubt or subject to worry, write to Robert Gordon, care of The Talking Machine World, 373 Fourth avenue, New York City. Let him help you out of your difficulties. Robert Gordon, be it said, has under his direction a large coterie of experts, including the complete staffs of The Talking Machine World and Talking Machine World Service. Communications will be treated in confidence if so requested, but in any event you will have at your command the advice and counsel of experts who have specialized in every phase of modern merchandising, and who couple with this a vast practical experience in the talking machine industry. And now that we know each other, here's hoping we're all going to be the best of friends, and that Robert Gordon will prove a wonderful boon to you in the conducting of your business. He can if you will give him half a chance.

**E**ACH year \$500,000—yes, nearly a million dollars—is being spent by manufacturers in the talking machine business on sales literature, window material and dealer helps alone.

Mere printing and paper—the mechanics of the business-tools for the dealer to work with.

A million dollars—to help you sell the goods they have already sold you.

If this sort of material is so valuable, certainly there would be still greater value in furnishing dealers with concrete assistance, in meeting their own problems of merchandising and advertising.

The aim of this department is to enable the dealer to use to greater advantage the assistance furnished him by the manufacturer, especially to help him meet his individual problems of advertising and merchandising, in order that he may not only build a large business, but build it upon a solid and substantial foundation.

Effective advertising offers a very difficult problem for the dealer. It is an art requiring a high degree of special skill and training in order to obtain maximum results, and generally the dealer finds it impractical to engage a specialist in this field, or to lay out money for good illustrations, cuts, etc.

Likewise, in the domain of merchandising, good ideas, like all things of great value, are scarce and hard to obtain. If an idea is good, it will sell merchandise in California as well as in Maine.

To meet these two needs of the talking machine industry, The Talking Machine World inaugurates this month two new features: a complete dealer's advertising service, and a dealer's clearing house for merchandising ideas.

An announcement of the advertising service appears elsewhere in this issue. The merchandising side of the service will be developed monthly on this page, and also in more complete and detailed form in the advertising service, of which it forms a part.

\* \* \* \* \*

**S**MOKE is pouring out of the factory chimneys. Day and night, in great, thick clouds, it mounts heavenward and spreads across the industrial sky in giant characters that form a word which the seeing eye can read—a word that portends great changes in conditions—

## “PRODUCTION”

Clouds, not of war smoke, but peace smoke; not war production—that is out of the way at last—but peace production—talking machines, records, needles, motors, accessories, a thousand and one things you've been yelling for. The great manufacturers are at it again, 100 per cent. The factories are making smoke.

What about you? Are you burning up the business boulevard with your smoke—or, with your feet on the mantelpiece, are you lolling back in your easy chair smoking a pipe?

This is a seller's market—true enough, but the dealer who is clever enough to keep wearing out his shoe leather instead of the seat of his trousers is doing a whole lot more these days than merely taking orders. He is squeezing every drop of juice out of the present, and at the same time putting stuff away in his cellar against the days to come.

There is more than one kind of smoke. There is the heavy, blue kind that trails a benzine buggy struggling up the hillside and means half-baked fuel and wasted energy. Then there is the smoke that follows a big limousine—nearly invisible, but redolent of power and speed.

This is not a time to be content with flivver trade. Now, when the “dear public” is fighting to get your few machines away from you—now is the time to go after Mr. and Mrs. Limousine. Now shoot at the big game, on broad avenues and boulevards, your gun loaded with high-priced models and wadded with cash sale blanks. Then when “tomorrow” you have to dive down the side alleys, you can tell Mr. and Mrs. Flivver about how you bagged Mr. and Mrs. Limousine, and the argument has WEIGHT—to say nothing of the golden ballast added to Friend Bank Account.

When you can't make more than so many sales, beat the game by jacking up the horse power of each and every sale. Let the small fish go till leaner times—just now, harpoon the whales and take the fat. By doing this you'll be building up a business in records that will be a comfortable back log to prevent “cold feet” during wintry storms.

Don't let your selling machinery lie down and go to sleep because of that hypnotic word “shortage.” Keep it oiled up and running, ready to drop into high the minute you shift gears.

\* \* \* \* \*

**P**ROBABLY to a great many dealers, it seems at first a rather inopportune time to create a department which will specialize on the promotion of retail sales. Many, in fact most, dealers are today confronted not so much with the necessity of finding ways and means to sell as of finding ways and means to keep customers satisfied who require a particular model of machine or a particular record until it is possible to deliver the thing especially desired.

The great demand which to-day cannot be met has caused the average dealer to be little more than an order taker.

Such a state of affairs is intolerable for the merchant who is duly concerned over the future. The wise merchant starts his thoughts like all the others, but carries them through to a rational conclusion. He argues something like this:

“Confound it, we could do a \$30,000 larger turnover if only the Blank Company would get us a few hundred machines of the models we need—of the models which we now have twenty sold, but can't deliver and therefore have to substitute a bastard machine. And if only the Blank Company would ship us the right quantities of the right records. I'll tell the whole world, it hurts to see so much A-I business walk right by my door.”

\* \* \* \* \*

And then having worked himself up into a frame of mind that would make any manufacturer or jobber feel as though he were on the Hun end of a Yank charge, this same WISE merchant cools down and calms himself into a soliloquy of sound reason, which runs like this:

“After all, have I got any right to upbraid the people upon whom I depend for machines and records? Are they really to blame?”

“The more I think about it the less reason there seems to justify my being a chronic kicker. I may be losing perfectly good business, but anyway it is ‘order taking’ transactions and not real sales that I am producing. Before I start assailing the sources of my supply, it is up to me to get out and energetically push, promote and close sales on models of machines and record selections that I have got and can get.”

\* \* \* \* \*

It is sufficient for the purpose of this article to seek one end, viz., the inducing of talking machine dealers to drop the hackneyed and non-profitable course of complaining about shortages and to take up the formation of sales promotion plans calculated to insure a good live, profitable business when stock of all kinds is quite plentiful. That time is not now far distant, and it behooves every dealer to prepare by spurring up sales efficiency throughout his entire organization. More of this next month, when this department will be devoted to concrete suggestions on how to buck up merchandising efficiency in the face of a seller's market. In the meantime, get your mental airplane sailing above the fog, not through it.



### "THE TRAINING OF A SALESMAN"

Volume on This Subject Written by William Maxwell, Vice-President of Thomas A. Edison, Inc., Attracting Considerable Attention

William Maxwell, vice-president of Thomas A. Edison, Inc., recently issued a volume entitled "The Training of a Salesman," which is attracting considerable attention not only in our industry, but every business man can find in it scores of ideas applicable to his own affairs. One of the most interesting reviews of this book recently appeared in the Boston Commercial under the caption, "Head of Selling Branch of Edison Concern Writes on Selling." The article read:

"The success of Thomas A. Edison is as often attributed to his ability in collecting the right kind of men around him for associates and co-workers as to his wizardly genius in electricity. The author of 'The Training of a Salesman' is one of the men Edison has gathered around him. He was selected because the great inventor believed that he could assemble and direct a selling organization that could find a market for the many various specialties that are continuously coming out of the New Jersey laboratories and factories.

"Selling Edison products, especially the newer ones, has always required something more than an 'order taker.' A man is not truly a salesman till he has broken new ground and opened new accounts. A good salesman creates the demand and the 'order taker' merely fills the demands that he finds already waiting for him. Mr. Maxwell is by necessity as well as by choice a salesman of the first order. This is why he holds down his job as head of the Edison selling organization.

"'The Training of a Salesman' is written in a very simple, easy manner. It does not have any of the characteristics of a text book except that it teaches you something on every page. Its purpose is to help salesmen increase their value to themselves and to their companies, but

it is so entertaining as to never become irksome.

"The book is full of incidents that have come to the attention of the author during his years of experience. These add a human interest so fascinating and refreshing as to make the reader forget that he is trying to improve his selling ability. The 221 pages of large, clear type pass off in a single evening's pleasure reading. After discussing how to size up a customer, the author goes on to suggest means of approach that he has found valuable, as well as different ways of overcoming indifference. He gives a chapter on closing the order which fairly sparkles with new ideas.

"The book should be bought by a salesman for the purpose of getting a close-up view of Mr. Edison if for no other reason. The study of the great wizard of electricity presented in the pres-

ent volume is probably the most valuable that has even been written. It is made by a constant companion and employe from close-up observations. Edison is presented as being as great a business man as inventor, a man with wonderful power of inductive and deductive reasoning and a student of the first order. He has a sublime confidence in his own infallibility which the author seems to think is wholly warranted. He has no confidence in others' writings or theories till he has checked them up with his own ideas and experiments. He has a system of his own for the judgment of men that seldom fails to secure the correct estimates of character and of ability.

"Every salesman should own this book. It contains words of council handed down from a man who has been able to sell himself to an astute judge and keep his account open."

### KESSELMAN-O'DRISCOLL PROGRESS

Prominent Milwaukee Talking Machine Co. to Handle Pianos and a General Line of Musical Instruments—To Occupy New Building

MILWAUKEE, Wis., June 9.—The progress of one Milwaukee retail talking machine company which soon will branch out to embrace a line of pianos and general musical instruments is noteworthy. It is the Kesselman-O'Driscoll Co., which a few years ago established a Victor store on the northwest side of the city. The business grew so large that two years ago the company moved to the heart of the city, occupying a three-story building. Last fall the Edison line was added. Now the company will become a piano dealer as well. Arrangements have been completed for the erection of one of the finest music stores in America on the three-cornered property bounded by West Water, Wells and Second streets, and known for many years as "The Triangle." On this most advantageous location the Kesselman-O'Driscoll Co. is building a three-story music temple with foundations adequate for five additional stories

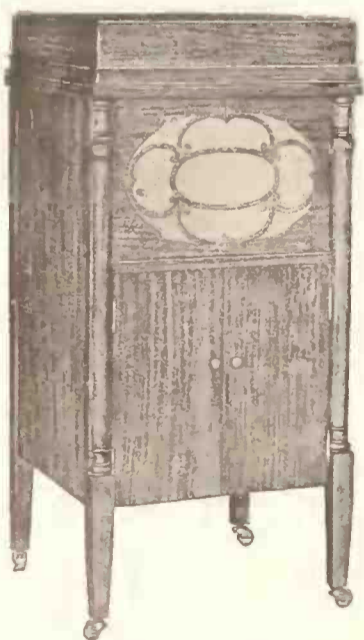
when these become necessary. The design is classic and embodies the very best and foremost ideas gained from a survey of the greatest music houses in the country by L. M. Kesselman, president of the company. The exterior will be built in white enameled terra cotta and tile with art glass trimmings. When finished the building will be one of the show places of Milwaukee. It will be completed about August 15 or September 1, at which time the piano business will be added to the present Victor and Edison lines.

### NEW DEALER IN BROOKLYN

A recent addition to the talking machine dealers in Brooklyn is L. Everett, manager of the Flatbush Talking Machine Shop, 1135 Flatbush avenue. This concern carries the Columbia Grafonola and the Sonora, as well as a full line of records in all languages.

A new talking machine shop has been opened in Akron, O., by Cramer & Perrine, at Market and Arlington streets. Columbia Grafonolas and records will be featured.

# The "LAUZON" Phonographs



STYLE C—\$115.00

are works of art and harmonize with the better types of period furniture—beauty of case design is commensurate with beauty of tone.

"Lauzon" motors and mechanical equipment are of the very highest class and most expensive made.

Nine Models from \$80.00 to \$450.00

Write for discounts and territory

NOTICE:—During the Grand Rapids Furniture Market—June 23rd to July 25th, "Lauzon" Phonographs will be shown in the ground floor, corner room of the National City Bank Building opposite the Pantlind Hotel. All models will also be on display in connection with the exhibit of Lauzon living room furniture, 5th Floor of the Keeler Exhibition Building.



STYLE G—\$300.00

## Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES  
705 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY  
Monroe Ave. and 6th St.



**TRADE HAPPENINGS IN IOWA**

Plans for the Victor Dealers' Convention in Des Moines Now Under Way—Death of E. E. Hobbs—Bauman Buys Schlick Stock

DES MOINES, IA., June 7.—Arrangements are forming for the Iowa Victor Dealers' convention to be held here on August 26 and 27. The executive committee, consisting of L. E. Spencer, Iowa City; J. Donohoe, Ft. Dodge; Jos. Britt, Boone; L. E. Cohe, Waterloo; W. H. Stoaks, Grinnell, and R. McGregor, of Creston, will soon meet in this city and make definite arrangements for an interesting program.

Lieut. E. W. Lundquist has just returned from the service and taken up his work of traveling for Mickel Bros. Co. in Nebraska and western Iowa.

Arvid Nelson, for several years assistant manager of the Tri-City Piano Co., Moline, Ill., has taken over the management of the Davenport store.

E. E. Hobbs, manager of the Victor department of the Peacock & Baxter Furniture Co., Atlantic, and a member of the executive committee of the Iowa Victor Dealers' Association, passed away recently as a result of a severe case of Bright's disease.

Iowa Victor dealers are extending their sympathy to L. H. Hockspeier, New Hampton, on the loss of his wife.

H. A. Schlick, proprietor of the Schlick Music Store, Charles City, has sold his Victor stock and small goods to E. C. Bauman, who will continue the business under the old name.

W. H. Stoaks, president of the Iowa Victor Dealers' Association, has moved into larger quarters and installed a fine new Victor department, consisting of two soundproof booths and a modern record room.

H. L. Peters has taken charge of the Victor department of the Duncan-Schell Furniture Co., Keokuk, to succeed H. A. Duncan, who becomes assistant manager of the store. Business with this company is brisk.



**TONE ARM AND REPRODUCER**

Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

No Springs  
Nor Weights  
To Adjust



Made in  
Four  
Lengths

PATENTED  
MAY 13, 1919  
Plays any Make  
Record Perfectly

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

**THE EMPIRE PHONO PARTS COMPANY**

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL.      Factory: CLEVELAND, OHIO  
Address all inquiries to Chicago Office

**USE AIRPLANE TO BOOK ORDERS**

Marionville Dealer Places Order for World Phonographs With Airplane Representative

The appearance of the airplane used by L. E. Lines, of the Lines Music Co., Springfield, Mo., to advertise the World phonograph, caused quite a sensation in Marionville when it arrived on a Saturday afternoon. The town had been well circularized before the event, giving

publicity to the fact that a representative of the L. E. Lines Music Co. was coming to book an order for these machines with the local dealers, Burney & Biddlecome. On the automobiles, which were used by the dealers to bring their friends to the landing field, were appropriate signs bearing on the qualities of the World phonograph and the merits of the airplane over all other means of transportation. The entire affair was, in every respect, a stupendous success.

**ANNOUNCEMENT TO THE TRADE**

We take pleasure in announcing that on and after this date we will operate as

**Exclusive Wholesale Victor Distributors**

**CRESSEY & ALLEN**

534 CONGRESS STREET

PORTLAND, MAINE



## GREAT GATHERING OF EDISON DEALERS IN CINCINNATI

Annual Meeting of Representatives of Phonograph Co. of Cincinnati Attracted Large Assemblage—Important Matters Transacted—Vocalion Trade Expands—Stock Shortage Still in Evidence

CINCINNATI, O., June 7.—One of the events in the local talking machine trade recently was the annual meeting of the representatives of the Phonograph Co. of Cincinnati held in this city the middle of last month, with Manager L. H. Oelman, of the local trade store, as master of ceremonies. Many subjects of exceeding interest to the Edison dealers, and to the trade as a whole, were discussed in a most enlightening way, and everyone present seemed to be well pleased with the results of this gathering. The meeting was one of the largest ever attended by Edison dealers in the Middle West, and among the houses represented were: Alma & Doepke Co., Cincinnati, O.; Anderson-Newcomb Co., Huntington, W. Va.; M. N. Billings, Chillicothe, O.; Balyeat Funeral Co., Van Wert, O.; J. A. Beatty & Son, Xenia, O.; C. F. Brower & Co., Lexington, Ky.; Louis Burkart, Newport, Ky.; Louis Burkart, Covington, Ky.; J. S. Case, Logan, O.; George H. Cox Co., Owensboro, Ky.; Comstock Drug Co., Horse Cave, Ky.; Earhart's Drug Store, Franklin, O.; G. A. Frenzler Piano Co., Cincinnati, O.; A. T. Fitzwater & Son, Cynthiana, Ky.; George P. Gross, Cincinnati, O.; Greenfield Piano Co., Greenfield, O.; Goodykoontz Drug Co., Bluefield, W. Va.; Hibbard's Music Shop, Athens, O.; Howard R. Huston, Bremen, O.; W. E. Heskett, Columbus, O.; C. H. Hutchison, Ripley, O.; Hildebrand Book Store, Wilmington, O.; Matthew Horen, London, O.; Fred Imfeld, Hamilton, O.; Jellico Furniture Co., Jellico, Tenn.; George Krebs' Sons, Hamilton, O.; J. T. Kackley & Co., Maysville, Ky.; George H. Link, Cincinnati, O.; Leech & Davis, Glasgow, Ky.; Riley I. Miller, College Corner, O.; Morehouse, Martins Co., Columbus, O.; Maxwell & Hunt, Franklin, Ky.; Richard A. McKee, Charleston, W. Va.; Niehaus & Dohse, Dayton, O.; People's Music Store, Dayton, O.; Pence & Hill, Stanford, Ky.; Sam Pushin & Bro., Bowling Green, Ky.; Radebaugh Music Co., Columbus, O.; Rike-Kumler Co., Dayton, O.; R. W. Rowland, Ironton, O.; R. Rogers & Son, Frankfort, Ky.; Smucker Bros., Bellefontaine, O.; L. C. Smith, Monticello, Ky.; E. Sensenbrenner, Circleville, O.; Spring Brothers Co., Easton, O.; E. J. Stevens, Middletown, O.; Herbert Schulenberg, New Bremen, O.; J. A. Swoveland & Co., Rockford, O.; J. A. Swoveland & Co., Ohio City,

O.; Scott Brothers Piano Co., Ashland, Ky.; Sawhill-Dolbeer Co., Springfield, O.; A. B. Simpson, Hillsboro, O.; E. A. Searls Co., Huntington, W. Va.; Strosnider Drug Co., Williamson, W. Va.; D. W. Williams, Lebanon, O.; Wolfe's Music Store, New Lexington, Ky.; A. F. Wheeler, Lexington, Ky.; Wadlington Furniture Co., Shelbyville, Ky.; Winn Furniture Co., Winchester, Ky.; Thedieck Dept. Store Co., Sidney, O.; J. A. Tedrick, Plain City, O.; L. C. Tiller, Nashville, Tenn.

The local branch of the Aeolian Co. reports a 100 per cent. increase for May in Vocalion sales over any other May in the history of the store. Mr. Byars says there has been an unprecedented demand in the last few weeks for the Art Style instruments. One of the officials of the Southern Railroad purchased one of the larger styles in the Duncan Phyfe period, and there was also a handsome blue lacquered Chipendale sold to a prominent Cincinnati family. From indications it seems that this coming fall will see a tremendous demand for the various Art Style Vocalions. There is no question but what it is policy to push these styles, inasmuch as it will create a demand among certain folks who are opposed to the conventional designs.

F. W. Darden has rented the storeroom, 915 Race street, where he will specialize in talking machines and accessories.

The Huss Bros. Phonograph & Piano Manufacturing Co., successor of Huss Bros., the latter having undergone a complete reorganization, will soon open a combined retail store and factory at 6, 8 and 10 West Canal street, the corporation having taken a ten-year lease on considerable space. Much attention is to be paid the talking machine end of the new house.

Manager T. Sigman, of the Victor department of the Rudolph Wurlitzer Co., says:

"The shortage in both Victrolas and records continues; however, we are living in hopes that the month of June will bring forth larger shipments from the factory. Many \$25 and \$35 Victrolas were sold, both wholesale and retail, as they were really the only ones available in quantities. Many sales were also lost because larger cabinet-sized Victrolas could not be procured. The attractive window display in our retail department during the week that Ohio went dry helped us to sell a talking ma-

Specialized Manufacturing Production for  
the Phonograph Trade

# H.K. Lorentzen

"They buy at a place where prices compete, where Quality must always excel."  
Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER  
SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need ?

Correspondence invited—  
Orders promptly attended to

60 Grand Street New York City

chine which we called the Hauckola, after one of Cincinnati's famous breweries. The records advertised were 'How Are You Going to Wet Your Whistle When the Whole Darn Town Goes Dry?' and 'Alcoholic Blues.'

Among the many out-of-town visitors to the local Columbia branch during the past two weeks were Louis Horwitz, Lockland, O.; Mr. Polasky, Georgetown, O.; Mr. and Mrs. A. B. Simpson, Hillsboro, O.; A. D. Kirk, Winchester, O.; Mr. Kleeman, People's Outfitting Co., Springfield, O.; A. F. Hibbard, Athens, O.; Mr. and Mrs. Elmer Woodhead, Falmouth, Ky.; Mrs. Lang, of Lang-Harover Co., Manchester, O.; L. S. Adams, Vevay, Ind.; W. J. Crutcher, of the Island Creek Stores, Holden, W. Va.; H. B. Hutson, Bethel, O.; Fred Bailey, Washington Courthouse, O.

The feature film "Mickey," which is being shown at the Grand Theater June 1 to 14, is giving the dealers in Cincinnati an admirable opportunity to connect up with a live publicity stunt. C. L. Crandall, of the Big Feature Rights Corporation, of Pittsburgh, has been in town for several days co-operating with the local Columbia management in featuring "Mickey" in all the music stores in town. The Mabley & Carew Co. have given up one of their large windows on Vine street directly opposite the Grand Theatre for "Mickey" displays. The Grafonola Shops have a unique window dressing, and many other dealers in downtown Cincinnati are also going the limit with window trim, newspaper advertising, etc. As a result the demand for "Mickey" Columbia records is growing rapidly and dealers are placing large stocks to take care of the demand.

Miss Lucy Gates, the distinguished coloratura soprano, who, by the way, records exclusively for Columbia records, was a visitor to Cincinnati on Tuesday, May 27. Miss Gates came to town for a conference with Manager Thiele, of the Cincinnati Symphony Orchestra, and obliged the local Columbia branch by visiting them and several Columbia dealers in downtown Cincinnati. A. F. Greenwood accompanied Miss Gates on her visits to the various dealers.

Mrs. Janet Furniss, formerly in the sales department of C. C. Baker, Columbus, O., has been added to the sales department of the local Columbia branch. Manager Dawson selected Mrs. Furniss for the position formerly occupied by the late Miss Carrie Althaus, inasmuch as her record experience particularly fitted her for the position. She is now making a trip among dealers of Central Ohio and spending considerable time with each one, instructing them in the many phases of record selling.

Improvements in the local Columbia branch are still under way, and they are being pushed rapidly to completion, due to the fact that General Sales Manager E. W. Hopkins has



## Southern Texas

We are prepared to make immediate deliveries of the Dusonto—the Master Phonograph—to dealers in this territory.

The Dusonto gets the best out of all makes of records. Its design, elegant cabinet work and finish, its clear and natural tone, made possible only by the scientifically constructed tone chamber—these are some of the features which make the Dusonto the "Master Key of the Record." Prompt, efficient and courteous attention will be given to all orders by our distributors.

SOUTHERN TEXAS DISTRIBUTORS  
SMITH-WOODWARD PIANO CO.  
1017 Capitol Avenue, Houston, Texas

The Belcanto Company, Inc.  
2007 Bush Terminal Sales Building  
130 West 42nd Street, New York



## COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



promised a visit to Cincinnati when the improvements are completed.

General Manager H. L. Willson, of the executive office, New York, stopped over in Cincinnati a day or two last week.

The Grafonola department of Mabley & Carow Co. has been considerably improved by the addition of a fountain in the center of the department. The water plays over colored lights, and small turtles and fish disport themselves much to the enjoyment of the small children who accompany their parents to this popular music department for Columbia records.

The Grafonola Shops, Inc., 117 West Fourth street, the exclusive Columbia dealers, have made a push on children's records during the present and past months. Manager Fantle put some of his original ideas into his window trim and tastefully arranged several small chairs and tables in the window in such a way that it invited the admiration of all passersby.

New Columbia dealers listed during the past two weeks are the Kermit Pharmacy, Kermit, W. Va.; Miller Bros., Malta, O., and J. Tiller & Sons, LaFollette, Tenn.

R. B. Foster, formerly of the Corona Sales Co., Columbus, O., has been appointed Dictaphone sales manager for the local Columbia branch. He succeeds Mr. Arrington, who resigned. Special Representative W. C. Kabin, of the New York office, has been in Cincinnati introducing Mr. Foster to the trade.

**PRIZE CUP FOR HEINEMAN SALESMAN**

S. A. Ribolla, Manager of Chicago Branch of Otto Heineman Co., Wins Prize for Greatest Volume of Sales Made During Past Year

About a year ago Adolph Heineman, vice-president of the Otto Heineman Phonograph Supply Co., Inc., was the guest of honor at a dinner given to celebrate his sixtieth birthday. At this gathering there were present the managers and traveling representatives of the company, together with several of the presidents and directors of the financial institutions which handle the vast Heineman interests.

Among the latter was H. Rosen, a director of the Harriman National Bank, who, in addition



Prize Cup Won by S. A. Ribolla to his prominence in financial circles, has also won fame as one of the greatest salesmen this country has ever known. The sale of \$5,000,000 worth of life insurance in one year is one of Mr. Rosen's enviable records. Appreciating good salesmanship and recognizing its importance, Mr. Rosen during the course of this dinner offered a "cup of success" to the Heineman salesman who sold the most goods during the year.

This year has now closed, and S. A. Ribolla, manager of the Chicago branch of the Otto Heineman Co., has been awarded the prize. Judging by the tremendous growth of Heineman business in the States covered by the Chicago office, Mr. Ribolla will soon be due to win another cup or two.

**JOIN IN TRADE PROMOTION TOUR**

Fred E. Yahr, One of Ninety-five Leading Business Men of Milwaukee Who Recently Made Interesting Trade Promotion Tour

MILWAUKEE, WIS., June 9.—Fred E. Yahr, president of the Yahr & Lange Drug Co., 207-215 East Water street, Milwaukee, distributor of the Sonora phonograph in the Wisconsin and Northern Michigan territory, was among the ninety-five leading business men of the city who participated in the seventeenth annual trade promotion tour conducted June 2 to 9 by the Jobbers' Division of the Milwaukee Association of Commerce. The party traveled in a special train and covered 1,000 miles in the six days, reaching into virtually every part of the State. The excursions were instituted in 1901, but were omitted in 1917 and 1918 because of the war. The object is to enable Milwaukee wholesalers and jobbers to meet retailers of the State on their own thresholds and form or renew intimate acquaintanceships which will result in tying the merchants closer to the jobbers than

would be possible in any other manner. The plan has proven very successful.


Harry T. Young, representing the Chicago Hinged Cover Support & Balance Co., spent several days in the Milwaukee trade during the latter part of May. Mr. Young was able to add several manufacturers to the list of those who use the Chicago device as regular and standard equipment on their reproducing instruments.

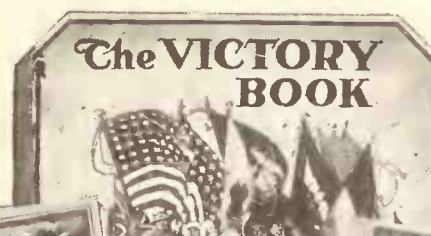
**TO HONEYMOON AT ASBURY PARK**

Oscar Zepernick, of the Cabinet & Accessories Co., Inc., will spend the latter part of June at Asbury Park. The vacation will immediately follow Mr. Zepernick's marriage. The honeymooners will return to their attractive new home on Long Island.


**A DELAWARE INCORPORATION**

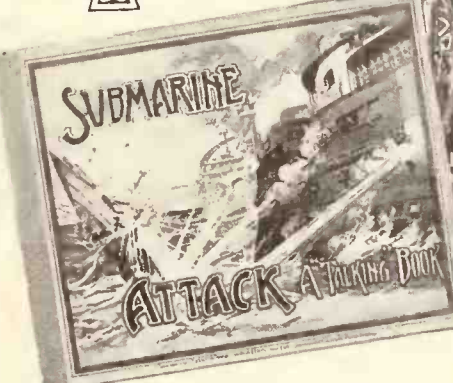
The Stratman Talking Machine Co. has been incorporated in Delaware with a capital stock of \$200,000. The incorporators are M. M. Lucey, C Heilong and Ferris Giles, of Wilmington.






**The VICTORY BOOK**





**SUBMARINE ATTACK**



**THE BATTLE OF THE MARNE**

**"Distinguished Service"**  
to talking machine dealers is rendered by these 3 patriotic "Talking Books"

**SUBMARINE ATTACK**—A U. S. transport, attacked by the sea pirate, defeats and sinks the enemy. A thrilling story! . . . 50c.

**THE BATTLE OF THE MARNE**—The record gives the bugle call, the cannon's roar, the infantry and cavalry attacks and victorious onslaught. A wonderful description of civilization's triumph. . . . 50c

**THE VICTORY BOOK**—An epic of America's glorious part in the Allied triumph—story by Dr. Newell Dwight Hillis—recitation by Russell Hunting on two large size records, with full military band. . . . \$1.50

**TALKING BOOKS**  
are earning real MONEY for the Dealer

A story book, in full color, with phonograph records attached. The book itself goes on the machine, telling its own story to the child. A money-maker—a business getter—a feeder for your other lines. Get it first in your territory.

**TALKING ANIMALS and FIGURES**  
25c. each

With record attached—Talking Parrot, Mocking Bird, Uncle Sam, Watermelon Coon, etc. Regular releases issued monthly. Write for illustrated catalog and full information.

**TALKING BOOK CORPORATION**  
1 West 34th St., at Fifth Ave., New York

Exclusive Export Distributors  
**EMERSON INTERNATIONAL, Inc., 160 Broadway, New York**



### TRADE IN LOS ANGELES SCORES HIGH-WATER MARK

The Past Month Showed Steady Advancement in All Branches of the Business—Stock Is Coming in More Plentifully and Dealers Are Commencing to Get After Trade—News of Month

LOS ANGELES, CAL., June 4.—The talking machine dealers of this city have just wound up another very satisfactory month of business. There were, however, in May, short periods of slight dullness, but the net results, nevertheless, are found to be quite satisfying. In fact, several of the houses are again announcing that a new high-water mark has been established. Record sales have been especially good. The three concerts given here during the early part of the month by John McCormack naturally helped to boost the sales of the artist's records considerably, and there is also a big local demand for the late popular numbers. The month has found the dealers particularly liberal in the use of newspaper advertising space. The establishment of new agencies and new firms has also been a rather notable feature of the past month.

#### Talking Machine Dealers Meet at Dinner

The regular monthly meeting of the Retail Talking Machine Dealers' Association of Southern California for May, which as usual was held on the evening of the second Tuesday, took the form of a banquet at the Hotel Clark, with twenty-two of the members present. The dinner was followed by an open discussion of various matters pertaining to the trade.

#### New Phonograph Jobbing Company Organized

Founded for the purpose of conducting a jobbing business in phonographs, records and accessories, the Western Jobbing & Trading Co. has recently been organized in this city, with offices at 724 South Broadway. The company, formed on a partnership basis, is owned by Clarence A. Barker, Lawrence Barker and Earle Barker, and is under the general management of John W. Boothe, who is also manager of the music department of Barker Bros., furniture dealers. The firm enters business as the Southern California distributor for Sonora phonographs and needles and Mandel phonographs, and as jobber for the State of California for Emerson records. Other lines will probably be arranged for later. G. S. Love is assistant to Manager Boothe, and H. E. Berryman, formerly with the Victor branch here of Sherman, Clay & Co., has been employed as traveling representative.

#### Dealers Greatly Exceed Victory Bond Quota

The music dealers of this city exceeded the quota of Liberty Loan bonds allotted them in the recent drive by about 48 per cent. The

**"A Million A Year"**

WHAT'S YOUR SHARE OF

# MICA DIAPHRAGMS OF BEAUTY

—Phonographically Speaking—They Talk for Themselves—

*Manufactured for over ten years for the larger consumers by the*

## INTERNATIONAL MICA COMPANY

Factory and Sales Dept. { 37th & Brandywine Sts. W. Philadelphia, Pa.	Mines, Amelia Co., Va.	Executive Dept. { 1228 Filbert St., Philadelphia, Pa.
---	------------------------	---

*Send for samples and quotations now and eliminate your diaphragm difficulties*

amount expected from the trade was \$75,000, and the amount actually subscribed was \$112,000, or about \$37,000 above the quota. The largest amount taken by the trade in any previous drive was \$85,000, in the fourth.

#### Glockner Co. Adds Mandel Line

The Wm. L. Glockner Music Co., in addition to representing the Edison line of phonographs and records, has taken the agency also for the Mandel phonographs and the Emerson records. The new agencies were arranged for through the Western Jobbing & Trading Co.

#### Herman Beck Joins Platt Music Co.

Herman Beck, who for a number of years has been manager of the Victor department of the Geo. J. Birkel Co., severed his connection with this company on May 31, and has become the new manager of the talking machine department of the Platt Music Co. Mr. Beck was one of the organizers of the Retail Talking Machine Dealers' Association of this city and its first president, his term expiring in January of the current year. He is regarded as a most capable talking machine man.

#### Geo. J. Birkel Co. Adds Columbia Stock

The Geo. J. Birkel Co., in addition to maintaining its Victor department, has put in a complete line of Columbia Grafonolas and records. The initial stock amounts to about two hundred machines. The added department was first announced to the public on May 11, through the local newspapers with an ad five columns wide and about fourteen inches deep. The company anticipates doing an especially good lot of business with the Columbia art models.

#### New Music House to Handle Columbia Line

Richardson, Inc., is the name of Los Angeles' newest music house, which is located at 607 West Seventh street. The store opens for business early this month. It is centrally located, and the quarters are most attractive. The company has arranged to carry a complete line of Columbia Grafonolas and records, and also has the agency of the Baldwin line of pianos. The talking machine department contains seven attractively designed soundproof demonstrat-

ing rooms, besides a great deal of shelving for records. The organizer and general manager of the firm is Wm. Richardson, who until a few weeks ago was the manager of the talking machine department of the Southern California Music Co., and who is one of the best-known phonograph men in Southern California. Associated with him in the management of the store is Joseph Carter, also extensively known in the talking machine trade.

#### Starr Piano Co. Completes Improvements

Alterations and improvements have just been completed by the Starr Piano Co. by which the phonograph space has been materially enlarged and partitioned off into four attractively finished demonstrating rooms and a long record room. The rooms are finished in old ivory, with the upper part of the walls consisting very largely of glass.

#### Remick Song Shop Adds Phonographs

The Remick Song Shop, which recently moved from 522 to 427 South Broadway, has opened a phonograph and record department, as agent for the Columbia line. Seven demonstrating rooms, besides a large record room, all attractively finished in oak and glass, have been provided in the rear part of the store. W. Salveter is the general manager of the shop.

#### Advertises Sales of Used Phonographs

The music department of Barker Bros. has been advertising during May, with an ad four columns wide and ten inches deep, a special sale of used phonographs—Victor, Edison and Sonora lines excepted. The first ad of the series announced "over forty different phonographs of various well-known makes which we have taken in as part payment on Victors, Edisons and Sonoras."

#### Trio Music Co. Gets New Phonograph Stock

The Trio Music Co., which began business here at 832 West Seventh street, about two months ago, has just received its initial stock of talking machines, which, manufactured for it by an Eastern company, it has named the Trio-Craft line. Gennett records are also car-

(Continued on page 91)



HERE IT IS

The  
FLETCHER UNIVERSAL  
TONE ARM and REPRODUCER

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

•• SAMPLES \$8.00 ••

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

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



**LOS ANGELES TRADE MAKES STRIDES**  
(Continued from page 90)

ried, while in its piano department it features the Poole line. The officers of the company are R. H. Hart, president; C. E. Cronkite, secretary, and Mrs. V. E. Des Autels, treasurer.

**Johnston Store Alters Name and Interior**

The general music store of T. J. Johnston, by admission to partnership in the firm of Mr. Johnston's son, Harold E. Johnston, who was recently released from service in the Marines, has had its name changed to Johnston's Music House. Alterations have just been completed by which the store, which is located at 408 South Broadway, is partitioned into two sections, with separate entrances. One of these divisions will henceforth be devoted exclusively to Victor and Columbia machines and records and the other division, under the name of Ye Harmony Shoppe, will handle only music.

**Personal Notes**

George Haigh, formerly with Landay Bros., Victor dealers, New York, has joined the talking machine sales force of the Wiley B. Allen Co.

Edgar D. Sloat, formerly with the music department of Barker Bros., has become the new manager of the Pathé phonograph department of the Goodan-Jenkins Furniture Co.

Jack Borris, who has just returned from nine months' service in France with the 316th Engineers, is back in the employ of the phonograph department of the Starr Piano Co.

**STORIES OF THE STUDIOS**

**Two Happenings Full of Human Interest That Might Be Picturized to Advantage**

The advertising department of the Otto Heineman Phonograph Supply Co. recently received two humorous accounts of incidents at the OkeH recording studios, which Advertising Manager Schwartz relates in the following interesting way:

Sam Ash brought his little tot to the OkeH recording studios, assuming that the kind young lady in the office would watch over his junior while he would record "Girl of My Heart." The little one had other plans and began to plead:

"I'll be good, Daddy, honest I won't move—I'll just shut up"—Hager, the music director, Hibbard, the recorder, and Daddy Ash were all so moved by the fervent plea that the little Ash was ushered in. The child was all eyes and ears—but no mouth until—yes, until his father changed a part of the song as per understanding with Mr. Hager.

The little one, who knew the song by heart, as Daddy sang it at home, could not see the celebrated Daddy go wrong, so he jumped down from his seat, ran over to the surprised artist and yelled above the orchestral accompaniment: "It's wrong, Daddy! It's all wrong!"

Next moment the kindly young lady in the office was mothering the tot. "Never mind, sonny, never mind." The child boohooed full force, and, while he insisted that "Daddy is wrong—I know he is," inside Daddy sang another record for "Girl of My Heart."

They were recording "A Little Birch Canoe and You"—the Sterling Trio—of course. Each man was minding his own business and getting along splendidly when, just before the beginning of the beautiful chorus, Burr, who has gotten the habit of doing a bit of humorous paddling stunt at that point, unconsciously began to go through the motions. No one dared to whisper "stop it," so he went on paddling his own canoe same as he did in public renditions of the song.

The stunt caused such mirth that eventually grins turned into smiles and finally the smiles developed into a roar of laughter, musicians, artists and director all joining in the chorus of mirth—all except—except Burr, who for a few seconds kept on paddling unconscious of the joke on him. That's another OkeH record which never saw daylight.

**CO-OPERATING WITH THE DEALER**

**Peerless Album Co. Tells of Its Plans in Stimulating a Demand for Record Albums**

The Peerless Album Co., New York, manufacturer of "Peerless" albums, has completed a practical system of co-operation whereby it gives the dealer assistance in stimulating the demand for record albums. The company recently prepared an attractive circular containing suggestions which if utilized by the dealer cannot fail to produce inquiries and sales for record albums. Philip A. Ravis, president of the company, has been associated with the talking machine industry for a number of years, and his practical knowledge of the dealers' requirements is proving an important factor in the success achieved by Peerless albums.

**Die Cast Tone Arms, Reproducers and Attachments in any Quantity**  
**PARKER WHITE-METAL & MACHINE CO.**  
ERIE, PENNSYLVANIA

**VAN VEEN**

**"Bed Set" Booths  
Sectional Record Racks  
Record Sales Counter**

**How We Serve the Dealer**

¶ We give individual service to the dealer and prefer to lay out a plan that will meet his exact conditions rather than make his business fit our plans. We study the dealer's needs and requirements, bearing in mind that local conditions and surroundings may not always conform to fixed plans and specifications. *Individual Service* has been the key-note of our success.

¶ Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

**Van Veen Booths, Record Racks and Counters Ready for Prompt Shipment**

**Why Van Veen Booths Are Better**

- No. 1. Built of best kiln-dried lumber.
- No. 2. Correctly constructed by skilled craftsmen.
- No. 3. Embody Economy, Simplicity and Efficiency.
- No. 4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
- No. 5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
- No. 6. Moderate in price and most economical in comparison with any other booths manufactured.
- No. 7. Easily erected, no complicated attachments requiring adjustment.
- No. 8. Handsome in design and high grade cabinet finish.

Write, wire or phone for our representative

**Arthur L. Van Veen & Co.**  
Marbridge Bldg.  
47 West 34th St., New York  
Tel. Greeley 4749

*Manufacturers*

*of*

**PHONOGRAPHS**

*and*

**PHONOGRAPH CABINETS**

are invited to write us for samples of Trimmings and Parts such as

*Catches, Sockets,  
Pulls, Knobs,  
Escutcheons,  
Sliding Shoes,  
Lid Supports,  
Automatic Stops,  
Tone Rods,  
Needle Cups, Etc.*

Our line of such hardware is complete and with our increased facilities we are in a position to give reasonably prompt service to a few more desirable customers.

**GRAND RAPIDS BRASS CO.**  
GRAND RAPIDS, MICHIGAN



**STEGER**  
*The Finest Reproducing Phonograph in the World*

The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records *correctly*, with no change of parts.

Whether you prefer the charm of some singer or some colorful orchestral number, the patented Steger tone-arm and Steger tone chamber insure perfect reproduction of every tone. This Phonograph is encased in the beauty it deserves.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete—and are in a position to ship all styles in the various woods *immediately*.

PHONOGRAPH DIVISION  
**STEGER & SONS**  
PIANO MANUFACTURING COMPANY  
Founded by John V. Steger, 1879  
Steger Building Chicago, Illinois

*Distributors*  
IVER JOHNSON SPORTING GOODS CO.  
155 Washington St., Boston, Mass.  
SMITH & NIXON COMPANY  
306 W. Walnut St. Louisville, Ky.  
STEGER & SONS  
Steger Bldg., 867 Broad St.  
Newark, N. J.

MODEL 506 \$250  
MODEL 505 \$175  
MODEL 603 \$135  
MODEL 604 \$165  
MODEL 501 \$80  
MODEL 602 \$115  
MODEL 507 \$340  
MODEL 500 \$60  
MODEL 508 \$390



**TRADE GROWS IN KANSAS CITY DESPITE SOME HANDICAPS**

Shortage Now Confined to a Few Single Styles—New Concerns Opened Up—Messrs. Jenkins and Pearce on "Victory Special"—Edison Interests Expanding—News of the Month

KANSAS CITY, Mo., June 6.—The talking machine trade in this city and territory has been exceptionally large during the past month, according to the dealers. The trade has shown a tendency to continue to increase, but the dealers are not experiencing the handicap that at first manifested itself when a shortage of stock became apparent. Shipments are arriving in good time and very little difficulty is being experienced. The shortage now is almost entirely confined to a few single styles of machines of many different makes, although there is some difficulty in keeping a sufficient supply of the more popular records in stock.

The remarkable feature of the trade here during the past month is that, despite the fact that the weather conditions were very bad, business continued to increase. The month of May this year brought a greater precipitation of rain than it has for many years and the entire month from a weather standpoint could be characterized as a gloomy one, indeed.

The Victor and Columbia department at the Smith, Barnes & Strohber Piano Co.'s branch has been increasing rapidly during the past few months. This is practically a new addition to the company's business here, and, of course, has not been developed to the extent that the piano business has. However, W. J. Simonson, manager of the branch, reports that the business has grown remarkably, and that he is planning to feature it in such a way as to encourage its growth that it may become something of a separate institution in connection with the piano business, and a special sales force may be assigned to that business entirely. Up to the present time the sales force of the Smith, Barnes & Strohber Piano Co.'s branch has been handling both the piano and the talking machine business. The talking machine business at the present time is nearly large enough to justify a change in the method.

W. J. Watkins, of the Watkins Music Co., Independence, Mo., recently acquired the Metropole Hotel in that city. He has already made arrangements for the remodeling of the structure and plans that it shall house his business, which is now cramped by small quarters on the north side of the Square. Mr. Watkins has one of the largest Victor agencies in this part

of the country in proportion to the size of the town.

Fred C. Comer, assistant manager of the Starr Piano Co.'s branch, is an enthusiastic sportsman and declares that a man can find recreation in fishing and hunting, and also a philosophy that is of a helpful nature to any one engaged in the talking machine business.

J. W. Jenkins, III, and Burton J. Pierce, of the J. W. Jenkins' Sons Music Co., recently returned after representing the firm on the "Victory Special," which was the twenty-eighth annual trade extension tour of the Chamber of Commerce of Kansas City. The trip took the representatives of most of the leading business houses and industrial corporations of Kansas City through many towns of Kansas, Missouri, Oklahoma and Texas, where many stops were made for luncheons and speaking engagements.

The new establishment of the J. C. McDonnell Music Co. has been completed. The interior of the store is done in white enamel and is particularly attractive. William R. Berry, manager of the company, reports that the business has been a great deal better than the company anticipated. The concern is placing on the market here the "Donola," which is made in two styles, both of cabinet design. The cabinet work is done in this city and the machine is assembled and finished at the McDonnell Music Co., a Sol motor being used. Up to the present time the company has confined itself strictly to a small retail plan, but intends to branch out into the wholesale business about July 1.

The Smith, Barnes & Strohber Piano Co.'s branch has been exhibiting in its large display window a machine which the company accepted in trade. It is one of original design, though of apparent amateur construction. The cabinet has been made of branches, and a small electric light placed in the top of the machine makes it ready for use at night or in a cabin in the woods. A small Columbia machine was dismantled and installed in the cabinet.

Nellie Williams, manager of the Victrola department at the Jones Store Co., reports that the business the past month has been active.

The Edison Shop during the past month has met with an extremely gratifying situation in its business. This is attributed directly to the recent meeting of the Edison dealers held in this city for a discussion of general business principles. The meeting seems to have brought forth a greater understanding among the dealers, and with such an understanding it is apparent that the work is going to be characterized by more harmony and co-operation.

**ATTRACTIVE WINDOW DISPLAY**

The Wiley B. Allen Co., Portland, Ore., has been advertising the popular song, "How Ya Gonna Keep 'Em Down on the Farm," with novel window decorations which answer the question. The window at the corner of Broadway and Morrison street has been made one of the most attractive in the city by Manager Case, and is arranged to represent a scene in the hay fields on the farm showing a farmer lad listening to the strains of the song on the Victrola. The Victor dog is used to good advantage in the display.

**Phonograph Posts, Domes, Moldings, Etc.**

Cabinet legs, domes, etc., standard size shipped from stock. Special sizes made to order. Ask about our new cast Amplifier. Quickly installed, splendid natural tone. Eliminates phonograph twang. Cabinet hardware, hinges, lid supports, needle cups, knobs, etc.

**Indiana Phonograph Supply Co.**  
Baldwin Block Indianapolis, Indiana

An Excellent List of Victor Records

We Will Gladly Play Any Record For You



1821-12	It's Time to Go Home (Victrola)	45
1822-12	Carl & Lili (Victrola)	45
1823-12	Seven Little Sisters (Victrola)	45
1824-12	Remember the Name (Victrola)	45
1825-12	Up in the Air (Victrola)	45
1826-12	William I. Hall (Victrola)	45
1827-12	Madame X (Victrola)	45
1828-12	Madame X (Victrola)	45
1829-12	Madame X (Victrola)	45
1830-12	Madame X (Victrola)	45
1831-12	Madame X (Victrola)	45
1832-12	Madame X (Victrola)	45
1833-12	Madame X (Victrola)	45
1834-12	Madame X (Victrola)	45
1835-12	Madame X (Victrola)	45
1836-12	Madame X (Victrola)	45
1837-12	Madame X (Victrola)	45
1838-12	Madame X (Victrola)	45
1839-12	Madame X (Victrola)	45
1840-12	Madame X (Victrola)	45

**Second Series of our New Service on Envelopes For Selling Victor Records**

**C. Bruno & Son**  
Incorporated  
Victor Distributors to the Dealer only  
351-353 Fourth Avenue  
NEW YORK  
We do not Retail

C. BRUNO & SON, Inc. CLIP AND MAIL TODAY  
351-353 4th Ave., New York

Send Me Details of Your Record Envelope Service.

Name \_\_\_\_\_  
Address \_\_\_\_\_

**"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.



# Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[NOTE.—This is the twenty-seventh of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

## ENVIRONMENT AND REPRODUCTION

Coming from the rooms where all sorts of talking machines are being exhibited in connection with the annual meetings of the Music Industries Chamber of Commerce and of the constituent societies thereof in Chicago, one is struck once more, and more than ordinarily, with the very obvious fact that environment has everything to do with the success or non-success of talking machines. The statement may appear rather too completely obvious, but it covers more than would at first be implied by a hasty consideration. In a word, there is enough concealed within to make a worth-while appeal to the retailer for further consideration of a matter to which too little attention is usually directed.

I am well aware that every modern talking machine store which assumes to do a good business in any way goes in for small recital or demonstration rooms intended to reproduce the atmosphere and acoustic conditions of the home in which the prospective customer is to place the machine when the same has been purchased. But that does not alter the fact that there is a good deal more to the question of getting the most out of the reproductive possibilities of talking machines than the mere enclosure of them in individual demonstration rooms. The whole question of environment is one which merits the most careful study and which the retailer who attends to it will realize

has the most important of possibilities for his own success.

### The Individual Room

The object of demonstrating a talking machine is, of course, to impress the prospective customer with the machine's actual work, in circumstances as nearly as possible those of the home in which it is hoped the machine will ultimately be placed. But since we cannot reproduce the circumstances of the prospect's own home, save by accident, it follows that we must choose some ideal representation. This we do by means of the demonstrating booth or room.

### The Home Environment

But in point of fact the home environment means a good deal more than just this. The demonstrating booth is not only indeed convenient; it is absolutely necessary. But there is more to the question of environment than just this.

Those who have studied the science of acoustics are well aware that the relation of this science to the art of architecture has not yet been entirely cleared up. It still remains that the vastly greater number of buildings are badly designed for the purpose of hearing, whilst business buildings are nearly always extremely bad in this respect. Echoes, reverberations, external and internal noises of all sorts abound, and even when the store building is fitted with individual rooms for demonstration its primitive vices of construction are only lessened, not at all cured.

### Studying the Acoustics

Now I am firmly of the opinion that the retail talking machine store which is to show off the tone and the reproducing capacities of its machines to the best advantage must be studied in respect of its acoustic qualities much more close-

ly than is usually thought necessary. The very first thing needful is to banish, as far as possible, all external noises from the talking machine department. This cannot be done by rugs and hangings alone, although rugs and hangings are useful enough in their way. They have, however, the disadvantage of muffling sound, and a room in which they are very prominent is never a good room for the display of talking machine reproduction.

### Building Construction

The foundation of the acoustic plan of a store should be seen in the solidity of its construction and in the avoidance of the kind of construction which lends itself to external noise, echoes, etc. Such construction is found in many conditions of the ordinary building. Wood floors with thin partitions are extremely bad for acoustic purposes, and whenever possible cork filings, sawdust or other fillers should be used to block off noises from room to room and from partition to partition. Concrete floors are more solid, but are decidedly echoish, and should be dulled by the use of rugs and matings of soft texture. Leaky windows must be made solid and similar precautions taken.

### Booth Design

When the store has been so treated as to render the amount of unnecessary incidental and externally-leaking noise as little as possible, attention may be turned to the design of the demonstration booths. Nothing can be added here to improve in any way the already excellent methods of construction adopted in the well-known Unit System booths so often largely used in modern retail stores for demonstration purposes. But it may be well to add, for the sake of those who propose to make their own demon-



# Emerson

INTERNATIONAL RECORDS  
Double Disc—SUPERIOR QUALITY

Play all Phonographs—No Attachments.  
Clearest Recordings—Foremost Artists.  
Prompt Delivery—Merchandisable Couplings.

NOW READY—Polish, Italian, Hebrew-Jewish, Czecho-Slovak (Bohemian), Russian-Ruthenian  
IN PREPARATION—Spanish, Portuguese  
NEW RELEASES in all languages from time to time.

A special "International" catalogue, containing the most wonderfully recorded instrumental and operatic records, is now being prepared—records that will sell anywhere and any time.

### EMERSON DISTRIBUTERS:

EMERSON RECORD SALES CO., INC.,  
6-8 West 48th Street,  
New York, N. Y. (Metropolitan District.)  
EMERSON EMPIRE STATE,  
214 So. Warren St.,  
Syracuse, N. Y.  
New York State.  
EMERSON PHILADELPHIA CO.,  
Parkway Building, Broad & Cherry Sts.,  
Philadelphia, Pa.  
Pennsylvania west to Altoona; Washington, D. C.; Delaware and southern  
New Jersey.  
ROUNTREE CHERRY CORP.,  
111 W. Broad St.,  
Richmond, Va.  
Virginia, West Virginia, North Carolina, South Carolina, Mississippi, Ala-  
bama, Kentucky, Tennessee, Louisiana.  
EMERSON RECORD SALES CO.,  
305-307 No. Howard St.,  
Baltimore, Md.  
Maryland.  
EMERSON SALES COMPANY,  
4018 Jenkins Arcade,  
Pittsburgh, Pa.  
Altoona and Pennsylvania West.

EMERSON NEW ENGLAND, INC.,  
68 Essex St.,  
Boston, Mass.  
Maine, New Hampshire, Vermont, Massachusetts, Connecticut (East), Rhode  
Island.  
DAVIS BROS. DRUG CO.,  
Denver,  
Colo.  
Idaho, New Mexico, Utah, Wyoming, Arizona, Montana, Colorado and El  
Paso, Texas.  
EMERSON MICHIGAN CO.,  
1089 Chene St.,  
Detroit, Mich.  
Michigan.  
EMERSON PHONOGRAPH CO.,  
7 E. Jackson Boulevard,  
Chicago, Ill.  
Illinois, Indiana, Michigan, Wisconsin, Iowa, Kansas, Nebraska, Arkansas  
and southern Wisconsin.  
MARSHALL WELLS CO.,  
Duluth, Minn.,  
Montana, North and South Dakota, Wisconsin, Northern Wisconsin.

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Write to the Distributer in your territory today for Catalogues and information and send him your order.

EMERSON INTERNATIONAL, Inc.  
366 Fifth Ave., New York, N. Y.  
LOUIS D. ROSENFELD, Mgr. of Repertoire

EXPORT OFFICE  
EMERSON INTERNATIONAL, Inc.  
160 Broadway, New York, N. Y.

"THE FOREIGNER WILL FIND WHAT HE LIKES ON EMERSON RECORDS"



**The Russian Balalaika Orchestra plays the Columbia Novelties this month. Everyone is watching Russia. E-2860.**

**Columbia Graphophone Co.  
NEW YORK**



stration rooms, a few remarks on securing proper reproduction from the machines placed in them.

In the first place, the rooms should not be too small. If they are too small there is not left around the machines a sufficient air space to filter, as it were, the sound waves emitted from the horn into an agreeable result for the hearer. In precisely the same way the utmost care should always be taken to arrange the chairs so as not to bring the prospective customer right up against the machine. Ten to one the customer wants to hear a clear, soft and mellow tone. Women, generally speaking, will prefer to listen to violin, voice or harp music rendered with just the effect mentioned.

**Minimizing Scratch**

Now it must be remembered that the wise demonstrator will always do everything possible to minimize the mechanical scratch which, in some form or another, or to more or less of an extent, is always heard in talking machine reproduction. Let the room be large enough, the chairs placed as far away from the machine as possible and the construction such as rigidly to exclude outside noises. Then, if the demonstrator sees to it that the prospective customer is placed always in a position to keep his ear from the direct line of the horn, the best results will be obtained.

Some of the above may appear to be childish, but experience proves that every recommendation here made has its basis on proved facts.

**Furnishings**

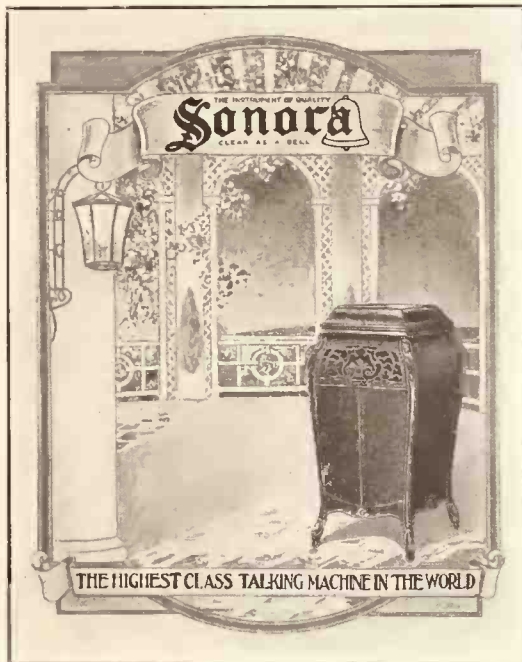
The furnishings of demonstration rooms should be chosen with the greatest care. Too much attention simply cannot be lavished upon the details. Each machine should be placed in a room where the color and style of the furnishings agree with it, and every effort should be made to reproduce the general outline of the ordinary prosperous home. We do not want pomp and luxury shown, for these strike a jarring note which should be avoided. The vast majority of one's customers are persons of moderate income who do not live in palaces.

What is wanted, as said before, is to make the prospect feel thoroughly at home and to awaken the feeling, "How nice this machine looks in this room and how much I should like to see it in our room at home. It would look just like it does now." From look to sound is but a short step.

These recommendations and observations may seem to some to be unimportant, but a little thought will soon lead to the reflection that they are, on the contrary, very important indeed. The environment is everything in selling music. That is the one most important fact to be considered. Everything we can do to render the acoustics of a store better adapted to the purposes of the talking machine, every precaution we can take to keep out interrupting sounds and other interferences, every idea we can put in operation to bring the talking machine before the prospect in a manner which will center attention upon its virtues without interruption or disturbance, will make for better business. Environment is everything. Keep this fact in mind.

**ISSUES TIMELY JUNE POSTER**

The window display material which the Sonora Phonograph Sales Co. is offering to its dealers is attracting much favorable comment



Sonora Co.'s June Poster

both from dealers and the public. It is impossible here to show the beautiful colorings of the June poster, which is a symphony of moonlight, roses and a summer lake, but the accom-

panying illustration will give some idea of its attractiveness.

As one Sonora dealer stated: "There is only one trouble with the Sonora posters. They are so remarkably good that we won't want to accept anything less beautiful if it should be later offered to us by someone else."

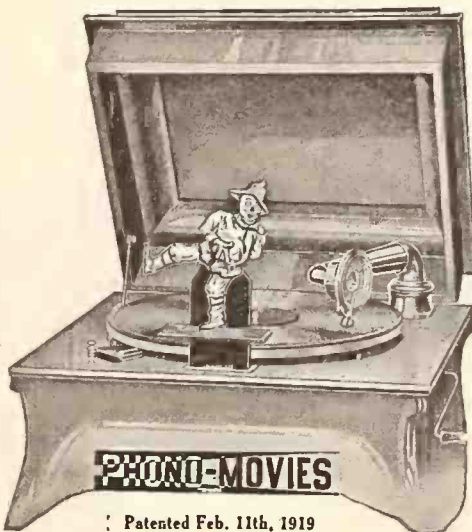
**COLUMBIA DELEGATES IN CINCINNATI**

Recent Convention Largest in History and Attended by Delegates From Four States

CINCINNATI, O., June 5.—The convention of Columbia dealers in this city yesterday was a great success and was the largest in the history of the trade. Delegates from four States were present in large numbers and were enthusiastic over the prospects for a banner year. Many expressed their appreciation of the work done by the co-operation of all branches of the trade in making this the best convention ever. This meeting was held under the direction of F. F. Dawson and R. N. Smith. Addresses were delivered by George W. Hopkins, general sales manager of the Columbia Co.; W. A. Willson, educational manager of the Columbia Co., and H. E. Book, of the repair department.

The Music League of America was recently organized in New York, which has for its aim the furtherance of the public good through music.

**The Phono-Movie**



Patented Feb. 11th, 1919

Complete attachment, with two actors, retails for . . . \$1.50

*Attractive wholesale proposition to dealers. Send \$1.00 for Sample outfit*

which made its debut before the trade last month has been accepted as the most clever novelty in the talking machine field. Have you secured your supply?

A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the records are played. Most entertaining to watch because of its ever-changing action. Adds greatly to the "pep" of the present "jazz" records. As a novelty it sells itself, by placing it on the machine when playing dance records to customers.

**PHONO-MOVIE & SUPPLY CO.**  
36 East 23rd Street New York



**Two Largest Cities**

**NEW YORK  
TALKING MACHINE C<sup>o</sup>  
CHICAGO**

**Two Largest Victor  
Wholesalers**



# FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen  
William Braid White  
A. Snyder

Eugene F. Carey  
Arthur E. Nealy

World Office  
Republic Bldg., 209 South State St., Chicago  
Telephone: Wabash 5774

CHICAGO, ILL., June 9.—The general wholesale situation cannot be said to have been materially changed by any event of the past month. The preponderance remains on the side of demand, with supply lagging more or less painfully in the rear. That such an abnormal condition is not to be permanent is, of course, already an axiom, but one notes that dealers at least are less concerned about a reversal to old-time conditions than are manufacturers. In a way this is natural, for the dealer cannot be much blamed for wanting to find the traveler camping on his doorstep again begging him to take his goods. Of course, the condition in this respect has never been in the talking machine industry what it has been in other branches of the music trade, especially in the piano business. Still, the retailer would like to see the day of "demand less than visible supply" once more dawning; nor has he lost hope that this event will come into existence before so very long.

Meanwhile, one observes a most interesting tendency to increase the number of retail stores throughout the Chicago district. The new and rapidly growing Northwest residential district is blossoming out in all directions, and a number of new talking machine stores have been opened within the last few weeks in this large district. The fashionable Wilson avenue region is likewise showing a remarkable increase in the number of its small exclusive talking machine retailers, and other districts are not slow to follow. What all this portends is clear enough when we add the further observation that a number of the recent stores are branches of established downtown houses. This shows that the established Chicago merchants perceive plainly that the growth of demand on the part of the public for talking machines and records is a natural phenomenon and certain to become a permanent one. Chicago, it is true, has not exactly showed, up to date, the same abounding retail prosperity which has characterized the rest of the country, but this is due to purely local conditions which are, even now, in process of remedy. That the retail prospects for the summer and fall are splendid can be judged from the policy described above, which plainly indicates that merchants of established repute are going into the matter of expanding their

equipment to tap the domestic demand which is beginning to show so strongly throughout the residential districts of Chicago.

This city is just now experiencing a great revival of residential building. A year ago, with the Government putting the lid on building of all sorts, Chicago found herself with a terrible shortage of housing facilities. The ban has now, of course, been lifted, and the outlying districts are witnessing a grand carnival of lot-selling and house-building. This means the addition of hundreds of homes in the suburban regions this summer, and every one of these means a talking machine. Hence the logic of the policy of expanding the retail talking machine business throughout these districts.

That retail merchants are interesting themselves more acutely in the intensive promotion of record selling is another observation worth making, since it is undoubtedly founded on fact. The tendency of all industries which have a specialized and detailed element in them, as subsidiary to a generalized and broad element, is to neglect the former in favor of the latter. The specialized feature of the business needs study, preparation and skill. Hence the smaller dealers tend to neglect it always. That is why the record business has not been so intensively promoted by the smaller merchants. But with the wonderful increase in the demand for talking machines and in facilities for the supply of reliable records it is to be hoped that we shall see an enormous improvement shortly along these lines.

#### Welcome Dealers in Daily Papers

During the recent trade conventions in Chicago some of the local talking machine men made excellent use of the daily newspapers in welcoming visiting dealers to the city and their plants. Lyon & Healy inserted large advertisements throughout the week, extending a cordial invitation to call and inspect whatever part of their extensive line of musical instruments interested them most. Merchants with their families and guests were invited to make use of the facilities provided in the Lyon & Healy waiting room on the mezzanine floor. Also a number of the visitors accepted the invitation to have their mail addressed in care of this concern. Theatre tickets and travel information

were obtainable at the store and numerous other conveniences provided. In the talking machine department L. C. Wiswell received the visitors. Those who visited the Lyon & Healy service department were greeted by Messrs. Jefferson, Bennet and Motteyshead.

The Emerson Phonograph Co., manufacturers of Emerson records, used full-page advertisements in Chicago's leading papers telling dealers of the latest Emerson "hits" and inviting the merchants to call at their Jackson boulevard headquarters. Vice-President H. T. Leeming, of the Emerson New York office, and F. W. Clement, manager of the Chicago branch, welcomed trade visitors.

#### Enlarge Vocalion Warerooms

H. B. Levy, Western representative for the Aeolian-Vocalion, is now located in his new sales and stockrooms on the fourth floor at 525 South Wabash avenue. The Vocalion quarters have been extended an appreciable degree and a complete display of Vocalion instruments installed. Mr. Levy also has a complete catalog of Vocalion records at the Chicago ware-rooms. Hereafter, he states, shipments of these records to Middle Western Aeolian-Vocalion dealers will be made direct from the Chicago office.

#### Appoint Canadian Agents

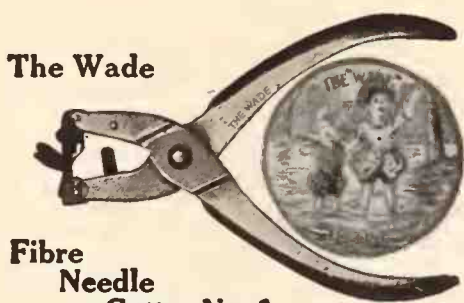
The Fletcher-Wickes Co., manufacturers of reproducers and tone arms, at 6 East Lake street, Chicago, announce the appointment of the George McLagan Furniture Co., Stratford, Ontario, as exclusive Canadian agents for Fletcher-Wickes products. Business with this house remains as it has been for months past, with demand far exceeding supply and a stack of orders piled up so high that they form a rampart in front of the desks at the offices. Otherwise, as one might say, everything is lovely.

#### Home Study With the Talking Machine

During the past month Mrs. Oberndorfer, Western representative of the National Bureau for the Advancement of Music, has appeared before 150 women's clubs of Chicago and vicinity lecturing on the "Place of Music in the Life of the Clubwoman of the Future." Mrs. Oberndorfer believes that the greatest development of the world's music is coming to America in the

(Continued on page 99)

## THE "WADE" FIBRE NEEDLE CUTTER Is Proud of Its Years



The Wade

Fibre Needle Cutter No. 1  
Price \$2.00

—of satisfactory service to the Distributor, the Dealer and the Public.

Distributors and Dealers, who are vitally interested in "stock turn-over" tell us the Wade Fibre Needle Cutter is the "best seller" among all cutters now on the market.

There's a reason—the "WADE" perfectly repoints each fibre needle 18 to 20 times.

The "WADE" plier principle was finally adopted as the simplest, strongest and best for the purpose, after exhaustive tests of all other known principles of cutting, shaving, trimming, etc., and is fully protected by letters patent.

**YOU SELL MORE "WADES" BECAUSE THEY GIVE MORE FOR THE MONEY**

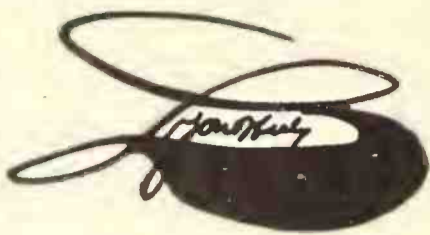


The Wade

Fibre Needle Cutter No. 2  
Price \$2.50

**WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.**





# Co-operative Victrola Advertising

*which cannot be duplicated*

Lyon & Healy offer to the most aggressive Victrola dealer in each community the opportunity of securing these sales developing advertising services at savings to you of from \$700 to \$3000 per year. Send for Samples No charge.

#### Newspaper Advertising

Victrola Newspaper Advertising Service consists of one illustrated Victrola advertisement each week, including matrix of the illustrations, proof sheet and copy. Price \$8.33 per month.

#### Newspaper Half Service

Victrola Newspaper Advertising Half Service consists of 26 advertisements per year, complete, at \$4.17 per month.

#### Window Cards

Victrola Art Window Cards. Printed in colors; four per month, i. e., two 14x22 inches in size; two 11x14 inches in size. They feature the new Records, \$1.25 per month.

#### Art Letter Warmers

Four beautiful colored enclosures to be sent out with your letters and bills. They will call forth favorable comment and bring in orders.

#### Monthly Art Covers

Victrola Art Covers. Use them instead of envelopes for mailing the monthly Victor supplement; beautifully printed in colors. Tell us how many you need; we will quote prices.

#### Posters—24-Sheet

Victrola Record Fairy, 24-sheet Poster, \$2.30 each in lots of five or more. Specify quantity.

Victrola Galli-Curci, 24-sheet Posters. Lithographed in colors with name strip, \$2.30 each in lots of five or more. Specify quantity.

Keep Smiling Victrola Poster. 24-sheet. Printed in 4 colors with name strip. \$2.30 each in lots of five or more. Specify quantity.

#### Silent Salesmen

They increase your business from each customer who enters your store. 12 revolving double-faced panels—12 illustrated lists of records printed in colors. Place them on your counter, they sell the records. Three changes of cards \$9.

#### Victrola Calendars

An Art Calendar designed exclusively for Victor Dealers. Your name will be imprinted on the calendar and each is inclosed in an envelope. Order now for November delivery. Tell us how many you need; we will quote prices.

## LYON & HEALY

*Victor Distributors*

CHICAGO

*Everything Known  
in Music*

*World's Largest  
Music House*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 97)

near future, and her watchword is "Prepare." She believes in the study of good music through the medium of mechanical instruments in homes where there are no talented pianists. The talking machine and player-piano she believes to be especially valuable in this respect. The talking machine will probably prove most valuable, as it has a place in the greatest number of American homes.

Outlines for club music study prepared by Mrs. Oberndorfer have been accepted by the General Federation of Women's Clubs as their regular course of study next season. Programs on "Americanization Through Music," in which are specified selections on the talking machine and player-piano are used as illustrations, strongly demonstrating the value of this instrument as an aid to the study of music.

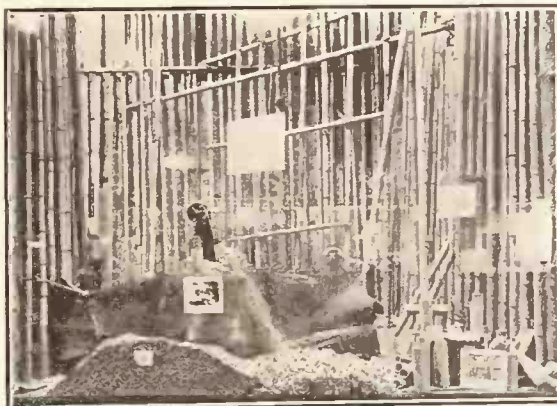
**Wurlitzer Exhibits War Trophies**

Within the past month the windows of the Rudolph Wurlitzer Co., Victor retailers and jobbers in this city, have been exhibiting a most interesting collection of war trophies, the property of Sergeant C. S. Lathurby, Sixtieth Artillery. Directly in front of a display of Victor records are placed gas masks, bayonets, helmets, canteens, ammunition pouches, belts, shells and even a queer-looking German pipe. In another Wurlitzer window appears a framed panel of the American divisional insignia.

**A Remarkable Window Display**

A display of B. & H. fibre needles in the making appeared during the last fortnight in Lyon & Healy's most prominent show window which faces upon the corner of Jackson boulevard and Wabash avenue. The needles were shown in process of manufacture from the original bamboo poles of the Far East to the finished talking machine needles, sharpened and packed for the American music-lover. Facing upon the Jackson boulevard side was a splitting machine operated by one of the B. & H. Fibre Mfg. Co.'s expert workmen. As the needles were split from the sectional bamboo

blocks they fell down a chute onto the floor and piled up by the thousands against the window. Seated at a table on the Wabash avenue



Showing sectional blocks from which needles are split, splitting machine and needles ready for pointing.

side were three young ladies pointing, sorting and packing the needles. It was decidedly a "live" window display bringing the factory to the eyes of the public, and, judging from the

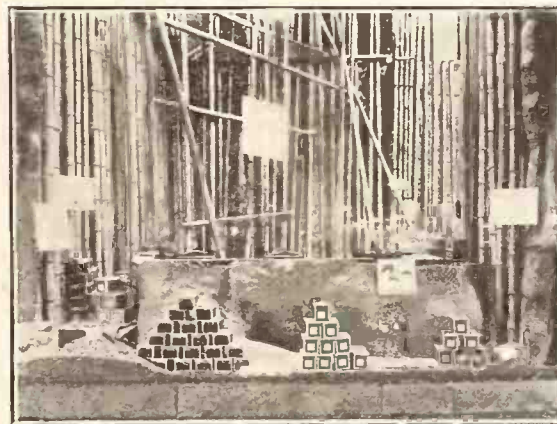


Table at which pointing, weighing and packing were demonstrated. Pointing machine is shown at right end of table.

crowds surrounding the Lyon & Healy window from morning till night the public was very interested. A large placard hung towards the rear of the window announced that "These fibre

needles, made in America by Americans, assure perfect tone reproduction and give longer life to your records." Setting off the rest of the display and forming a most excellent background were a number of long bamboo poles of a diameter and size larger than most Chicagoans had ever seen.

**New Wymann-Babb Store**

Wymann-Babb & Co., retail piano and talking machine dealers of Chicago, announce the opening of their large new store at Chicago avenue and Leamington street. They have been located a few doors down the street. The new location on the corner is expected to prove doubly advantageous. A. F. Wymann states that the manager of the new store will be Andrew Benson, formerly superintendent of the Morenus Piano Co., of Chicago, and before then with the Bush & Lane Piano Co., of Holland, Mich. Wymann-Babb Co. handle the Packard, Bond and Hallet & Davis pianos and the Brunswick and Columbia lines of talking machines.

**The Value of Service!**

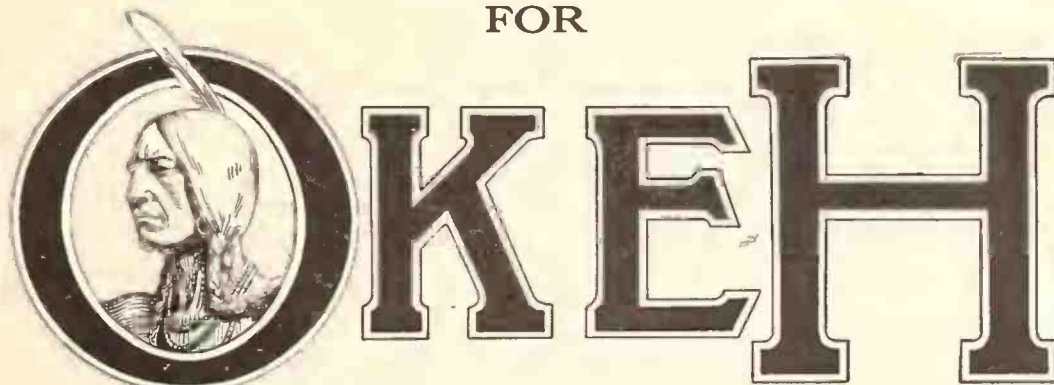
The fact that two heads are better than one when it comes to selling an unusually high quality article would seem to be evidenced by a recent Sonora sale in Marshalltown, Ia. L. Golder, in charge of the Chicago Sonora office, tells the story, and it's a mighty good example of cooperation between the wholesale and retail elements in a talking machine sale.

Hubler's Phonograph Parlors are located in Marshalltown, Ia., and it seemed that this concern had their hands on a rather doubtful prospect for a \$1,000 Sonora. S. R. Christoffersen, wholesale Sonora representative in Iowa, got wind of the fact and straightway hustled off to Marshalltown to see if he couldn't aid the dealer in making the sale. He succeeded, and here's a few lines Mr. Golder received from Walter T. Hubler, proprietor of Hubler's Phonograph Parlors:

"I wish to thank you for the services which  
(Continued on page 100)

Your Account With Us

FOR



RECORDS

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES

LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON



No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

your Mr. Christophersen has rendered to us, especially in conducting the concert of last week. He came to us a stranger, but left a friend. He not only is of a strong personality, but is able to give a dealer many good ideas which, if followed, will surely be of benefit to him. The fact that he is in this territory is going to mean that Sonora will forge ahead and will eventually reach the highest sphere.

"He sells the goods himself and can also show others how to sell the goods. This is a point where many a good salesman falls down. He knows how to sell goods, but when that is done he is done. To impart that knowledge to the retailer is beyond him; he is not capable, in fact, in many cases he thinks it is not in his line to educate the dealer. If he only knew it that is where his future profits lie—in educating the man he sells, giving to him the fundamentals and also the enthusiasm which does not die the week after the salesman leaves."

Oro-Tone to Move to Larger Quarters

The Oro-Tone Co., now located at 20 East Jackson boulevard, is planning to move to larger quarters at 1808-1810 Irving Park boulevard. Leigh I. Hunt, treasurer of the Oro-Tone Co., stated that this move is necessitated by their comprehensive plans for enlarging the business and in order that the offices of the company might be close to the factory. At their new address the Oro-Tone Co. will occupy some

3,000 square feet of floor space. The assembling room will also be here. Within a block of the new place is the factory.

Unit Construction Co. Active in West

The Unit Construction Co. is planning an energetic campaign throughout the Central West for the improvement and modernizing of talking machine departments, which have outgrown their facilities for the efficient handling of increased business. It opened a Chicago office last March with E. E. Morton in charge and has been on the jump ever since. This gentleman believes that if a talking machine department isn't paying big dividends right now there are reasons, and one of these reasons is the failure to have a modernized, attractively constructed interior. Just now, however, the type of merchant who demands most of his attention is not the one doing too little business, but the one doing too much. The "overgrown" talking machine department with built-in booths that cannot be shifted form a large percentage of the retail stores of the country at the present time, and it is these Mr. Morton most wants to reach. The entire Central West will be covered intensively by Mr. Morton and his assistant, H. R. Mirick, who is out on the road most of the time calling upon the trade. Mr. Mirick was previously associated with Lyon & Healy in the talking machine business as wholesale representative and is well known.

E. E. Morton comes to the talking machine trade from the United States Air Service. It is a coincidence that he first became associated with the Government air work in the city of Chicago as far back as the early part of 1917. Later, on account of trouble with his eyes, he



E. E. Morton

went to France as an ambulance driver, again transferred to the air service and was sent to Paris to the Aviation headquarters. After serving eight months in France he came back to take part in the production end of the aircraft program and was sent to the aircraft factories at League Island, Philadelphia, where he first came into association with the Unit Construction Co. This concern made wing sec-

A CHART OF MONTHLY SALES

How the Average Annual Business Is Divided Up Into Monthly Portions, Prepared by H. B. Bibb, of the Brunswick-Balke-Collender Co.

CHICAGO, ILL., June 3.—A chart showing the average normal proportion of the sales throughout the year has been prepared by H. B. Bibb, sales manager of the Brunswick-Balke-Collender Co. talking machine division. It will be examined by the trade with great interest, as the chart is representative of the average business, not of one or two States, but of all the States in the Union. Particular care has been taken in the compilation of the figures received, and dealers from every part of the country have assisted in its preparation.

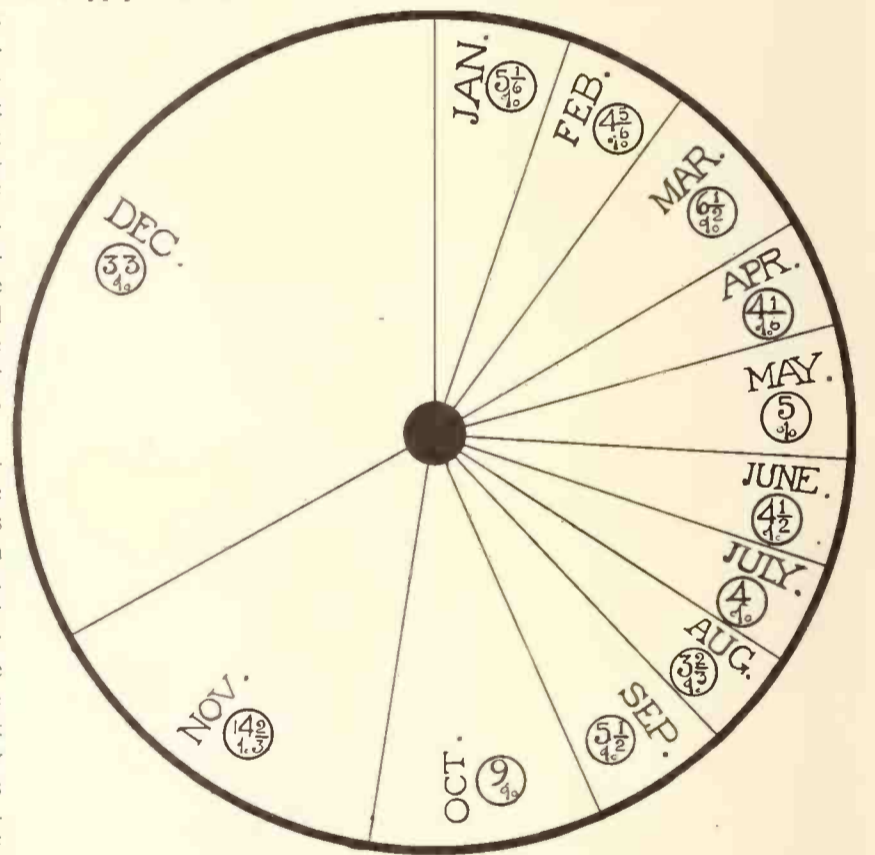
"I have corresponded with a large number of dealers," said Mr. Bibb, "and the figures from which the chart has been prepared are secured from all parts of the country from merchants selling various makes of talking machines. Individuals may be able to disagree with these figures, but they give a fairly good idea of business as a whole."

It will be noticed that almost one-half of the annual business was done in the last two months of the year, November and December, and considerably over half was accomplished in October, November and December. Probably one-third of the entire annual trade was encompassed between December 1 and 31. Of

course, the chart is based on normal conditions and does not take into consideration the present unusual operation of the law of supply and demand. The chart shows business as it would be distributed if the dealer maintained a complete stock throughout the year and put the same amount of selling energy into every month of the year. Under present conditions, with supply considerably under demand, the business of each month will become more equalized, the business of the larger months carrying over into the smaller.

Here are cold facts, eloquent in their appeal. The necessity for getting stocks on the floor sufficiently in advance of the busy season to preclude the possibility of a shortage is strongly apparent. If the last three months of the year are the months for selling then it would seem to be equally true that the middle months are the months for ordering—especially in view of present conditions.

Mr. Bibb has had a large replica made of the accompanying chart and placed it over his desk for the benefit of Brunswick dealers.



An Interesting Sales Chart

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of DECALCOMANIA Transfer Name-Plates



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

tions, hulls and propellers for the large naval flying boats.

Mr. Morton is possessed of mechanical talent, which should aid him materially in his association with the talking machine trade. He brings to his latest work appreciation of the value of decorative art and display merchandising methods gained in six years' previous experience in the advertising and sales field.

Trade Conventions Interest Public

The recent conventions in Chicago of the various music industries aroused quite a degree of interest in the minds of the newspaper reading public. Several local dailies gave events publicity in small but interesting items, and the fact that representative music dealers from all parts of the country were gathered here created, of itself, not a little interest. An article published in the Daily News was entitled "Sick? See Dr. 'Ragtime,'" and following this came a few pungent phrases dealing with music as a cure-all medicine. "Does the rheumatism bother you these wilting days? Get out the talking

machine and slap on a record with lots of jazz in it. Think the heat will give you nervous prostration? Don't worry. Just hum to yourself a few catchy bars from a Strauss waltz."

"But," murmured a skeptical talking machine and piano dealer, "what good is it going to do us if they go around humming?—and how you gonna hum jazz, I'd like to know? I say, let 'em slip a snappy talking machine record on a good talking machine. That'll do the work."

Chicago Puts Victory Loan Over

Trade team No. 30, made up of the music industries of Chicago, reached and passed its quota of \$1,100,000 at the end of one of the most exciting and hardest fought of all the five liberty loan campaigns. James F. Bowers, president of Lyon & Healy, was chairman of Team 30. He and his assistants all the way down the line deserve the greatest credit for their consistent and enthusiastic efforts. Pep and "stick-to-it-iveness" characterized the trade workers from the start to finish. It is difficult to mention the names of any of the salesmen who did

such excellent work without mentioning all of them, but the talking machine man who piled up the largest total was Leslie C. Wiswell, who turned in subscriptions amounting to \$106,900. Mr. Wiswell was in charge of all the talking machine divisions and was tireless in his work of rounding up subscribers.

W. F. Stevens, acting for the War Loan Organization, as captain of Team No. 30, wrote the following summary to James F. Bowers at the close of the campaign: "I want to express my extreme pleasure for the many courtesies received at your hands in serving with those veterans of the old battalion with whom I went through the fourth campaign, and the many new and attractive faces in the replacement battalion. It was a source of pleasure, and in spite of the considerable work was a lot of fun."

Steger War Record

In the Steger Journal, a newspaper published in the town of Steger, Ill., where the well-known (Continued on page 102)

EMPIRE UNIVERSAL CUT  
Records can be played  
on any phonograph using  
a steel needle



See List of July  
Records in the Record  
Bulletin of this Paper



Model XA  
Mahogany  
or Walnut

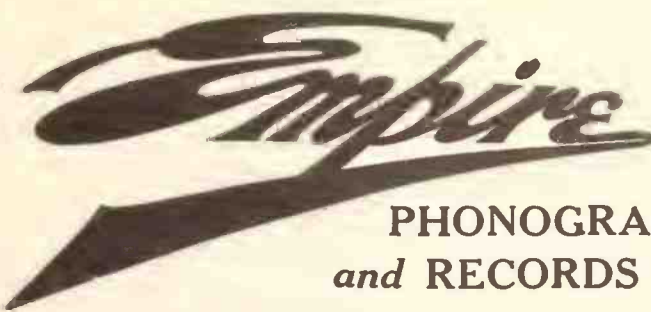


Model B  
Mahogany  
or Oak

EMPIRE UNIVERSAL CUT  
Records can be played  
on any phonograph using  
a steel needle



No Attachment Needed  
No Sound Box  
to turn



The Machine  
that Plays  
any Record

PHONOGRAPHS  
and RECORDS

The Machine  
that Plays  
any Record

HERE is a splendid line of talking machines and records that will appeal instantly to your patrons. The fact that Empire universal cut records can be played on any phonograph using a steel needle should interest you. See our list of July records in the record bulletin of this paper.

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

Empire talking machines are unexcelled in quality and are all equipped with high grade motors. There are ten models in the line—prices at retail are from \$35.00 to \$500.00.

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President  
429 South Wabash Avenue, Chicago, Ill.



# The Oro-Tone

QUALITY FIRST

FOR THE PERFECT REPRODUCTION OF ALL DISC RECORDS ON THE SUPERB EDISON

Has received the endorsement of the largest Edison dealers. It operates with the lever the same as the regular Edison reproducer. To see it is to admire. Hear it and be convinced.

Shall we send sample on approval?

Retail Price, Nickel Plated, \$8.50      Highest Grade Gold Plating \$12.50

Mfrs. of highest grade, tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.  
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

20 EAST JACKSON BLVD., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

Steger talking machines are made, a recent issue summarizes the war activities of the town and puts the amount invested in various war services at \$500,000. This is of unique interest to the talking machine trade, as the town is made up almost entirely of piano and talking machine workers.

Open New Music Store

The Linn & Scruggs Dry Goods and Furniture Co., of Decatur, Ill., opened their new music store at 129 North Water street, that city, on June 10.

Directions for Convention Visitors

The Lakeside Supply Co., 416 South Dearborn street, handed out to visitors during the recent convention of piano men attractive cards with diagrams on them showing how to get from the hotels to the Lakeside offices. Sachs & Co., makers of the Saxola talking machines, gave out small maps of the Loop district showing the location of their offices at 425 South Wabash avenue, as well as the railway stations, hotels, etc.

Tonofone Shipments to China and Cuba

R. C. Wade Co. report that they have just shipped a case of twenty-eight cartons of Tonofone needles to Shanghai, China, and five cases of one hundred and forty cartons to Havana, Cuba. Their foreign business is increasing all the time, in fact, is becoming one of the important factors in the exploitation of the Tonofone.

Chicago as a Musical Center

In a recent interview with a representative of The World S. A. Ribolla, general manager of the Otto Heineman Phono. Supply Co. of Illinois, whose headquarters are in Chicago, gave interesting and informative data relative to the importance of Chicago as America's greatest musical industrial center. Mr. Ribolla is thoroughly familiar with the growth of the talking machine industry in Chicago, and the remarkable success he has achieved with the Heineman organization may be attributed in a considerable measure to his intimate familiarity with every phase of the industry. Mr. Ribolla said:

"Some people are surprised at the unheard-of growth in the volume of business done by the music trades in Chicago. To me it's no surprise at all—it is as natural as it is for 'b' to follow 'a' and 'c' to come after 'b.' Anyone who has studied the commercial and industrial development of America must have noticed that Chicago by all the laws of nature and geography was destined to become a great trade and cultural center for the Middle West, Northwest, Southwest and for a good share of the Far West.

"The greatness of Chicago as a musical industries market was greatly enhanced by the fact that the States which it serves as a trade pivot are a happy combination of industrial-agricultural States.

"It is a well-known fact that in such territories

not only is wealth more evenly distributed, but prosperity is also not as spasmodic as in parts of the country where the majority of people depend mainly upon certain industries for their source of income. This prosperity throughout the States whose buyers seek Chicago as a music trade center has brought about the result that the average man not only owns his own home in greater proportion than is the case throughout the Eastern States, but that he is also in position to acquire more and better fineries which make for a cozy and beautiful home.

"Some of the leading men in the musical industries were quick to grasp the above-mentioned wonderful advantages, and as a result within the space of two generations some of the most powerful musical industries grew up in Ohio and Illinois, also Indiana and in some of the other States.

## AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of LYONS' SERVICE; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line IS NOT A THING OF THE PAST. It is absolutely the best value offered the public today.

### J. I. LYONS

17 W. Lake St.

Chicago

### Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each  
Cash with order  
State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

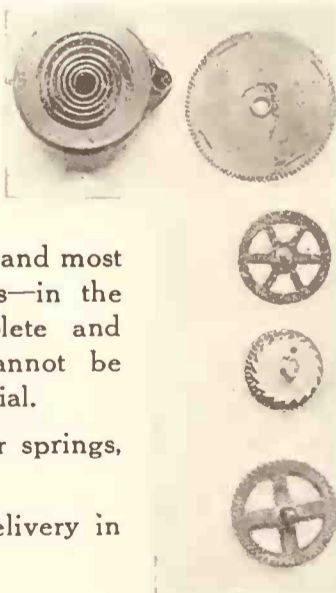
Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.  
Room 400, 425 S. Wabash Ave., Chicago

## Repair Parts

For All and Every Motor That Was Ever Manufactured



WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.

INCORPORATED UNDER THE LAWS OF ILLINOIS

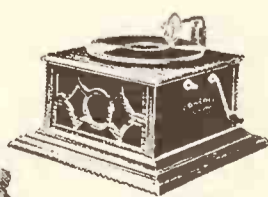
# Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neil-James Co.  
Aretino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

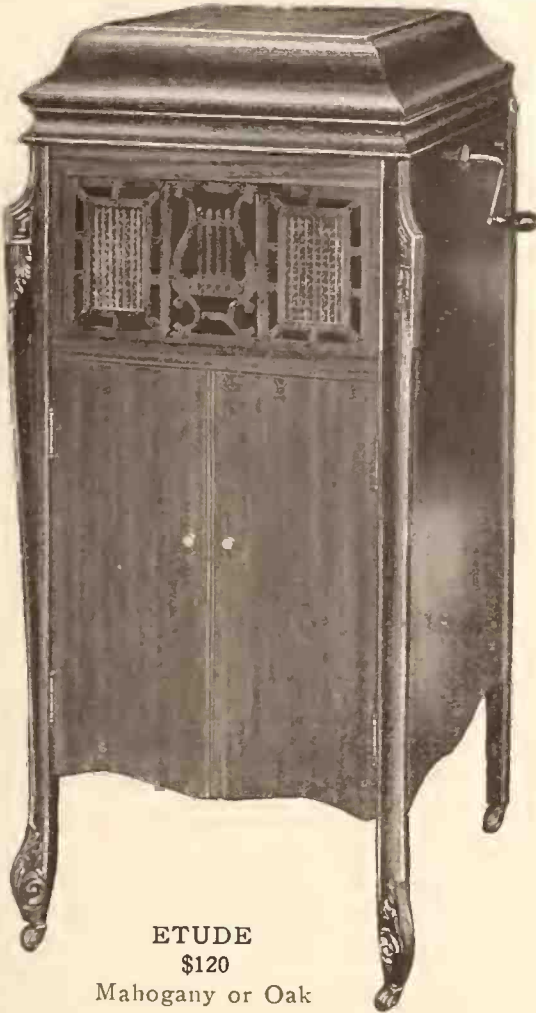


# TELEPHONE

(Reg. U. S. Pat. Off.)

## The Most Talked About Phonograph In America

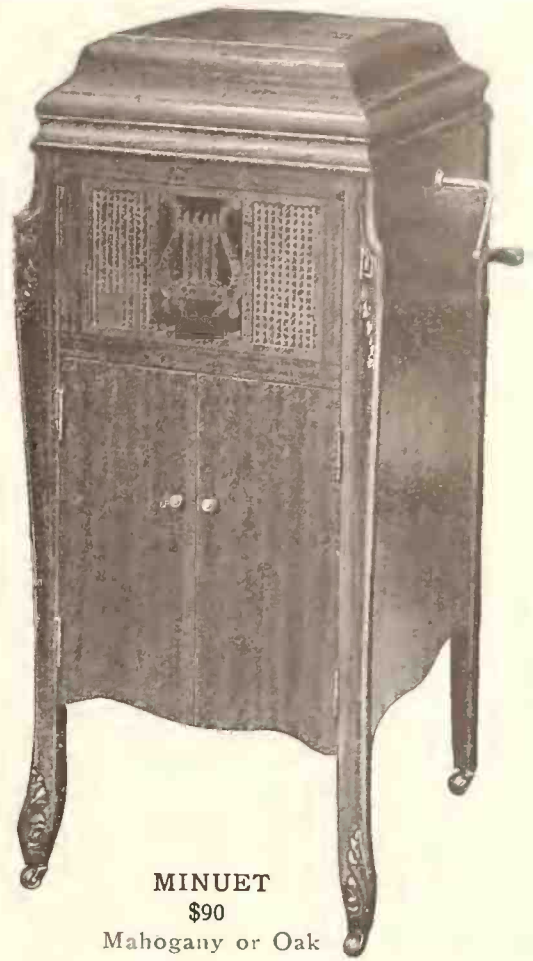
— AND —



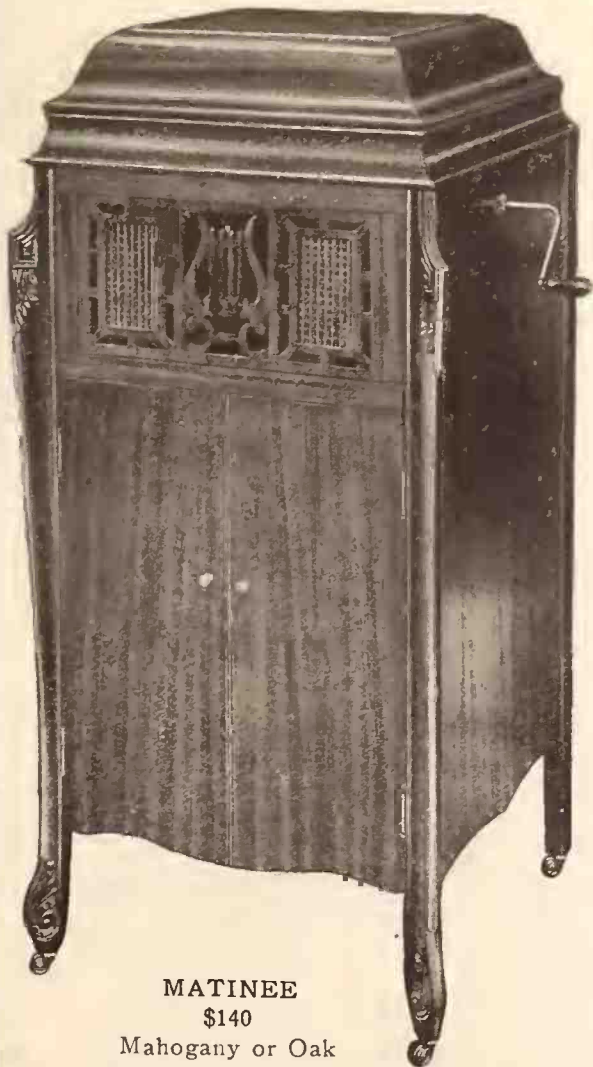
ETUDE  
\$120  
Mahogany or Oak



MINUET  
\$90  
Mahogany or Oak



MINUET  
\$90  
Mahogany or Oak



MATINEE  
\$140  
Mahogany or Oak



ENCORE  
\$170  
Mahogany or Oak

*Retail prices shown here are subject to regular Trade Discount.*

**The Most Remarkable  
Musical Instrument  
Now Before the Public**

— We —

**Invite Dealers**

Alive to

**REAL OPPORTUNITY**

to get

**Inside Information**

about this biggest Selling Sensation of the Industry—and to join our

**Enormous Output Plan**

*Write us To-Day, we'll gladly tell you Full Particulars in a personal letter by return mail. Illustrated Catalog.*

**Prompt Deliveries**

**Exclusive Territory**

**Powerful Co-operation**

**THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.**



## FROM OUR CHICAGO HEADQUARTERS (Continued from page 102)



## Talking Machine Dealers

everywhere now have an excellent opportunity to make big money on this exceptionally good proposition.

HERE IT IS



### Seeburg's Style "X" "Midget Orchestrion" (Coin-Operated)

It's an entire orchestra all by itself, which

*Fits in Nicely*

where a larger instrument would occupy too much space. It's the best little money-making side line that was ever offered to the talking machine dealer.

*Write us today and we'll tell you why.*

## J. P. Seeburg Piano Company

419 West Erie Street  
CHICAGO, ILL.

"The men at the head of those great institutions were quick in grasping the magnitude of their opportunity, and have sought trade more intensively and have created a demand for musical instruments more systematically in the homes of the Middle West and in the surrounding States than one finds recorded in any other part of the land.

"Of course, the unheard-of prosperity of our farmers has also had much to do with the tremendous growth in Chicago's share of music trading. After all, the farmer is in greater need of music in the home than the city dweller. First, because the man in town can hear music rendered by professionals in theatres, churches, cafes, etc.; second, because home life in the rural districts blossoms out in its full glory after sundown—and it goes without saying that a home can well afford to get along without Persian rugs and cut glass, but few farmers would think of living their life of solitude without the good cheer that a musical instrument will spread in their midst day after day."

#### Brunswick Traveler in Ohio

The Brunswick-Balke-Collender Co. have recently added to the list of their traveling representatives Jack Kennedy, who will represent



Jack Kennedy

them in northern Ohio. Mr. Kennedy is an old hand at the talking machine business, having been connected with the Eclipse Musical Co. of Cleveland for a number of years. The Eclipse Musical Co. are well-known Victor jobbers, and it was while connected with this concern that Mr. Kennedy became extensively acquainted with the talking machine merchants of Ohio. He brings to the Brunswick Co. an enthusiastic personality and the advantage of a personal acquaintance with practically every dealer in his territory, an asset that is of tremendous value.

#### Announce Their Removal

Consolidated Talking Machine Co. announce their removal to the building at 227 West Washington street, opposite the great Chicago Telephone Building. They have taken the entire building of three stories, with a retail store on the street level.

#### Have Developed Surprisingly

Cole & Dunas, of this city, who modestly started in the talking machine business a short time ago as jobbers of new and "second" records and who inaugurated the idea of selling records in batches according to retail price instead of according to catalog number, have developed most surprisingly during the last few months. In quick succession this concern has added to their line talking machine hardware, tone arms, motors and complete machines. A comprehensive catalog of talking machine hardware has just been issued for the convenience of the trade.

This has been prepared in the loose-leaf form, because of expected addition of new items from time to time. Cole & Dunas last month increased their wareroom space and are now shipping direct from the downtown office. They have also added to their force to permit of quicker shipments.

#### A Visitor From Tacoma

A recent caller on the local talking machine trade was Benjamin A. Almvig, manager of the Victrola department of Sherman, Clay & Co., Tacoma, Wash., who was on his way to the East on a trip combining business and pleasure. Mr. Almvig will call at the Victor factory in Camden, N. J., and will also visit New York, Boston and other cities before returning to the Coast. Regarding conditions in Tacoma, he stated that they are practically the same as those existing in other sections of the country, with the demand far in excess of the supply. Machines, and particularly records, however, are coming through in larger quantities, and in anticipation of further improvement in that direction plans are already under way for increasing the number of demonstrating booths in Mr. Almvig's department from eight to twelve to take care of future demands.

#### Enlarging Manufacturing Facilities

The Krasberg Engineering & Manufacturing Corp., this city, are enlarging their manufacturing facilities to the extent of a seven-story building adjacent to their present large and attractive plant along the lake shore at Ohio street. This new building is 200 by 109 feet, so that the increased floor space will be very considerable. The construction and equipment of this additional plant will be of the same high quality and up-to-dateness that so plainly marks the present plant. As was announced in these columns last month, the Krasberg Corporation are now turning a considerably larger part of their production over to the manufacture of phonograph motors than they have heretofore, and it is reasonable to suppose that this new addition is in a way to take care of this increased pro-

(Continued on page 106)

**YOU  
GET THE CABINET  
WE  
DO THE REST**

For the Manufacturer who  
Wants the Best Equipment  
at the Lowest Price We  
Can Supply Complete the

**MOTORS  
TONE-ARMS  
HARDWARE**

in Lots All Ready to make  
Your Cabinet a Phonograph

—  
ALSO

**RECORDS and ACCESSORIES**

Our Merchandise Guaranteed  
Write for New Catalog

**COLE & DUNAS MUSIC CO.**  
54 W. Lake St. Chicago, Ill.

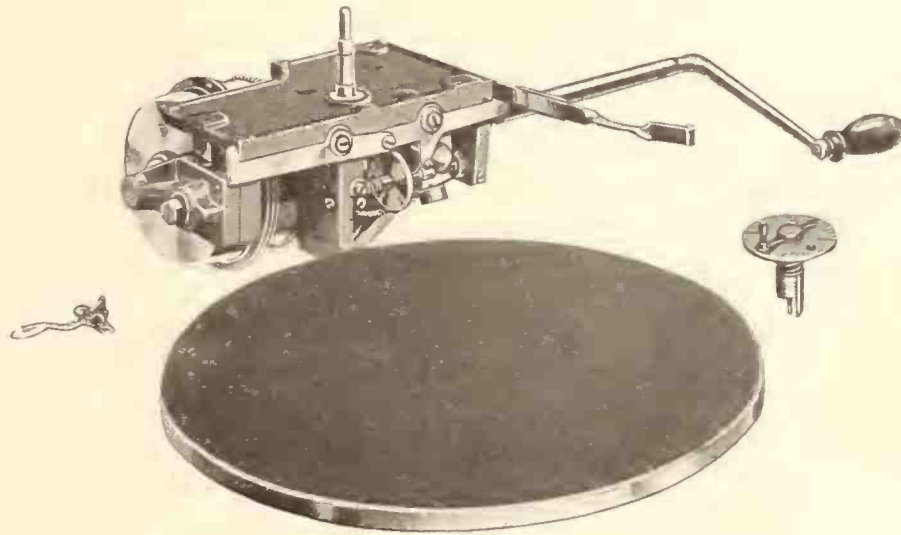


# UNIVERSAL

## THE MOTOR YOU WILL EVENTUALLY BUY

PERFECT  
IN  
MECHANISM

NOISELESS  
IN  
WINDING



QUIET  
IN  
RUNNING

IMMEDIATE DELIVERIES

ALSO MANUFACTURERS OF  
UNIVERSAL AUTOMATIC STOP — STAR STOP — SURE STOP

*SAMPLES and PRICES on REQUEST*

### Universal Stamping and Manufacturing Co.

1917-1925 SO. WESTERN AVENUE

CHICAGO, ILL.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

duction. In a short time production is to be started on a new enclosed motor which is an exclusive design of Mr. L. P. Valiquet's and will come out under letters patent. Mr. Valiquet is an expert and authority on technical matters, and acts in a direct advisory capacity on all the products of the Krasberg Corporation.

**Sonora Men Visit Factory**

L. Golder, manager of the talking machine department of Van Houten & Zoon, Sonora jobbers of the Middle West, and P. E. Gilbert, of the service department, have just returned from a visit to the Sonora factories at Saginaw, Mich. Walter J. Hamlin, general manager for Van Houten & Zoon, also has been out of the city visiting Sonora headquarters in New York.

Mr. Golder reports that extensive plans are in contemplation for the enlargement of the Saginaw factories in the immediate future. This is necessitated by the inability of the company to keep abreast of present orders and to enable them to adequately take care of the fall business. No new accounts will be accepted now, says Mr. Golder, for a period of at least ninety days. The Chicago warerooms are absolutely bare, Van Houten & Zoon not having a single instrument in their possession.

**Enlarging Factory at Geneva**

The Hiawatha Phonograph Co., with general offices at 209 S. State St., Chicago, is building an additional story to their three-story factory at Geneva, Ill. This step is rendered imperatively necessary by the tremendous demand for Hiawatha phonographs, which has for months taxed the company's capacity, although they have been working almost entirely on their old customers. Only to-day they had a cash order from a new man from the South for a carload of Hiawatha phonographs, but they were compelled to turn it down. Therefore the new addition brings good news to the loyal Hiawatha dealers. It will increase capacity far more than 25 per cent., perhaps will double it, as it will permit the development of processes which will increase pro-



502 SPRINGER BUILDING

duction to a far greater extent than the new floor space itself would indicate.

While making no changes in design or equipment the company is increasing the dimensions of all their styles, thus giving the dealer more for his money. This is the established policy of the Hiawatha Co.

**Visitors During Convention Week**

C. H. Morris, manager of the Velvetone Phonograph Sales Co., of Minneapolis, Minn., was a visitor during the convention and received some excellent orders. Mr. Canavan, who conducts their Los Angeles, Cal., branch, was also a visitor.

**Closed Some Large Deals**

Phil Ravis, president of the Peerless Album Co., New York, was a visitor during convention week and reported having closed some large deals on Peerless record albums. A Chicago branch was recently opened in charge of W. A. Carter at 57 East Jackson boulevard, and is already producing a fine volume of business.

The talking machine industry as a whole in the West gained considerably from the recent conventions of the piano manufacturers and merchants in this city.

**WHAT ARE WE DOING ABOUT IT?**

**European Nations Already Planning to Get Grip on Future German Trade**

English, French and Belgian manufacturers are apparently not awaiting the signing of the peace treaty before endeavoring to get a firm grip on German trade. Reports from Cologne indicate that British commercial agents are steadily arriving in Germany with a view to securing the business available along the Rhine. A significant fact is that representatives of some seventy British firms are reported to have formed a British Chamber of Commerce in Cologne. It is estimated, in a cable dispatch from that city, that French and English manufacturers have secured \$150,000,000 of business. All this points to the fact that America's overseas trade endeavors will be too late unless rapid forward strides are made within a short time. Waiting for the peace treaty doesn't pay.

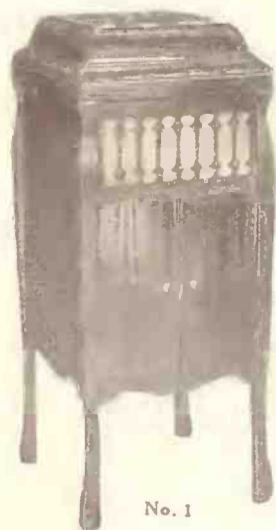
Joseph I. Carroll, sales manager for the Emerson Phonograph Co., New York, recently returned from a trip to Richmond, Va.

**Five Remarkable Money Makers**

Remarkable money makers because they sell fast and stay sold and become a standing advertisement for the dealer who handles them. These instruments are equipped with the best quality motors and universal tone arms obtainable. Reproduce all makes of records. They compare with the best.



No. 5



No. 1

**IMMEDIATE DELIVERIES**

No waiting. Orders shipped the same day received. Our production is sufficient to take care of your business promptly.



No. 3

**LOW PRICES**

The volume of our business enables us to give you the lowest possible prices. We prepay all freight charges. This means all the more profit for you.



No. 4



No. 2

**BEAUTIFUL IN DESIGN—WONDERFUL IN TONAL QUALITIES**

You can make a real sensation with your trade by offering these machines at remarkably low prices made possible by our extremely liberal offer to you.

Write Us for Particulars Without Delay

**MODERN PHONOGRAPH SUPPLY CO. 107 Springer Bldg. 313 S. Clinton St. CHICAGO, ILL.**



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

### GREAT SUPPLY FACTORY SECURED BY CHENEY CO.

Cheney Talking Machine Co. Begins Plans for Expansion With Acquisition of Accounting Machine Co. Plant at Grand Rapids, Mich.

Announcement of what is believed to be only one of several steps taken toward a rapid increase in production of Cheney phonographs comes from Grand Rapids in the form of a statement that the Cheney Talking Machine Co. has purchased the plant of the Accounting Machine Co. in that city, and that this plant will within a short time be devoted entirely to the production of parts for the Cheney phonograph.

For the past few months the Accounting Machine Co.'s factory has been devoted partially to production of parts for this phonograph, but in line with its policy of perfecting its production, both in quality and quantity, the Cheney Talking Machine Co. accepted the opportunity to purchase the property, and has now added this to its other factory equipment in Grand Rapids.

The arrangement with Berkey & Gay Furniture Co. under which this famous furniture concern manufactures cabinets for the Cheney phonograph only will be continued, as will the operation of the Cheney plant on Mill street, Grand Rapids. With the co-ordination of these two plants and the Berkey & Gay plant it is believed that within a few weeks the production of Cheney phonographs will be materially increased over its present maximum.

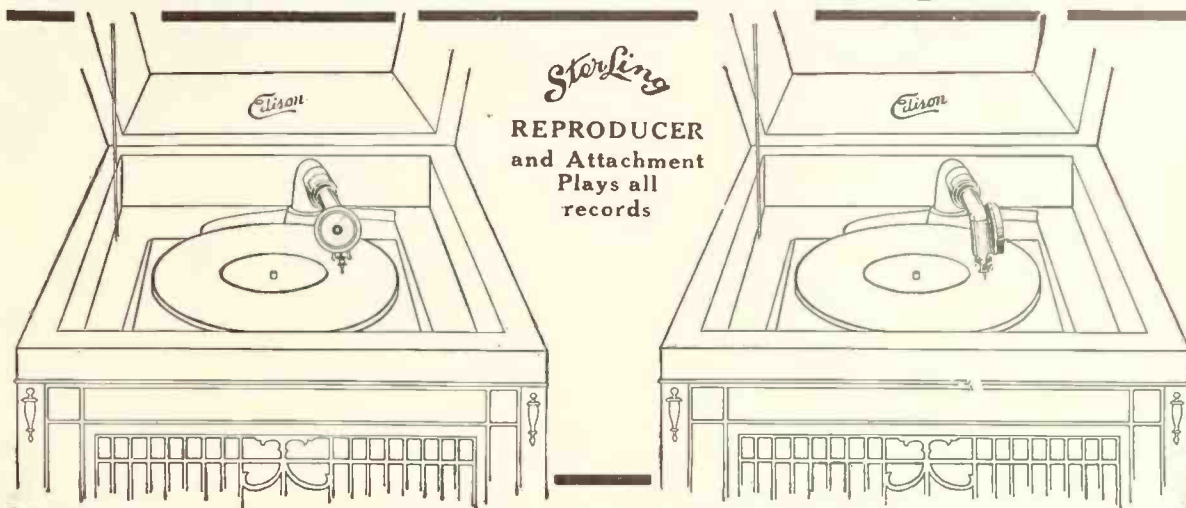
It is announced that with the coming increase of production it will probably be possible to include in the company's trade extension plans several States in which the Cheney Co. now has little or no representation.

In connection with the annual convention of the Allied Music Trade in Chicago, June 2 to 7, the Cheney phonograph line was on display in rooms Nos. 708 and 710, Auditorium Hotel, and in the company's wholesale offices, eighth floor, Marshall Field Annex Building, and also in the phonograph department of Marshall Field & Co. retail, Burton Colver, Eastern representative, was in charge of the Auditorium exhibit, and several other representatives were in the city during the convention.

Plans for trade extension, including announcements in reference to new equipment features and aggressive advertising campaigns, will be given in detail to the trade in the course of a few weeks.

See how the jobbers in The World can supply your wants.

## New exclusive features—a big success



Sterling Reproducer in position for playing Edison or other "Hill and Dale" records.

Sterling Reproducer in position for playing Victor or other lateral records.

### Among the features that make it best

Volume of tone.  
Faithful reproduction of both high and low pitch tones.  
Tones brought out that are not heard distinctly, if at all, from other reproducers.  
Records any kind of playing faultlessly.  
No extra elbows—no removing from machine in

changing from "Hill and Dale" to lateral records and vice versa.  
Less wear or cutting of records than caused by any other reproducer.  
Attractive appearance and design make it an ornament to any phonograph.  
Enclosed Stylus Bar prevents breakage; adds greatly to smooth appearance.

Write for descriptive circular and price list

**STERLING DEVICES CO., Dept. 100, 467 E. Ontario, Chicago**

### SOME SUMMER SELLING ARGUMENTS

Edison "Diamond Points" In Editorial Makes Some Live Suggestions Along That Line.

An interesting editorial in the current issue of Edison "Diamond Points" says in part, regarding summer sales:

"You can sell skates in winter, because that is when people skate. You can sell bathing suits in summer, because that is when people swim. People play the phonograph all the year round. In handling the New Edison, you are selling a product with a twelve months' open season.

"The only disadvantage connected with that sort of a proposition is that you have to work all the year round. You can't just hand out goods for three months and sleep for nine. It's up to you to be on the job every moment of the phonograph season, and to blame no one but yourself if your sales drop in any one month.

"But even though the Edison isn't of merely seasonal popularity, you do need to use season-

able arguments to sell it. That is true of any class of goods. The demand for soap is as steady as any in the market, and yet if you watch soap ads you will see that they feature snow scenes in winter and summer sports in summer as consistently as those of any other manufacturers.

"You know the summer arguments for the New Edison, or if you don't it is easy enough to work them out. Put yourself in the place of the prospect. Think how much you would enjoy the Edison."

### TO OPEN IN INDEPENDENCE, MO.

William R. Allen, who has just returned to his home in Independence, Mo., after two years' service in the navy, will open a talking machine and record store in the new Lewis building on West Maple avenue. He will carry the Columbia Grafonola exclusively and a full line of Columbia records. The new store, which will be known as Allen's Phonograph Parlor, is most attractively fitted up.

## OTHERS—WHY NOT YOU?

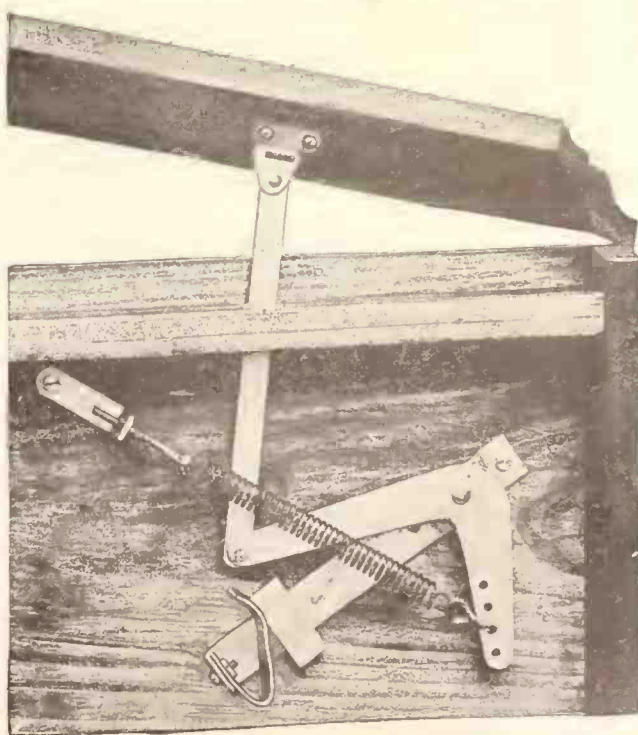
Most of the new talking machines of real merit are being equipped with the

## CHICAGO COVER BALANCE No. 4

It is not merely a Talking point; it's a Positive point of vantage. Don't take our word for it. Ask the manufacturers who are using it—to date 87 of them. Investigate.

WE MAKE NO CHARGE FOR SAMPLES TO BONA-FIDE MANUFACTURERS,

**Chicago Hinged Cover Support and Balance Company**  
2242-44 W. 69th Street Telephone Prospect 25 CHICAGO, ILLINOIS



Perfect Cover Balance No. 4 (Patent Applied for)



# ONE OF THE FINEST PHONOGRAPHS

We Might Say *The Finest*  
We Say *One of the Finest*  
Because——

There are several makes  
of high-grade machines  
that represent just as  
good a value as the  
Hiawatha Phonograph.

What we maintain is that  
the Hiawatha in tone, con-  
struction, finish, and stan-  
dard of equipment takes  
justified rank alongside  
the best in phonographs.

Mr. Dealer: You should

**HANDLE ONE OF THE FINEST PHONOGRAPHS**

Your initial order for one Hiawatha will enable you to do so

*Our policy is just as fair as our claim.*

## HIAWATHA PHONOGRAPH COMPANY

MANUFACTURERS

209 S. State Street, Chicago, Ill.

FACTORY: GENEVA, ILLINOIS

HIAWATHA  
PHONOGRAPHS

Listen to this simple story  
to this song of *Hiawatha*  
LONGFELLOW





# TALKING MACHINE EXHIBITS MADE DURING PIANO CONVENTIONS IN CHICAGO

CHICAGO, ILL., June 10.—The talking machine manufacturers, as well as makers of talking machine accessories, were much in evidence last week during the conventions of the various piano trade organizations at the Congress Hotel. A goodly number of talking machine men had special exhibits at the Auditorium Hotel and neighboring hostleries, and those with local display rooms made special efforts to attract the piano men to those centers, and, be it said, the piano men, particularly the dealers, appeared quite anxious to see the new offerings in the talking machine line with a view to extending the scope of their business.

Among the talking machine houses which had special exhibitions during convention week were included the following concerns:

The Atlas Sales Corporation, Richford, Vt., manufacturers of packing and shipping cases for talking machines, had exhibits both at their local offices in the Webster Building and in the Auditorium Hotel.

The Brilliantone Steel Needle Co., of New York, exhibited their Brilliantone needles in counter display cases, also their new combination tone needles, which attracted much attention. W. A. Carter, district manager, 57 East Jackson Boulevard, Chicago, was in charge.

The local headquarters of the Brunswick-Balke-Collender Co., of course, had a full line of Brunswick phonographs on exhibition, but for the convenience of conventioners at the Congress, the company installed a special exhibition

of the leading types of machines in the Auditorium Hotel.

Bush & Lane Piano Co. exhibited at their Chicago retail rooms, 824 Republic Bldg. Walter Lane, W. H. Beach, F. J. Congleton, Fred Kurtz and C. L. Beach greeted visiting merchants. In addition to the regular line of Bush & Lane pianos, talking machines made by this concern were also shown.

The Cheney Phonograph Co., Chicago, had two displays at the convention, one at their regular showrooms, 24 North Wabash avenue, and another at the Auditorium Hotel. The Auditorium exhibit was particularly attractive, inasmuch as it embraced practically all the styles of the Cheney line, including special period styles in a variety of finishes. The exhibit gave the impression that the Cheney product was high class in all particulars. Burton Colver and a corps of assistants took care of the numerous visitors.

Melville Clark Piano Co. exhibited in their wholesale warerooms in the Kimball Bldg., 25 E. Jackson boulevard. T. M. Pletcher and other members of the sales force met the visiting merchants. The Apollo player action and the combination Melville Clark player-piano and talking machine proved to be subjects of great interest to the visitors.

Federal Phonograph Parts Co., Chicago, exhibited at 8 South Dearborn street. A special exhibit of their talking machine accessories

was shown and attracted much attention.

Fletcher-Wickes Co., Chicago, had a complete display of the latest models of their F. & W. sound boxes and tone arms at their headquarters, 6 East Lake street.

The Kamo-File Co., Rockford, Ill., had an interesting exhibit of a number of new talking machine record filing devices at the Auditorium Hotel in charge of Leslie Scott. The exhibit included a new filing device made up to resemble several volumes of books and designed to be set in the regular bookcase. There was also shown a special filing arrangement for installing in talking machine cabinets by the manufacturers. The feature of the company's files is the fact that the compartments are all lined with felt.

Otto Heineman Phonograph Supply Co., New York, displayed their complete line of Heineman and Meisselbach motors, together with tone arms, sound boxes, needles and other talking machine accessories at their local offices, 19 West Jackson Boulevard. From the number of visitors who inspected the line, it is to be assumed that some more piano manufacturers will start making talking machines shortly.

The Jones-Motrola Co., Inc., New York, with Chicago office at 57 East Jackson boulevard, showed at The Stratford the Jones-Motrola attachable to any talking machine in place of the winding crank. The new model has several ad-

*(Continued on page 111)*



## CABINETS

Can furnish them in six sizes in car lots and over

## MOTORS

Can furnish any standard makes from stock

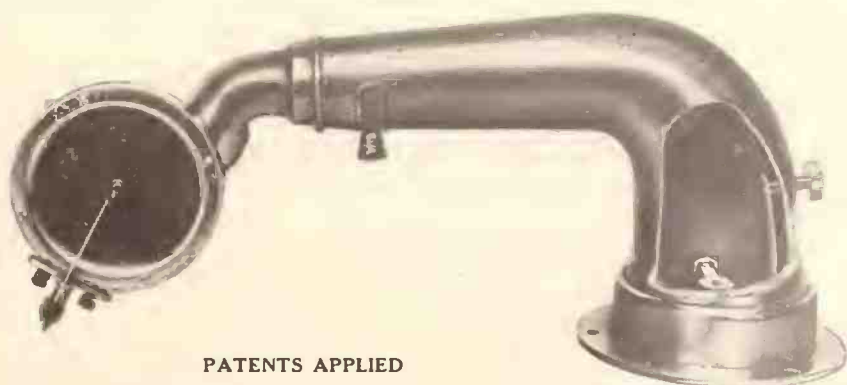
## NEEDLES

Can furnish any amount of steel needles at very attractive prices.

## TONE ARMS

*Look at the new simplified, easy bearing, easily adjusted Tone Arm. Write us.*

Let us supply you with hardware, and all Phonograph accessories.



PATENTS APPLIED

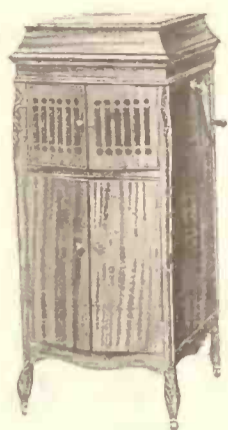
**LAKESIDE SUPPLY CO., Inc.**

416 So. Dearborn St.

CHICAGO, ILL.

Telephone Harrison 3840





No. 175

# NO SEASONS for World Phonographs



No. 225

Our Jobbers and their Dealers are selling them by the thousands *NOW*.

*Why Not You???*

WHERE  
QUALITY  
REIGNS  
SUPREME

*The Home of the  
"World"*



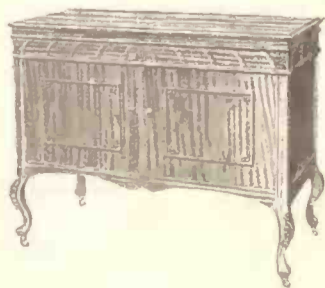
*Jobbers Are Invited to  
Come and See*

HOW  
WORLD  
Phonographs  
ARE MADE

World Phonographs are better than ever and getting better every day.

*That's our policy*

Don't forget **WORLD** Records



No. 375

## WORLD PHONOGRAPH CO.

736 TILDEN AVE.

CHICAGO, ILL.



No. 150



TALKING MACHINE EXHIBITS MADE—(Continued from page 109)

vantages, one of which is that the motor cannot cut in while a record is being played. W. A. Carter, district manager, was in charge.

Krasberg Engineering Co. held an exhibit on the main floor of the Auditorium Hotel. L. P. Valiquet, the well-known talking machine technical expert, who is employed by the Krasberg Engineering Co. in an advisory capacity; C. T. Armour and Walter McGill received visitors and showed them the complete line of Krasberg spring motors. The Krasberg open spring motor was most emphasized, but they are also bringing out a new enclosed motor, and this model is also a feature of the exhibit.

The Mandel Manufacturing Co., of Chicago, showed five models of Mandel talking machines at the Stratford Hotel. The "news" for the dealers consisted of two models of cabinet machines, one in walnut and one in oak, with all of the exposed metal parts, tone-arm reproducer, turntable frame, brake, hinges, etc.,

heavily gold plated. Ben Reidler, Roy Black, Wm. A. Tindall, Mr. Lund and Mr. Spencer, of the traveling force, and Sales Manager M. B. Silverman were in attendance.

Milton Piano Co., New York, had an interesting exhibit at the Auditorium Hotel, a feature of which was the Milton combined player-piano and phonograph. John H. Parham, George W. Allen and K. W. Curtis did the honors.

Nightingale Manufacturing Co., Chicago, entertained convention visitors at special quarters at the Congress Hotel, but confined the machine display to their showroom, 422 North Armour street.

Oro-Tone Co., Chicago, displayed the Oro-Tone attachment for playing lateral cut records on Edison phonographs at their local offices, 20 East Jackson boulevard.

The Peerless Album Co. showed their line of record albums in both red and black covers, at Room 256 Stratford, in charge of W. A. Coates, manager of the Chicago office, 57 East Jackson boulevard. Phil Ravis, of New York, president of the company, was a visitor during the week.

The Starr Piano Co., of Richmond, Ind., held a special exhibit of Starr phonographs and Gennett records at the Hotel Stratford during convention week. William C. Klumpp and Harry Berlin were in charge of the exhibit and extended a cordial welcome to the visitors, who inspected the various models of machines and listened to the latest recordings.

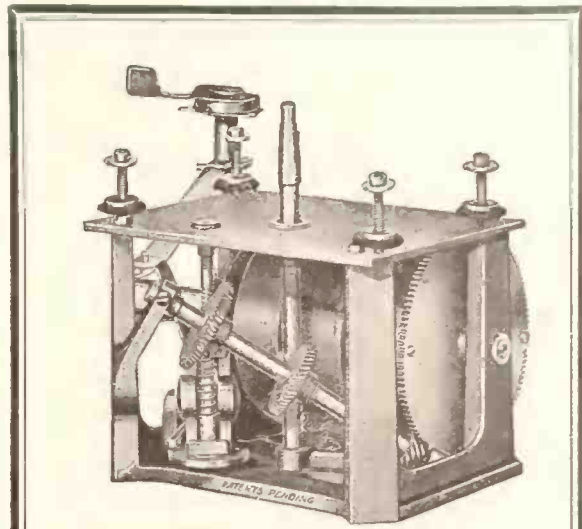
G. Howlett Davis, president of the Standard Music Roll Co., attended personally to convincing the various visitors to his suite in the Congress Hotel of the several merits of the Arto, Sing-A and other rolls made by the Standard Co. The feature of the display was a set of laboratory samples of the new Arto universal cut talking machine records which will be on the market in September.

Steger & Sons exhibited in their regular wholesale and retail warerooms in the Steger Bldg., corner of Wabash avenue and Jackson boulevard. Also the various styles of Steger talking machines were shown.

The Talking Book Corp., New York, had the advantage over certain other talking machine exhibitors through the fact that a display of their products on a special card was placed immediately adjoining the desk of the secretary of the National Association of Piano Merchants at the Congress. On the card was shown the talking dolls, as well as the talking books manufactured by the company, and a good many dealers took advantage of this opportunity of investigating the possibilities of the products.

Vitanola Talking Machine Co., Chicago, took occasion to secure special display quarters at the Auditorium Hotel for the period of the convention, where they displayed the entire line of Vitanola talking machines. They also received a number of visitors at their headquarters, 508 West Thirty-fifth street. The Auditorium exhibit included all the leading models.

Thomas E. Wilson & Co., Chicago, displayed several models of their "Wilsonian" phonograph in the Auditorium Hotel, under the supervision of E. Hirschfelder. There were several attractive models shown, ranging in price from \$90 to \$160.



**Manufacturers**

Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

**UNLESS**

It is equipped with the new **Fulton Motor**

(Designed by Wm. R. Everett, M.E.)

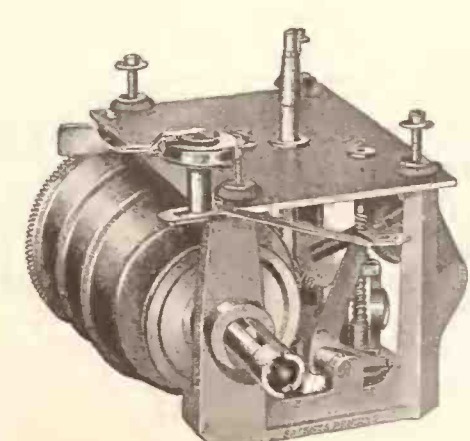
*This is the Noise-less, Trouble-less, All Worm and Spiral-gear Motor. Cannot Be Overwound.*

"No adjustments are provided —none are necessary"

Send \$15.00 for sample —refunded if motor is returned. Price \$12.50 in lots of 1000. Partial shipments if desired.

**Fulton Bros. Mfg. Co.**  
WAUKEGAN, ILL.

CHICAGO OFFICE:  
20 E. Jackson Blvd.



**EMPIRE UNIVERSAL ATTACHMENTS for EDISON PHONOGRAPHS**



Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record

Write for **Descriptive Folder and Attractive Quantity Prices**

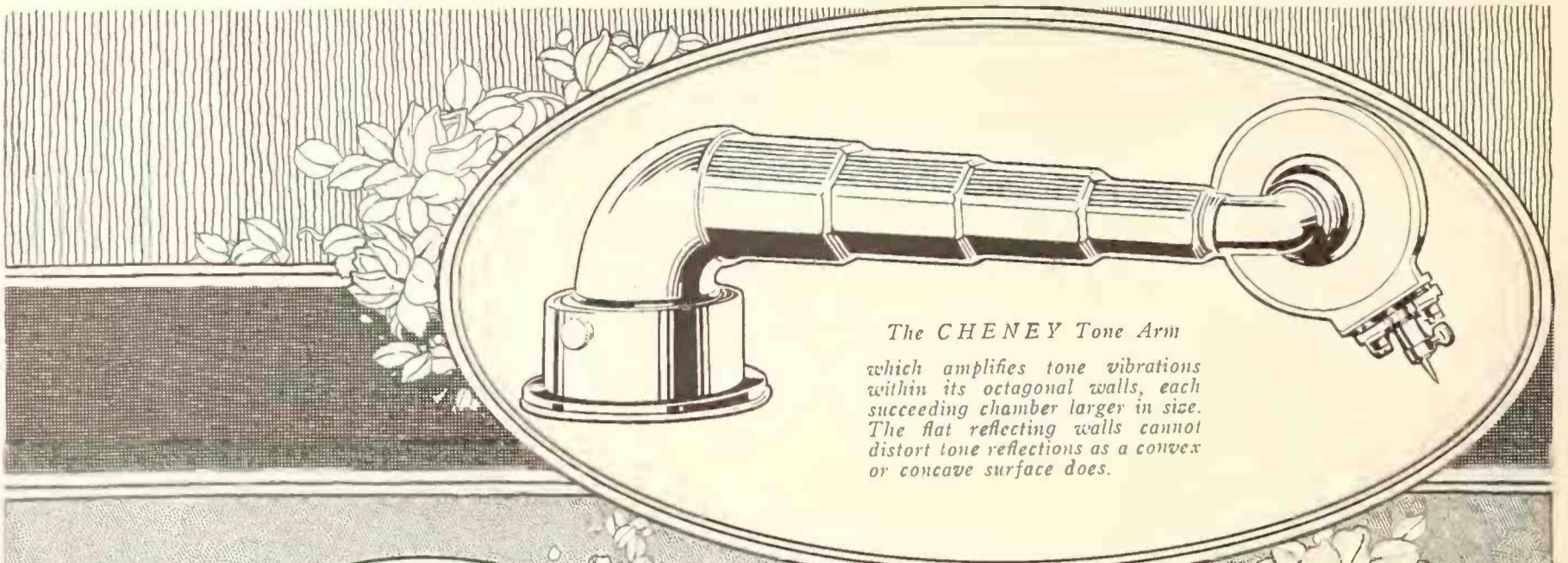


This shows the attachment in the proper position for playing the Pathé and any hill and dale cut record.

**The Empire Phono Parts Co.**  
Sales Office  
429 So. Wabash Avenue  
CHICAGO, ILL.  
Factory  
CLEVELAND, OHIO

**WE MAKE**  
all kinds of phonograph parts, tools and dies.  
**WE DO**  
punch press work, experimental work and light manufacturing for the phonograph trade.  
**ACME ENGINEERING & MFG. CO.**  
1622 Fulton Street Chicago, Ill.





The CHENEY Tone Arm  
 which amplifies tone vibrations within its octagonal walls, each succeeding chamber larger in size. The flat reflecting walls cannot distort tone reflections as a convex or concave surface does.

The  
**CHENEY**  
 PHONOGRAPH

Complete Line on Display  
 at the  
**Grand Rapids Market**  
 Keeler Building Arcade  
 June 23—July 19

CHENEY Phonographs are sold from the floors of the most discriminating music dealers. They are in a class apart because of revolutionary acoustic inventions which permit unmatched purity of tone.

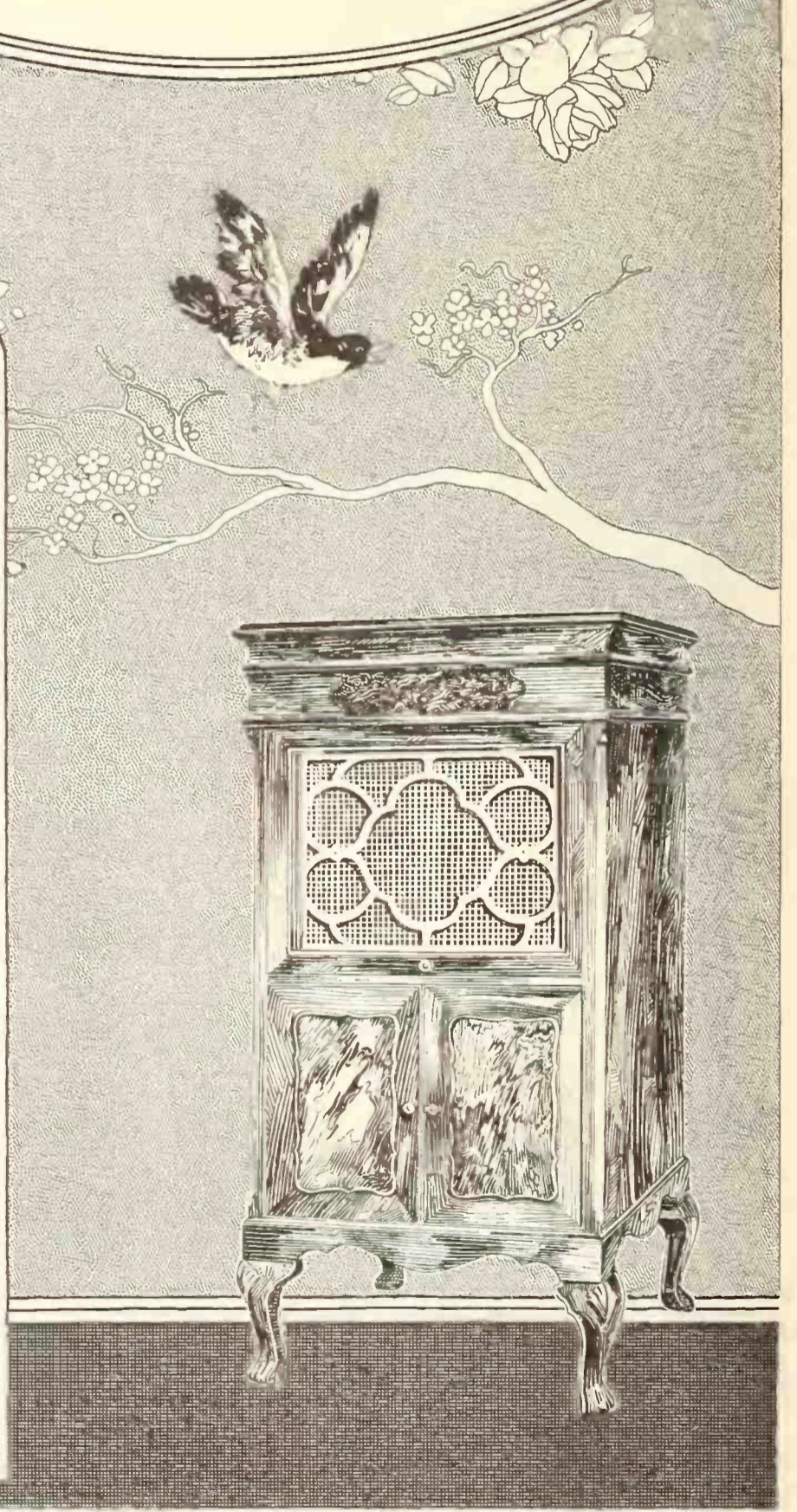
The exclusive Cheney features are covered by basic patents. You will recognize the difference in Cheney Tones as soon as you hear them. Unmarred by "needle-scratch" or mechanical noise, they are as serenely pure as Nature's Own.

Only the original production can match the richness and mellowness of a Cheney reproduction.

Cheney Cabinets, fashioned by foremost furniture builders, are in keeping with the superior tonal system they enclose.

**CHENEY TALKING MACHINE COMPANY**

831 Marshall Field Annex Building  
 24 North Wabash Avenue  
 Chicago, Illinois





**ANNUAL REUNION OF BLACKMAN FORCES ENJOYABLE EVENT**

After Enjoying the Show at the Palace Theatre Last Saturday the Blackman Organization Gave a Banquet at Murray's, When the Annual Distribution of Profits to Employees Was Announced

The tenth annual reunion and banquet of the employes of the Blackman Talking Machine Co., New York, Victor wholesaler, was held last Saturday, and the program offered the employes provided for a theatre party, dinner and dance. This year's event was thoroughly enjoyed by every member of the Blackman organization, and in view of the keen delight of the employes,



J. Newcomb Blackman

it is likely that similar programs will be carried out each year.

The members of the Blackman party assembled at the Palace Theatre at 2 o'clock and enjoyed one of the best vaudeville bills offered by this famous theatre during the current season. Every act was a headliner, and this part of the program was a signal success.

At 6 o'clock the Blackman organization visited Murray's on West 42nd street, where, as usual, the Egyptian Room had been reserved for their party. The menu was typical of the culinary achievements of this popular restaurant, which is one of the best known in the city.

At the close of the banquet, J. Newcomb Blackman, president of the company, gave an address of welcome, and during the course of his talk presented a brief resumé of the company's progress and activities during the past year. Mr. Blackman also gave interesting views regarding general conditions in the talking machine industry, predicting that the industry will grow steadily, and that 1919 will be the greatest year in the history of the trade. He commented incidentally upon the fact that his company had just closed the biggest May in many years, and stated, that judging from the present outlook, the fiscal year of 1919-1920 will be the best in the history of the company. Referring to the price maintenance situation, Mr. Blackman expressed his pleasure at the recent decision in the Colgate suit, which is deemed one of the most important handed down in recent years.

In the course of his talk, which was inter-

rupted frequently by the hearty applause of the diners, Mr. Blackman paid a tribute to the loyalty and support of the employes of his organization. It is interesting to note that the average term of service of the Blackman employes is over five years, which indicates the co-operation and good will that exists among the employes of this company.

One of the unique features of this annual Blackman dinner is the distribution of profits to the employes. Ten years ago Mr. Blackman inaugurated a plan whereby every member in his organization who has been associated with the company for one year or more participates in the profits of the past fiscal year. This method of profit distribution among employes has been adopted by the leading and most successful concerns throughout the country, and Mr. Blackman well deserves recognition as one of the pioneers in this practical plan of co-opera-



Frank Roberts

tion. Each year new employes are added to the list of profit sharers, and in addition, Mr. Blackman has recognized the invaluable support of his older employes by making them stockholders in the corporation. In fact Mr. Blackman has left nothing undone that might add to the satisfaction and prosperity of his employes, and a considerable measure of the success achieved by his company may be attributed to his farsightedness and liberal policies.

The first profit-sharing envelope of the evening was given by Mr. Blackman to Frank Roberts, secretary of the company, who has been associated with Mr. Blackman since the company's inception, 17 years ago. Mr. Roberts, who is also a stockholder of the company, is well known throughout this city as one of the best posted members of the Victor industry, and is beloved and esteemed by all his co-workers.

John L. Spillane, assistant secretary of the company, who has been a member of the Blackman organization for 14 years, also participated

as a stockholder, and in the profit-sharing plan. Among the other stockholders who are employes are James F. Ashby, assistant treasurer, who has to his credit 12 years of service; H. C. Lansell with 10 years of service, and George Thau. The other stockholders include Fred P. Oliver, vice-president and general manager of the company; Mrs. J. Newcomb Blackman, Mrs. Fred P. Oliver, Mrs. Anna A. Houghton, and Mrs. Irene C. Blackman.

The employes of the company who have been members of the organization for more than one year and who were therefore entitled to share in the profits of the past fiscal year were the following: John Hanley, C. R. Marquis, John Mills, A. D. Robbins, E. S. Palmer, Miss Elizabeth Reighton, Miss M. V. Johnstone, Mrs. M. G. Rudolph, Joseph Flanagan, Joseph Eble and Aaron Wood.



Fred P. Oliver

At the close of the banquet Mr. Oliver in behalf of the employes expressed the sincere appreciation of Mr. Blackman's splendid and liberal policies. Mr. Oliver also referred to the unceasing and untiring efforts of the company's employes, who are responding enthusiastically to Mr. Blackman's aims and plans.

From 10 o'clock until midnight the members of the party were favored with unusually fine dance music by three entertainers from the Clef Club and it was unanimously voted that the 1919 banquet was the best that has been given in the past decade.

**BECOMES CANADIAN SALES AGENT**

Arthur A. Kempton, of Montreal, Appointed Sole Agent for Bell Hood Needles in the Dominion—Large Initial Order Placed

The New England Musical Instrument Trading Co., New York, sole selling agents for the Bell Hood talking machine needles, announce that Arthur K. Kempton, Montreal, Can., has been appointed Canadian sales agent for the above product. It is understood that the new agents placed an order for over \$10,000 worth of stock and will immediately introduce the product in their territory. Philip Jacobson, president of the New England Instrument Trading Co., recently pressed an automobile into service to facilitate deliveries of Bell Hood needles.

Sebastian Rinaldo, of Middletown, Conn., has opened a new talking machine shop on Main street. The former store, which was located on Summer street, has been discontinued.

**ANNOUNCEMENT**

May 1st, 1919 the retail department of W. D. Andrews Co. was discontinued; and will not be resumed under this or any other name by us. In this way a better service may be rendered our clients.

**VICTOR JOBBER**

**W. D. Andrews Co.**

**Syracuse, N. Y.**



*The Widdicomb*  
 A FINISHED  
 PRODUCT



WIDDICOMB No. 6

A Style  
of Cabinet

to satisfy any taste. There are eleven styles to choose from.

A Tone Quality

that brings enthusiastic acclaim from any audience. Every known acoustic and mechanical improvement is embodied in this reproducing instrument.



WIDDICOMB No. 8  
Colonial Adam

An Unique Line

both in finished cabinet work and unsurpassed tone reproduction, that offers to progressive dealers an opportunity to associate themselves with the product of a firm that has enjoyed

*A Reputation for Reliability  
Since 1865*



WIDDICOMB No. 5  
Adam



WIDDICOMB No. 10

To Get the Facts Complete, Write to

PHONOGRAPH DIVISION  
The Widdicomb Furniture Co.  
GRAND RAPIDS, MICHIGAN



There'll be lots of people yearning for "Longing" and cheered up by the "Lullaby Blues." A-2725.

Columbia Graphophone Co.  
NEW YORK



**HAHNE & CO. FEATURING WIDDICOMB TALKING MACHINE**

**PACIFIC COAST GOLF FIENDS**

In view of the success which Hahne & Co., of Newark, N. J., have been having with the Widdicomb talking machine, manufactured by the Widdicomb Phonograph Co., and represented in the East by P. Paul Graef with offices at 105 West Fortieth street, they have not only given these machines widespread and artistic publicity in the daily newspapers, but recently displayed them in a most artistic and forceful manner in one of the windows in their store on Broad street, in the heart of the shopping district.



Hahne & Co.'s Attractive Widdicomb Window Display

The window display, which may be seen in

the accompanying illustrations, was one of the most attractive that has ever been seen in New-

ark, and created great interest among the passers-by, besides stimulating to no small degree the demand for the Widdicomb machine.

Some Talking Machine Men Who Figure on the Links—Walter S. Gray an Old-Timer

SAN FRANCISCO, June 7.—The golf bug has invaded San Francisco, and the talking machine has not escaped. Walter S. Gray, the phonograph accessory man whose name is sometimes mentioned in these dispatches in connection with needles, is one of the victims. Mr. Gray is probably the dean of the players in the trade, having commenced his career several years ago, when he used to play with the late E. D. Easton, then president of the Columbia Graphophone Co., at Del Monte, on the latter's annual visits to the Pacific Coast. He is a member of the Lakeside Country Club, where two or three hundred players are frequently seen to tee off on a bright Sunday morning.

Mr. Levy and Mr. Jessen, of the California Phonograph Co., can be found often at the municipal links in Lincoln Park, where they are developing splendid golf form. This course, by the way, is unique, being situated in the heart of the city, and is one of the most beautiful in the State, with its surprising views of city, country and ocean, where the youth and the graybeard, the banker, professional man and office boy meet in happy democracy.

"Jimmy" Black and George Hughes, of the Wiley B. Allen Co., are also devotees of the sport, but Mr. Gray claims to be the champion of the talking machine colony.

**"SURPRISE" MR. & MRS. BAERWALD**

A little surprise party was held recently in the offices of the Otto Heineman Phonograph Supply Co., New York, when Mr. and Mrs. Paul L. Baerwald, who were married a few weeks ago, were presented with a beautiful luncheon set. Mr. Baerwald, who is one of the most popular members of the Okeh record executive sales staff, found himself so touched by the kindness of his co-workers that for once in his life he hardly found words to fit the happy occasion.



P. L. Baerwald

Mr. and Mrs. Baerwald returned recently from a honeymoon in the Blue Ridge Mountains and are now residing in New York. Mrs. Baerwald was formerly Miss Colette Dearborn Handham, a Southern belle from Asheville, N. C.

**TO "WEEK END" AT ATLANTIC CITY**

B. R. Forster, president of the Brilliantone Steel Needle Co., has followed his usual custom of moving with his family to the pleasanter climate of Atlantic City upon the advent of hot weather. Mr. Forster will spend each week-end at the resort.

**AN UNUSUAL AMBEROLA SALE**

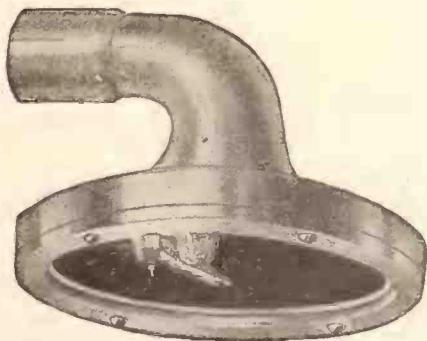
The Piedmont Phonograph Co., of Hickory, N. C., recently wrote the Edison Co. about a sale that was unusual to say the least. The letter follows:

"We have sold all kinds—white, black and

Chinese—but to-day we sold a No. 41 to a deaf and dumb family, and they are very pleased with their machine and said they would say a good word for us if they heard of any prospects! P. S.—I forgot to say that the daughter in the family is not deaf and dumb."

Hubert C. Bryant, of Hartford, Conn., has been granted a patent for a brake for "talkers."

The "VICSONIA" Reproducer



The ONLY sound box for the PERFECT playing of

Edison Diamond Disc Records on "VICTROLAS" and "GRAFONOLAS"

Instantly and easily attached or detached. A child can do it. No alterations necessary.

*A fine combination of beauty and wonderful tone. Always satisfies where others fail.*

RETAIL PRICE: Nickel, \$7.50, Gold, \$9.00. Order NOW.

Send check for \$4.50 and we will mail you one N. P. Vicsonia. Money refunded if not absolutely satisfactory.

**VICSONIA MANUFACTURING CO., Inc.**

313 EAST 134th ST. JAMES W. GREENE, Export Manager 25 Church St., New York NEW YORK, N. Y.



# Edison Amberol Record Sales Increase 50%

Spring orders for Amberol Records show an increase of 50% above all previous peak sales.

This showing forecasts an ever increasing demand for Amberol Records. It emphasizes the excellence of the product in a way that eliminates all doubt.

Dealers should not overlook the opportunity to share in prosperity which is well founded, and is increasing at a rate that promises big profits for the present and the future.

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**THOMAS A. EDISON, Inc.**

*Amberola Department*

ORANGE, N. J.

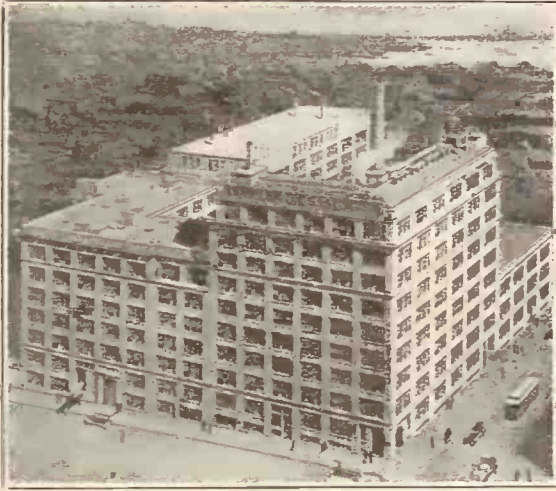


**ACTIVITIES OF DOEHLER EMPLOYEES**

Association Organized for Insurance—Band and Outing Under Consideration—Doehler Plant Now on Pre-War Basis—Other Happenings

The immense plant of the Doehler Die Casting Co., of Brooklyn, N. Y., is now on an entirely pre-war basis. The facilities are greatly in excess of those previous to the war, as during the war period two new buildings were completed.

This month "Doehler Topics," the factory monthly of the Doehler organization, made its initial appearance. The editorial policy is in the hands of J. Honig, who has had charge of the Doehler advertising for many years. Of



The Great Doehler Plant in Brooklyn

special interest is the announcement of the new Doehler Die-Casting Employes' Association, which provides life insurance, sick benefit, free medical attention and the same medical attention for any member of the immediate family at specially low rates. The benefits do not interfere in any way with the provisions of the New York Workman's Compensation Law, and the association is open to executive and workman alike who have been connected with the Doehler organization for a period of two weeks. Many

plans are on foot among the Doehler employes. A Doehler employes' band is already a certainty, and an old-fashioned home-made picnic is planned for July 26 at Ulmer Park. The Doehler baseball team is now included in the Brooklyn Metal Industries Baseball League, and many interesting games are looked forward to. The Doehler employes were recently presented with a "Hun" helmet in recognition of their excellent work in the Victory Loan.

**"HAUKOLA" SHOWN IN CINCINNATI**

Timely Display in Windows of Rudolph Wurlitzer Co. Attracted Much Attention

A picture of the unique talking machine made from a beer keg which was used so effectively by the Rudolph Wurlitzer Co., Cincinnati, O., has been received at The World office, but unfortunately the photograph was not clear enough to do full justice to the display and could not be reproduced for this issue. This display was used during the week Ohio went dry and was most appropriate. The setting of the windows was designed to give a rustic effect, and in the foreground reposing on an old stump was the "Haukola," with the Victor dog inquisitively nosing the soon-to-be-forgotten spigot. Under the machine was a sign calling attention to the records, "How Are You Going to Wet Your Whistle?" and "Alcoholic Blues." The records themselves were displayed to good advantage around the machine. During the time this display was being shown the windows of the Wurlitzer Co. were besieged with curious onlookers, and the results of the sale were both profitable and interesting.

**CONGRATULATIONS**

Virginia May Davega, six and one-quarter pounds, arrived in this world on Thursday, May 29, in time to help her father, Abram Davega, of the Knickerbocker Talking Machine Co., celebrate the Memorial Day holiday.

**WALTER DIESTELHORST HONORED**

Important Member of New York Recording Laboratories to Conduct Sherman Boulevard Community Orchestra at Milwaukee

Walter Diestelhorst, of the editorial staff at the New York Recording Laboratories, Port Washington, Wis., has been appointed conductor of the Sherman Boulevard Community Orchestra at Milwaukee. This organization consists of twenty-five musicians who meet weekly for the



Walter Diestelhorst

sheer love of playing together and who are regarded as an unusually competent aggregation. Mr. Diestelhorst is a clarinetist of distinction, and is also well known as a writer on musical matters, with a record as composer as well as critic in daily newspaper work. He is an important member of the New York Recording Laboratories organization, who devotes himself to the musical betterment of the Paramount recording.

*For Edison, Victor, Columbia Dealers we have the*

**SIMPLICITY Electric Motor**

(Automatic Switch in Motor)

Makes winding unnecessary. Electrifies your Edison, Victor, Columbia efficiently and satisfactorily.

*The finest electric motor on the market.*

*Write today for dealer proposition.*

*Let us give you full details.*

For dealers handling any make of phonograph other than the Edison, Victor, Columbia we have perfected a new

**WINDING DEVICE**

that is automatic, "self-operating." Best ever offered to the trade. It is attachable to any make of phonograph other than the three mentioned above and electrifies any phonograph instantly. Requires no adjustment.

**Shelton Electric Co.**

16 East 42d Street, New York

30 East Randolph Street, Chicago



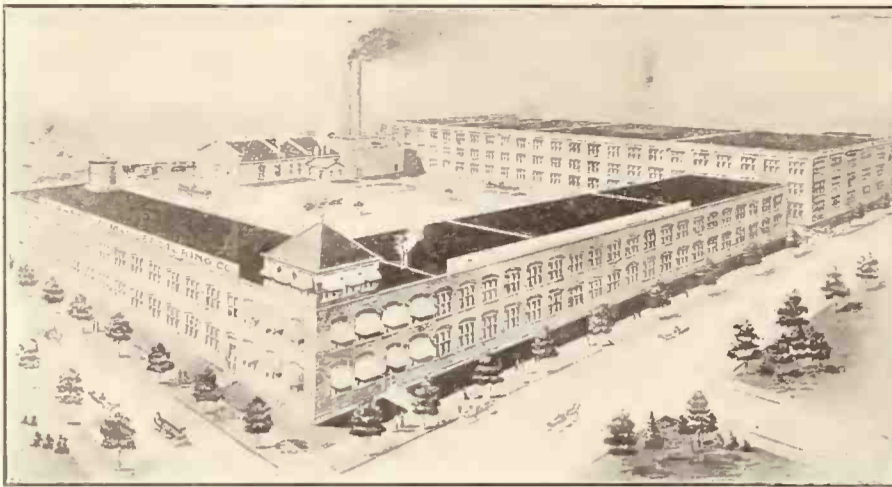
**FELLOWSHIP FACTORY MANAGEMENT**

Success of This Movement Illustrated at the Plant of the Garford Mfg. Co. in Elyria O.—Body of Fifteen Has Final Jurisdiction

Under the heading of "Fellowship Factory Management" there appeared in a recent issue of the "Labor Advocate," a labor magazine published in Ohio, an interesting article telling how the Garford Mfg. Co., of Elyria, O., gives its employes a voice in its operation. This company is now controlled by the Otto Heineman Phonograph Supply Co. of New York, and as outlined by the writer of this article the plan of operation at this plant is as follows:

"In each department the men were allowed to vote for their choice to represent them upon the board of managers. The person in each department receiving the greatest number of votes became the committeeman elected for that department. The only restriction was that in order to be a candidate the party had to be in their employ one year. Then the chosen committeemen from all of the various departments

met and elected a committee of five from their midst to take all matters before the committee to represent the employers. The women of the



The Garford Mfg. Co.'s Factories

factory were to choose one from their number and she then automatically became one of the committee of five elected to represent the employes. The foremen of the various departments

elected a committee of five from their number to sit with the committee of five from the employes when meeting with the committee of employers. Thus a body of fifteen men had vested in them power of final action on all matters coming before the body."

Incidentally, it is pleasing to note that the Garford plant of the Otto Heineman Co. is working to capacity, and that additional facilities have been installed in order to increase the plant's output.

**EDISON ADVERTISING CAMPAIGN**

As Outlined by Arthur J. Palmer, Advertising Manager of Thomas A. Edison, Inc.

In making up the list of magazines that we have selected to carry our national advertising for 1919, we eliminated guesswork, indefinite estimate and our own judgment, as far as that was possible. We asked five thousand Edison owners to help us select the magazines best suited to carry our advertising and many of them enthusiastically responded. Here is how we worked the plan:

We wrote a letter to five thousand Edison owners in every State in the Union, large metropolitan centers like New York, Chicago, Philadelphia, Boston, etc., being considered as States. The number of owners approached in each State or metropolitan center was based on the population of the respective States and metropolitan centers. We asked each owner what was his or her favorite magazine, in other words, what would be the best magazine for us to advertise in, in order to influence him or her toward the purchase of the New Edison, assuming that he or she were not already an Edison owner.

The magazines we are now using on our list are the ones which received the greatest number of favorable replies in the Edison owners' canvass.

**NOW MANUFACTURING MOTORS**

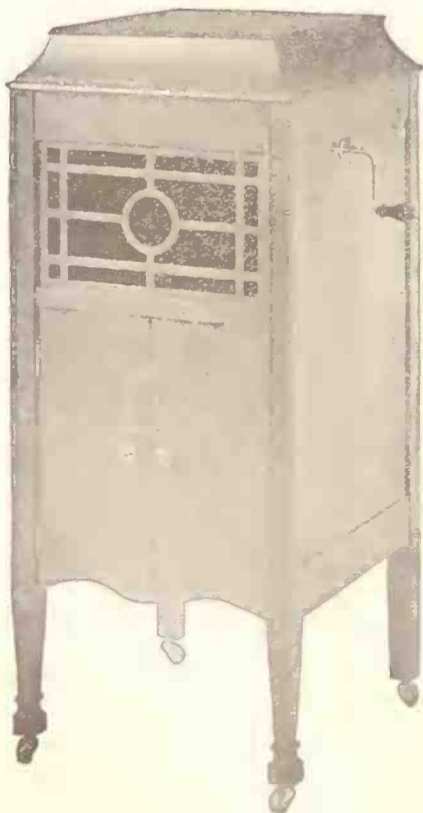
The Lucky 13 Phonograph Co., New York, manufacturer of the "Cleartone" phonograph, and distributor of a complete line of phonograph parts, accessories, etc., is now manufacturing a talking machine motor, which will be known as the "6-60," these numerals indicating that it will play six records with one winding, and that it takes sixty revolutions for a full winding.

The Lucky 13 Phonograph Co. has become interested in a well-known machinery concern in metropolitan territory, and has arranged to take the entire output of this company. Arrangements are also pending whereby the company will control the motor output of several other large concerns.

**IMPORTS SHOULD BE INCREASED**

If the United States is to maintain its increasing export trade, which is such an essential part of national prosperity, it will be necessary to materially increase our imports of foreign goods, both raw and unfinished, was the opinion of the Sixth National Foreign Trade Convention recently held in Chicago. This country is now facing a difficult situation: in 1918 we exported \$3,000,000,000 worth of goods more than we imported; we are now to receive half a billion dollars a year in interest on our war loans. The gold does not exist with which to pay such sums, nor is it possible to stimulate our investments abroad to a point sufficient to offset such a balance. It is clear that if we are to maintain our present large export trade we must increase our imports.

**CABINETS and TALKING MACHINES for WHOLESALERS, DEALERS, JOBBERS**



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

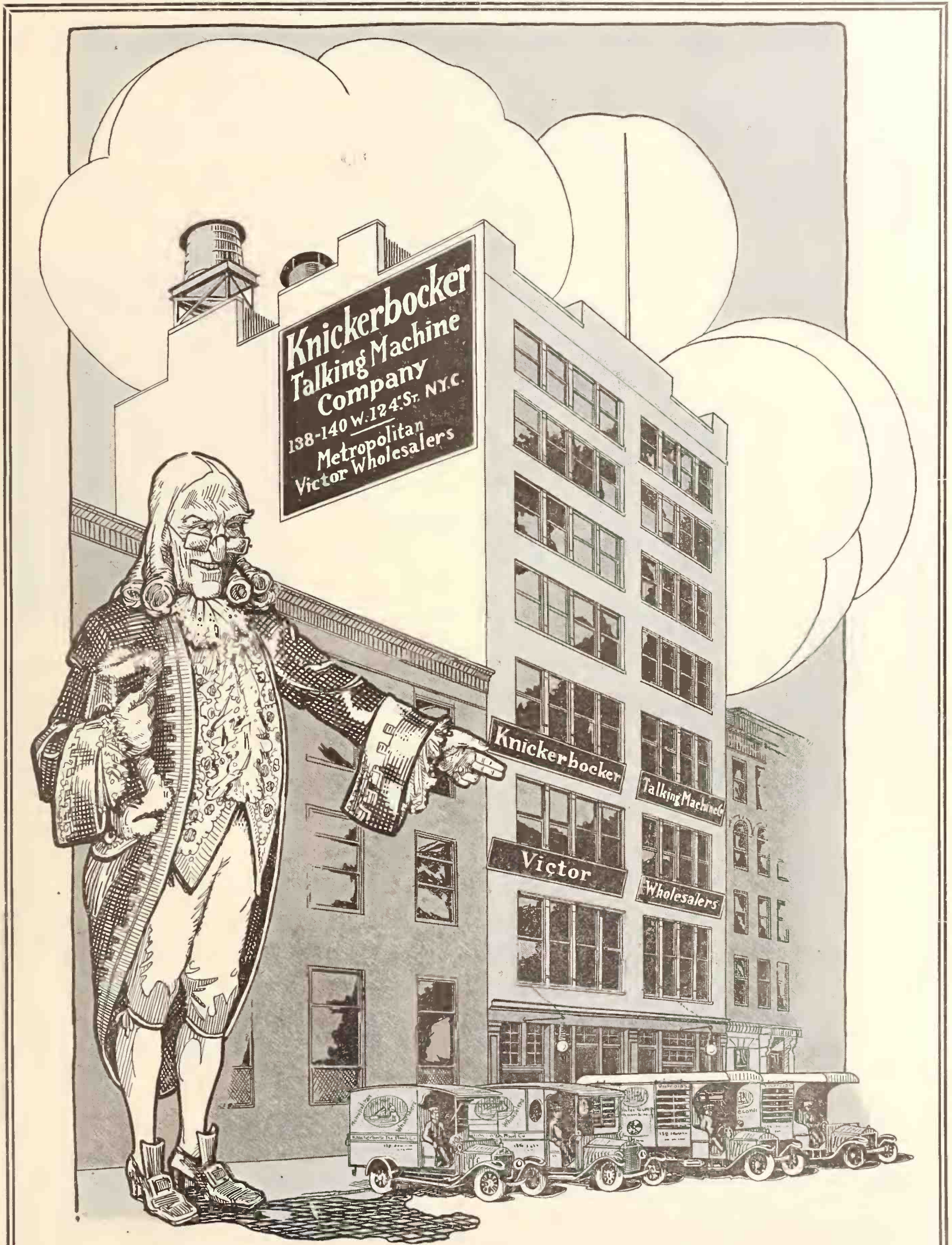
We have a large stock prepared ready for shipment to meet the requirements of the trade.

**Prompt Deliveries**

*Inquire for Catalog and Price List of*

**BEN FERRARA**  
**ONEIDA, NEW YORK**





This is Our New Home. We will be Glad to Have Any Victor Retailer Visit our Model Victor Wholesale Establishment and See How Up-to-Date Wholesale Merchandising Has Been Perfected.

**KNICKERBOCKER TALKING MACHINE CO.**

138-140 WEST 124th STREET

*Victor Wholesalers*

NEW YORK CITY





## The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.  
60 boxes to a package, \$6.00. This package costs you \$3.90 net.  
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

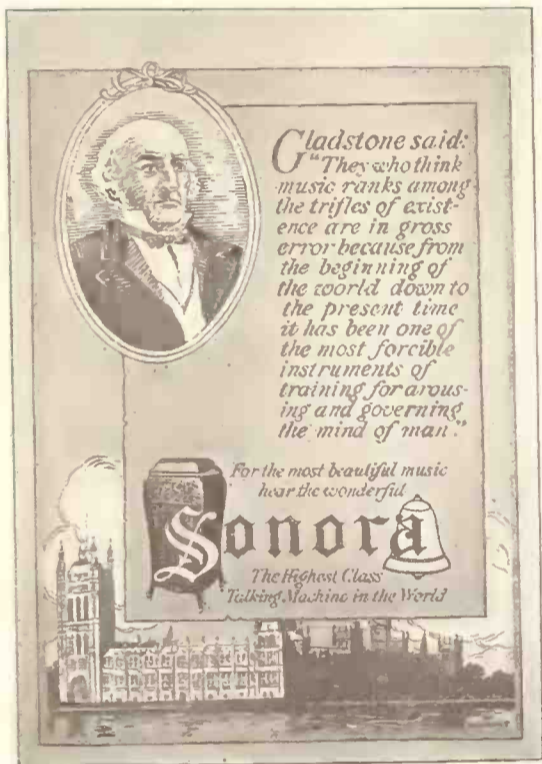
### THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway **Manufacturers of Musical Instruments** BROOKLYN, N. Y.  
Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.  
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

### GLADSTONE'S OPINION OF MUSIC

Forms Basis of Clever Advertising Poster Put Out by Sonora Phonograph Sales Co.

The advertising posters which the Sonora Phonograph Sales Co., Inc., sends to its dealers are meant not only to impress the public with the merits of Sonora, but also to catch the at-



#### An Educational Poster

attention of the casual passer-by and impress upon him or her the value of music.

Following out this idea, one of the recent Sonora posters showed a picture of Gladstone and the Parliament buildings of London.

This paragraph is featured: Gladstone said: "They who think music ranks among the trifles

of existence are in gross error because from the beginning of the world down to the present time it has been one of the most forcible instruments of training for arousing and governing the mind of man."

### GRAFONOLA STORE IN TAMPA, FLA.

Frey-Magnon Co. Opens New Talking Machine Store to Handle the Columbia Line

The talking machine business of the Frey-Magnon Co., 1422 Seventh avenue, Tampa, Fla., which was inaugurated last month, is steadily increasing. This concern has the Columbia agency for that section and the Tampa Hardware Co. is the local distributor. The new store is complete in every detail and carries the largest stock of American and foreign records in the State. In addition to the Grafonola, a large line of musical instruments and supplies is handled. At the formal opening of the store a \$50 Columbia machine was given away free and refreshments were served to all guests during the evening.

### NEW PLANT NEARING COMPLETION

Modernola Co.'s New Plant Will Be Splendidly Equipped—Personnel of This Organization

The new plant of the Modernola Co. at Johnstown, Pa., is nearing completion, and production of this new circular-shaped instrument with the lamp shade feature will soon be under way on a large scale.

D. Hall Wendell, president of the organization, is associated with prominent business and professional men of western Pennsylvania, among whom are George A. Buse and C. P. Caldwell, of the merchandising brokerage concern of Buse & Caldwell, Pittsburgh; Charles B. Thomas, of the John Thomas & Sons depart-



D. Hall Wendell

ment store, Johnstown: D. M. S. McFeaters, of the Johnstown Trust Co.; Ray Patton Smith, attorney of Johnstown, and W. H. Freidline, originator and designer of the Modernola. As will be seen the organization is composed of men of high standing.

### MAXWELL'S VOICE PROVES TRUE

The feature of Re-Creation No. 50509, namely the Re-Creation of the voice of Thomas A. Edison, that has particularly impressed dealers, is the introduction by William Maxwell. Practically all the dealers of the country have heard Mr. Maxwell speak in person at one time or another, and the majority of them have been quick to recognize his voice in his introduction of Mr. Edison.

## NEEDLE CUPS, TONE ARMS, MEISSELBACH MOTORS

Ask for our prices, lowest prices to quantity users. Ask for samples.



### MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

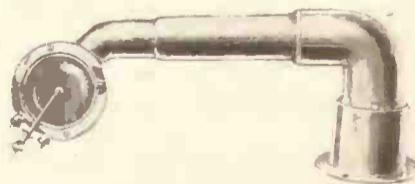
1" x 0.20 x 13', for Victor, with oval hole, each.....	0.50
1" x 0.28 x 10', for Columbia, each.....	0.55
7/8" x 0.23 x 10', each.....	0.38
3/4" x 0.25 x 9', 3/4" x 0.22 x 10', Columbia, oval hole.....	0.35
5/8" x 0.22 x 8', each.....	0.27

### MICA DIAPHRAGMS

1-23/32", Victor Ex. Box, with or without center hole.....	Each 0.15
1 7/8", for new Victor No. 2, very best, with or without center hole.....	Each 0.18
1-31/32", for Sonora and all standard soundboxes.....	Each 0.20
2-3/16", for Columbia No. 6, very best.....	Each 0.25
2-9/16", for Pathé or Brunswick.....	Each 0.45

### SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire.....	Each 0.27
Pathé, soft tone.....	Each 0.27
Edison, very best, loud tone.....	Each 0.27
Edison, very best, medium tone.....	Each 0.27



Immediate deliveries of this universal tone arm equipped with extra loud and clear sound box. Samples \$4.25. Ask for quantity prices.

### ATTACHMENTS

For Victor Arm.....	Each 0.25
For Victor Arm, permanent.....	Each 1.15
For Edison Arm, nickel or gold plated.....	Each 1.75
Kent Attachment for Edison with Sound Box, nickel or gold plated....	2.75
For Columbia Arm.....	Each 0.25
Green turntable felt, 10" cut.....	Each 0.10
Green turntable felt, 12".....	Each 0.15
Governor springs, for Columbia motor.....	Each 2c; per 100 1.00
Governor springs, for Victor motor.....	Each 2c; per 100 1.00
Motor, double spring Meisselbach No. 12, complete.....	12.50
Motor, single spring, with 10" T. T., each.....	2.25
Tone Arms, style P with mica box, each.....	4.25
Soundbox, "M." fit Victor tone arm.....	1.00
Columbia bevel pinion, No. 12332.....	Each 90c; per doz. 9.00
Columbia driving shaft, No. 1177S.....	Each 60c; per doz. 6.60
Stylus Bar (needle arm) for Victor Exch., complete.....	Each 0.35

FAVORITE PHONOGRAPH ACCESSORIES COMPANY, 1506 DeKalb Ave., BROOKLYN, N. Y.



**ST. LOUIS TRADE BEGINNING TO CATCH UP ON STOCK**

Still Some Shortage but Situation Is Improving—Waiting for Carload of Pathéphones—C. G. Child Addresses Victor Dealers—Artophone Co. Reorganized—Other News

ST. LOUIS, Mo., June 1.—Perverse May weather affected talking machine sales somewhat but the ill May wind blew good for the records. The bad weather that kept folks indoors turned their attention, for entertainment, to the talking machine and when all the old records had been played the need of some new ones was suggested and on the next day's trip down town some were purchased and taken home for the next evening, which could be counted upon to be as drippy and depressing as the evening before. Numerous welcoming demonstrations for home-coming St. Louis soldiers also interfered with machine sales to some extent, but stimulated sales of patriotic and military records. The Victory Loan drive, the third adverse factor for the month, did not hurt the talking machine business as much as the piano business, but some ill effects were felt from it.

Notwithstanding all these things, however, it was not a bad month. Dealers are still able to sell about all the machines that they can get and more than they can get of the most popular styles and sizes. Jobbers are behind their orders. They are gradually catching up on some styles but making no appreciable progress on others. They are getting plenty of promises from the factories, but promises serve poorly in lieu of machines.

Charles L. Staffelbach, who manages the Pathé distribution from the Hellrung & Grimm House-Furnishing Co., is waiting for that carload of high-priced machines which he needs badly for filling orders. George W. Lyle was here last week from the factory at Brooklyn and Mr. Staffelbach wrung from him a promise that a carload would be right along. He has enough of the smaller kinds to go around, but the dealers are standing around waiting for the big ones. There is encouraging news that the factory is being enlarged and the capacity increased. Pathé territory is being extended. Mr. Staffelbach returned the other day from a trip through Western Missouri, where he placed a number of new agencies. Supplies of records are coming very well and improving all the time, he says.

St. Louis dealers and their clerks are better record salesmen than they were before C. G. Child, managing director of the Victor Recording Department, came here early in the month. When President Val Reis, of the Tri-State Victor Talking Machine Dealers' Association, heard that he was coming he called a meeting at the Missouri Athletic Association and Mr. Child was invited as the guest of honor and he told them a lot of things about records which the wisest of them did not know before. He told them how records were made and gave them some very useful instruction in selling methods.

Val Reis, president of the Smith-Reis Piano Co., thinks the time has come to do more merchandising and less demonstrating of records. For the past week he has had the east side of his store torn up with preparations for the installation of a quick-service record department. The installation is to consist of record racks against the wall and a high counter. Note the high. There will be no stools in front of it and it will even be too high to lean upon. The idea is to discourage tarrying. It is to be just as different as possible from the way that business is done in the demonstration booth, where the customer pays a visit and is nicely entertained and maybe buys something and maybe not, using up in the meantime a lot of the salesman's time, which costs the firm a considerable amount of money. Mr. Reis has an idea that the time has come to quit that sort of thing, which is a survival of the time when people had to be persuaded to buy records, the persuasion taking the form of endless demonstrating. He is going to try to educate his customers away from all that. He expects the people to come in and stand up to the counter and say what

they want and get it and pay for it and carry it away, all in the time that it usually takes for a demonstration fiend to get very nicely settled in a booth for a half hour's entertainment. "If you buy a piece of sheet music you don't expect to have somebody sing it for you," says Mr. Reis, "and if you go to the book store to buy a book you don't expect to have somebody read it to you so that you can decide whether you want it or not. You buy it by the title and the author. Records should be bought the same way and I think they are going to be. I am going behind the counter and show the girls how I used to sell sheet music without demonstrating. I did it for two years without any demonstrating."

The Artophone Co. has been reorganized and the capital stock has been increased from \$10,000 to \$75,000. Edwin Schiele, formerly in the distilling business, is turning his attention to talking machines for the dry regime. He has been made treasurer of the company, succeeding Robert H. Cone in that capacity, Mr. Cone continuing, however, as president. The company is operating only through the big jobbing houses and is opening up a lot of new territory, especially in the South. Distribution in Europe is through the Artophone Sales Co., with E. V. Tetgens of London as manager for Europe. Agencies have been established at London, Paris, Brussels and Copenhagen. The Artophone Co. had a display at the recent Household Show at the Coliseum in charge of A. E. Hamm and E. V. Wagner.

Fred Coleman, proprietor of the Wellstone Talking Machine Co., 5849 Easton avenue, has been appointed manager of the Record Transfer Bureau of the Tri-State Victor Dealers' Association, succeeding L. F. Ditzel of the Famous & Barr Co., who found himself too busy to give it the needed attention.

Philip Lehman, head of the Lehman Piano Co., is dropping talking machines, for the reason that he does not think there is any use of handling them unless they are handled right, and he has no room to handle them right. He has been carrying some Vitanolas and Nightingales, but will close out those that he has as soon as possible.

The Silverstone Music Co. has enough orders for Edisons, according to Myron Rosenberg,

general manager, for the rest of the year, particularly for the high-grade machines. The firm is selling a good many Chippendales, priced at \$285, at retail, in the absence of other high-grade machines. Dealers are doing the same. Mark Silverstone, president of the company, Manager Rosenberg and O. A. Reynolds, outside representative, will go East for the Edison convention to be held in New York June 26 and 27. A number of Edison dealers from around St. Louis also are going. Mark Silverstone was in New York and at the factory in East Orange last week.

E. C. Roth, secretary of the Koerber-Brenner Music Co., Victor distributors, has bought a new home in Webster Grove and has been moving into it during the past week.

H. H. Murray, mechanical engineer of the Victor Co., was in St. Louis recently.

Columbia dealers were given a dinner at the Statler Thursday by the officials of the Columbia Graphophone Co. wholesale department. Renewed attention was called by Mr. Salmon to the No. 7 record display rack which is being pushed. It has only been out in this territory for the past three or four weeks and is taking well. It is practically a self-service affair, for customers are expected to pick from it the records they want and take them to the salesman to be wrapped up. Columbia machines are coming better now and the dealers are in better humor. There is still a considerable shortage but substantial deliveries are expected in June.

**EDISON SHOP IN WICHITA TO OPEN**

An exclusive Edison shop will be opened in Wichita, Kan., some time this month by the Inness-Cosgrove Music Co., according to plans which have been announced. The new store will be in the building at 407 East Douglas street, which has been remodeled and equipped with eight soundproof booths. A tentative date for a formal opening has been set for June 15, and as soon as the alterations are nearing completion it will be possible to fix a definite time for the event.

**TACOMA DEALER EXPANDING**

T. R. Barth, of Tacoma, Wash., has again moved into larger quarters in response to his growing trade. The new store will be known as the Musicians' Supply House, and will feature the Pathé and Sonora as well as all kinds of musical instruments.

**AUTOMATIC  
COVER SUPPORT**

No. 1287

**SIMPLE—SUBSTANTIAL  
ECONOMICAL**

**No Springs to Get Out of  
Order**

**Order Now for Future Delivery**

Finished in

- GOLD**
- SILVER**
- NICKEL**
- COPPER**
- BRASS**

**WEBER-KNAPP CO.**  
JAMESTOWN, N. Y.





**LATEST SONORA LITERATURE**

1919 Edition of Sonora Catalog a Handsome Publication—New Silvered Needle Folder

The 1919 edition of the Sonora catalog which is just off the press is extremely attractive, and



New Sonora Catalog

the cover, which is printed in brilliant colors, constitutes a rich and unique design that hits the eye and holds the attention. It is undoubtedly



Cover of Needle Booklet

one of the most inviting publications of the year. These catalogs are now being shipped to Sonora jobbers throughout the country, and the jobbers

will arrange to have on hand large quantities as well as small folders and price lists.

The Sonora Phonograph Sales Co. has suggested to Sonora dealers that they write to their jobbers direct, giving their requirements for this new catalog in order that they receive prompt shipment of this new book from the jobbers in their respective territories.

Another piece of recent Sonora literature consists of an attractive four-page leaflet, smartly printed in red and green and describing the Sonora Semi-Permanent Silvered Needle. This leaflet in condensed form gives the salient features of the Sonora needles, and the efficient use of this leaflet will undoubtedly stimulate sales. On the first page of the folder there is space for the imprint of the dealer.

**ACTIVITY IN CHATTANOOGA TRADE**

Dealers Throughout Tennessee Are Enthusiastic Over the Prospects for Increased Business—Chattanooga a Busy Trade Spot

CHATTANOOGA, TENN., June 9.—The talking machine and record business in this city has been very active, and dealers are enthusiastic over the prospects for increased business in the near future. This is one of the busiest cities in the South, especially in the music trade. The Stylce-Yarnell Furniture Co., of this city, Columbia dealers, report through Mr. Stylce, president of the firm, that they have been exceedingly gratified with sales in their Columbia department during May, and that they received more stock than in some months past, enabling them to care for customers who have been on the waiting list for a long time. This enterprising firm have during the past few weeks completely remodeled their Grafonola department, adding booths for demonstration and installing a complete equipment of record filing cabinets.

The Templeman Piano Co., Columbia dealers, enjoyed a very satisfactory record trade during May, and with their store recently entirely remodeled they are in better position than ever to take care of their constantly growing business. A feature of the month with them was the installation of a children's booth, suitably equipped and arranged to please the little ones, and at the same time interest the grownups.

The Rhodes-Mahoney Co. have for some time past been selling a large volume of business in their talking machine department. This firm, one of the oldest and strongest in the South, handle the Victrola and the Brunswick, as well as the full Victor catalog of records. Their big show windows on Market street are always attractive, and aid in the marketing of their stock.

The Sterchi Bros. Furniture Co., Columbia and Edison, report through R. E. Johnson, manager of the music department, that business in talking machines and records has been proceeding in fine shape, May being one of the very best months ever enjoyed in his department. Mr. Johnson says that he is preparing to make an active drive for business in this city

**BROOKS AUTOMATIC REPEATING PHONOGRAPH**



**THE WONDER INSTRUMENT**

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

WONDERFUL TONE      WONDERFUL FINISH  
WONDERFUL IN ITS SIMPLICITY  
The Machine Creates Interest and Discussion.  
It is Self-Advertising.

WONDERFUL SELLER  
DEALERS—Send for Particulars, Prices, Terms  
**BROOKS MFG. CO., Saginaw, Mich.**

and suburbs this summer, and with stock arriving in larger quantities will be in position to handle a much greater volume of business. The business on Columbia new monthly records has largely increased, and this particular branch of the department is running two to three times ahead of other months.

**TRADE-MARKED GOODS PROTECTED**

"Talker" and musical instrument manufacturers are watching with interest the new bill introduced into the House of Representatives to protect trade-marked articles. The provisions of this bill aim to protect both the manufacturer and the public and provide for penalties for deceiving the public in the sale of trade-marked articles. The matter of substitution is also covered in this bill and severe penalties are imposed for the substitution of inferior articles for those made by manufacturers of established reputation.

**WOOD-MOSAIC QUALITY**

**Rotary Cut Poplar Crossbanding**

*From our new plant at Huntington, W. Va., is now available*

The Company is specializing in the highest grade phonograph and piano stock in 1/24 and 1/20 thicknesses. Perfectly manufactured from soft, yellow West Virginia wood, dried flat and accurately in textile dryers. This product is fully up to the high standards established by our hardwoods and quartered oak veneers. Made on the basis of quality rather than price.

MAIN OFFICE—New Albany, Ind.  
MILLS—New Albany, Ind.; Louisville, Ky.;  
Jackson, Tenn.; Cincinnati, O.

**WOOD-MOSAIC CO., Inc.**  
HUNTINGTON, W. VA., Office



# CHARMAPHONE PHONOGRAPHS

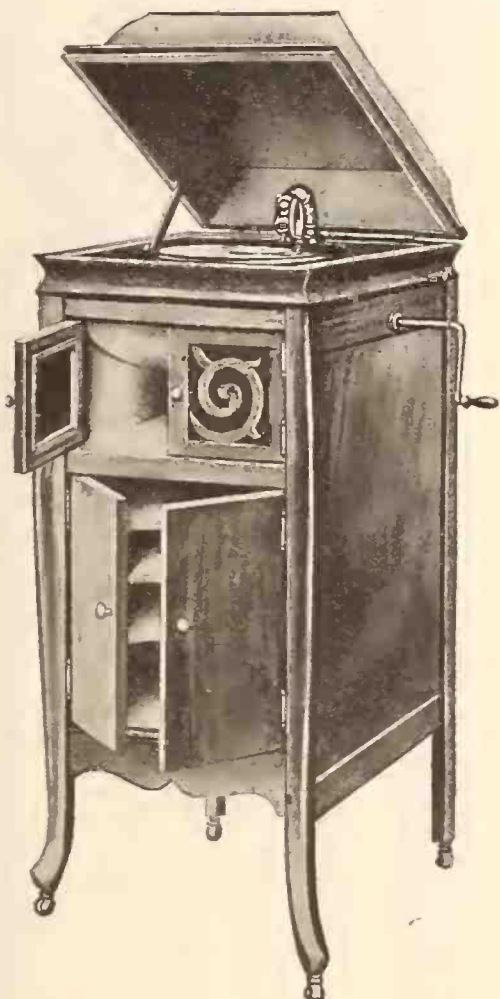
Sold on a "QUALITY AND VALUE BASIS"

## HERE IS THE LINE

For you to handle that will give you substantial profits

THE CHARMAPHONE'S splendid tone quality, attractive appearance and moderate price have made it the most popular Talking Machine on the market.

**Order Today** Samples of the CHARMAPHONE, and compare them with any high class machine. You will surely become a CHARMAPHONE dealer immediately.



MODEL 80-A.

44 in. high, 18 in. wide, 20 in. deep, Heineman No. 33 motor, Heineman Universal tone-arm and sound-box, tone modifier, casters.

Wholesale Price \$40

Plus war tax

F. O. B. Pulaski, N. Y.



MODEL 35

12 in. high, 18 in. wide, 20 in. deep, Heineman No. 36 motor, Mutual Universal tone-arm and sound-box.

Wholesale price \$17.50

Plus war tax

F. O. B. Pulaski, N. Y.



MODEL 55-A.

40 in. high, 18 in. wide, 18 in. deep, Heineman No. 36 motor, Mutual Universal tone-arm and sound-box.

Wholesale price \$28

Plus war tax

F. O. B. Pulaski, N. Y.



MODEL 65-A.

42 in. high, 18 in. wide, 20 in. deep, Heineman No. 36 motor, Mutual Universal tone-arm and sound-box.

Wholesale Price \$32.50

Plus war tax

F. O. B. Pulaski, N. Y.

*The Best Popular Priced Talking Machine on the Market*

# The Charmaphone Company

Executive Offices and Showrooms

39-41 West 32nd Street, New York, N. Y.

FACTORY, PULASKI, N. Y.



# Gleanings From the World of Music

## HANDLING SHEET MUSIC IN TALKING MACHINE STORES

Some of the Opportunities That Lie in This Direction—Fits in Better Than Practically All Other Side Lines—Will Prove Profitable if Given the Proper Attention

Many of the successful talking machine merchants hold the view that it is not necessary for the dealer to carry side lines that are foreign to the industry. They hold that intensive sales methods and alertness on the part of the dealer should be all that is necessary to bring to his store a volume of business that should make it unnecessary for him to look elsewhere for profits. That, of course, is not to say that a dealer should not carry the necessary accessories which are desired on the part of the talking machine owners. However, very often dealers in looking for new sources of profit, and these are not always small dealers, by the way, often take an entire line that is not out of sympathy with their special selling line.

There is no doubt that in some communities and some districts the small dealer finds it necessary to carry some supplementary lines in addition to his talking machine products, and where this is so it would appear the logical method would be to carry a line of sheet music. It may be that many dealers feel that they cannot compete with the 10-cent stores in these sales, but live sheet music dealers throughout the country have proven during the past few years that this is not so, and even if it were true there is really no necessity to compete with the 10-cent stores, inasmuch as to-day there is a large number of fast-selling songs from publishers' high-class catalogs which retail at 30 and 40 cents, allowing the dealer a very fair margin of profit.

As a matter of fact, some of the biggest hits of the past year have been sold at that price, and the coming season, from all indications, will see music publishing houses place more and more numbers in what are known as their high-class catalogs. These numbers, once they are successful, sell just as readily as the more popular-priced ones. In fact, a display of the title pages generally means sales, as once a number is a recognized hit through the publicity which it receives from the publishers' professional department and by the aid of the bands and orchestras, as well as talking machine records and music rolls, the public becomes so familiar with the leading numbers that the titles immediately attract attention.

The talking machine dealer who finds it necessary to add an outside line to his stock will, in taking on sheet music, add something to his line that is not foreign to the goods that he features. Furthermore, many of his record purchasers will buy the sheet music of the records which they are taking home, as it has been proved to the satisfaction of most of those in-

terested that the demonstration of songs on the records sells sheet music. In fact, one of the largest of the higher-priced syndicate stores in certain sections of the country has a talking machine demonstrator in its sheet music department, and instead of the numbers being demonstrated by a piano they are played by the talking machine. It has found that results from this method of demonstration have been excellent.

The investment in a stock of sheet music is not large, and if the dealer will confine himself to the fastest-selling numbers he will find the turnover is rapid—much more so than in gas mantles and other extraneous lines that have nothing to do, and should have nothing to do, with the talking machine dealer's stock.

### Men Who Make Popular Songs

No. 3—S. R. Henry

Among the song writers who have contributed songs of great popularity during the past two seasons is Henry R. Stern, brother of Joseph W. Stern, of the firm of Joseph W. Stern & Co., who writes under the pen name of S. R. Henry.



S. R. Henry

The works from his pen have covered a wide range, and have been of the high-class as well as the more popular variety. One of the features of most of his songs has been the fact that



## MY CAIRO LOVE

Another "Operastyle" Song  
Success by

Kerr and Zamecnik

### THE GREAT ORIENTAL SONG HIT

Contracts already signed with several Talking Machine and Player-Roll Companies. Ask your Jobber.

Here's a bit of the catchy refrain:

REFRAIN

My lo, pret-ty maid of  
Cai-ro, Can't you hear me  
sigh, oh, just for you,  
Mood-be-er-ty, Mem-o-ri-ty of  
Judee dream, To Ser-a

SAM FOX PUBLISHING CO.  
Cleveland, O., U. S. A.

they have also been exceptional successes as instrumental numbers. While he is by no means new to the song-writing field, the writing of such numbers as "Indianola," "Pahjamah," "Himalaya," "Tears of Love," and other such numbers has brought him decidedly into the limelight. Probably no writer in the field to-day writes with more ease than S. R. Henry, and despite the fact that he has a long list of songs he does not impress one as becoming a real enthusiast over his works, as is the usual song writers' wont. It may be that because the music-loving public generally receives his offerings favorably that he finds no necessity for becoming so. Among the other numbers from his pen which have been admittedly successes are: "Polly Prim," "When the Harvest Moon Is Shining on the River," "Peter Piper," "She Was a Grand Old Lady," "Down in the Old Cherry Orchard,"

Everyone SINGS **FIFER SONGS** Everyone SELLS

### WONDERLOVE

Waltz—Serenade  
Class waltz song by Harry D. Kerr and H. J. Tandler, of Los Angeles Symphony Orchestra. "I've Got a Little Home in the Country," the natural melody that young and old resist.  
"When You're Lonely" Won't you come back to me a sympathetic ballad. It prompts a tear and ticks the toe at the same time. Featuring Ruth Clifford—Morrie Stern.  
"Clovertime"—A tingling tantalizing tempo.  
"Happy Days"—(a water wagon wail) accepted by Theatre Owners' Ass'n of L. Angeles as official song.  
"The Busted Blues"—A razzzy-zazzy funny no money blues.  
"Just for a Place in Your Heart"—A popular-priced waltz song of the better sort.

C. ARTHUR FIFER MUSIC CO., Inc.  
Quincy, Ill., U. S. A.

## STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" Some Roaring Song	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" Some Waltz Song
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" Some Lodge Song	HIT No. 7	"INDIANOLA" Some Novelty Song
HIT No. 3	"WAIT AND SEE" Some Waltz Song	HIT No. 8	"PAHJAMAH" Some Oriental Song
HIT No. 4	"TEARS OF LOVE" Some successor to Smiles	HIT No. 9	"KENTUCKY DREAM" Some High-Class Waltz Song
HIT No. 5	"OH HELEN" Some Comedy Song	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" Some Wonderful Song

THESE NUMBERS CAN BE OBTAINED IN

RECORD, PLAYER ROLL AND SHEET MUSIC FORM

PUBLISHED BY

JOS. W. STERN & CO.

105 WEST 38th STREET  
NEW YORK CITY



"When It's Moonlight on the Prairie, Mary Darling," "S. R. Henry's Barn Dance," "My Husband's in the City," "I've Got the Time, I've Got the Place, But I Haven't Got the Girl," "I'm Looking for a Nice Young Fellow Who's Looking for a Nice Young Girl," "By Heck Song," "Sister of Rosie O'Grady," "Kentucky Dream," "The Colored Major," "Crack o' the Whip."

**MAKING ENCOURAGING PROGRESS**

The Emerson Philadelphia Co. Building Up a Great Trade in Eastern Philadelphia, Southern New Jersey and Washington, D. C.

The Emerson Philadelphia Co., distributors for Emerson records in eastern Philadelphia, southern New Jersey, Delaware and Washington, D. C., have found conditions in their territory very encouraging. In a recent chat with The World Harry Fox, general manager of this company, said: "When we took charge of this territory a few months ago we anticipated good business, but the sales have gone far beyond what we had looked for. With the live sales force under my supervision developing a host of new and high-class dealers, with the Emerson product coming better all the time and fully meeting trade demands, and with the enthusiasm with which Emerson dealers are pushing the records, I am confident that the summer business will be followed by a busy fall."

**NEW JONES-MOTROLA DISTRIBUTORS**

Jones-Motrola, Inc., has consummated the largest May business in the history of the organization, and it reports a bright outlook ahead. A number of well-known houses in the trade took on the Jones-Motrola, Inc., as distributors during the past month, among them being Wiley B. Allen, San Francisco, Cal.; Cohen & Hughes, Baltimore and Washington; H. A. Weymann & Sons, Philadelphia, Pa.; Girard Phonograph Co., Philadelphia, Pa.; E. F. Droop & Sons, Washington and Baltimore; H. R. Eisenbrandt Sons, Inc., Baltimore.

**THE DUSONTO PHONOGRAPH**

The DUSONTO is 100% perfect in Tone, quality and in appearance.

The DUSONTO plays any make disc record on the market, guaranteed to play same perfectly, without any expense for additional attachments.

To hear the sweetness and distinctness of tone produced by the DUSONTO means satisfaction to the most critical ear.

Numberless homes are made happy every day by the DUSONTO.

The DUSONTO is built in six different style Cabinet Machines ranging in price from \$90.00 to \$225.00 retail.

We are in position to take on at once a few additional, live wire dealers, and insure prompt deliveries throughout the year.

Write us at once for exclusive territory.

**STOFFER & STACKHOUSE CO.**  
BOURBON, IND.  
Distributors for  
Northern Indiana and Southern Michigan

**TO BECOME A WORLD TRADE CENTER**

Merchants' and Manufacturers' Exchange to Establish Clearing House for Commerce at Grand Central Palace in New York City

The new proposition of the Merchants' and Manufacturers' Exchange of New York to make Grand Central Palace a great clearing house for world commerce, for the extension of American commerce in foreign countries as well as the importation of foreign goods into this country, has been approved. It is now planned by the Government to turn Grand Central Palace back to the Merchants' and Manufacturers' Exchange and the building will be used for the permanent display of all kinds of manufactured goods.

The Merchants' and Manufacturers' Exchange is said to have established foreign connections for export business in every important city in the world and manufacturers, jobbers, retailers and buyers will no doubt soon regard Grand Central Palace as a great trade center when visiting New York City. Clubrooms, office facilities and other means of increasing personal comfort will be installed in the building for the convenience of visiting merchants.

**LEONARD STRONG FOR CONVENTIONS**

General Sales Manager of Thos. A. Edison, Inc., Tells of Experiences at the Various Dealers' Conventions in the South.

General Sales Manager T. J. Leonard, of Thomas A. Edison, Inc., has prepared for the benefit of the Edison dealers and to be published in "Diamond Points" a most interesting review of his experiences at the several conventions of Edison dealers held by jobbers in the South, including the conventions in Dallas, under the auspices of the Texas-Oklahoma Phonograph Co., the convention in Atlanta, and also in New Orleans, reports regarding which have already appeared in The World. Mr. Leonard is distinctly enthusiastic over the direct results of these local conventions, and puts much of that enthusiasm into his writing.

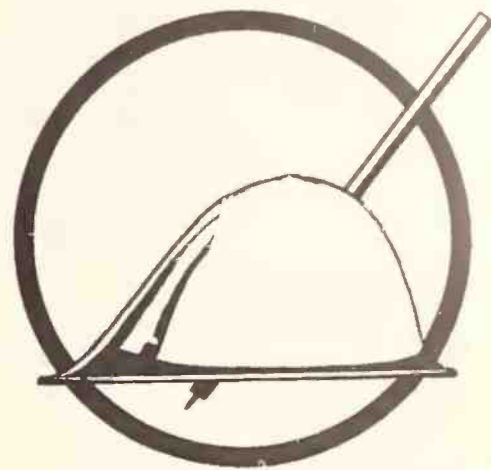
**GROWING PEORIA CONCERN**

P. A. Bergner & Co., Peoria, Ill., has been using much space in the local newspapers giving publicity to its talking machine service. This store says that in a year and a half it has earned the reputation of being the largest distributors of talking machines in Central Illinois.

**The Bell Hood**

Pat. Sept. 24, 1912

**Semi-Permanent Point Needle**



The Sounding Board Bell Produces the Best Result

Advantages of the Bell Hood Needle Plays 50 to 100 Records—Eliminates Scratching—Purifies and Humanizes the Tone.

Retails one package of 3 Needles for 25 cents Dealers' Prices, \$15.00 for 100 Packages

SPECIAL INDUCEMENTS TO JOBBERS Always ask for "Nemitco" and "La Philipita" Brand in the Musical Instrument and Accessories Lines.

**New England Musical Instrument Trading Co.**

127 East 23rd St., New York  
Representative for Dominion of Canada  
ARTHUR K. KEMPTON  
Suite 205, Drummond Bldg., Montreal, Quebec

**IN LIGHTER VEIN**

A piano player doesn't always mean a human being these days. Neither does a talking machine mean a member of the fair sex. Score another mark against the King's English.

**SPECIAL OFFERS**

**RECORD DELIVERY ENVELOPES**

45-lb. Kraft, 2 Buttons, String Fasteners

1-M QUANTITY  
10-in.—\$ 9.25 per thousand  
12-in.— 11.00 " "

5-M QUANTITY  
10-in.—\$ 8.75 per thousand  
12-in.— 10.50 " "

10-M QUANTITY  
10-in.—\$ 8.25 per thousand  
12-in.— 10.00 " "

**RECORD ALBUMS**



10-in. (12 pockets), \$7.50 per doz.

12-in. (12 pockets) \$8.75 per doz.

These albums are of the best quality that can be bought. As our stock is limited, we would advise you to place your order at once.

F. O. B. NEW YORK



Talking Machine CABINET

**VELVETONE**  
Phonograph Needles

The Two Best Selling Propositions in the Talking Machine Trade To-day

**The Cabinet & Accessories Company, Inc.**

145 East 34th Street Otto Goldsmith, President Tel. Murray Hill 6470 NEW YORK CITY





*Why the*  
**HARPONOLA**  
*is Best*

We have shown you their superiority from the standpoint of *Mechanical Equipment, Cabinets, Finish and Price.*

This month we mention a more intangible reason for superiority, namely:

**The Makers**

When you get Talking Machines you get Talking Machines, and that is all there is to it, *except* that it really does make a lot of difference as to *WHO* makes those machines—the people you are doing business with.

The makers of Harponolas are furniture manufacturers of long experience, who know how to build good goods at right prices.

As sales manager of a big furniture factory and owner of a retail furniture store, as well as Harponola sales manager, I appreciate the problems of the talking machine dealer.

I know the kind of support he needs and I give that support.

When you handle Harponolas you get real cooperation.

*Ask us for the Harponola Dealer Proposition—the best there is.*

**HARPONOLA COMPANY**

By EDMUND BRANDTS, Sales Manager

CELINA, OHIO

**OkeH Records** furnish the dealer a sure supply of high-grade selections that will sell on the right profit basis. Ask for quotations.

**TRADE IN BALTIMORE SHOWS STEADY GAIN**

Sales Meeting of Columbia Forces Great Event of Month—Important Addresses Made—Rosenstein Co. to Reconstruct—Bosee Becomes Manager—Other News of Interest

BALTIMORE, Md., June 4.—Talking machine business for May showed an increase with the retailers. With jobbers it went ahead of the corresponding month of a year ago. Receipts of machines and records showed a slight increase, and this is construed as a most hopeful sign. Many Baltimoreans are planning to attend the jobbers' convention at Atlantic City.

One of the big events of the month was the big sales meeting of the Columbia Graphophone Co., which was held at the Southern Hotel, and which was addressed by George W. Hopkins, general sales manager, and other officials of the company. More than 200 dealers were present as guests of Manager W. S. Parks, Jr., manager of the local Columbia headquarters. F. K. Pennington, assistant general sales manager; Westervelt Terhune, manager of the Columbia branch at Atlanta, Ga., and John McKenna, who is in charge of business for the Columbia Co. at St. Louis, were also on hand. A pleasing musical program was a feature of the evening, and included Amparito Farrar, of the Columbia staff of artists, who came to Baltimore especially for the affair. Besides hearing Miss Farrar personally many of her late records were played.

An insight into the big business being done by the Columbia Co. was given by the officials from New York. G. W. Hopkins as well as F. K. Pennington stated that the company had approximately \$11,000,000 worth of unfilled orders on file at this time, but they hoped to be able to catch up with the business now that the war was over. Both men pointed out that the dealers little realized that the talking machine business faced a serious situation, for had the war continued about ninety days more there would not have been any product.

"It is the duty of all salesmen," said Manager Parks during his opening statement, "to post themselves not only on the records they are selling, but on the composers and the thought that resulted in the composition. Thus every salesman will be able to tell the history of every number worth while, and this interesting recital to customers will make possible the sale of the better grade of records. I know of no better way of making better salesmen than through the study of the "Lure of Music." Making the customer feel at home when he enters your establishment is a point that should not be overlooked. By so doing every person entering your place for a particular record may become interested in something else with the result that no person would enter your place without feeling under obligation to come back again."

Telling of the wonderful strides the Columbia Co. is making on the Pacific Coast, F. K. Pennington gave a very interesting recital of incidents of the trip through the West.

**ACME-DIE**

**CASTINGS**

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

**Acme Die-Casting Corp.**

Boston Rochester Brooklyn N.Y. Detroit Chicago

nington gave a very interesting recital of incidents of the trip through the West.

"Service" was the keynote of his address, and he made a plea for more attractive establishments and a closer study of salesmanship methods by all men and women engaged in the business. He also urged that all establishments provide a self-service department, and he proved by illustrations that whatever cost would be attached to such a department would be more than provided through the increased business that would come to the firms. The meeting concluded with a playing of all of the records that are on the June list.

Sol Rosenstein, of the Rosenstein Piano Co., announced that his establishment will be reconstructed and an entire new arrangement of the building provided. The plans provide for a very fine Grafonola department on the first floor with a number of booths. The piano and player department will be moved to the second floor and the repairing and tuning department will be on the third floor. Mr. Rosenstein's announcement is the third improvement contemplated for North Howard street within the next few months. The 300 and the 400 blocks of North Howard street will be two real musical blocks of the city, right in the heart of the downtown shopping district. Hammann-Levin Co., the Maryland Piano Co., the H. R. Eisenbrandt Sons Co., Inc.; the National Piano Co. and Charles M. Stieff, Inc., will all be located in the short space of two blocks, while a block south is the establishment of Cohen & Hughes and E. F. Droop & Son Co. and three large stores, all of which have exceptional music departments, the stores being Hoshild, Kohn & Co., Stewart & Co. and The Leader. This is certainly quite a musical center.

Although shipments improved slightly in both machines and records, Manager Parks, of the Columbia Co., reported a fairly good increase over the May of 1918.

Announcement is made by I. Son Cohen, of Cohen & Hughes, Victor distributors, that H. T. Bosee has been named sales manager of the company. The firm also announces that in Baltimore it has retired from the retail talking machine business, and that its entire retail equipment has been disposed of to the G. Fred Kranz Music Co. and to Ansell & Moses. The latter firm will have an establishment at 108 West Lexington street, but pending improve-

We Aim to Please—Give us a Trial

**HAVE YOUR REPAIRS MADE WHERE THEY ARE MADE RIGHT**

We are equipped to make prompt repairing of all makes of American and foreign Talking Machines—new models or old-timers.

**FULL LINE OF REPAIR PARTS ON HAND**  
**WE MAKE WHAT WE HAVEN'T IN STOCK**

*Special attention given to repairs received by mail or express*

PHONOGRAPHS MADE TO ORDER

**MANHATTAN PHONOGRAPH CO., 75 EAST 4th STREET NEW YORK**

Anything You Want to Sell—We Will Buy It

Anything You Need, and Can't Get—Just Try Us

Anything That Needs Fixing—Send It to Us



ments to their location they will use part of the establishment of the Maryland Piano Co., Inc. The firm will continue in business in South Baltimore at Light and West streets, where they have a Victor department as well as a piano and player department.

W. C. Roberts, of Droop & Sons, Victor distributors, reports May business ahead of a year ago. He expects to see increased shipments of both machines and records, and thus make possible a better supplying of the trade. Due to three holidays and a great deal of very warm or rainy weather, the retail business showed a slight falling off. W. C. Roberts, Charles Hause, Edward and Carl Droop will all attend the convention of the Victor Talking Machine Jobbers to be held in Atlantic City.

F. C. Barker, secretary of the Maryland Photo-Stock Co., reports very good business as a result of a co-operative advertising campaign. For H. R. Eisenbrandt & Sons Mr. Sauer reports an increase in shipments of machines and records, but with receipts below the demand. W. A. Eisenbrandt was in New York recently attending the graduation of his daughter.

The National Piano Co., Pathé distributors, are hoping to be in their new quarters by the middle of August. Jesse Rosenstein, of the firm, spent most of the week in Chicago and will stop off at the Pathé factory on his way home from the convention.

**BRUNSWICK SHOP IN FLINT, MICH.**

A new talking machine store has been opened in Flint, Mich., known as the Brunswick Shop, under the direction of Fred Devendorf, well known in local music circles. This store will handle the Brunswick line exclusively and all makes of records. The interior of the store has been attractively furnished and soundproof demonstration booths have been added to the equipment. Manager Devendorf has been active in the local trade, having been connected with the Doty-Salisbury Co. and with Grinnell Bros. establishments.

**A LIVE WIRE VICTOR DEALER**

**A. I. Ross, of Astoria, L. I., Has an Attractive Establishment—Doing Large Business**

One of the most progressive and successful Victor dealers in Long Island is A. I. Ross, who conducts a very attractive store on Main street, Astoria. This store is a mecca for music-



The Establishment of A. I. Ross

lovers in that part of the city, and Mr. Ross has developed an extensive clientele, particularly for Victor Red Seal records. The A. I. Ross Music Store also has a branch on Steinway avenue, Astoria, and Mr. Ross is making plans for extensive alterations at this store, which will be started the latter part of the month. It is his intention to make this branch just as attractive as his establishment on Main street, and the accompanying photograph will give some idea of the attractiveness of the latter store.

**PARCEL POST EXTENSION NEEDED**

Extension of international parcel post service so as to give American exporters an equipment equal to that of Great Britain and other foreign countries was strongly urged by the Sixth National Foreign Trade Convention recently held in Chicago. This convention was attended by representatives of all factors of American industry, finance and commerce.

**JOIN NATIONAL ORGANIZATION**

Talking Machine Men, Inc., Elected to Membership in National Association of Music Merchants—First Independent Body to Join National Music Merchants' Association

E. G. Brown, who was the delegate of the Talking Machine Men, Inc., to the music convention, presented the application of his association at the convention of the music industries held in Chicago last week, and at a meeting of the executive board the Metropolitan organization was elected as the following telegram advises:

"Your association elected to affiliated membership in National Association of Music Merchants, which is merchants' division of Music Industries Chamber of Commerce, by unanimous vote of executive board. Welcome to our work for advancement of music and protection of trade. You are assured of our hearty co-operation and best wishes. C. L. Dennis, secretary."

**GEO. H. BUCKLEY A VISITOR**

Geo. H. Buckley, treasurer and general manager of the "Indiana" Die Casting Co., of Indianapolis, Ind., paid a flying visit to the New York offices of the company in the Tribune Building during the past week. Mr. Buckley reported excellent business being received at their factory and that several large contracts in the talking machine field had been recently closed. Vitus F. di Lustro, manager of the New York offices, finds business very active in the Eastern territory and is much pleased with the outlook.

**To Whom It May Concern**

New York, June 1, 1919.

This is to notify you that, after a final hearing, Circuit Judge Manton, in the United States District Court for the Southern District of New York, in the case of G. Ricordi & Co., Inc., vs. Columbia Graphophone Co., held that the compositions of Gitz Rice cannot be reproduced upon mechanical instruments without the payment of royalties for the reason that Gitz Rice has been domiciled in the United States since October, 1917, and by virtue of his domicile is entitled to have his compositions protected under the United States Copyright Law, against reproduction of copies for sale and against their reproduction upon mechanical instruments.

**Judge Manton, in his opinion, stated:**

"I think it is clear that Congress intended that domiciled foreigners are entitled to the benefits of the provisions of subdivision (e), section 1, of the Copyright Act and that it intended only to exclude subjects or citizens of countries denying similar protection to our citizens;"

**and in the case of the song "Dear Old Pal of Mine," the Judge said:**

"An infringement is admitted if it be held that the copyright is good and should be protected. The correspondence indicates clearly that the defendant took the position that the copyright was void and afforded no protection to plaintiff. As indicated above, I think the position assumed by the defendant was erroneous and a decree is granted for the plaintiff.

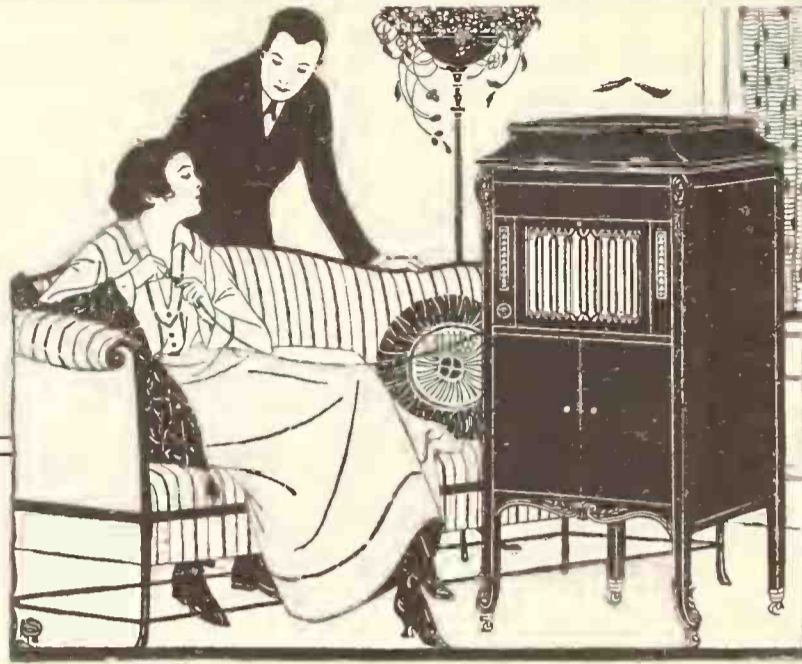
"The decree should provide an injunction restraining the defendant from manufacturing, using or selling sound records adapted to reproduce the composition 'Dear Old Pal of Mine' until the defendant shall have served notice of its intention to use the composition in the manner prescribed by section 25, subdivision (e) of the Copyright Act, and until it shall have paid the damages awarded by this decree; further, it should provide for an accounting. An allowance of counsel fee of one thousand dollars will be awarded."

Any person, firm or corporation reproducing upon mechanical instruments the song "Dear Old Pal of Mine" without complying with the provisions of the Copyright Act will be prosecuted to the fullest extent of the law.

Very truly yours,

**G. RICORDI & CO., Inc.,  
14 E. 43rd St., New York**





## THE AEOLIAN COMPANY OF ST. LOUIS

*Wholesale distributors for St. Louis, adjacent  
territory and the West, of  
the celebrated*

# AEOLIAN-VOCALION

*and the*

## VOCALION RECORD



**C**OMPLETE dealer service in all branches including newspaper advertisements, window cards, store-hangers, etc. The newspaper advertisements are prepared to enable the dealer to tie-up his local publicity with the impressive campaign of Vocalion advertising now being run in the Saturday Evening Post and other mediums.



*Address communications to*

## THE AEOLIAN COMPANY

*1004 Olive Street.*

*St. Louis, Mo.*



**PENNINGTON RETURNS FROM WEST**

Assistant General Sales Manager of Columbia Co. Back From Pacific Coast Trip—Reports Excellent Conditions in That Section

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., returned to New York recently after a six weeks' trip to the Pacific Coast. This was Mr. Pennington's first trip to the Coast, and he took advantage of the opportunity offered him to visit not only the Columbia branches throughout the South, Southwest and Far West, but to become acquainted personally with practically every Columbia representative in the large cities en route to the Coast.

In a chat with The Review Mr. Pennington stated that business conditions on the Pacific Coast are wonderful, and that every Columbia dealer whom he visited reported the closing of a record-breaking business for the first four months of the year. The retailers are enthusiastic regarding Columbia progress and the representation being accorded Columbia products on the Coast is most gratifying.

Mr. Pennington was informed by Columbia representatives that the new Columbia standard models and the extensive period model lines are meeting with phenomenal success, and the majority of the dealers predict that the future development of the industry lies in taking full advantage of the possibility of period model business. The "Lure of Music" is popular everywhere, and the dealers state that this book is proving invaluable educationally, musically and commercially.

Conditions on the Coast are duplicated throughout the South and Southwest, as in Texas, for example, there is an era of unprecedented prosperity that bids fair to continue indefinitely. Every industry is sharing in this activity, and there is a firm belief and confidence in the future.

During the course of his trip Mr. Pennington attended dealer meetings in San Francisco, Spokane, St. Louis and Denver, and although he made no formal address at any of these meetings he was given an enthusiastic reception by Columbia dealers, who conferred with him regarding practical and vital problems incidental to their individual establishments.

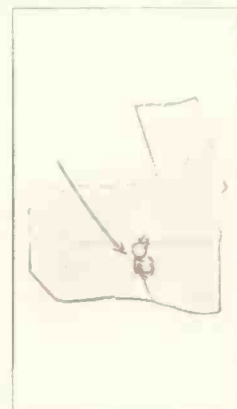
The Wollenberger Furniture Co., Evansville, Ind., has recently added to its stock the Empire line of talking machines and records and will push them in the future.



**The MOTROLA**

Winds any phonograph spring at the touch of a button.

Easily attached by anyone in place of winding handle—positive in operation.



**OFFERS DEALERS NEARLY 100% PROFIT**

Our national advertising campaign is creating an enormous demand.

**You cannot afford to be without a Motrola on your demonstrating machine.**

*Ask your Jobber or write us today for further particulars.*

**JONES-MOTROLA, Inc.** NEW YORK, :: 29 West 35th Street  
CHICAGO, :: 57 E. Jackson Blvd.

**A GRATIFYING BUSINESS REPORT**

Directors of Otto Heineman Phonograph Supply Well Pleased at Business Figures Presented at Regular Meeting Held Recently

At a regular meeting of the directors of the Otto Heineman Phonograph Supply Co., Inc., held at the company's executive offices recently the usual 1 3/4 per cent. quarterly dividend on the preferred stock was declared. The directors received a most gratifying report of the company's business activities, and the figures submitted for their consideration indicate that this company is closing bigger business each month.

A. G. Bean, president of the Garford Mfg. Co., Elyria, O., which is now controlled by the Otto Heineman Phonograph Supply Co., was a recent visitor at the Heineman executive offices, bringing with him splendid reports of the Garford plant's progress. This immense factory is working day and night to keep pace with Heineman motor orders, and new ma-

chinery now en route to the Garford plant will enable the factory to materially increase its output.

**GREAT GATHERING IN LOS ANGELES**

Columbia Dealers Attend Monthly Meeting—Address Made by Godowsky—Other News

LOS ANGELES, CAL., June 3.—The Columbia dealers' monthly meeting took place on May 20 in the ballroom of the Alexandria Hotel and was attended by fifty or sixty Columbia dealers of their sales forces. The records for July were played, and later Leopold Godowsky arrived and was introduced to the company present. The world-famed pianist gave a most interesting address, in the course of which he described the recording of piano records, or rather the difficulties attending the recording of same. "You know," said Mr. Godowsky, "when a singer or a violinist or other instrumentalist records a solo he sways back and forth, to and from the recording horn. A pianist, however, cannot sway a grand piano back and forth in the same way, so—he is up against it. Possibly," continued Mr. Godowsky, "you would rather hear me play than talk!" and he forthwith, to the unqualified delight of his audience, played a number of pieces, duplicating in most cases his Columbia records.

Definite plans have not been completed for the erection of the Columbia Graphophone Co.'s building on Los Angeles street near Eighth. The completion of this building (about August 1) will tend to relieve the congestion which has existed for some time in the Los Angeles branch at their present quarters owing to the enormous increase of business.

Mrs. E. W. Hollenbeck has been appointed manager of the Grafonola department of Remick's Song and Gift Shop.

Nat Schireson, of Schireson Bros., Columbia and Victor dealers, has just returned from a business trip to Chicago. He declares that the latter city has "nothing on" Los Angeles.

**H. J. SMITH LABORATORIES**

*Jewel Manufacturer*

EXECUTIVE OFFICES,  
FINISHING and  
RECORDING  
LABORATORY JEWELS

Plant No. 1  
**833 Broad Street**  
Telephone 2896 Market  
**NEWARK, N. J.**

SAWING  
GRINDING  
ROUGHING  
ROLLING and  
EXPERIMENTAL  
LABORATORY

Plant No. 2  
**54 1/2 Franklin St.**  
**NEWARK, N. J.**

*Manufacturer of*

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

**"NICHOLSON"**

New Catalog Showing New Styles  
**RECORD CABINETS**

strictly high-grade construction at prices  
**BELOW COMPETITION**

Write for a copy of the catalog and our special free advertising help for dealers.

**K. NICHOLSON FURNITURE CO.** Chase City, Virginia  
*Sectional Bookcases and Record Cabinets*



# IMPORTANT NOTICE

TO THE

## AMERICAN TRADE

### The Sterno Manufacturing Company

19 CITY ROAD

LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By Mermod Freres St. Croix Switzerland

#### WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

#### DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

#### CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

#### SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish  
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK  
Meanwhile trade enquiries should be directed to

### THE STERNO MANUFACTURING CO.

19 CITY ROAD

LONDON, E. C. ENGLAND





Novel Way of Featuring New Monthly Records in Window of Cable Piano Co., of Chicago—Plan Is Worthy of Emulation

**PLEASED WITH GENERAL CONDITIONS**

The Triangle Phono Parts Co., New York, expects to ship very shortly its new tone arms, and in the meantime it has greatly increased its manufacturing facilities in order to expand its output. They state that "quite a number of well-known manufacturers have arranged to use the new Triangle tone arms and sound boxes exclusively during the coming year, and that new names are being added to this list regularly." The company also announces that it is supplying the trade with prompt shipments of motors, as it carries a large stock on hand at all times.

**MOTOR TRUCK TRANSPORTATION**

Highways Transport Committee of Council of National Defense Organized—Work Has Been Broadened to Include Bureaus

The Highways Transport Committee of the Council of National Defense has been organized on a peace basis, and its work has been broadened so as to include direct representation from the office of Public Roads and Rural Engineering of the Federal Department of Labor, the Bureau of Markets, the Post Office Department and the Department of Commerce. The Council will continue its work of promoting the use of motor trucks for transportation of merchandise. This work is now being done in New York by the Return Loads Bureau of the Merchants' Association.

**SNAPPED ON A PLEASURE JAUNT**

We take pleasure in presenting herewith a photograph of Mr. and Mrs. Otto Heineman, taken at the country estate of one of Mr. Heine-



Mr. and Mrs. Otto Heineman man's personal friends. The Heineman executive offices were closed for the Decoration Day holidays, and Mr. Heineman took advantage of this unexpected holiday to take an automobile trip up the Hudson and visit the estate of one of his friends in the Catskill valley.

From **\$85** **CULPTONE** **\$225** To



A line of wide range of styles and prices. Cabinets are handsome in appearance and equipped with the most modern accessories. Dealers investigate!

Made up to a Standard Not down to a Price


**CULP PHONOGRAPH CO.**  
298 Broadway New York  
NOTE NEW ADDRESS

The personnel of the committee is as follows: John S. Cravens, of the Council of National Defense, chairman; James I. Blakslee, Fourth Assistant Postmaster General; J. M. Goodell, Consulting Engineer; James H. Collins, Investigator in Market Survey; R. S. MacElwee, Second Assistant Chief, Bureau Foreign and Domestic Commerce; Charles W. Reid, executive secretary, and Grosvenor B. Clarkson, Director of the Council, ex-officio.

The Highways Transport Advisory Board will assist the main committee, and is composed of several prominent business men.

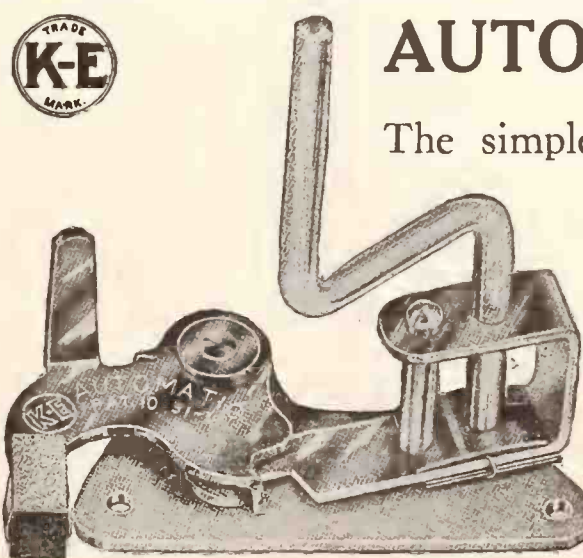
The Hyatt Music House of Portland, Ore., reports a continuance of the activity which has prevailed since the Christmas holidays.

Progressive jobbers advertise in The Talking Machine World. Be sure to consult their announcements.



## AUTOMATIC STOPS

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



*Send 50 cents for Sample Stop*

**Kirkman Engineering Corporation**  
237 Lafayette St., New York



**GEO. L. FUNNELL NOW MANAGER**

Of the OkeH Record and Matrix Manufacture of Otto Heineman Phonograph Supply Co.

The Otto Heineman Phonograph Supply Co., New York, has announced the appointment of George L. Funnell as manager of OkeH record and matrix manufacture. Mr. Funnell, who is recognized as one of the best posted record manufacturing experts in the world, is making his headquarters at the Heineman executive offices in New York.

George L. Funnell has spent more than 20 years in the talking machine industry, and dur-



Geo. L. Funnell

ing this time occupied important executive posts with the Columbia Graphophone Co. For ten years he was general manager of the London factories of this company, and more recently was factory manager at the Bridgeport plant. He is thoroughly versed in every detail incidental to the production of records, and his invaluable knowledge of the technical side of record manufacturing will undoubtedly be reflected in the enhanced success of the OkeH record line. Mr. Funnell is enthusiastic regarding the sales and musical possibilities of the OkeH record, and has expressed his hearty admiration of the tonal qualities of this popular record.

**STARR CO. GET-TOGETHER MEETING**

R. C. Mayer, Recording Expert For the Company, Brings the Message of Enthusiasm and Optimism From Richmond, Ind.—Mr. Mayer's Success Due Largely to His Cheerfulness

R. C. Mayer, head of the recording laboratories of the Starr Piano Co., in New York, where the Gennett records are made, has just returned from a short visit to the factories of the Starr Piano Co., Richmond, Ind., where he went to attend an enthusiastic "get-together" meeting of the company's staff. Those who attended the meeting were particularly impressed with the tremendous increase in the production of Gennett records during the past month, coupled with the influx of orders from Gennett dealers.

Harry Gennett, vice-president of the company, disclosed plans which had been put into operation some months ago, which are now beginning to bear fruit, and which in the near future promise to produce results of the most satisfying nature. Incidentally a journalistic friend of Mr. Mayer has written a most interesting study of this recording expert, and the manner in which he gets results. Mr. Mayer's secret of success, he declares, is to be cheerful even when there is every reason to become excited. "I have learned that a good recorder is just a good student of psychology, then a good technician," declared Mr. Mayer. "Not that my personal good cheer counts for so much in the making of a good record, but it's my humble attempt to keep everyone else in good humor during those trying recordings that I believe has been more or less helpful in our efforts with Mr. Florida to make the Gennett records an artistic production." These comments are as true as they are pertinent.

See how the jobbers in The World can supply your wants with the greatest promptness and satisfaction.

**QUAKER CITY EDISON DEALERS MEET**

Great Gathering at Bingham Hotel Recently Under Auspices of H. E. Blake—Addresses by T. J. Leonard, R. E. Cope and Others

PHILADELPHIA, PA., June 9.—The meeting of the Edison Phonograph Dealers' Association of this section held at the Bingham Hotel recently was one of the largest and most successful ever held by that organization. The number of new members was gratifying and showed the growing interest in the work of the association. After the dinner given through the courtesy of the Girard Phonograph Co., H. E. Blake opened the business session with an interesting talk on the advantages and work of the association and its social features. He spoke also of the new plans by which each meeting will be addressed by some dealer on important points in the work.

He was followed by Thomas J. Leonard, sales manager of Thomas A. Edison, Inc., who explained the production situation and showed how the former difficulties are now being overcome. Robert E. Cope, general manager of the Girard Phonograph Co., outlined the plans for the coming advertising campaign, which will be the largest ever attempted by the Edison dealers of this city. Charles J. Gardner, supervisor Thomas A. Edison, Inc., spoke of the excellent business conditions in the Middle West, and predicted better business than ever this year. At the close of the meeting six dealers applied for membership.

The members and guests present at the meeting were: Thomas J. Leonard, sales manager Thomas A. Edison, Inc.; Charles J. Gardner, supervisor Thomas A. Edison, Inc.; Robert E. Cope, general manager Girard Phonograph Co.; Herbert E. Blake, Earl Bowman and F. Bowman & Son, Allentown, Pa.; Robert Sell, Kutztown, Pa.; Rocco Rich, C. J. Levering, Harry E. Wilson and J. N. Elton, of Blake & Burkart; Charles Luedeke, of Ludwig Piano Co.; W. J. Flack and Herman Schmidt, Girard Phonograph Co.; J. Harry Davies, Oscar C. Schmidt, Phila-

**Why Break Records? Just File Them!**

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

**The Marvelous MAGNOLA**



Watching The Music Come Out

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

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President  
General Offices: 711 MILWAUKEE AVENUE CHICAGO  
Southern Wholesale Branch: 1530 CANLER BLDG. ATLANTA, GA.

delphia, J. Robinson, representative of Girard Phono. Co.; R. G. Schaffer, Phoenixville, Pa.; J. Frank Stanton, N. Snellenburg & Co.; F. Clydemeyer, George B. Davis & Co.; John J. Eagan, Roebelen Piano Co., Wilmington, Del.; J. C. Schriber, Luke Moore, C. Shank and G. DeLong, N. Stetson & Co.; R. Charles Simmons, Chester, Pa.; George Bovard, W. H. Bovard and L. L. Goodman, George Bovard & Son, Manayunk, Pa.

**Automatic Change of Weight**



(Patent Applied for)

An Exclusive Feature of  
**Parr Central Universal Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm.

**OTHER IMPORTANT FEATURES**

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

**OTHER PARR PRODUCTS:**

**Magnetic Reproducer Vibratone Diaphragm**

**PARR MANUFACTURING CORP.**

MAIN OFFICES:

100-108 West 23rd Street :: :: NEW YORK  
Factories: New York City—Latrobe, Pa.



# ATLAS PACKING CASES

## Proper Packing Pays

**T**HE phonograph industry should adopt this motto without reservation. The nature of its shipments, with the consequent high freight classification, demands the use of a container that will at once be both light in weight and strong.

Realizing this need, and knowing full well the many unusual and difficult conditions confronting the standardization of a 3-ply veneer packing case particularly suited to phonographs, this organization (representing four large factories) undertook the task of making *the best possible packing case for phonographs.*

If intelligent and continued demand for a product is an indication of achievement, we have succeeded in our efforts to give the phonograph industry just what it needed—the “ATLAS” 3-ply veneer packing case.

To insure you against possible mistake we have trade-marked our product. “ATLAS” 3-ply veneer packing cases are made only by us. Their uniformly high quality and beauty in appearance, together with the unusually prompt and sure service we can always give, have made “ATLAS” cases “standard equipment” with the more particular manufacturers.

Should you be interested in better packing we would appreciate your inquiries.

Nelson & Hall Company

Blair Veneer Company

Richford Manufacturing Co.

Veneer Products Company

*Exclusive Selling Agents*

**ATLAS SALES  
CORPORATION  
RICHFORD, VERMONT**

*Chicago Office*

327 South LaSalle St., Webster Bldg.

“ATLAS”  
PACKING  
CASES



Carry  
the  
Weight  
Save  
Freight



**KNICKERBOCKER CO.'S NEW HOME**

Victor Wholesalers Have Admirably Fitted Up Establishment—Abram Davega Tells of Plans and Policies in Most Interesting Way

The Knickerbocker Talking Machine Co. occupied their new quarters at 138-140 West 124th street during the past week. A series of delays in the installation of the special equipment of these modern warerooms made the actual date of occupation a little later than originally planned. It is expected, however, that within a few weeks the attractive display rooms, the concert hall, executive offices and the extensive system of record filing racks will be in a condition for inspection by the trade.

A new shipment of record racks in mahogany, golden oak and ivory has just been received. The Knickerbocker Talking Machine Co. reports that their dealers have had exceptional results from the use of these record racks in the past, and that these new racks should prove popular to a greater degree.

The Knickerbocker Talking Machine Co. is also producing advertising fans with the dealers' imprints for distribution to their customers and for use in the demonstration booths and warerooms. Many complimentary letters have been received from dealers making use of this novelty.

Abram Davega, chief executive of the company, is greatly enthusiastic over the outlook for the future. "The problem of the Victor retailer is to get more Victor merchandise," said Mr. Davega. "I will tell him how. The way the dealer is most apt to receive increased shipments of Victor merchandise is through a manifested spirit of co-operation with the wholesaler in every way possible, by progressive and honorable methods of merchandising, and by really doing something to help the progress and development of Victor business. Proper representation of the Victor line should be given and must necessarily begin with featuring the Victor product. Proper representation would naturally include up-to-date show windows properly dressed, featuring the Victor merchandise and trademark. The store interior is also of great importance, and should be in keeping with the quality of the line displayed. The progressive merchant will, of course, not only keep his store neat but will see to it that all the Victrolas are kept in polished condition and in perfect mechanical order, and with the price-mark plainly visible. As many demonstration booths should be installed as possible in direct proportion to the size of the store.

"The dealer who helps the wholesaler sell slow moving, but thoroughly good records, is really co-operating with the wholesaler. The progressive retailer will also take advantage of the power of advertising, such as newspapers, billboards, curtains and mailing lists. The progressive dealer who features and energetically pushes the line not only benefits himself, but the wholesaler as well, and through his efforts earns the right to have more goods at his disposal to push. The wholesaler is cognizant of these efforts and takes these matters into con-

**NEW SET OF CAR CARDS READY**

Exceptionally Attractive Series of Cards Just Issued for the Use of Sonora Dealers

In order that Sonora dealers throughout the country may have facilities for making attractive

car cards which are exceptionally attractive. These cards are designed in bright, harmonious colors, containing a minimum amount of text, and are certain to secure the interested attention of all who catch sight of them. The company has received many expressions of appreciation from Sonora dealers regarding the qual-



One of the Artistic Sonora Car Cards

displays in their local transit lines, the Sonora Phonograph Sales Co. has brought out a set of

which it is now providing.

sideration in scheduling the monthly shipments. The Knickerbocker Talking Machine Co. has made a feature of providing specialized departments to provide assistants to the dealer not merchandising his goods in the most modern and up-to-date manner, and is anxious to cooperate with them to the better development of the Victor business."

directly with the money of the tax payers.

In view of the fact that there have been so many rulings and counter rulings calculated to confuse and in many cases work against the interests of the music industry, the trade should accept with alacrity the crumb of comfort offered in this latest ruling.

**NO WAR TAX ON SALES TO STATE**

New Ruling Exempts From War Excise Tax Musical Instruments Sold to State, County and Municipal Institutions in General

George W. Pound, general counsel of the Music Industries Chamber of Commerce, has just called the attention of the trade to Article 10 of the new regulations (No. 47) of the Internal Revenue Department, which provides: "Articles sold to a State or a political subdivision thereof by the manufacturer for use in carrying on its governmental operations are not subject to the tax.

"Articles sold by the manufacturer to a State, county or municipal institution are also exempt from tax when paid for entirely out of public money."

This ruling is taken to indicate that no tax is to be paid upon pianos, talking machines or other musical instruments which are sold by the manufacturer for use in schools or various other public institutions in general and paid for

**MAIN SPRINGS**

No. 2— $\frac{3}{4}$ "x11x.020.....	\$0.30
" 6— $\frac{3}{4}$ "x9x.022.....	0.27
" 7— $\frac{3}{4}$ "x10x.025.....	.29
" 11— $\frac{7}{8}$ "x11x.023.....	.39
" 12— $\frac{7}{8}$ "x9x.023.....	.35
" 16—1"x11x.022, for Victor.....	.48
" 17—1"x18x.026, for Meisselbach, Thomas, etc.....	.65
" 18—1"x12x.025, for Columbia.....	.53
" 19—1"x10x.025.....	.39
" 20—1"x11x.027, for Meisselbach, Thomas.....	.60
" 21—1" V.N.S., with clip in centre short.....	.58
" 22—1" V. N. S. with clip in centre long.....	.63
" 25—1 1-16"x21x.030, for Edison.....	1.15
" 26—1 3-16"x18x.027, for Heineman, No. 44.....	.75
" 31—1 $\frac{1}{4}$ ", for Victor.....	.65
" 32—1 $\frac{1}{4}$ " V. N. S. with clip in centre short.....	.60
" 33—1 $\frac{1}{4}$ " V. N. S. with clip in centre long.....	.65
" 36—1 9-16"x16x.024, for Edison.....	1.45
" 41—2"x16x.025, for Edison, Meisselbach.....	1.75
Governor Springs, for Columbia, per 100.....	1.00
Governor Springs, for Victor, per 100.....	1.00
Governor Springs, other motors, per 100.....	1.00
Needle Arms, for Victor.....	.49
Needle Arms, for Columbia.....	.41
Needle Arms, for Sonora, etc.....	.35
Diaphragms, for Victor.....	.13
Diaphragms, for Columbia.....	.23
Diaphragms, for Sonora, etc.....	.18
Rubber Back, for Victor.....	.39

Write for our complete catalogue of Parts, etc.

**Manhattan Phonograph Co.**

75 E. 4th STREET

NEW YORK, N. Y.

**ROTTEN STONE**

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

**KEYSTONE MINERALS CO.**

41 Union Square, New York City



**BUILT FOR PEOPLE WHO CARE**

Best Materials, Workmanship, Finish and Equipment and

**Tone Surpassed by None**

TWO MODELS: \$48 and \$70 To Dealers. War Tax Extra.

Write for Descriptive Circular

**D. G. YOUNG COMPANY**

Established 1899

Manufacturers

BEAVER DAM, KY.

**REX GRAMOPHONE COMPANY**

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."



### LAST CALL FOR CONVENTION OF THE VICTOR JOBBERS

June 30 and July 1 and 2 the Time and the Hotel Traymore, Atlantic City, the Place—Important Business Discussions and Elaborate Entertainment Features Planned

Within two weeks after this issue of The Talking Machine World is in the hands of its readers the general convention of the National Association of Talking Machine Jobbers at the Hotel Traymore, Atlantic City, will be in full swing, with an attendance, to judge from present indications, greater than that recorded at many previous meetings. Louis Buehn, chairman of the arrangements committee, has already issued a timely warning to those who have delayed in making reservations—a sort of last call, as it were.

The convention, as has already been announced, will be held on June 30 and July 1 and 2. There will be two business sessions, one during the afternoon of June 30, and the other during the afternoon of the following day, and it is planned to so arrange the various matters to come up before the convention that they may all be handled properly in these two sessions.

Recognizing the fact that Atlantic City is primarily a pleasure resort, the arrangements committee has not overlooked this factor, but has allowed plenty of time for general enjoyment. Both Monday and Tuesday morning the rank and file of the members and their friends will be free to enjoy to the fullest extent the pleasures offered by this famous resort and Monday

evening will be left free for the same purpose.

On Tuesday evening, July 1, will be held the annual banquet at the Traymore, and on Wednesday morning, following the convention, will be held the annual golf tournament. It had been planned to hold the tournament on the Saturday preceding the convention, but it was felt that, owing to the number of club members who would naturally take advantage of the Saturday holiday to be on the links, the holding of a tournament on that day would result in confusion. Hence the change of the date to Wednesday.

Just what plans have been made for entertainment at the banquet are being held in deep secret, but, based on past performances, the results should be most satisfying. It is understood that there will be several speakers of note, among them the Hon. James M. Beck. On July 2 the Victor Talking Machine Co. will entertain the jobbers in Philadelphia with a concert, followed by a dinner and dance at the Hotel Bellevue Stratford. Some prominent artists will appear for the edification of the jobbers and their friends, but the Victor Co. is not yet prepared to make public the complete program.

It is expected that, as is usually the case, a large number of ladies will attend the conven-

tion, and liberal provision has been made for their entertainment while the men folk are wrestling with heavy business problems. Sailing parties, auto rides and special luncheons are among the features provided for the benefit of the female contingent. For those with both nerve and ambition may be also included hydroplane flights, Atlantic City having become a big center for hydroplane work.

Only two weeks to go, then all aboard for Atlantic City!

### TO HELP AMERICA'S FOREIGN TRADE

One Billion Investment Trust Planned—Proposal Is Designed to Stabilize Exchange—Scope Would Be National With Government Dominating Conduct of Enterprise

The creation of a \$1,000,000,000 National Trust Society, patterned to some extent after the investment trust organizations in Scotland and England, which have been financially successful for many years, in which the United States Government will hold a controlling interest, is being discussed by Cabinet officers, members of the Federal Reserve Board, and American business men. It is understood that a plan may be offered to Congress before the week is out for legislation permitting its organization.

The purpose of the plan is the creation of a revolving credit which will tend to stabilize exchange and allow American merchants and manufacturers to establish fair markets in countries where the dollar is now at such a premium as to prohibit the purchase of American goods.

The plan, which has evolved from conferences here and in Washington within the last week, calls for the organization of what really would be a national investment trust, in which the Government would not only participate, but would dominate, through ownership of half of the debentures issued. The remaining 50 per cent. of debentures would be sold to manufacturers, exporters, and national banks.

These debentures, according to the plan, would be issued against long-term notes of foreign Governments and banks, which would be allowed to establish dollar credits here, and who, in turn, would be able to extend them to their citizens and depositors at a rate which could be fixed in the several foreign countries.

The plan has been discussed along national lines for only a few days. It is asserted that it would extend the same opportunity to small savings banks in remote corners of this country to share in the profits of the financing involved in carrying on such foreign trade as is given the large banking institutions, which under existing conditions may pick and choose in this field. It is expected that it will meet with strong opposition, but it also is believed it will be strongly backed by American exporters, who, because of the chaotic condition of the foreign exchange market, find they are losing a large amount of foreign business because other countries are offering to finance purchases along with the delivery of merchandise.

It was learned this week that further conferences will be held in Washington and in New York, and a bill providing for the organization of such a national trust society will be introduced as soon as it is prepared.

The Spiegel Sonora Shop, Fort Wayne, Ind., finds that a second floor location is no obstacle to a flourishing business, for the store has just been remodeled to take care of its increasing trade.



Attention  
Victor  
Dealers

Order  
Through  
Your  
Distributor

it wraps the records and sells 'em too!

ON the first day of Every Month you are provided with a NEW stock of delivery envelopes, sufficient to wrap all the new records received that month—

ATTRACTIVELY printed with timely designs, prominently displaying the—

BIG HITS you are right now offering for sale and further—  
A selected list of records appropriate to the month; for example, the July list above shows Patriotic Numbers.

BEST of all—YOUR Name on every envelope.  
AND THE PRICE INCLUDING your name

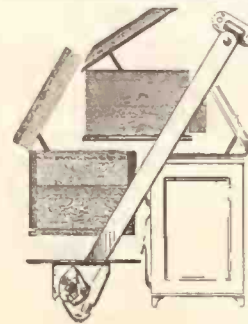
\$1.50 per 100 for 10" size  
\$2.00 per 100 for 12" size

DON'T wait—order through your distributor, or write direct to us, naming your distributor.

LU-FRANC SALES SERVICE CO.

45 Washington Blvd.

DETROIT



New Automatic  
Cover Support

Practical—Inexpensive

Holds Cover at any angle  
Fool Proof

Samples on Request  
Quantity Discount

Automatic Cover Support Mfg. Co.  
54 Jones St. Newark, N. J.



**GRAND RAPIDS A CABINET CENTER**

Over 225,000 Cabinets Now Contracted For With Factories In That City—Machine Shops Planning to Manufacture Parts

GRAND RAPIDS, MICH., June 7.—This city has become without question the leading talking machine and phonograph cabinet manufacturing center in the United States, and this direction is gaining a reputation that is measuring up with its reputation as a furniture manufacturing center. At the present time local manufacturers are holding contracts for over 225,000 cabinets for some of the best-known talking machines on the market, as well as for some machines not so well known. At the same time agents for other leading manufacturers have been endeavoring to place further contracts for cabinets and will probably be successful as other local factories begin to take up the work.

At the present time the wholesale value of phonograph cabinets turned out by the local plants is over half the value of the furniture output, and it must be remembered that Grand Rapids has for years been recognized as the furniture manufacturing center of the country. Just now there are some interesting developments promised. There are a number of magnificently equipped machine shops in and about the city, and several of these have made plans to engage in the manufacture of talking machine parts, such as motors, tone arms and sound boxes. When these shops begin to produce parts in substantial quantities we may expect to see Grand Rapids develop into one of the leading, if not the leading, talking machine producing districts of the country, turning out the complete machines ready to play.

**TUSTING PIANO CO. CELEBRATES**

Asbury Park Piano House Holds Successful Reception to Mark Fourth Anniversary

ASBURY PARK, N. J., June 6.—The Tusting Piano Co. of this city gave an interesting and successful reception at its warerooms June 2, to mark the fourth anniversary of the opening of its present handsome establishment at 609 Mattison avenue. For this occasion R. A. Tusting secured the services of a group of popular Hawaiian singers and instrumentalists, who appeared in costume. This sextette of musicians included Ben Aeko, the wonderful steel guitar player; David Kaili and other well-known Hawaiian artists, who presented a program selected from the Victor catalog by the guests.

This event was thoroughly enjoyed by everyone present and the audience included music lovers from many surrounding towns. The Tusting Piano Co. had taken care of the incidental details in its usual satisfactory way, and its fourth anniversary was fittingly observed. One of the features of the day was the receipt of handsome flowers and other appropriate gifts from Victor jobbers in the East, who are keenly interested in the activities of this house.

**BECOMES ADVERTISING MANAGER**

L. M. Robinson, for Seven Years Connected With Edward Lyman Bill, Inc., Takes Charge of the Advertising Department of the Otto Heineman Phonograph Supply Co., New York

John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of L. M. Robinson as advertising manager of the company, with headquarters at the executive offices, 25 West Forty-fifth street, New York. For the past seven years Mr. Robinson was associated with Edward Lyman Bill, Inc., publishers of The Talking Machine World and The Music Trade Review.

According to the Otto Heineman Co.'s plans, jobbers and dealers handling the popular OkeH

especially with respect to problems of merchandising. Under his able direction, therefore, the advertising department of the Otto Heineman Phonograph Supply Co. will undoubtedly afford OkeH dealers a very practical and worthwhile co-operative service.

\* \* \*

On Thursday evening, June 12, just prior to Mr. Robinson's taking up his new duties with the Heineman organization, he was the guest of honor at a dinner at Mouquin's, tendered him by his associates on the staffs of The Talking Machine World and The Music Trade Review. Following some appreciative remarks, Mr. Robinson was presented with a beautiful gold watch, of Tiffany make, suitably inscribed.

**MAKING IMPORTANT ANNOUNCEMENT**

Emerson Phonograph Co. Furnishes Details Regarding Its Plans In Connection With the Issuance of 9-Inch and 10-Inch Records

The Emerson Phonograph Co. made an important announcement this week relative to its future plans regarding the issuance of its 9-inch and 10-inch records. According to these plans the fixed policy hereafter will be:

First—All popular song hits of the day will be recorded as heretofore on the Emerson Gold Seal 9-inch records only.

Second—Dance, band and standard instrumental music will be recorded on Emerson Gold Seal 10-inch records.

Third—All religious, standard and semi-classical music will be recorded on Emerson Gold Seal 10-inch records.

Fourth—International Emerson label records of folk songs, marches, instrumental, semi-classical and operatic records will be recorded on 9-inch and 10-inch records.

In future the Emerson Gold Seal 9-inch and 10-inch records will be listed on the same bulletins, display cases and catalogs. The company has adopted this policy because it believes that it is exactly in harmony with the demands and wishes of its clientele.

**AN INTERESTING DEMONSTRATION**

Pathé Dealers Given Actual Demonstration in Cleveland Under Auspices of the Fischer Co.

CLEVELAND, OHIO, June 7.—A total of about 219 dealers, who conduct a retail business in Ohio, Indiana and Kentucky, visited Cleveland this week for the purpose of hearing a demonstration of the new Pathé Actuell, which was given by W. W. Parsons, general representative of the Pathé Frères Phonograph Co. of New York. The demonstration was given in the handsome quarters of the Fischer Co., wholesalers of the Pathé line, located in this city. The visiting dealers were greatly impressed by the Pathé Actuell. M. Saunders, wholesale manager of the Fischer Co. in Cleveland, and R. J. Jameson, wholesale manager of the Fischer Co. division in Cincinnati, were responsible for the entertainment end of the affair, which included special dinners at the Rathskeller and at Peter Schmidt's famous chicken dinner resort.

When it was learned that Prof. B. W. Snow, of the University of Wisconsin, has in his possession an exact replica of the first Edison talking machine, Thomas A. Edison sent him as a personal gift the latest model Edison.



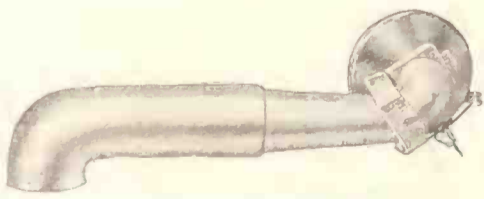
L. M. Robinson

record line will receive enhanced co-operation from the Heineman advertising division during the coming year. The OkeH record has achieved phenomenal success during the past few months, and jobbers and dealers throughout the country report an ever-increasing demand.

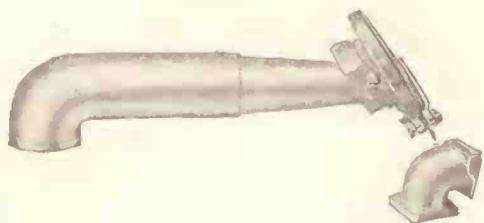
The Heineman advertising department will work in close co-operation with every member of the OkeH distributing organization, and judging from present indications nothing will be left undone that may assist the jobbers and dealers in developing and stimulating business in their territory. Special attention will be given to the issuance of literature that will enable OkeH dealers to take advantage of every possible opportunity to increase their business.

During the seven years in which Mr. Robinson has been associated in an important capacity with The World and The Review he has had an opportunity to acquire an expert understanding and knowledge of the talking machine business from almost every angle, but

**The new Hoffay "AIRTIGHT"**

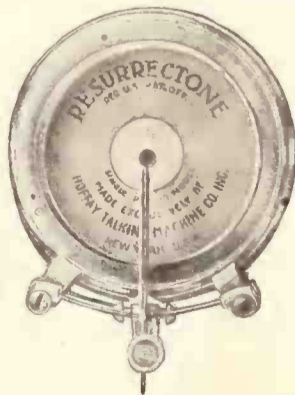


In Position to Play Victor Type of Records. Weight on Stylus, 5 1/4 Ounces as Required



In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as required

**Tone-arm, Exclusive Equipment of the "HOFFAY"**



The wonderful Resurrectone Makes a Machine Stay Sold.

The best toned machine on the market

**Hoffay Talking Machine Co., Inc.**

3 West 29th Street Established 1915 New York

Sole Distributors of the **Hoffay Airtight**—a really wonderful machine—

for the States of Utah, Idaho, Nevada, Montana, Wyoming, and Colorado.

**Geo. A. Lowe Co.**  
Ogden, Utah





# QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 3/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk bores to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 3/8 x 22 5/8 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



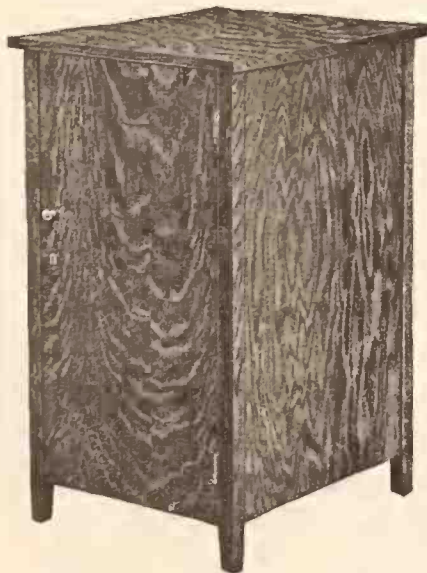
Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 5/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



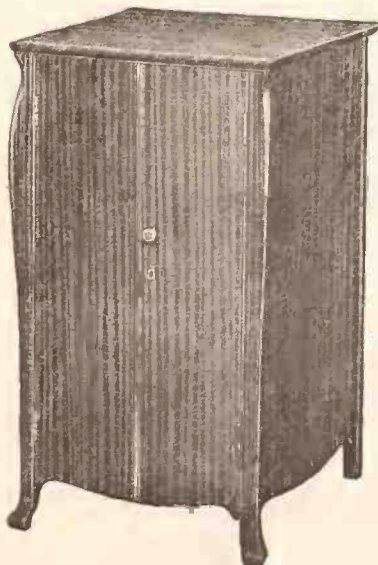
Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line

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



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 1/8 x 22 5/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 5/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.



### A. W. O. L. BUT SAVED BY TALKER

Wonderful Effect of Talking Machine Music on the Sentry Enables Two Overdue Soldiers to Sneak Into Camp Undetected and Thereby Avoid a Sojourn in the Guard House

In one of our Southern training camps, located on the outskirts of a city of moderate size, two lads in khaki were holding a council of ways and means one summer night, just outside the boundary of the camp. The hour was past midnight and long ago they should have been asleep on their canvas cots in the company street.

But it had been a glorious night, and the Southern moon had been irresistible, even after the C. O. had issued strict orders that no man was to leave camp that night, for the next day the boys would be starting on the last lap of the Great Adventure. Consequently, as soon as the shadows began to creep across the sandy fields separating the camp from the woods along the road to town, our two buddies had slipped away for a last celebration. And now that they must return to camp they found difficulties in their way.

A double guard had been posted, and their instructions, which the two had overheard from their hiding place behind a clump of bushes, made the lads realize that above all things they must run the guard and get back into camp unseen. If they were caught it meant that their company would sail without them.

To complicate matters still more, the guard was composed of men from a rival company and there was no love lost between these two organizations. The two plotters lay in hiding and proposed plans in desperate whispers. From past experience they well knew all the spots where one might slip into camp unnoticed, but to-night all these loopholes were well guarded. "Something" had to be done, but what was the "something"?

At last the idea came, as ideas will, if the gods of chance are not too much occupied with their domestic troubles. One of the lads stole away toward a house which was near the corner of the fence marking the limits of the camp. In a few moments a light appeared in the room facing the guard and a window was opened softly. The boy rejoined his companion who had been anxiously awaiting his return. The sentry was at his post at the gate some fifty feet from the corner of the barb wire.

All at once, out into that summer night, silvered by the moonlight on the sand, floated

the familiar strains of a talking machine playing one of those sentimental ballads so dear to the soldier's heart. The two conspirators waited breathlessly. Would their plan succeed? Their eyes were fixed on the sentry.

The record was played to the end, but the guard was still alert at his post. A moment's silence—then the song was heard once more, but very softly—even in the stillness it was difficult to catch the words. The sentry turned toward the sound, trying to follow the melody. Then, after a quick glance around to see that no one was in sight, he walked along the fence in the direction of the open window. At the corner he paused, absorbed in the music, thinking of someone he would like to see before he went "Over There." Meanwhile our two reprobates, whose hardened hearts held but one thought, slipped through the gate like two shadows. The music ceased and the sentry, with a sigh, resumed his post.

Ten minutes later as the two were crawling

into their bunks one whispered to the author of the great idea, "Say, Bud, how do you get that way? You're a wonder."

And the youthful genius whispered back, "Me? Why, I used to sell talking machines out in Kalamazoo, and if I ever get a hold of that guard when it's all over, I'll bet I sell him a dozen."

"I'll tell the world," was the sleepy reply.

### WHERE THE WORD "JAZZ" STARTED

Most people are aware of the fact that "jazz" music originated in the South, but perhaps few know just how the name itself started. The Columbia Record gives the following explanation: There was once a trio of dusky musicians, one a banjo player, one a singer and the third a maker of melodies by means of an empty tin can. This unusual trio came to be called the Jassacks Band, the name being the popular inversion of the jackass, the famous solo singer of the Southern States. Soon the name, according to the proverbial love for inaccuracy, was changed to Jazzacks and by the usual method of abbreviation developed finally into just plain jazz.

### EDISON CONVENTION PICTURE

An attractive picture of the Edison Dealers' convention in Kansas City, held on May 20-21, and referred to elsewhere, was received at the World office too late for publication, and consequently many of the visiting dealers will not have the opportunity to see how well they look under the glare of the limelight. Judging from their contented expressions, however, the convention was one to instil joy into every busy heart, and business was not allowed to interfere with the usual festivities of such a gathering.



**SOSS**  
**INVISIBLE HINGES**

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

**Soss Hinges are Invisible**

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

**SOSS MANUFACTURING CO.**  
435-443 ATLANTIC AVE  
BROOKLYN, N.Y.

**NEW ADDRESS**  
GRAND AVE. and BERGEN ST.  
BROOKLYN, N. Y.

ESTABLISHED 1831

In the Music Business  
Continuously for 88 Years

Our Age the Best Evidence that We  
Render Satisfactory Service

**Mellor's**  
**604 Wood St.**

Victrola Wholesalers

PITTSBURGH, PA.

**DECALCOMANIA**

Name Plates for Talking  
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

**National Decalcomania Co.**  
220-230 N. 60th St., Philadelphia, Pa.



**IMPORTANT COPYRIGHT DECISION**

Rights of Canadian Composers Under Certain Conditions Sustained by Judge Manton in Suit of Ricordi & Co., Inc., vs. Columbia Co.

An important decision was handed down this week by Judge Manton of the U. S. Circuit Court, Southern District of New York, in the case of G. Ricordi & Co. vs. the Columbia Graphophone Co. In his decision Judge Manton sustained the contention of G. Ricordi & Co., who claimed in its suit that the defendant had infringed the copyright of a musical composition entitled "Dear Old Pal of Mine."

G. Ricordi & Co., as assignee of the copyright for this musical composition, maintained that it had obtained rights which had been violated by the defendant, and Judge Manton in his decision granted an injunction "restraining" the defendant from manufacturing, using or selling sound records adapted to reproduce the composition "Dear Old Pal of Mine" until the defendant shall have served notice of its intention to use the composition in the manner

prescribed by Section 25, Subdivision E, of the Copyright Act, and until it shall have paid the damages awarded by this decree; further it should provide for an accounting. An allowance of counsel fee of \$1,000 will be awarded.

The song "Dear Old Pal of Mine" was jointly composed by Lieut. Gitz-Rice, who enlisted in the first Canadian contingent of the British Army at the beginning of the war, and Harold Robe, an American citizen. Lieut. Gitz-Rice is a Canadian by birth, but arrived in New York in October, 1917, after returning from the war zone wounded and gassed.

According to Judge Manton the question presented is "whether, assuming that under Section 1, Subdivision E, of the Copyright Act, a copyright cannot be obtained for a musical composition composed by Lieut. Gitz-Rice, is the case altered by reason of the fact that the words were written by Harold Robe, an American citizen?" On this point Judge Manton says: "It seems that since this musical composition is the result of joint authorship, Robe having composed part of it, it was the subject for which copyright could be granted, and should be pro-

ted under our act. It should be treated as if he and not his collaborator in authorship. Gitz-Rice, was the sole author thereof." Continuing, Judge Manton says, "In my opinion the copyright as granted may also be sustained for the reason that Gitz-Rice was domiciled in this country at the time of his application for his copyright and the publication of his composition."

**SOLDIERS APPRECIATE PHONOGRAPH**

Y. M. C. A. Secretary at Camp Sherman, O., Writes Letter of Appreciation to Otto Heineman for Gifts of Machines and Records

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., received recently an interesting letter from H. W. Robinson, of Y. M. C. A. Hut No. 208, Camp Sherman, O., expressing the appreciation of the soldier boys at this camp for the Garford phonographs and OkeH records which Mr. Heineman had donated.

This letter read as follows:

"Dear Mr. Heineman:

"The five Model C phonographs, sixty OkeH records and two thousand needles came through all right and in fine condition. And yesterday the box containing one hundred and fifty records was delivered to me.

"We want you to know how much we appreciate your most generous gift. One of your phonographs was placed in the 'Y' Hut No. 208 and is being kept going almost continuously from morning till bed time. The soldier boys will play the phonograph in preference to our expensive machine; another was placed in Barracks 501, and the other three were turned over to the Red Cross to be used as they see fit in the wards.

"Mr. Eddy, head Red Cross man, said that the officers of the hospital would like one of the phonographs to use in a camp-lodge outside of Camp Sherman. I consented to this.

"All speak in the highest terms of the phonograph and records. And I want to assure you that we do appreciate your gift. You are giving a lot of pleasure to our soldier boys.

"Thanking you for your kindness, I remain, yours sincerely (Signed) H. W. Robinson."

**NEW RECORD ENVELOPE SERVICE**

Detroit Concern Plans to Issue Each Month Record Envelopes Bearing the Record Lists of That Particular Month for Dealers' Use

DETROIT, MICH., June 6.—The Lu-Franc Sales Service Co., of this city, have just made an announcement of particular interest to Victor dealers and jobbers. This company proposes to deliver on the first day of every month record delivery envelopes, or what are commonly called wrapping envelopes, printed with very attractive designs appropriate to the month, and containing in addition to the dealer's individual names and addresses a list of the records issued by the Victor Co. for that particular month, and a further list of specially selected records in keeping with the general spirit of the month. For example, the July envelopes are printed with a list of records that are selected because of their sales value, and also a list of patriotic records. Appropriate special lists will also be issued for other months.

The company states that it will no longer be necessary for the dealer to take in a year's supply of envelopes in order to secure them printed with his individual advertisement at a reasonable price, for the Lu-Franc Sales Service Co. have perfected an arrangement in their envelope mill that will permit of their furnishing these envelopes in small lots each month as the dealer requires them at attractive prices.

**The ACME of Perfection**

in tone reproduction is attained in the ACME soundbox, because of its scientifically correct diaphragm construction which produces the real scientific sound waves.



This illustration shows the short tone waves of the ordinary soundbox as used on most phonographs.

The "ACME" plays all records better

Nature's tone wave as produced by the ACME reproducer and approximately six times longer than tone waves of the ordinary soundboxes.

The result is an unmuffled NATURAL TONE of immense volume and an entire absence of that tin can, metallic tone of mica diaphragms. Made in Nickel and Gold to fit Victor, Columbia and Sonora.

**SPECIAL ATTACHMENTS to play Victor and Columbia Records on EDISON Machines**

Try an ACME reproducer for yourself. If not delighted you may return it. The price is right. Special inducements to live dealers and jobbers.

**ACME PHONOGRAPH CORPORATION**  
New York City

46 Murray Street

Tel. Barclay 7633  
7634

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

**"GLOBE" TRANSFER NAME PLATES**

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

**GLOBE DECALCOMANIE CO.**  
JERSEY CITY, N. J.



**CAN MAINTAIN RESALE PRICES**

Supreme Court Upholds Colgate Co. in Suit to Maintain Prices—First Authoritative Ruling on Price Maintenance Question

WASHINGTON, D. C., June 9.—The fight for the right of maintaining resale prices by manufacturers gained a big victory here recently in the decision handed down by the United States Supreme Court in the Government's appeal from the verdict of the United States Court for the Eastern District of Virginia at Norfolk, which dismissed the appeal and upheld the Colgate Co.'s contention that it was within its rights in requiring standard resale prices on its products, and also that it was privileged to decline to sell to dealers and retailers who refused to agree to maintain such prices.

The principal and only contention of the Department of Justice was that the Colgate concern, by selling its goods solely to dealers who would agree to resell only at prices fixed by the company, had entered into a "combination in restraint of trade" in the fact that it deprived other dealers of the opportunity to handle its products, as covered by the provisions of the Sherman anti-trust law.

The Supreme Court's decision is the first authoritative ruling on the actual proposition of the right of the manufacturer to maintain resale prices. Other decisions in various courts, including the United States Supreme Court, have been handed down, but these have all been based on some phase of the price maintenance question and not on the proposition itself.

The denial of the Department of Justice's appeal from the District Court's verdict leaves the whole question of price maintenance in a most favorable status for the manufacturer, not only as regards the interpretation of the law by the Department of Justice, but also as making necessary the enactment of legislation removing the price maintenance subject from the operation of the Sherman anti-trust law.

**SOME CABINET WORKERS RETURN**

JAMESTOWN, N. Y., June 9.—The strike of the cabinet workers here only temporarily affected the production of Edison phonograph cabinets. The cabinet manufacturers who make cabinets for the Edison Co. have reached an understanding with their employees and the latter returned to work on June 10. Workers in many other factories are still out.

**WALTER S. GRAY**  
CHRONICLE BLDG. SAN FRANCISCO, CAL.

**NEEDLES**

*Pacific Coast Jobber for the BEST in Talking Machine Trade Accessories*

**AN INTERESTING NEW MACHINE**

**B. R. Seabrook Reverses Some Recognized Principles of Sound Control in Construction of His New Talking Machine**

There is now on exhibition in New York the Seabrook talking machine, a new type of machine of a revolutionary character, invented by B. R. Seabrook, an engineer of Winnipeg, Man., and which has been demonstrated very successfully for some time past in Canada.

In building his machine Mr. Seabrook has reversed the usual order of things in many particulars. For instance, the horn of the instrument is not intended to and does not amplify the sound, the amplification being obtained through the means of a special sound "chimney" built into the cabinet. Whereas in the ordinary type of machine the sound becomes louder as one approaches the machine, in the Seabrook instrument it is quite the reverse. As a matter of fact the melody can be heard close to the horn without any unpleasant effects, but as one moves away from the instrument the sound volume increases perceptibly. As a result of Mr. Seabrook's invention he has succeeded in amplifying the sound waves after they have left the horn of the instrument, and has thus upset some recognized principles of science.

The material of which the horn is made is, as has already been stated, absolutely dead, does not vibrate, nor reflect sound waves, acting merely as a channel for guiding the sound in the proper direction. The horn can be so arranged as to direct the sound several degrees from the dead center if desirable, throwing the sound waves down, for instance, when the machine is placed in a gallery, and it is desirable to play to an audience seated below or throwing the sound waves upward when the reverse is the

case. In connection with the work on his talking machine Mr. Seabrook has developed some interesting features in megaphone construction that serve to reverse the usual order of things. In short, he handles sound waves in a way that brings results entirely new.

Mr. Seabrook has established his laboratories in New York, where he has on exhibition four types of machines, including a monster model said to be able to spread sound waves over a distance of five miles, and intended for use in parks and large auditoriums, in fact, has been used for reproducing under such conditions. The smaller models of machines look much like the accepted types of talking machines, but their reproduction, particularly of the human voice, is unusually distinct, and free from blast or squeaking. An interesting feature of the machine is the fact that the pitch of the reproduction can be changed while the regular speed of the record is maintained. There is much about the Seabrook instrument to interest the progressive talking machine men.

**RECORD CABINET DEMAND**

The K. Nicholson Furniture Co. Have Built Up a Large Trade Following

CHASE CITY, VA., June 6.—The K. Nicholson Furniture Co., of this city, manufacturer of record cabinets, has developed an extensive de-



No. 15 K. Nicholson Record Cabinet mand for these cabinets throughout the country, and at the present time dealers from coast to coast are handling the company's products. This company has for many years manufactured a line of sectional bookcases, and in this field has enabled it to produce record cabinets that are ideally adapted to the dealers' requirements. A popular model is No. 15 shown herewith.

**RAMOSOLA PHONOGRAPHS**

*The Talking Machine With a Soul*

Best on Earth. We Prove it by Perfectly Playing All Makes Of Disc Records.

Richmond Made Perfectly Adjusted Machine of Universal Proclivities.

We Have Profited by The Mistakes of Others. The Proof of Our Profit—Look What Happened

To The Blind Typewriter So Will it be with the One School Machine and The So-called Universal.

Thirteen Models. Write for Trade Discounts. We also Job the Quality Line of Motors, Tone Arms and Records

We mean OkeH Records, Heineman Motors, Meisselbach Tone Arms, Cleartone Needles.

**Ramos-Eubank Phonograph Mfg. Co.**

*The South's First Phonograph Manufacturers*

P.O. Box 1354 104 N. 7th Street Richmond, Va.

**ATTENTION DEALERS!**

We manufacture 200 beautifully designed and splendidly constructed Talking Machines per month, of the large 50-inch type. Write for illustration and terms.  
**TYROLIA TALKING MACHINE CO.**  
WILMETTE, ILLINOIS





**Now there's a Grafonola Trunk! We had to make it to meet a real demand.**

**Columbia Graphophone Co.  
NEW YORK**



**EDISON DEALERS' CONVENTION TO BE RECORD BREAKER**

More Than a Thousand Dealers to Attend Session at the Hotel Commodore, New York, June 25 to 27—Elaborate and Interesting Program Prepared—Banquet Features

All New York banquet records for size will be broken when more than a thousand dealers sit down to the Edison Dealers' Convention banquet, which will be held at the Hotel Commodore on Friday evening, June 27. Over 1,200 dealers have already sent in acceptances. Previous to the opening of the Hotel Commodore no banquet room in New York would have been large enough to hold such a gathering. Another record breaker will be the dinner show, which will be the most elaborate entertainment ever provided for such a banquet.

Elsie de Wolfe, the noted authority on piano furniture, who is still in France doing war work, is making every effort to get back in order to address the convention. Another prominent speaker will be Reginald de Koven, the famous composer of "Robin Hood" and many other operas, and who is busily engaged just now in writing an opera which will be produced by the Chicago Opera Company.

On June 25 there will be exhibited in the grand ballroom a display of the entire Edison line of period cabinets, which includes instruments ranging in price from \$155 to \$6,000. Two new cabinets, a Louis XIV and an Italian model, which have not yet been announced to the trade, will be shown.

"Eye Value," a one-act play, which is now in rehearsal, will have its first and only production at the convention. It is mildly satirical of certain well-known figures in the phonograph world.

An address will be made by R. C. Aimone, of the Aimone Galleries, New York. He is one of the most famous furniture designers in the world, and makes phonograph cabinets exclusively for the New Edison. Mr. Aimone will make a talk on the materials and workmanship employed by him in making these cabinets.

An open forum will be a special feature of the convention. It will be attended by a conference committee consisting of prominent executives of the Edison Co., therefore enabling an immediate and authoritative response to be given to any and all questions or suggestions.

Numerous prominent Edison dealers will address the Dealers' convention, as well as several men of national prominence in other fields of endeavor. A very important address will be made by G. M. Dahl, vice-president of Chase National Bank, whose subject will be "The Business Outlook as We See It." Among the Edison dealers there will be addresses by James P. Lacey, of Peoria, Ill.; E. F. Carroll, of Waco,

Texas, and Frank A. Franch, of Manchester, N. H.

A very important announcement to dealers along the lines of co-operation will be made by the Edison Co. at the convention. These plans are of such importance that they contemplate the expenditure of several hundred thousand dollars by the company.

In the room adjoining the banquet hall there will be an exhibit of advertising material of all kinds that is supplied to dealers, including sev-

**LOOK OUT FOR STOLEN VICTROLAS**

New York Talking Machine Co. Trying to Locate Whereabouts of a Truckload of Victrola 11's and 14's Which Were Stolen

The New York Talking Machine Co., Victor wholesaler, is trying to locate the whereabouts of a truckload of eighteen Victrola 11's and 14's which were stolen on Saturday afternoon, May 31. The company had sent its truck for these Victrolas and the driver left the truck standing at Thirty-seventh street and Eleventh avenue while he went into a store to look for a rope. When he came back to the spot where the truck had been standing he found that the vehicle with its load of Victrolas had disap-

eral new and unusually attractive window displays that will surely interest the visiting delegates.

Each session of the dealers' convention will end at 1 p. m., giving dealers a daily opportunity to taste the delights of a June afternoon in New York. The seaside, an auto ride and a well-cooked supper at a wayside inn, a big-league ball game, the races—wherever they decide to go or whatever they determine to do, there will be plenty of time.

Altogether the plans of the Edison Co. will make this convention noteworthy in its history and it certainly will be a record breaker both for attendance and for practical value and interest to dealers.

peared. The empty truck was found Sunday morning on Charlton street, but there was no sign of the missing Victrolas.

The following are the numbers of the machines that are missing, and the New York Talking Machine Co. will appreciate any assistance that the trade can give it in locating these instruments: Victrola 14's in mahogany Nos. 194390, 193592, 193281, 193315, 193359, 194381, 193664, 194401, 193663. Victrola 11's in mahogany: 527792, 530078, 530356, 530035, 530017, 530024, 530256, 529807, 530213.

Arrangements have been made with the Unit Construction Co., Philadelphia, Pa., by the Bailey Music Co., of Lancaster, N. H., for the installation of the Unico equipment.

**PLAYER ROLLS**

We have opened a completely equipped department for the wholesaling of the products of The Standard Music Roll Co.

- Perfection Rolls
- ARTo Rolls
- SingA Word Rolls
- ARTo Word Rolls

A complete stock will be maintained at all times, permitting the maximum of service to dealers—the same satisfactory service that has characterized the name of CORLEY in the talking machine trade.

*Satisfactory discounts—Prompt Shipments*

**The Corley Company**

**RICHMOND**

**VA.**

We distribute at Wholesale  
**THE TOURIST PORTABLE PHONOGRAPH**  
 A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.  
**COLEMAN MERCANTILE CO.**  
 4421 Manchester Ave. St. Louis, Mo.



### SOME IDEAS IN SALESMANSHIP

Demonstration of the Advantages of Better Machines Will Lead to More Sales—The Prospect Should Convince Himself That the "Cheap" Machine Will Not Please Him

A thorough technical knowledge of the talking machine is a necessary part of the education and stock in trade of the good salesman if he is to make his prospect realize the value of a \$100 machine as compared with a \$25 model. Some have been rash enough to say that there was no difference between a cheap machine and one of a better quality except in the matter of outward appearance, that is to say, you were merely paying for the case and the inside mechanism was the same in all models.

There was a time when you could answer your prospect's question as to what was the difference between a \$25 and a \$100 machine by saying the secret was tone, but to-day, with the market flooded with many inferior machines, all making great claims of this thing or that, there is need for proof by actual demonstration. The salesman who knows his machines in every detail is the one who is able to show clearly to his prospect the advantage of the better grade machine.

A good way to make such a demonstration is to lead the prospect to a gradual appreciation of the value of a high-grade machine by starting with a small machine and working up to the better kind, explaining the difference and the advantage of each model over the preceding one, the superior quality of the motor, etc. Should the prospect show a fancy for any particular detail, it is up to the salesman to show him how much better this detail is carried out in the better machine, and prove the fact by careful demonstration. If each fact is proved to the prospect in turn the sale of a higher priced machine is assured, for you will have gotten the prospect in a buying frame of mind and he sees before him just what he has been looking for.

If he should express an interest in tone values a discussion of the construction of the sound box of the high-grade machine will show him why this machine produces the better tone. If his taste runs to appearances rather than to actual performance values, he can still be convinced that the best and most artistic model is found among the better grade instrument.

Once the fundamental points of the discussion have been established to the satisfaction of the prospect it is well to amplify and strengthen them by paying attention to the minor details which go to make up convenience and utility. Ease of manipulation, winding, automatic stop features and the like, all add to the convenience of the playing of the instrument and help persuade the prospect to buy that particular machine.

Another advantage of the higher-priced machine is the cabinet itself, which contains the records and provides a safe place for them. It is artistic in appearance and is an ornament to any room.

When you have finally made the sale of a higher-priced machine what have you done? You have led the prospect up through the various models, showing him the advantages of each one over the preceding model, taking advantage of his expression of any particular taste and illustrating by actual demonstration how

this taste may be best satisfied. You have shown him the reason why he should buy a good machine instead of a cheap one, and in short have made him an asset in selling machines to others. And all this has been done in such a way that the prospect convinced himself as he went along, and did not have to depend on his good faith in you or your arguments. Unconsciously he showed you where he was most open to persuasion and you have taken advantage of this to make him realize the true facts in the case. He has bought a machine with which he knows he will be satisfied. You have made a sale and, what is far more, have made a good customer and one who will bring in others to your store. Incidentally you have helped to dispel the mistaken theory that there is no difference between a cheap machine and a good one except in the matter of appearance.

### AN ATTRACTIVE EMPORIUM

New Showroom and Demonstrating Booths of J. Ramser's Sons' Music Shop in Moline, Ill.

These two photos give a very inadequate idea of the new showroom and demonstrating booths of the J. Ramser's Sons' Music Shop in Moline, Ill. This firm started out with only a de-



Exterior of Ramser's Music Shop

partment in a large store in that city, but their business grew so rapidly that they have now opened an exclusive music shop, where they will feature the New Edison. The shop is carpeted in old blue, and that gives the keynote to the color scheme. The booths are glass, as the cut shows, and are of up-to-date construction. The establishment is most attractive.

The opening of this new shop occurred quite

recently and was celebrated by an Edison concert. A very attractive program was played on the phonograph, and was very much appreciated.



View of the Interior

Mr. Fry, the manager, made it very clear to all the guests that the shop was at their disposal at any time, and that they should feel free to call there without obligation to purchase.

Mr. Fry also announced a tone-test recital for the near future, at which Miss Gardner will demonstrate the merits of the New Edison.

### HANDSOME NEW EDISON CATALOG

Thomas A. Edison, Inc., have just announced the publication of their new disc instrument catalog. The catalog is handsomely made, the sketches of the instruments being done by skilled artists, and in a setting appropriate to the period of the design. The colors used are brown and blue and are skilfully blended to produce an antique effect. As a whole this catalog is highly distinctive and cannot fail to impress even the most casual observer.

### EDISON ARTIST IN LONDON

Maggie Teyte, a well-known Edison artist, has been engaged by the Society of American Singers to produce "Opera in English" at the Park Theatre in London next winter.

### BECOME JOBBERS FOR THE PATHE

YORK, PA., June 1.—The Weaver Piano Co., Inc., announce in their monthly letter to the trade that they are now jobbers for Pathé phonographs and records. Four dwelling houses adjoining the Weaver factory have been purchased and will be converted into a Pathé warehouse.

**GOLD PLATING** of **Tone Arms, Sound Boxes and Phonograph Parts**  
**OUR SPECIALTY**

PRICES QUOTED ON REQUEST

**Cliff Manufacturing Works, Inc.**

**20-22 JACOB STREET**  
**NEW YORK CITY**

## REPAIRS

All Makes of Talking Machines  
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR  
AND SALES CORPORATION

**ANDREW H. DODIN, President**  
176 Sixth Avenue New York  
TELEPHONE, CHELSEA 8437

TEN INCH

# Operaphone

Play on all Phonographs

# Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



# Supertone

"EQUAL TO THE FINEST TALKING MACHINE IN THE WORLD"

## PHONOGRAPHS THAT SELL— AND *STAY* SOLD



MODEL No. 3  
\$115.00

Ask about our Plan for Financing your Customer Accounts which involves no charge to you.



MODEL No. 2  
\$125.00

Plays all records without attachments.

### *Supertone*

A Super-Quality Machine at Sub-Standard Prices.



MODEL No. 4  
\$135.00

## *Supertone*

### TALKING MACHINE CO.

18 West 20th Street, New York

"All That The Name Implies"



## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

**TRAVELER WANTED**—We have a traveling position open and want to hear from a thoroughly successful piano or phonograph man not more than thirty-two years old. Wonderful territory around Chicago. Highly advertised product with one of largest phonograph manufacturers in the country. Address "J. W., 10," care The Talking Machine World, 209 South State St., Chicago, Ill.

**WANTED**—Man to take general management (including manufacture and sales) of company making talking machines. Opportunity to invest after preliminary engagement. Business established, small as yet, but just ready for big expansion. Owners engaged in other lines. Opportunity exceptional for right man, but big salary not to be expected at start. Give full particulars. Address "M. A. 27," The Talking Machine World, 209 So. State St., Chicago, Ill.

**SALESMAN**—With a strong following in the phonograph trade in Western New York is about to open a manufacturers' agency, and invites correspondence from responsible manufacturers desirous to make such a connection in Buffalo. Address "Box 646," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Who wants a live wire to handle distribution or high class retail department? Will be open to accept position July 1. High class references and figures of past results upon request. Address "Box 647," care The Talking Machine World, 373 Fourth Ave., New York.

**SALESMEN WANTED**—Road men with A-1 references, widely acquainted among Western piano, music and furniture houses. Have high grade, well advertised phonograph proposition on side line basis. Give age, detailed experience and reference in first letter. Address "Box 648," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—By a prominent Middle West manufacturer a young man experienced in the wholesale talking machine and record fields. A splendid opportunity for the right man to advance to an important executive position. Address with full details "Box 649," care The Talking Machine World, 373 Fourth Ave., New York.

**DISTRICT MANAGERS**—Salesmen—Large enterprising New York house prepared to do big wholesale phonograph business, wishes to get in touch with managers and salesmen throughout the country at once. Address "Box 655," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Recording expert with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 633," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—Opportunity for quoting on phonograph cabinets by a general woodworking company of twenty-five years' experience. Capacity of 50 to 100 cabinets per day. Address "Box 639," care The Talking Machine World, 373 Fourth Ave., New York.

**EXECUTIVE**—Wanted to invest \$15,000 to \$25,000 in going concern with national reputation, in connection with other business now manufacturing phonographs on contract for ten thousand. Must have good references, take charge of financing, become officially connected. Attractive salary to right party. Unlimited opportunities. Address "E. M. H.," 1365 Euclid Ave., Cleveland, O.

DO you wish to employ A No. 1 experienced manager for a phonograph, or piano and phonograph department or store? Fifteen years' experience, married, thirty-four years old. Now employed and making between \$250 and \$300 per month. Want to get out of South. Expert salesman. Address "Box E. D. R.," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—A Brooklyn young man (married) would like to get a position anywhere in talking machine line, where there is a chance for advancement; city or country. Can be used as all around man as I can be shipping clerk, salesman, repair man, assembler, delivery man, willing to work, not afraid of hard work or long hours. Address "Box 650," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Man (thirty-eight), married, five years' experience with Columbia, Victor and Brunswick, desires a position as manager of talking machine department. Can furnish best of reference. Address "Box 651," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED** by ex-Victor traveler, capable of taking charge of and increasing sales of your talking machine department. Married, man of character and energy; only a salary and commission, or straight commission basis considered. Address "Box 652," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

**SALESMAN WANTED**—Phonograph salesman wanted to take on a complete line of phonograph accessories. Every dealer a customer. Address "J. N. 4," care The Talking Machine World, 209 South State St., Chicago, Ill.

**POSITION DESIRED** by first-class varnisher, rubber and polisher, as foreman with concern making cabinets. Can furnish first-class reference, both from piano and cabinet shops. Understand assembling of all kinds of motors. Address "Box 653," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—Two young men, hustlers, as Edison phonograph salesmen, who can show results and are active in selling the goods for us. State experience and salary you expect. Best of chances for improvements to the right party. Married men preferred. Mostly outside work, will, if necessary, furnish Ford to travel with. Address "Box K," care The Talking Machine World, 373 Fourth Ave., New York.

**SALESMAN**—Experienced live-wire man. One who can take charge of phonograph department, desires connection with retail concern either in an executive or sales capacity. Best references. Address "Box 656," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED** by Victrola salesman for New York City vicinity. References. Address "Box 657," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WE want a man who understands plating and pressing records and the making of recording wax and mixing of record material. Write giving references and experience. Don't waste your time trying to flourish. Address "Box 658," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—A retail inside Victrola and Victor record salesman, who is acquainted with the city of Brooklyn. Man with experience and high class reference need only to apply. Address "Box 659," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—A five wire manager for an exclusive phonograph department, state experience and salary expected in first letter. A. B. Smith Piano Co., 190 South Main St., Akron, O.

**WANTED**—Phonograph accessories salesman to call on manufacturers. Not less than \$5,000 a year to right man. Gentle only. Address "M. A. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

**WANTED**—Five live wire salesmen to handle our phonographs, state experience. A. B. Smith Piano Co., 190 South Main St., Akron, O.

**SITUATION WANTED**—An American thoroughly conversant with the export trade wants to represent a reliable talking machine manufacturer to develop an export business. Address "Box 640," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Ten years' experience in talking machine line, motor repairer, wood finisher, polisher, shipping clerk, etc.; desires steady position in New York. Address "Box 641," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—Position in phonograph factory as foreman in mill and cabinet room. Fifteen years' experience in Eastern factory. Address "A. P. 11," care The Talking Machine World, 209 South State St., Chicago, Ill.

WILL represent firms of East, manufacturing supplies and accessories suitable to phonograph and piano stores on the Pacific Coast. Address "N. A.," care Columbia Graphophone Co., 745 South Broadway, Los Angeles, Cal.

**SITUATION WANTED**—By man (33) expert mechanic in all branches of manufacturing and repairing of talking machines. Take complete charge of plant. Twelve years' experience as working foreman and manager. Understand every point of the business, am at present at liberty to connect with some reliable firm. Address "Box 642," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Young married man, with years of experience, to take charge of phonograph department. Preferably the Brunswick. Am a live wire and can produce the business. At present located, reason for changing, to better myself. Good references. Address "Box 643," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Am open for a good proposition from some reliable piano or talking machine man, either as traveling salesman or the right proposition in handling on consignment (latter preferred). Results guaranteed. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

**PHONOGRAPH SALESMAN WANTED**—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED BY A SALESMAN**—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

**SALESMAN WANTED**—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

**POSITION WANTED** by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

### FOR SALE

At a bargain for immediate delivery a lot of phonographs in handsome popular model similar in appearance and size to standard \$115 type. Write for further particulars. "Box W. M.," 1004 Mallers Building, Chicago, Ill.

### CABINETS

Are you looking for a large, classy cabinet at a low price? We make cabinets and complete machines. Small orders given same prompt attention as large. Get our prices.

BADGER STATE CABINET CO.  
P. O. Box 391 Milwaukee, Wis.

### WANT TO BUY

Spot cash, any quantity Victor, Columbia, Emerson, Little Wonder and other phonograph records. Prompt action. What have you got?

I. DECKINGER  
3064 Albany-Crescent Ave. New York.

### WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, born or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE  
2104 Third Avenue New York  
Phone Harlem 7848

### BUSINESS OPPORTUNITY

**WANTED**—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good-paying proposition for live, active men. Address "M. S. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

### INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.  
111 Adelaide St. W. Toronto, Canada



**\$8.00 Spring Motors \$4.75**

Equipped with 12-inch pressed steel turntable, speed regulator, brake, needle cups, large nicked winding crank, escutcheon, mounting screws and washers. Terms, cash with order. Send for sample to-day. Phon-O-Musical Sales Co., P. O. Box 1824, Boston, Mass.

We can supply the trade with a limited number of popular priced cabinets, either in white or finished. Three sizes only, 44-in., 48½-in. and 51½-in. high. Good lines and finish and big sellers.

BULLOCK MFG. CO.,  
4732 Madison St. Chicago, Ill.

**FOR SALE**

High grade steel needles, 4c a hundred in lots of 100,000.

COLE & DUNAS MUSIC CO.,  
54 W. Lake St., Chicago, Ill.

**WANTED**

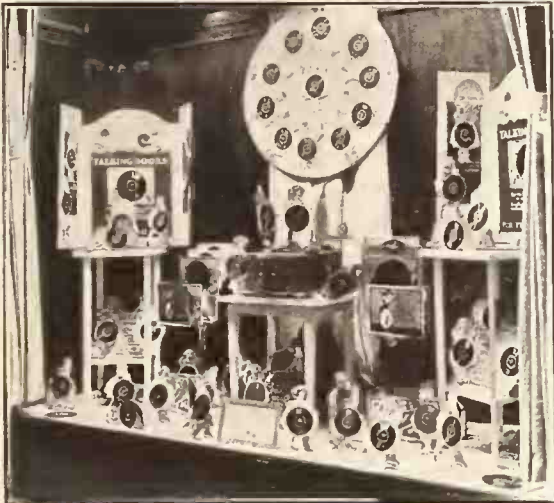
Columbia and Victor Hebrew and Russian records. Apply "Box 654," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

We are in the market for a machine to cut and sharpen phonograph needles.

The Kovell Talking Machine Co.,  
2365 Mission St., San Francisco, Cal.

**ATTRACTIVE GIMBEL BROS. WINDOW**

The crowds passing the prominent establishment of Gimbel Bros., at Thirty-third street



and Sixth avenue, paid tribute recently to the attractive show window devoted to the products of the Talking Book Corp. displayed in the illustration herewith.

**WAYSIDE GRAMOPHONE CONCERTS**

At a London police court recently a woman stated that her husband earned his living by traveling about with a gramophone and entertaining people with it in ladies' houses. He boasted that he made a good living in that way, and why not? The king of artistes is always open for such engagements. Few dealers have ever developed this side of their business, though.

**NEEDLES**

WE MANUFACTURE

Diamond needles for Edison  
Sapphire needles for Edison  
Sapphire needles for Pathe  
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

**CABINETS WANTED**

**A certain fairly large manufacturer of complete talking machines desires to contract for the making of a large number of cabinets.**

**Address Box 3000**

**Talking Machine World**

**373 Fourth Ave. New York City**

**EDUCATING THE ANTI-MUSICAL**

How John A. Scott Is Successfully Overcoming Certain Religious Prejudices Against Music in Certain Parts of the State of Pennsylvania

We hear much these days of the universal love and appreciation of music, of the fact that music is one of the essentials to human happiness, and that it is ranked by Governmental authorities as fourth in the line of necessities, coming immediately after food, clothing and shelter, yet there are sections of the United States where religious sects hold forth and where music is looked upon as a curse and is barred either in the church or home by religious scruples. It seems peculiar in these modern days that such conditions should exist, but they do exist, and the talking machine or piano dealer who has the courage to establish his business in or adjacent to one of the communities settled by any of these particular religious sects has the ordinary problems of business increased.

There is a religious sect in Conestoga County, Pa., and adjacent territory which regard music of any sort with religious horror, and not only refuse to permit the use of musical instruments of any kind either in the church or the home, but make every effort to avoid hearing the music produced by others. Although the members of the sect in question are energetic and without exception prosperous, the territory being rich in agricultural possibilities, and while they enjoy the benefit of the modern innovations in the conduct of their affairs and in the furnishings of their homes, they still maintain without

abatement their prejudice against music in all forms.

A dealer in Conestoga County relates a situation in which a woman, enthusiastic over one of the talking machines he had for sale, purchased the same with the proviso that if her neighbors strenuously objected and ostracized her for the possession of this machine she would be privileged to return it. Two days after the sale he received a telephone request to take the instrument back. It seems that, despite the fact that it was mid-summer, whenever she played the talking machine her next-door neighbor, although fifty feet away, closed every window in the house and drew down the shades. This was no reflection whatever on the tone of the machine, but simply was the religious antipathy of the neighbor to listen to the phonograph.

At least one talking machine man in this afflicted territory has taken a certain amount of pleasure in endeavoring to overcome his religious prejudice by endeavoring to impress upon the members of the sect that music holds a prominent place in the Bible, and that in maintaining the Bible as a work of the Lord they must of necessity adopt the teachings that music is looked upon with favor by the Almighty. This particular talking machine man is John A. Scott, connected with the Solotone Mfg. Co., of Lititz, Pa., which make and market the Solotone phonograph. Mr. Scott himself is the son of a Lutheran minister, and is firm in his belief that true worship is enhanced by the use of music.

It was through his influence that an interesting article combating the existing antipathy to music appeared recently in the "Lititz Express," and for his own part Mr. Scott prepared a slip containing some interesting facts concerning the reference to music and musical instruments in various sections of the Bible. These slips he sent to various prospects whom he felt they would interest. The facts as presented by Mr. Scott show considerable familiarity with the good book, as well as considerable research work, and they might prove of value to other talking machine men who perchance may find themselves up against the problem of overcoming religious scruples. The facts as presented are as follows:

The sixty-six books comprising the Bible were written over a period of sixteen hundred years, from the time of Moses to the Apostle John.

The words music, musical instruments, musicians, song singers, singing, appear about 425 times; harps and viols, 150 times; shouting for joy, 75 times; joy, 200 times; happiness, 25 times; glad and gladness, 150 times; rejoicing, 300 times. Total, 1,325 times.

The word gloominess appears in the Bible two times. The word despair appears in the Bible four times.

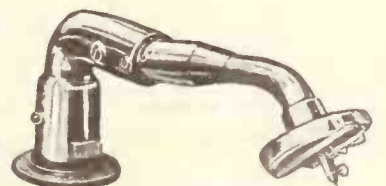
It would appear, therefore, that since the earliest history of the human family, music, musical instruments, singing and joy have been encouraged by the writers—who were Godly men—legislators, patriarchs, prophets, kings, priests, statesmen, physicians, shepherds, tax gatherers, tentmakers, fishermen and men of every class of the community, in every stage of human progress and experience.

A recent addition to the talking machine department of the Shepard Co., Providence, R. I., is Miss Ruth Cannon.



**THE REGINAPHONE**

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



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

**THE REGINA CO.** 47 West 34th Street, NEW YORK  
209 South State St., CHICAGO, ILL.

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

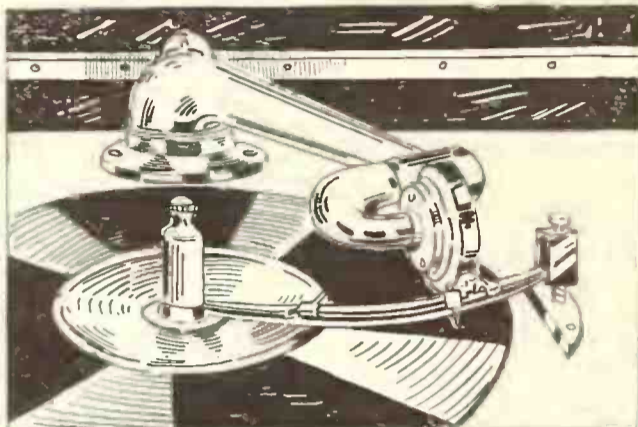


TALKING MACHINE MANUFACTURERS AND DEALERS!

# ANNOUNCEMENT

## The Most Wanted Devices for Talking Machines

STYLE PERFECTION REPEATER

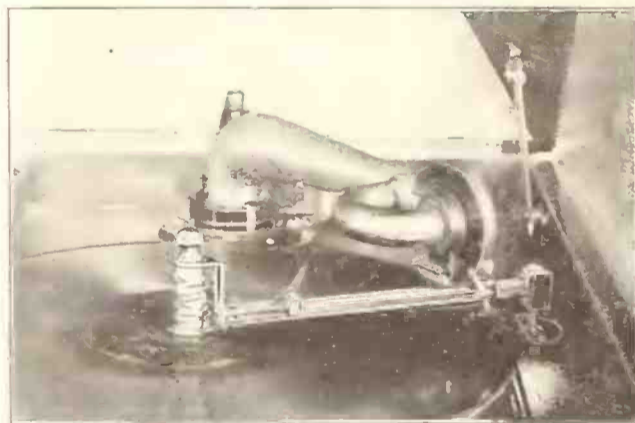


Adaptable to almost all makes of Talking Machines



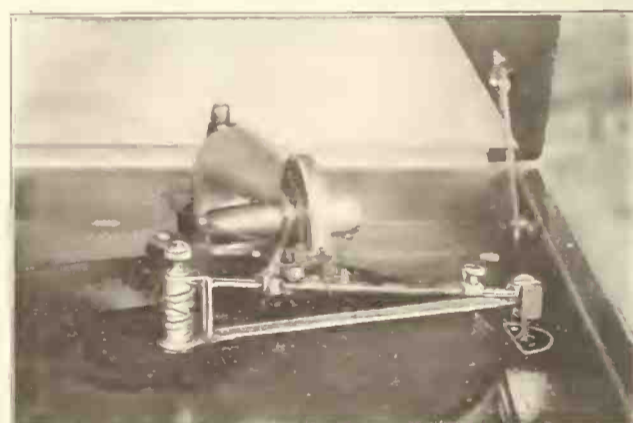
STYLE REPEAT-O-STOP

For Victors, Columbias and several other makes of instruments. A combination repeating and automatic stopping device. Repeats or stops as set for.



STYLE VICTOR

For Victors only. This instrument has met with instant approval. Repeats as often as desired.



PERFECTION AUTOMATIC STOP

Most positive stop on the market.

All instruments in gold or nickel as desired.



Manufactured by  
**WEBSTER NOVELTY CO., 1314-20 Sedgwick St., Chicago, Ill.**

Distributed exclusively by  
**C. H. J. MARR, 1314-20 Sedgwick St., Chicago, Ill.**

### WARNING!

The above instruments are licensed to be manufactured by Webster Novelty Co. and sold exclusively by C. H. J. Marr. They are fully covered by patents already granted in many countries—in the United States by Letters Patents Nos. 1,060,955, 1,062,369 and 1,275,823; and by other pending applications as well. Under these patents any manufacturer or dealer putting out a device which operates from the turn table spindle with a lifting arm across record will be considered and treated as a direct infringer and will thereby become liable to immediate prosecution.



**THE NEW HOME OF MICKEL BROS. CO. IN OMAHA, NEB.**

Company Now Settled in New Building Which Offers Every Facility for the Proper Conduct of Their Large Victor Wholesale Business—Some Modern Ideas Regarding Service

OMAHA, NEB., June 7.—The new home of the Mickel Bros. Co., Victor wholesalers of this city, is already bustling with activity and no effort is being spared to make the Mickel headquarters

efficient in the talking machine business. The Mickel institution has been responsible for many other innovations in the Victor jobbing business, and as a result has won through merit



General Offices

a model of efficiency when it comes to offering co-operative service to Victor retailers located in the corn belt. The accompanying illustrations give a good idea of the appearance and equipment of some of the different departments, and in fact need no explanation beyond that indicated in the caption titles.

The Mickel Bros. Co., under the able direction



Record Order Department

of George E. Mickel, has attained an enviable record for progressive action. Under the auspices of this company, for instance, State conventions of the Victor dealers of Iowa and Nebraska were held in Des Moines and Omaha, respectively. Both affairs were well attended and conducted along constructive lines which had for their goal increasing merchandising ef-

ciency in the talking machine business. The Mickel institution has been responsible for many other innovations in the Victor jobbing business, and as a result has won through merit the distinction of being the leading and largest Victor wholesaler located in the corn belt region.

The new Mickel Bros. building in Omaha is but a further evidence of the same forward-moving spirit which dominates this organization. During the prevalent shortage of Victor stock



Service Room

of George E. Mickel, has attained an enviable record for progressive action. Under the auspices of this company, for instance, State conventions of the Victor dealers of Iowa and Nebraska were held in Des Moines and Omaha, respectively. Both affairs were well attended and conducted along constructive lines which had for their goal increasing merchandising ef-



Talking Machine Repair Shop

this company has rendered considerable service to the retail music industry through the wholesaling of certain kinds of accessories and music rolls for player-pianos.

The executives of this institution are most optimistic regarding the general business outlook in the talking machine field this fall.

**OPEN BRANCH IN CINCINNATI**

The Fischer Co., of Cleveland, Open Wholesale Division in Cincinnati

CLEVELAND, OHIO, June 7.—The Fischer Co., Pathé wholesalers of this city, recently opened up a branch wholesale division in Cincinnati, Ohio. R. J. Jamson, who has long been associated with the Fischer Co., of Cleveland, in an executive capacity, is manager of the Cincinnati division, which will serve dealers located in Kentucky, Tennessee, West Virginia and Southern Indiana. The Fischer Co., according to the belief of M. Saunders, who is the wholesale manager, is the first Pathé jobber to reach such a large turn-over as to require a second wholesale headquarters. The business of the Fischer institution, it is estimated, will run in the neighborhood of a million dollars for 1919.

**NEW CONCERN IN BOSTON**

BOSTON, MASS., June 11.—The Boston papers to-day announced with big advertisements the starting of the New England Piano & Phonograph Co., located at 43 Tremont street. It is a corporation with \$100,000 capital and its officers are Charles G. Faux, formerly with the Hallet & Davis house, as president and treasurer; Hardy Horrocks, a player expert, secretary; and these directors: Daniel L. Phillips, Vincent A. Jenkins, formerly with Chickering; B. J. Freedman, formerly with Hallet & Davis; H. B. Erb, Dr. William I. Green and Louis L. Cohen, of Boston.

**MANHATTAN INCORPORATION**

The General Talking Machine Shop, Inc., has been incorporated at Albany to do business in New York. The incorporators are A. Weinstein, M. G. diPirro and B. Clark, Jr., 32 Nassau street, New York City. The capital stock is \$50,000.

**MOVES INTO LARGER QUARTERS**

The Pickard Piano Parlor, Marshalltown, Ia., has moved into new quarters at 11 North First street. A large line of talking machines is handled in addition to pianos and other musical instruments. A formal opening is to be held in a few weeks.

**H. H. BIGGERT HAS RESIGNED**

BRIDGEPORT, CONN., June 8.—Announcement was made this week that H. H. Biggert, for the past three months general works manager of the Columbia Graphophone Co., of this city, has resigned. His successor has not yet been appointed, according to officials of the company. Mr. Biggert's future plans cannot be learned at this time, as he is out of town.

William L. Luce, of Belfast, Me., has improved the equipment of his store by the addition of the Unico booths.

Room No. 321  
130 Fulton Street  
New York City  
Phone, 2812 Cortlandt

**Clifford A. Wolf**  
**MANUFACTURER OF**  
Diamond and Sapphire  
Phonograph Points

**The FULTON**

We are now offering to dealers our New Improved Maestola Phonograph, Mahogany, 14x14x7 1/2". Motor plays 4 10" Records with one winding. 12" Turn Table, Dial Regulator. Price \$6.00 each and Sample \$6.50.

CASH WITH ORDER

**Best American Steel Phonograph Needles**  
**TRUETONE or CLEARSTONE**

200 to a metal box, or  
100 to a package, 55c

Per thousand, 50c in lots of 100,000

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.

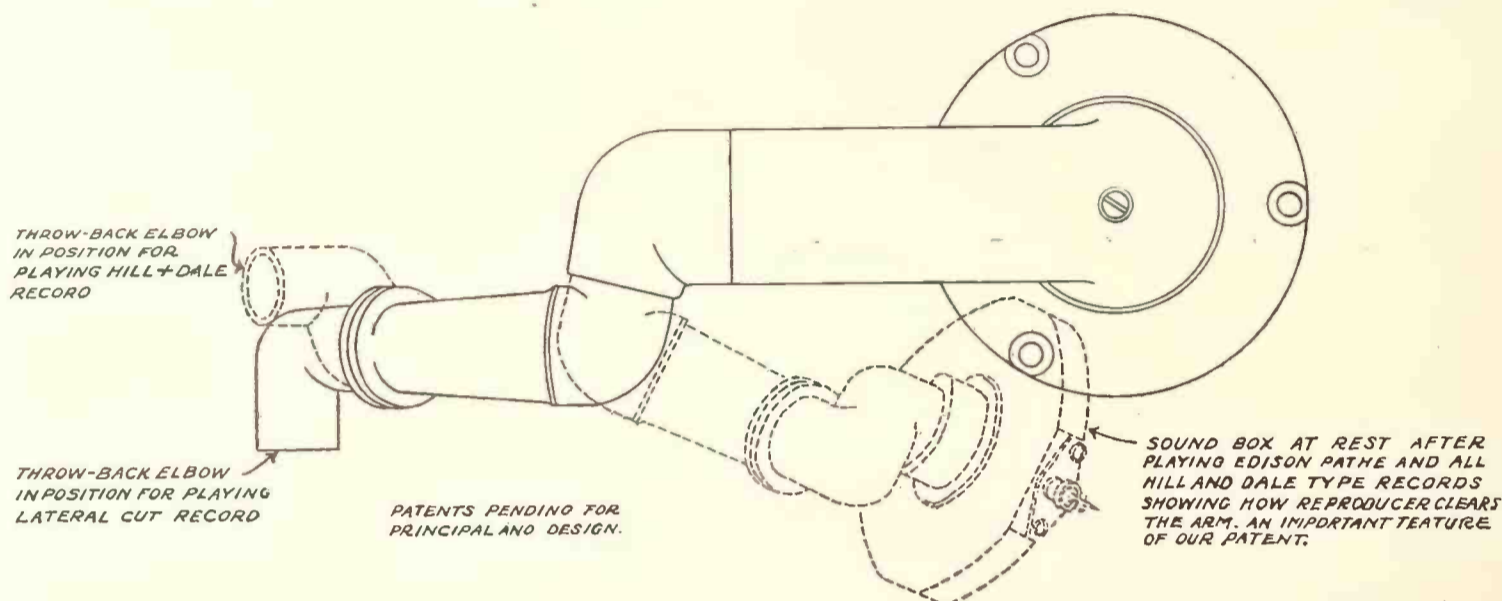
Records—Standard make, Lateral Cut, at \$40.00 per 100.

**FULTON TALKING MACHINE CO.**  
640 Broadway New York, N. Y.



# AT LAST! We Have Solved the Problem

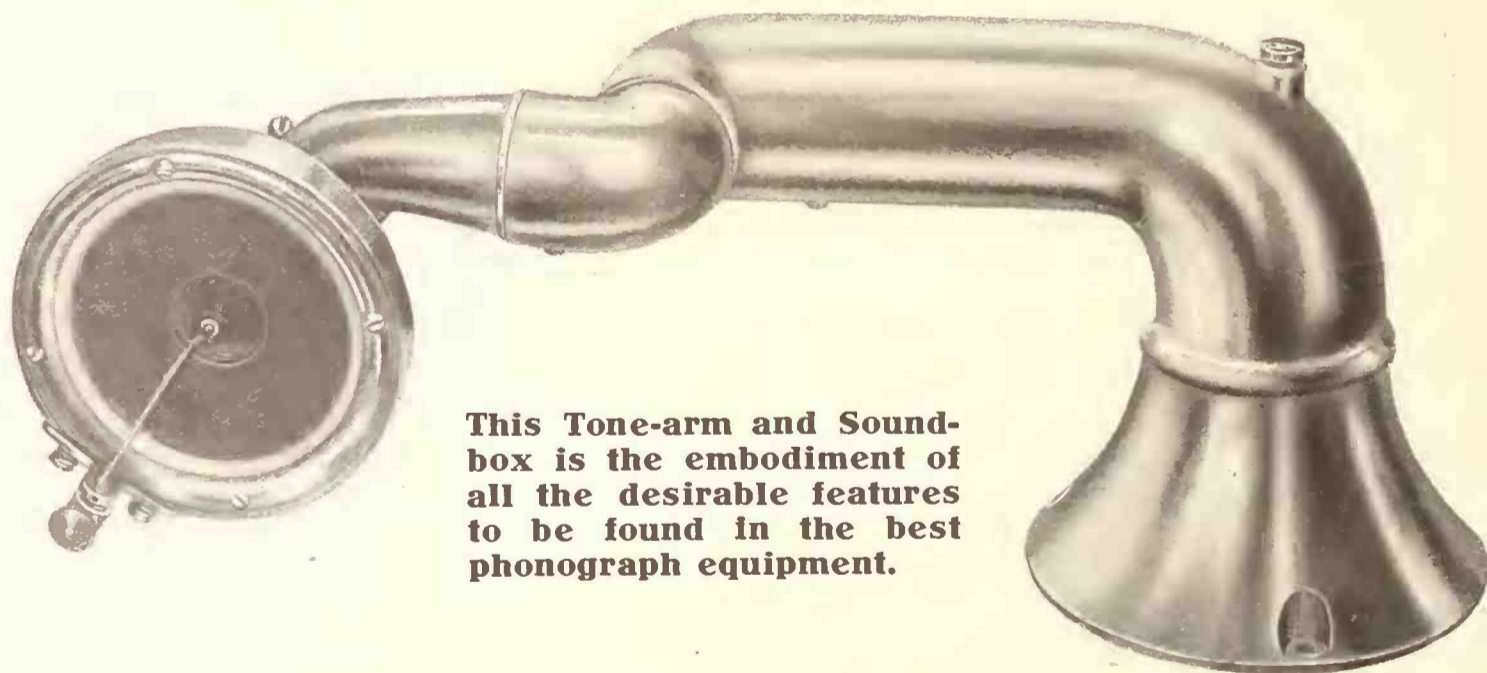
*The only remaining obstacle to a Perfect Tone-Arm is now removed by our patent pictured below*



The rigid tone-arm was supplanted by the throw-back arm. We have further improved this by the above patented feature which permits the sound-box to be thrown back in both "hill and dale" and "vertical" positions without hitting the arm or interfering with the cover.

**WRITE FOR PARTICULARS AT ONCE**

Our Tone-arms and Sound-boxes are recognized as the scientifically perfect sound-reproducing combination. Only the finest grade of selected Ruby Mica Diaphragms used.



**This Tone-arm and Sound-box is the embodiment of all the desirable features to be found in the best phonograph equipment.**

**Universal Reproduction—Plays all makes of records perfectly without attachments**

Tone Arm has throw-back-feature. All joints are threaded to prevent rattling. Made of best materials, beautifully finished. Handsome in design, adding in beauty to the cabinet.

**Notwithstanding the high quality of our product, we have very interesting prices to offer.**

**ASK FOR OUR QUOTATIONS**

**TRIANGLE PHONOPARTS COMPANY**

311 Sixth Avenue

New York City



# FROM OUR EUROPEAN HEADQUARTERS

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

The Most Important News of the Month Is the Removal of Restrictions on Imports and Exports on a Great Many Musical Products and Parts—Details of Colonial Tariffs—This Move Will Do Much to Expand Trade and Help Business—Londoners Due in New York—Interesting Gramophone Story—Luxury Tax Rejected by France and Great Britain—Interesting Budget of News

LONDON, E. C., June 3.—Great and important is the news this month. From time to time I have chronicled in these columns the gradual subjection of that unpopular lady known far and wide by the name of "Dora," a non de plume which, as my oversea readers are doubtless aware, is in reality the Defense of the Realm Act. Dora still exercises sway in a good many directions, but her power is almost negligent as far as the gramophone trade is now concerned. To commence at the beginning, as the Irishman is said to have said, it has already been made known that all control over the export of gramophone goods to countries other than enemy territory has been removed. British traders are therefore free to put into execution those long-mooted plans for the resuscitation of their export trade. To this end every effort will be, and is being, made, but until such time as materials become freer and productive capacity enlarged I am afraid that export trade developments cannot be so rapid as could be desired. I am happy to report, however, that my representations to different British houses to at least allocate a fair percentage of output for the oversea demands is meeting with some success. If we are to meet foreign competition in, for instance, our

colonial markets, to the best possible extent they must be now fostered, even at the expense of home demands. Neglect this precaution and we will simply be forcing colonial buyers for their own preservation to treat elsewhere. Sentiment may carry orders to us from overseas, but let us frankly admit that will not be long-lived in the face of business failings. British manufacturers must realize this fact or rue the omission so to have done for—who knows how long?

### Colonial Tariff Preference

The 33 1-3 per cent. import duty upon all musical instruments is now reduced by one-third in the case of goods manufactured within the Empire. From the British traders' viewpoint this concession is of very little material value, as few, if any, gramophone imports reach us from the colonies. Were it otherwise there would, of course, be something to measure. As it is, I believe we receive a few consignments of needles from Canada and that is about all in the gramophone line. It is reported, however, that there is in existence a firm in Canada manufacturing, or about to manufacture, gramophone motors, with an intention to market supplies here. If that be so, they will receive a welcome in the interests of free trade, though I doubt whether this proposed colonial supply will be looked upon with much favor by the several British houses now engaged in perfecting their own motor output, principally because the import duty margin is regarded as rather close. A little later, when all the new British gramophone motor factories are in full swing of production, all will be well. The English market in normal times can absorb many hundreds of thousands of motors beyond the present supplies,

and in due time there will be room for all non-enemy products.

### Removal of Import Restrictions

I now come to the most momentous announcement of all. At a largely attended meeting of the Gramophone Association about three months ago a majority of members resolved that the Board of Trade should be approached to remove the license control over gramophone imports. A majority favored free trading in this respect, being of opinion that the maintenance of the 33 1-3 per cent. tariff provided a sufficient margin of protection to British manufacturing interests. The association's executive accordingly tackled the Board of Trade officials, the result being a blank refusal to make any concession. A few weeks later, however, the amount of musical merchandise tonnage allowed to be imported was increased. And now comes the sudden news that all restrictions on the importation of gramophones, etc., are canceled. It has caused not a little surprise in trade circles in view of the attitude hitherto adopted by the Board of Trade. Well, the matter need not further be labored; the information we must assume is, by the resolution of the association, welcome to the trade, and that's all there is to it!

The official Gazette announcement is as follows: After duly considering the recommendations of the Consultative Council on Imports, the President of the Board of Trade has given the following further directions in regard to the prohibitions of imports. The restrictions on the importation of the following goods are to be removed:

Gramophones and all musical instruments, ex-  
(Continued on page 150)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

### Branches

DENMARK: Skandinavisk Grammophon-Akti-  
eselskab, Frihavnens, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115  
Boulevard Richard Lenoir, Place de la Répub-  
lique, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balma,  
Barcelona.

SWEDEN: Skandinaviska Grammophon-Akti-  
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky  
Prospect, Petrograd (Petersburg); No. 1  
Solyanka, Solvanoi Dvor, Moscow; 9, Golovinsky  
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11  
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-  
labbatta Road, Calcutta; 7, Bell Lane, Fort,  
Bombay.

### Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

### Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole  
Concessionaries of The Gramophone Company,  
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120  
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,  
Capetown; Mackay Bros., Post Box 251, Johannes-  
burg; Mackay Bros. & McMahon, Post Box 419,  
Durban; Ivan H. Haarbarger, Post Box 105,  
Bloemfontein; Franz Moeller, Post Box 108, East  
London; B. J. Ewins & Co., Post Box 86, Queens-  
town; Handel House, Kimberley; Lawrence &  
Cope, Post Box 132, Buluwayo; The Argus Co.,  
Salisbury.

EAST AFRICA: Bayley & Co., Lourenço  
Marques.

HOLLAND: American Import Co., 22a, Amsterd  
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the  
Ottoman Empire): K. Fr. Vogel, Post Box 414,  
Alexandria.



EDISON BELL


**WINNER**  
 TRADE MARK  
**GRAMOPHONE RECORDS**
CABLE  
"PHONOKINO.  
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

## FROM OUR LONDON HEADQUARTERS—(Continued from page 149)

cept organs, pianos, players and instruments of a similar nature.

The importation of the following articles is to be restricted as shown:

Harmoniums, organs, pianos, players and instruments of a similar nature should be admitted at the rate of 25 per cent. of 1913 imports, the ration to be based on number of instruments.

It will be seen that while such firms as Steinway, the Estey Organ Co. (having London branches) and other American makers of bulk-size instruments are left under much the same handicaps as the old rationing system, foreign manufacturers of gramophones, parts and accessories are now quite free to import their wares into Great Britain, being subject, of course, to the tariff duty. The road is thus thrown open to the probability of a big development of gramophone commerce between America and England. For keen business firms the trading prospects are decidedly good. There is a shortage here of practically everything in the gramophone line which it is not expected the home production or Swiss imports combined will adequately satisfy.

## London Gramophone Men to Visit New York

The lifting of the embargo upon imports of gramophone parts and accessories may mean a speeding-up of trade relationship between United Kingdom buyers and American supply houses. Doubtless in this connection there is strong rumor of contemplated visits to the States by several leading members of the British gramophone trade. Already two well-known traders are on the way, being due in New York early in June. Mr. Frank Samuel, of the music house of Barnett Samuel & Sons Co., London, is making the trip via Canada. His wife accompanies him.

A. Balcombe, who has built up a successful gramophone business since the war commenced, sailed at the end of last month on the White

Star liner "Baltic." The object of his trip is to complete negotiations for British agencies of American gramophones and records and perhaps other musical instruments. He is due in New York the first week in June.

Another prospective visitor to America is David Sternberg, of the Sterns Manufacturing Co., makers of the popular "Compactophone," and British agents for Mermod Freres Swiss motors. Owing mainly to pressure of work on this side Mr. Sternberg has so far been unable to fix a date for departure.

## France and Great Britain Reject the Luxury Tax

The proposed tax on luxuries, under which category came pianos, gramophones and records, has met a well-merited end in both the French and British Parliaments. It was very hotly contested in the Paris Chambers, one member describing it as "enormously prejudicial to our finest and richest industries." A division was sought, resulting in the tax being annulled by 336 votes to 160.

In our own case, the tax on so-called articles of luxury was last year proposed by Bonar Law, who then failed to press the matter, threatening to have it brought forward in this year's budget. A strong opposition campaign was immediately organized by trade associations and Chambers of Commerce all over the country. Partly as a result thereof and in some measure perhaps due to the difficulties and the cost of its collection, the Chancellor's plan to exact this unpopular tax has fallen through, definitely. In his budget statement, Austin Chamberlain was brief on the question, merely remarking, "I do not propose to proceed with the luxury tax. I am quite ready to give my reasons for this, but it would unduly delay the committee if I did so." We shall not mourn over its stillborn body.

## General News of the Day

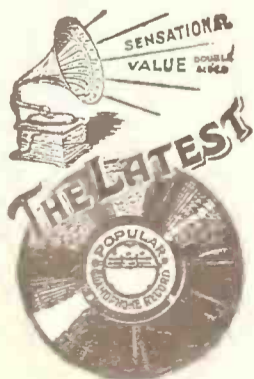
Under date May 14 the "His Master's Voice"

Co. advise the trade that in the interests of increased production it has been decided to close their factories from July 26 to August 12. During this period the whole office staff will take their annual holiday, and orders for "H. M. V." goods cannot be dispatched during that period. Record orders received up to July 24 will be executed before the closure.

The trade press here record with evident interest the news of John Cromelin's connection with the enterprising house of Heineman. Mr. Cromelin holds a good reputation in British trade circles for courtesy and business acumen during the time he was with us, in charge of the Edison interests.

Among those British firms out to cultivate the Colonial trade through the columns of this journal is the firm of Craies & Stavridi, well known this side for the quality of their gramophone products. Upon the occasion of a recent call I had the pleasure of meeting Constantine Craies, who had just returned from Constantinople. As a captain in the British Macedonian army, he has seen over two and one half year's service, having been through much of the fighting which followed the British landing at Salonica. Mr. Craies expressed surprise at the conditions of things in general here, and is much impressed particularly as regards the present ruling prices in the gramophone trade. He modestly declined to discuss his part in the war, but his "bit" may be summed up as nobly done. During his long absence, the arduous responsibility of carrying on the business devolved upon Mr. Stavridi, who handled affairs admirably.

Just prior to mailing this report I am advised by Alfred Clark, managing director of the Gramophone Co., Ltd., that M. E. Ricketts, for over four years manager of the British sales branch and whose connection with the company dates back to 1899, has resigned as from



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**CRAIES & STAVRIDIS, 4 BUNHILL ROW, LONDON, E.C.1.**

FROM OUR LONDON HEADQUARTERS—(Continued from page 150)

June 30, when he joins the piano and publishing firm of Messrs. Chappell & Co., Ltd. The World's best wishes go with Mr. Ricketts in his new sphere, which will fortunately not preclude him from continuing his many useful activities on behalf of the musical instrument trade generally, in serving the interests of which during the whole war period, often at great personal sacrifice of time and labor, he has won the esteem and gratitude of the trade. The popular manager of the British Zonophone Co., Ltd., Wm. Manson, has been offered the vacant position and I learn has signified his acceptance. A wise choice, for few men are so well equipped in knowledge and experience of the gramophone trade, both in respect to the production as to the artistic side, as Mr. Manson. Hearty congratulations!

Advance information is to hand that the Columbia Co. have secured the exclusive recording services of Thomas Burke, the wonderful Lancashire tenor and the sensation of the Covent Garden opera season. Two of Mr. Burke's contributions—from "La Tosca," by the way—will be issued by the Columbia people this month.

**Interesting "Winner" Items**

Messrs. J. E. Hough, Ltd., of Edison Bell and Winner record products, are well forward with their plans of reconstruction following a long period devoted to war munition output, and progressive effort is the order of the day. As measured by the pre-war standard, "seasonal" trade is a thing of the past. Winner records were never so much in demand as at present, and as the company's sales manager tells us, "though every endeavor is made to keep up with the demand by maintaining full shifts at the factory, it is a steady grind all the time." The record programs each month include the topical revue, musical comedy and standard titles, many by artists exclusive to this company. A large new boiler is being installed in the

record factory, by means of which Winner output will be considerably accelerated. The boiler measures somewhere about 40x12 feet. At the time of our call it had found a resting place on the pavement pending decision as to whether it would go through the yard gate or over some private gardens after the walls had been demolished. The local council were of course on the war-path.

Dealers overseas will be interested to learn that Messrs. Hough have now ready a series of their Edison Bell Discaphones, cabinet, hornless and exterior—horn models at prices varying from 4 to 40 guineas. The general quality is good, the equipment throughout being of a reliable standard.

**Fitting Gramophone Springs**

A subscriber of the Motor Cycle & Cycle Trades tells in a recent issue of that journal of his method in fitting gramophone springs without the use of a special spring winder, such as is used when fitting clock springs. He says: "In fitting new ones it looks easiest to drop the spring while wound up into the case, then releasing it by cutting the wire; but in practice this is not always so, as the outer slot may not catch on the peg in the case. I find the best way is to hold the spring in a cloth and cut the wire, thus releasing it, see that the catch inside the case is a good one and put the outer slot on it, being careful to see that it fits well on. Now hold the axle, or a substitute, vertically in the vise, case on it, mouth upwards, and free to revolve. Next work the spring in, pressing it in with the left hand while bringing more spring up with the right. It is quite easy to get them in, and I fail to see the use of a winder."

**The Black List Now Whitewashed**

By an official Order in Council it is made known that all names in Africa, America, Asia, and Europe have been removed from the "Trading with the Enemy Statutory List."

**The Swiss Grant General Export Licenses**

The export of gramophones, parts, etc., and all other musical instruments, except records, is now permitted by the Swiss Department of Public Economy, under a general license system, which, however, is revocable at any time. This general license applies only to exports through the Customs Bureaus on the Franco-Swiss and Italo-Swiss frontiers.

**Famous Artist on Air Tour**

One of our best comedians, Harry Tate, whose laughable skits appear on Columbia, by the way, is now to indulge in a new flight of fancy. He has conceived the idea of an aeroplane tour around the world. A Handley-Page aerobus has been engaged. It is roomy enough for Harry and his company of eight, with necessary scenery and baggage. The itinerary includes Gibraltar, Malta, Egypt, India, China, Japan, and thence on, by air if possible, to San Francisco. He avows he will tour America from aloft, somehow.

**The Famous "H. M. V." Dog Muzzled**

Nipper is not a victim of rabies, but apropos the muzzling order, a city music dealer is taking no chances. Considerable amusement was caused to passersby who were attracted to the window by the sight of our canine friend duly muzzled in accordance with the police order. A good ad gag in more ways than one!

**A New Sound Box**

Some manufacturers of sound boxes would do well to give more study to the artistic effect of their work in contradistinction to the purely mechanical side. The day when any old thing would do is quickly becoming a matter of serious consideration, now that metals are free and imports uncontrolled. This view was evidently not overlooked by the Sterno Manufacturing Co. when they planned their new sound box production, an advance sample of which I recently

*(Continued on page 152)*

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inspected. It is all-British, embodies most of the virtues and few of the faults of the war-time productions, gives a fine mellow reproduction of, in my opinion, just the right volume, and for those reasons should make a strong appeal to the masses. This new box will fit the majority of gramophones. Special attention has been paid to the mounting of the stylus bar, and by a new method of fitting with side screws which allows a carefully regulated all-round play of the stylus a favorable degree of tension is secured. Another consideration is the weight of the box. The mica diaphragm is  $2\frac{1}{4}$  inches diameter, and as this size box made in metal would be of such a weight as to offer undue resistance in playing a record on a single-spring-motor machine it is equipped with a fibre back-plate. Altogether, the new Sterno production bespeaks a scientific appreciation of artistry on the part of the maker.

### The Silver Steel Palladium Needles

From Messrs. A. Waite & Co., Ltd., I have received samples of the above-named needles for review. Quality of steel is the chief determining factor of a good needle. Under test, the Silver Steel Palladium Needle gave excellent results—good volume, without blast. It brought every detail out of the instrumental and vocal records played, and showed little or no sign of wear even over a full 12-inch record test. One needle, one record is a safe principle, though it would not be an unmerited claim to say the Palladium Needle is good for more.

### Celebrities and Celebrity Worship

An article of more than usual interest appeared in "The Voice" recently from the pen of M. E. Ricketts, entitled "Celebrities and Celebrity Worship," which will doubtless interest a great many talking machine men in America. It reads as follows:

Is there a famous personage in the world who has never faced a camera? I have no knowledge that there is. To achieve fame and remain unphotographed certainly seems impossible, and in the universal interest it is only right that such an impossibility should continue. A photograph for universal exhibition should be considered as the inevitable accompaniment to fame, the obvious "penalty" of notoriety and the natural accessory of recognized genius. The privilege of seeing in the flesh the "great ones

### FROM OUR LONDON HEADQUARTERS—(Continued from page 151)

of the earth" is not vouchsafed to the majority of the public, who, therefore, have an undeniable right to a permanent photograph so that their imagination can be satisfied and their appreciation be unrestricted by conventional limitations.

Obviously it is hard to give full support and appreciation to somebody one has never seen, and simple faith is not an outstanding feature in the "make-up" of the people of to-day. The cry is for actualities, honest ugliness, natural beauty, unvarnished truths, plain facts. The eyes of the coming generation are growing wide open, they will see, and what are we preparing to satisfy their intelligent demands?

In every English-speaking nation Nelson is the schoolboy's hero, and any boy could identify his photograph out of a thousand. Knowing what their hero looks like, the boys can more easily understand how it was he endeared himself to all who were privileged to meet him.

Who among us at one time or another has not experienced the thrill of enthusiasm, the glow of inspiration that is created by even a glance at the portrait of a noble character? One reads the biography—one sees the portrait, immediately the written words live and an indelible impression is created in one's mind.

And as we to-day recognize the value of pictures or photographs of our celebrities, so are we learning to understand the subtle power of the human voice, and the realization of the immensity of this influence is almost overwhelming.

In the year 1905 the governors of the British Museum decided to form a collection of gramophone records of every famous person who had made a record, so that coming generations could go and hear records of those famous tenors, Caruso and Tamagno; those famous sopranos, Melba and Tetrizzini; speeches by Shackleton on his journey to the South Pole and Peary on his journey to the North Pole; Beck's famous eulogy of Britain's effort in the great war; the voices of Lloyd George, Asquith, Bonar Law, Churchill, Walter Long, Lord Roberts, J. R. Clynes, minister of food, G. Roberts, minister of labor, General Sir W. Robertson, Lord French, or those great actors, Beerbohm Tree and Lewis Waller.

Just let us think what it would mean could we listen now to the voices of the great Apostles delivering their orations; to Mark Antony making his famous speech over the body of Julius Caesar; to the speech of Boadicea when she gathered together the scattered forces of ancient Britain; to Joan of Arc when she rallied the French peasants, to the famous tenor Sims Reeves; or the speeches of the great Gladstone and Beaconsfield.

Let us try to imagine the loss of the world to-day. How great it is! Relatively speaking, we know nothing of all the greatness that has gone before us—we cannot grasp the essence of personality, the mystical spiritual influence, the intellectual reasoning, the physical appeal—all

of these tremendous forces are lost to us, and this being so, how poverty-stricken the world is. We depend entirely on history, and, alas, upon all points of real importance historians themselves quarrel, and the real import of a speech or event suffers or flourishes in accordance with the mental attitude of the writer.

Coming generations will be materially better off than we are. Take, as one example, the future generation of singers. They will be able to study the renderings of famous works by the world's greatest artists who achieved fame generations before them. And consider also the help that will be given to future students of history—they will be able to hear the actual messages in the actual voices of the leaders of the civilized nations during the great war.

Can one truly realize the far-reaching importance to the Greek nation, not only of to-day, but of the future, of the actual speech made by the Greek premier, Venizelos, on the reasons why Britain should always be the friend of Greece, and why Greece should support the Allies? The influence of such a speech is bound to be colossal, and it was recorded in the English and Greek languages and circulated in thousands.

The Gramophone Co., Ltd., "His Master's Voice," have battled for years to lift the gramophone to its real sphere, and their success in securing the large list they have of records of the voices of famous musicians, orators, explorers, statesmen and military leaders augurs well for the future. I firmly believe that the day is not far distant when the public will just as easily be able to hear on the gramophone the voices of the nation's leaders as they can to-day see their photographs in the daily newspapers.

The day when the gramophone was looked upon as one of the seven plagues is gone for ever. The public are now beginning to understand and, therefore, to appreciate its tremendous power. With such instruments in hundreds of thousands of homes, the musical, educational and propaganda possibilities present a sphere so wide that one is temporarily staggered and forced to realize the truth of the statement of the "His Master's Voice" manufacturers that the business is yet only in its infancy.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., June 8.—NEEDLE ARM FOR TALKING MACHINES.—Walter L. Eckhardt, Philadelphia, Pa. Patent No. 1,296,638.

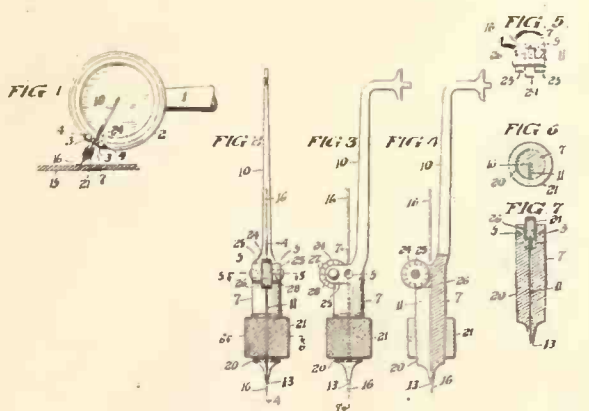
This invention has for its object to provide an improved construction of needle arm (stylus or needle support) for sound reproducing machines, including means for adjusting the stylus or needle with respect to said arm or support.

A further object of the invention is to provide an improved construction of needle arm and stylus or needle by the use of which a single stylus or needle of attenuated wire may be used a great many times for the reproduction of sounds for sound records without injury to said records and also by the use of which the sounds reproduced shall be more nearly like the original sounds impressed upon the record than heretofore has been practicable.

A still further object of the invention is to provide a needle arm or support by means of which an attenuated or fine wire employed as a stylus or needle may be rigidly and firmly held so as to prevent a vibration of the same independently of said needle arm or support.

It is also an object of the invention to provide a needle arm having a fine or attenuated point adapted to enter the sound grooves upon a sound record whereby, if occasion should arise, the needle arm itself may be employed to co-operate directly with a sound record without or independently of the stylus or needle for the reproduction of sounds from said record.

In the drawings Figure 1 is a side elevation of a sound box having secured thereon and in operative relation thereto a needle arm and stylus or needle embodying the invention, the said figure also showing a portion of a record in transverse section with which the end of the stylus or needle is in contact; Fig. 2 is a view in front elevation of said needle arm and stylus or needle separate from the sound box and enlarged; Fig. 3 is a view in side elevation of the same; Fig. 4 is a view showing a portion of said



needle arm in longitudinal section on the line 4-4 of Fig. 2; Fig. 5 is a transverse sectional view taken on the line 5-5 of Fig. 2; Fig. 6 is a transverse sectional view taken on the line 6-6 of Fig. 2; and Fig. 7 is a longitudinal sectional view taken on the line 7-7 of Fig. 3 in a plane at right angles to that on which Fig. 4 is taken.

PHONOGRAPH REPRODUCER.—Carl N. Moller, New York. Patent No. 1,296,833.

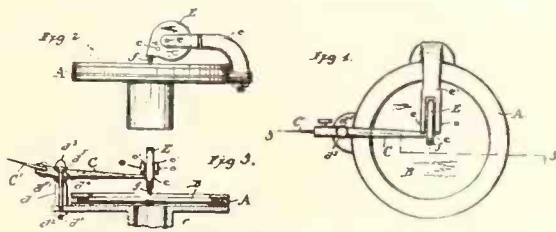
This invention is a phonograph reproducer, and the object of the invention is to amplify the vibrations of the stylus bar in their transmission to the diaphragm. A further object of the invention is to provide a phonograph reproducer adapted to operate on records either of the hill and dale or lateral cut type.

Speaking generally, the salient feature of the invention consists in an amplifier co-operating with the diaphragm and stylus bar, whereby the movements of the stylus bar are materially amplified prior to their transmission to the diaphragm, thereby increasing the degree of vibration of said diaphragm.

From a more specific standpoint, the invention may be said to consist in an amplifying

connection intermediate the diaphragm operating end of the stylus bar and the diaphragm, whereby a relatively short travel of said end of the stylus bar is translated into a relatively greater movement of the diaphragm. In other words, the present invention embodies means, positioned intermediate the diaphragm operating end of the stylus bar and the diaphragm, whereby the vibrations received at said end of the stylus bar are transmitted to the diaphragm through said means which amplifies such vibrations and delivers them to the diaphragm in their thus amplified condition.

A further feature of the invention resides in the mounting of the stylus bar for universal pivotal movement whereby the vibration of said stylus bar under the influence of either lateral cut or hill and dale records is automatically provided for, said universal connection performing



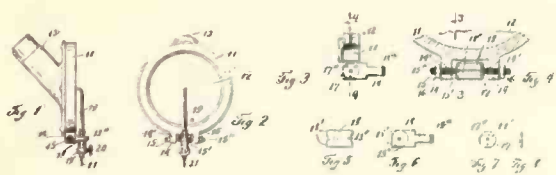
the further function of compensating for the movements of the amplifying means.

Figure 1 is a plan view of a reproducer embodying the present invention. Fig. 2 is a side elevation thereof, and Fig. 3 is a transverse section taken on line 3-3 of Fig. 1.

RECORDER AND REPRODUCER FOR TALKING MACHINES.—Loring L. Leeds, Short Hills, N. J., assignor to Frank M. Needham, Chicago, Ill. Patent No. 1,296,975.

This invention relates to the sound boxes of talking machines, and has for its object to improve the connection between the sound box and the bar or socket which supports the reproducing or recording stylus. The improved connection is of a very firm yet elastic character and insures a clear reproduction of sounds with a minimum of disturbing noises.

A specific example of the invention is shown in the accompanying drawings, in which Figure 1 is a side elevation of a recorder or reproducer



embodying the invention; Fig. 2 is a front view thereof; Fig. 3 is a partial vertical section on line 3-3 of Fig. 4; Fig. 4 is a partial vertical section on line 4-4 of Fig. 3; Fig. 5 is a front elevation and Fig. 6 is a side elevation of a block forming part of the invention; Fig. 7 is a face view, and Fig. 8 is an edge view of a cup forming part of the invention.

TURNTABLE FOR TALKING MACHINES.—John A. Davis, Boston, Mass. Patent No. 1,298,019.

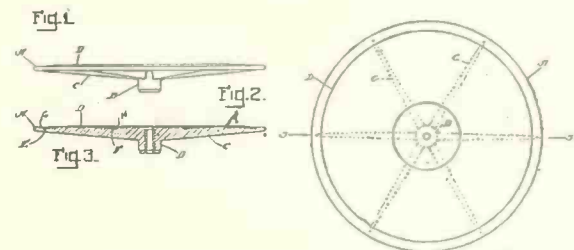
This invention has for its object a new and improved turntable for talking machines and particularly for electrically operated machines, although it may be used with equal success on those which are mechanically operated.

At the present time many talking machines are operated by electric motors the current for which is taken from the ordinary lighting circuit. This method of operation has certain obvious advantages, but serious difficulties have arisen, particularly as the result of the use of metallic turntables on which the records are placed. The noise of the driving mechanism is transmitted through the spindle to the metallic turntable, which being resonant tends to magnify it and distribute it, thus increasing the objectionable noise. The vibrations of the reso-

nant turntable are to some extent transmitted to the record and thus through the needle to the sound box, interfering with the production of the record and the purity of the tone therefrom and introducing extraneous noises into the sound reproduction.

Furthermore, as electrically operated talking machines are arranged for connection with the ordinary lamp circuit which is commonly 110 or 220 volts and as there is always danger of a short circuit in the instrument, there is danger of an electric shock to any one touching a metallic turntable which is in electrical connection through the spindle with the other metallic parts of the instrument. There is also equal danger of fire from a short circuit.

Accordingly the invention has for its object a new and improved turntable which overcomes



the various objections previously mentioned.

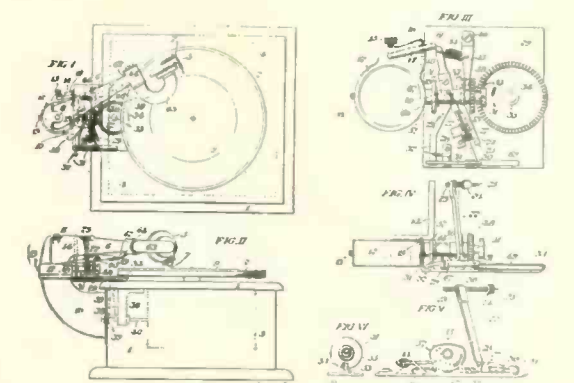
The turntable embodying the invention is molded from a suitable insulating compound such, for instance, as one in which pulverized asbestos, mica, gum shellac and asphaltum are ingredients. This material is plastic when heated and is capable of being molded under heavy pressure and on cooling is rigid, strong, hard and an insulator capable of withstanding a relatively high voltage.

In the drawings Figure 1 is a top plan view of a turntable embodying the invention. Fig. 2 is a side elevation of the same; Fig. 3 is a section on line 3-3 of Fig. 1.

TALKING MACHINE.—Edward A. Eschinger, Philadelphia, Pa., assignor of one-half to J. C. Clemmer, same place. Patent No. 1,301,787.

This invention relates to sound recording and reproducing machines, and particularly feed mechanism for sound boxes of such machines adjustable to automatically repeat their co-operation with a given sound record, at the will of the operator.

In the drawings Figure 1 is a plan view of the Victor gramophone aforesaid having a convenient embodiment of the invention in connection therewith. Fig. 2 is a side elevation of said machine shown in Fig. 1. Fig. 3 is a full size plan view of the automatic feed mechanism indicated in Figs. 1 and 2, and Fig. 4 is a left-hand side elevation of said mechanism. Fig. 5



is a sectional view of said mechanism, taken on the line 5 in Fig. 3. Fig. 6 is a fragmentary sectional view, taken on the line 6 in Fig. 3.

TALKING MACHINE.—Edward A. Eschinger, Philadelphia, Pa., assignor of one-half to J. C. Clemmer, same place. Patent No. 1,301,786.

This invention relates to sound recording and reproducing machines, and particularly feed mechanism for sound boxes of such machines adjustable to automatically repeat their co-operation with a given sound record, at the will of the operator.

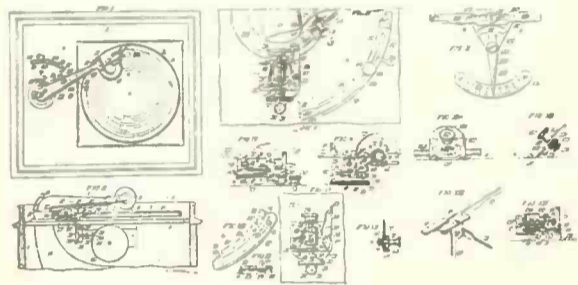
In the drawings Figure 1 is a plan view of the Victor gramophone aforesaid, having a convenient embodiment of the invention in connection therewith. Fig. 2 is a fragmentary ver-

(Continued on page 154)



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 153)

tical sectional view of the machine shown in Fig. 1. Fig. 3 is a fragmentary plan view of the feed mechanism shown in Figs. 1 and 2, but on a larger scale. Fig. 4 is a left-hand side elevation of a portion of the said feed mechanism, as shown in Fig. 3: said mechanism being in idle position, disconnected from the motor which drives it. Fig. 5 is a fragmentary, sectional, front elevation of a portion of the feed mechanism shown in Figs. 1 to 4 inclusive. Fig. 6 is a fragmentary plan view, similar to Fig. 3, but showing the said mechanism in operative position, in connection with the motor which drives it. Fig. 7 is a fragmentary, vertical, sectional view of the feed mechanism terminal stop device, taken on the line 7 in Fig. 3. Fig. 8 is a plan view of a modified form of initial stop device. Fig. 9 is a fragmentary elevation of the initial stop device shown in Fig. 8. Fig. 10 is a plan view of a modified form of an initial

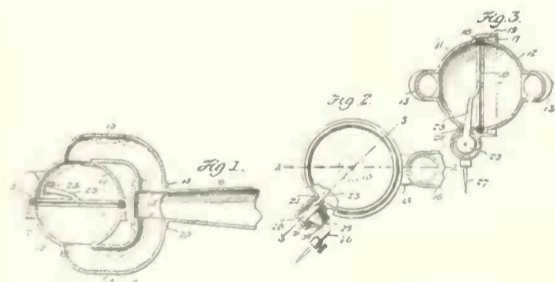


stop device. Fig. 11 is a front elevation, and Fig. 12 is a side elevation, of a modified form of initial stop device, of the same general character as the terminal stop device shown in Fig. 3 and which may be substituted for the initial stop device shown in that figure. Fig. 13 is a fragmentary perspective view of the bracket attached to the tone arm, affording a support for the fulcrum of the feed mechanism lever, and a support for the sound box when the latter is upturned into idle position. Fig. 14 is a side elevation, similar to Fig. 4, but showing a more compact arrangement of the cam and gear shifting mechanism, designed for the smaller type No. IX Victor machine, but adapted for use in the larger, No. XVI, machine indicated in Figs. 1 and 2.

**REPRODUCING DEVICE FOR GRAPHOPHONES.**—Henry Rolland Adams, Wayside, Tex. Patent No. 1,301,631.

This invention relates to reproducing devices for graphophones, and one object is to provide certain novel means for mounting the diaphragm in order that the vibrations shall be transmitted from each side thereof to a plurality of ducts having connection with a main duct or tone arm through which the sound passes to the horn or the like.

A further object is to provide a casing comprising a plurality of semispherical members



with means for mounting a diaphragm across the chamber formed by said members, and means for connecting the opposite sides of the semispherical members with a common air duct, or tone arm.

A still further object is to provide certain novel means for mounting the needle and comprising a conical member carried within a tapered seat and separated from said seat by a sleeve of fiber, this conical member having connection with the arm connected with the diaphragm of the reproducing device.

Figure 1 is a longitudinal central section illustrative of the best practical embodiment of the invention that has been devised; the said section being on the line 3—3 of Fig. 2. Fig. 2 is a view, partly in plan and partly in section, of the upper casing section removed. Fig. 3

is a section taken in the plane indicated by the line 3—3 of Fig. 2.

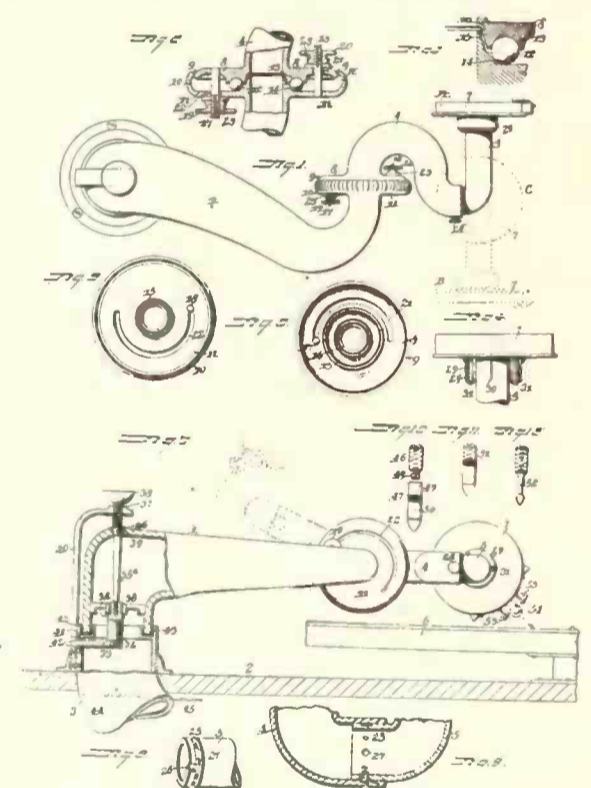
**SOUND BOX MOUNTING.**—William T. Lakin, Long, Md. Patent No. 1,301,458.

This invention relates to improvements in phonographic tone arms. An object being to provide a tone arm including as one of the essential features a conduit, so mounted upon the end of the tone arm as to be capable of being swung completely back out of the way, making the turntable accessible for the placing and removing of the records.

Another object of the invention is to provide a tone arm, including a reproducer neck, adjustably mounted upon the end of the sound conduit, making the reproducer adaptable to both vertically cut and laterally cut records.

Another object of the invention resides in the manner of pivotally supporting the tone arm and of affording also a continuous unbroken tone passage.

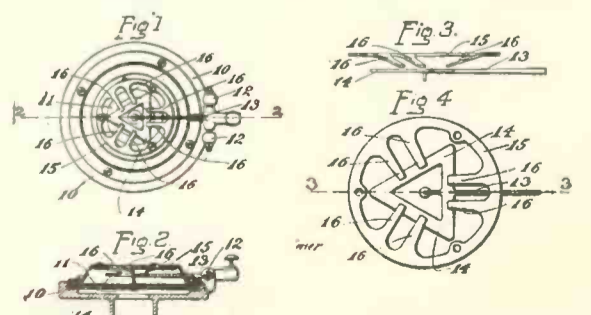
Figure 1 is a plan view of the tone arm. Fig. 2 is a detail cross section of the sound conduit mounting on the tone arm. Fig. 3 is a detail section of a portion of the mounting. Fig. 4 is a detail section of the coupling connecting the reproducer to the reproducer neck. Figs. 5 and 6 are face views of the opposing portions of the sound conduit mounting. Fig. 7 is a side elevation of the parts shown in Fig. 1, portions being shown in sections. Figs. 8 and 9



are detail views of a portion of the reproducer neck, and Figs. 10 and 12 inclusive are detail views of several modifications of bearing pins.

**REPRODUCER FOR TALKING MACHINES.**—Henry T. Crapo, Boston, Mass. Patent No. 1,302,140.

The immediate object of this invention is to provide simple, but effective, means for use with the needle bar of such reproducers whereby a specially sensitive action is given to the needle as the latter follows the grooves of the record, the said invention briefly described consisting of a novel arrangement of a plurality of permanently magnetized points which act with



a cushioning or balancing effect upon the needle bar, in opposition to the vibrating diaphragm.

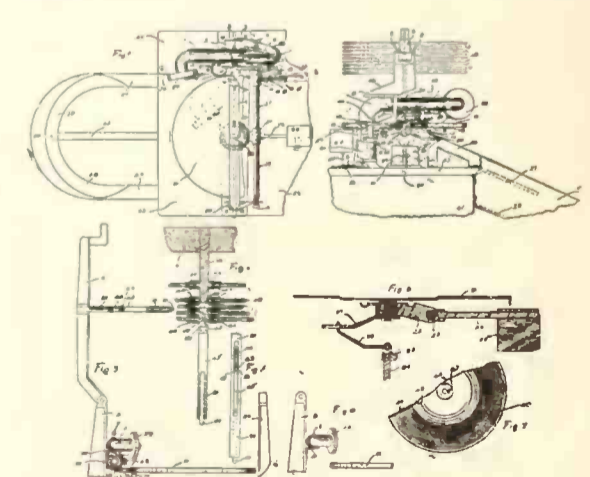
For the purpose of explaining the said invention clearly the annexed drawings have been provided, in which the Figure 1 is a plan view of a reproducer embodying the present improvement, looking down upon the vibrator dia-

phragm needle bar, and Fig. 2 is a transverse sectional, view of the same taken on the line 2—2 of said Fig. 1. Fig. 4 is a relatively enlarged view of the magnetized spider 15 and of the needle bar located thereunder, and Fig. 3 is a transverse sectional view taken on the line 3—3 of said Fig. 4.

**PHONOGRAPH.**—Clemma R. Raney, Chicago, Ill. Patent No. 1,302,217.

This invention has among its objects to provide an improved phonograph. It also aims to provide improved means whereby a series of records may be reproduced in a predetermined succession continuously and automatically. A further object is to provide improved means whereby a series of records arranged in predetermined order may be successively supplied to the record rotating mechanism of the machine and improved means whereby they may be discharged therefrom after they have been reproduced. A still further object of the invention is to provide improved means for controlling the sound arm and needle of the reproducing mechanism in such a manner as automatically to place the same in starting position upon a record, and improved mechanism whereby the sound arm may be automatically returned to its initial position after the completion of the record. More specifically, the invention has among its objects to provide improved and cooperating mechanism whereby the several results mentioned above may be obtained in the desired sequence, and to produce a machine adapted to reproduce a predetermined series of records automatically and continuously, which will function with certainty and accuracy during a protracted period of service without the necessity for repairs, which is capable of use even in the hands of an unskilled operator without danger of breakage, and which may at the same time be manufactured at small expense.

In these drawings Figure 1 is a partial plan view of this machine equipped with improvement, a portion of the record table being broken away to facilitate illustration. Fig. 2 is a side elevation of the mechanism shown in Fig. 1, a plurality of records being shown in the machine and portions of the frame-work of the latter being broken away to facilitate illustration. Fig. 3 is a side elevation of a portion of the mechanism, the record carrying support being shown in elevated position ready to receive the records. Fig. 4 is a detail sectional view of the record support showing the same in normal position and ready to discharge one of a plurality of records thereon. Fig. 5 is a detail side elevation of a portion of the record support. Fig. 6 is a detail transverse sectional



view of the record table and its counter-balancing and rotating mechanism. Fig. 7 is a partial plan view of one form of record showing the different series of grooves and the axial rings thereon. Fig. 8 is a detail view showing the sound arm in inoperative position with respect to a record.

**LESLEY'S  
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dries in 10 seconds, flows without showing the lap. With it damaged varnish can be repaired invisibly. Price now 1 pt. 85c. 1 qt. \$1.60. Complete repair outfit \$3.00. **MONEY BACK GUARANTEE.** LESLEY'S CHEMICAL COMPANY, Indianapolis, Ind.



ADVANCE RECORD BULLETINS FOR JULY, 1919

COLUMBIA GRAPHOPHONE CO.

- 49522 Core'ngrato (Faithless Heart), Riccardo Stracciari 12
A6106 Trumpeter.....Louis Graveure 12
La Marseillaise.....Louis Graveure 12
78138 Orientale.....Toscha Seidel 10
A2724 At Dawning.....Barbara Maurel 10
The Rosary.....Barbara Maurel 10
POPULAR HITS
A2727 Frenchy, Come to Yankee Land..Arthur Fields 10
Heart-Breaking Baby Doll.....Billy Murray 10
A2731 Fires of Faith.....Peerless Quartet 10
Hearts of Humanity.....Charles Harrison 10
A2732 Anything is Nice if it Comes from Dixie-land.....Harry Fox 10
You Can't Blame the Girls at All (They All Want to Marry a Soldier).....Arthur Fields 10
A2729 Before I Grew Up to Love You.....Henry Burr 10
Somebody's Waiting for Someone, Campbell and Burr 10
NOVELTY RECORD
E2860 Son of the Volga Boatmen. Russian Balalaika Orchestra 10
Longing for Our Country, Russian Balalaika Orchestra 10
DANCE RECORDS
A2721 A Good Man Is Hard to Find—Fox-trot, introducing: Sweet Child, Sweatman's Original Jazz Band 10
That's Got 'Em—Fox-trot, Sweatman's Original Jazz Band 10
A2722 Egyptland—Fox-trot, Fuller's Rector Novelty Orchestra 10
Mummy Mine—Medley Fox-trot, introducing: (Dry Your) Tears, Fuller's Rector Novelty Orchestra 10
A6107 The Royal Vagabond—Medley One-step, introducing: 1. Good-Bye, Bargravia; 2. Democracy; 3. Now That We Are Together, Jockers Dance Orchestra 12
The Royal Vagabond—Medley Fox-trot, introducing: 1. Where Cherry Blossoms Fall; 2. Here Comes the Soldiers; 3. A Kingdom of Our Own.....Jockers Dance Orchestra 12
A6108 How 'Ya Gonna Keep 'Em Down on the Farm? —Medley One-step, introducing: 1. Don't Cry, Frenchy, Don't Cry; 2. Come On, Papa; Incidental Chorus by Billy Murray, Yerkes Jazarimba Orchestra 12
Mammy O' Mine—Medley Fox-trot, introducing: 1. In Soudan; 2. Don't Cry, Little Girl, Don't Cry; Incidental Chorus by Premier American Quartet.....Yerkes Jazarimba Orchestra 12
MAY MID-MONTH LIST
A2730 Waiting—Medley Fox-trot, Columbia Saxophone Sextet 10
Chong (He Come from Hong Kong)—Medley Fox-trot, introducing: 1. Anything Is Nice if It Comes from Dixieland; 2. By the Campfire.....Columbia Saxophone Sextet 10
A2725 Longing.....Sterling Trio, Male Trio 10
Lullaby Blues (in the Evening), American Quartet 10
A2726 Eyes That Say I Love You, Irving and Jack Kaufman 10
When the Bees Make Honey Down in Sunny Alaham.....Irving and Jack Kaufman 10
A2728 Turkestan—Tenor Solo and Male Quartet, Billy Murray and American Quartet 10
Idol (Just Let Me Worship You)—Tenor Duet, Young and Reardon 10
A6105 King Cotton March.....Prince's Band 12
High School Cadets March.....Prince's Band 12
A2720 Mary Ann—One-step, Waldorf-Astoria Dance Orchestra 10
Bevo Blues—One-step Yerkes Jazarimba Orchestra 10

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18551 A Rose, A Kiss and You.....John Steel 10
Girl of My Heart.....John Steel 10
18553 Lullaby Blues (In the Evening), American Quartet 10
When the Bees Make Honey (Down in Sunny Alaham).....Irving and Jack Kaufman 10
18554 Somebody's Waiting for Someone, Peerless Quartet 10
The Boys Who Won't Come Home.....Henry Burr 10
18555 Bring Back Those Wonderful Days.....Arthur Fields 10
Jazz Baby.....Marion Harris 10
18560 When You See Another Sweetie Hanging Around.....Adele Rowland 10
Mammy O' Mine.....Adele Rowland 10
DANCE RECORDS
18556 Oh, Susie, Behave—Medley One-step, Van Eps Trio 10
Monte Cristo, Jr.—Medley Fox-trot, Van Eps Trio 10
18561 Out of the East—Fox-trot, Joseph C. Smith's Orchestra 10
Rainy Day Blues—Fox-trot, Joseph C. Smith's Orchestra 10
35690 Oh, My Dear!—Medley Fox-trot, Joseph C. Smith's Orchestra 12
Somebody's Sweetheart and Good Morning, Judge—Medley Fox-trot, Joseph C. Smith's Orchestra 12
INSTRUMENTAL RECORDS
45165 Kiss Me Again.....Victor Herbert's Orchestra 10
Humoresque.....Victor Herbert's Orchestra 10
18559 Rainbow Division March.....Arthur Pryor's Band 10
Spirit of Independence March.....Conway's Band 10
18552 Money Musk No. 1—Money Musk No. 2 ("Joice's Hornpipe") (Burchenal), Victor Military Band 10
Virginia Reels (1. "Miss McCloud's Reel"—2. "Old Dan Tucker"—3. "Pop Goes the Weasel") (Burchenal), Victor Military Band 10
RED SEAL RECORDS
FRANCES ALDA, Soprano
64780 Sorter Miss You.....Clay Smith 10
EMILIO DE GOGORZA, Baritone
64812 Juanita.....Hon. Mrs. Norton 10
GIUSEPPE DE LUCA, Baritone—In Italian
74591 La Favorita—A tanto amor (Thou Flow'r Beloved).....Donizetti 12
MISCHA ELMAN, Violinist (Pianoforte by Josef Bonime)
74590 Nocturne in D flat (Op. 27, No. 2), Chopin-Wilhelmj 12
FLONZALEY QUARTET
74592 Quartet in C major—Fugue (Op. 59, No. 3), Beethoven 12
MABEL GARRISON, Soprano (With Male Quartet)
64815 The Quilting Party (Seeing Nellie Home), Fletcher 10
GIOVANNI MARTINELLI, Tenor—In French

- 64774 Werther—Pourquoi me réveiller (Oh, Wake Me Not) (Ossian's Song).....Massenet 10
JOHN McCORMACK, Tenor
64818 When You Look in the Heart of a Rose (From "The Better 'Ole").....Gillespie-Methven 10
EFREM ZIMBALIST, Violinist (Pianoforte by Francis Moore)
64813 Souvenir.....Franz Drdla 10

AEOLIAN CO.

- OPERATIC SELECTIONS
54019 Andrea Chenier—Un di all' assurro spazio (Giordano), in Italian. Vocalion orch. accomp., Giulio Crimi 12
54020 Forza del Destino—Solemn in quest' ora (Swear in this hour) (Verdi), in Italian. Vocalion orch. accomp., Giulio Crimi and Rimini Giacomo 12
30026 Pagliacci—Bird Song (Leoncavallo), in Italian. Vocalion orch. accomp.....Marie Sundelius 10
STANDARD SELECTIONS
30027 "Good-Bye" (Tosti). Soprano, Vocalion orch. accomp.....Florence Easton 10
30028 Chanson Indoue (Song of India) from "Sadko" (Rimsky-Korsakow). Soprano, Vocalion orch. accomp.....May Peterson 10
23025 Because (d'Hardelot). Tenor, Vocalion orch. accomp.....Colin O'More 10
For All Eternity (Mascheroni). Tenor, Vocalion orch. accomp.....Colin O'More 10
22026 Little Irish Girl (Lohr). Vocalion orch. accomp., Riccardo Bonelli 10
Viking Song (Coleridge-Taylor). Vocalion orch. accomp.....Riccardo Bonelli 10
12145 Dear Little Boy of Mine (Ball). Tenor, orch. accomp.....Samuel Ash 10
The Magic of Your Eyes (Penn). Tenor, orch. accomp.....Samuel Ash 10
INSTRUMENTAL SELECTIONS
32009 Melody in F (Rubinstein). Cello, piano accomp.....Maurice Dambois 10
Berceuse (Schubert). Cello, piano accomp., Maurice Dambois 10
12146 Wedding March (Sousa), Played by Aeolian Military Band 10
Baltimore Centennial March (Herbert), Played by Aeolian Military Band 10
HAWAIIAN SELECTIONS
12147 Wailana Waltz—Drowsy Waters (Hawaiian). Orch. accomp.....Louise-Ferera and Greenus 10
Sweet Hawaiian Moonlight (Klickman), Played by Marimba Band 10
NOVELTY SELECTIONS
12148 St. Louis Blues (W. C. Handy). Accomp. by the Novelty Five.....Al Bernard 10
Venus Blues (Robinson). Accomp. by the Novelty Five.....Al Bernard 10
POPULAR SELECTIONS
12149 Oh You Women! (Budd-Green-Sept). Orch. accomp.....Billy Murray 10
Katydid Is the Candy Kid (Freeman). Orch. accomp.....Arthur Burns 10
Her Danny (Chris Schonberg). Orch. accomp., Arthur Burns 10
12151 Dear Old Sue (Halsey Mohr). Orch. accomp., Burns-Hart-Shaw 10
The Boys Who Won't Come Home (Ed. Thomas). Orch. accomp., Kaufman Brothers 10
POPULAR DANCE SELECTIONS
12152 Easy Pickin's—Fox-trot (Pinkard), Played by Dabney's Band 10
Missouri Blues—Fox-trot (Harry Brown), Played by Dabney's Band 10
12154 Nice 'n' Breezy—One-step (Akst-Morris), Played by Yerke's Jazarimba Band 10
My Dreamy Little Lotus Flower—Fox-trot (Glick-Olman), Played by Yerke's Jazarimba Band 10

EDISON RE-CREATIONS

- 50517 Can You Tame Wild Wimmen (H. Von Tilzer) Billy Murray 10
Singapore (Gilbert-Friedland).....Arthur Fields 10
50518 How 'Ya Gonna Keep 'Em Down on the Farm After They've Seen Paroo? (Donaldson), Byron G. Harlan 10
Oh Helen! (McCarron-Morgan). Baritone, Arthur Fields and Chorus 10
50522 Better 'Ole—One-step, for dancing, Jaudas' Society Orchestra 10
Somebody's Sweetheart—Fox-trot, for dancing, Jaudas' Society Orchestra 10
50523 Jazzie-Addie—One-step (A. Schubert), Jazarimba Orchestra 10
St. Louis Blues—Fox-trot (Handy), for dancing, Saxophone, xylophone and piano.....All Star Trio 10
50524 Don't Cry, Little Girl, Don't Cry (Pinkard), Irving Kaufman 10
Hesitation Blues (Oh! Baby Must I Hesitate?) (Middleton-Smythe).....Al Bernard 10
50525 Bring Back Those Wonderful Days (Vincent), Arthur Fields 10
Johnny's in Town (Yellen), Arthur Fields and Chorus 10
50526 Dear Little Boy of Mine (Ball). Counter-tenor.....Will Oakland 10
That Wonderful Mother of Mine (Goodwin). Counter-tenor.....Will Oakland 10
50527 Arabian Nights—One-Step (David-Hewitt). Saxophone, xylophone and piano, for dancing, All Star Trio 10
Singapore—Fox-trot (Gilbert-Friedland), for dancing.....Jaudas' Society Orchestra 10
50528 In the Land of Beginning Again (Where Broken Dreams Come True) (Meycer), Tenor, George Wilton Ballard 10
Mammy's Lullaby (Roberts). Male voices, Premier Quartet 10
50529 Alcoholic Blues (A. Von Tilzer).....Vernon Dalhart 10
Every Day Will Be Sunday When the Town Goes Dry (Jerome-Mahoney).....Edward Mecker 10
50530 Blue Rose Waltz (Logan) for dancing, Jaudas' Society Orchestra 10
Howdy! One-step for dancing, Jaudas' Society Orchestra 10
50531 Hands Across the Sea March (Sousa), New York Military Band 10
Peace Chimes March (Seltzer), New York Military Band 10
50532 At the County Fair (Knight). Rube sketch, Harlan E. Knight and Company 10
Coon Waiters, Vaudeville Sketch with Banjo, Billy Golden and James Marlow 10
50533 Kathleen Mavourneen (Crouch). Zimbalom, M. Nagy 10
Southern Melodies, Bells.....John F. Burckhardt 10
50534 I'm Forever Blowing Bubbles (Kenrovin-Kellette). Contralto and tenor,

- Helen Clark and George Wilton Ballard In the Old Sweet Way (Caddigan-Story). Contralto and tenor.
Helen Clark and George Wilton Ballard
50535 Mc-Ow One-step (Kaufman) for dancing, Jaudas' Society Orchestra 10
Mummy Mine—Fox-trot (Rose) for dancing, Green Bros. Novelty Orchestra 10
50536 Bcale Street Blues (Handy).....Al Bernard 10
Jazz Baby (Jerome). Soprano.....Rachel Grant 10
50537 Anything Is Nice If It Comes from Dixieland (Clark-Meyer-Ager). (Male voices), Premier Quartet 10
Have a Smile for Everyone You Meet and They Will Have a Smile for You (Rule). Tenor, Arthur Hall and Male Chorus 10
50538 All Those in Favor Say Aye (Kennedy). Baritone.....Arthur Fields and Chorus 10
Chong (He Come from Hong Kong) (Weeks). Male voices.....Premier Quartet 10
50539 Kiss That Made Me Cry (Gottler). Tenor, George Wilton Ballard 10
Salvation Lassie of Mine (Caddigan-Story). Contralto and tenor.....Helen Clark and Charles Hart 10
80458 Kentucky Dream (Henry-Onivas). Soprano and tenor.....Leola Lucey and Charles Hart 10
Someday I'll Make You Glad (Squires). Tenor, George Wilton Ballard 10
80459 Kisses (The Sweetest Kisses of All) (Cowan). Soprano.....Gladys Rice 10
Mickey (Morét).....Vernon Dalhart 10
80461 Laverne—Waltz Caprice (Henton) Saxophone, H. Benne Henton 10
Starlight—Serenade (Johnson).....Peerless Orchestra 10
80462 In Heavenly Love Abiding (Arranged by Holden). Sacred.....Metropolitan Quartet 10
There's a Wideness in God's Mercy (Hillsley). Contralto.....May E. Wright 10
80463 Somebody's Waiting for Someone (H. Von Tilzer). Soprano and contralto, Betsy Lane Shephard and Marion Evelyn Cox 10
Waters of Venice (Floating Down the Sleepy Lagoon) (A. Von Tilzer). Soprano and tenor, Gladys Rice and Vernon Dalhart 10
80464 Any Place Is Heaven If You Are Near Me (Lohr). Baritone.....Thomas Chalmers 10
Your Voice Came Back to Me (Keithley). Soprano.....Gladys Rice 10
80465 Alabama Lullaby (De Voll). Soprano and contralto.....Gladys Rice and Marion Evelyn Cox 10
Beautiful Ohio (Earl). Mixed voices, Metropolitan Quartet 10
80466 In a Kingdom of Our Own—Royal Vagabond (Cohan). Soprano and tenor, Gladys Rice, George Wilton Ballard and Chorus 10
When the Cherry Blossoms Fall—Royal Vagabond (Goetzl). Soprano and tenor, Leola Lucey and Charles Hart 10
82140 My Redeemer and My Lord—Golden Legend (Buck). Soprano.....Marie Tiffany 10
Sing Me to Sleep (Greene). Soprano.....Marie Tiffany 10
82159 Ma Curly-Headed Baby (Clutsum). Soprano, Maggie Teyte 10
I'se Gwine Back to Dixie (White). Soprano and male voices.....Maggie Teyte and Lyric Male Quartet 10
82561 Carmen—Vocal waltz (Wilson). Soprano, Alice Verlet 10
Parla Valse (Speak Love) (Arditi). Soprano, in Italian.....Alice Verlet 10
82562 Father O'Flynn (Arranged by Stanford). Bass-baritone.....Arthur Middleton 10
Little Alabama Coon (Starr). Soprano and mixed voices, Frjeda Hempel and The Old Home Singers 10
83082 Cujus animam (Through her heart, His sorrow sharing)—Stabat Mater (Rossini). Tenor, in Latin.....Jacques Urlus 10
Quis est homo (Who could mark, from tears refraining)—Stabat Mater (Rossini). Soprano and mezzo-soprano, in Latin, Alice Verlet and Margaret Matzenauer

EDISON AMBEROL RECORDS

- ROYAL PURPLE
29030 Emmet's Lullaby (Emmet). Soprano and male voices.....Frieda Hempel and Criterion Quartet 10
29031 Vainement, ma bien-aimée (Vainly, my well beloved)—Le Roi d'Ys (Lalo). Tenor, in French.....Ralph Errolle 10
SPECIALS
3772 Alabama Lullaby (De Voll). Soprano and contralto.....Gladys Rice and Marion Evelyn Cox 10
3777 All Those in Favor Say Aye (Kennedy). Baritone.....Arthur Fields and Chorus 10
3759 Beautiful Ohio (Earl). Mixed voices, Metropolitan Quartet 10
3769 Chong (He Come from Hong Kong) (Weeks). Male voices.....Premier Quartet 10
3770 In a Kingdom of Our Own—Royal Vagabond (Cohan). Soprano and tenor, Gladys Rice, George Wilton Ballard and Chorus 10
3773 I Want to Hold You in My Arms (Robinson). Negro melody.....Al Bernard and Ernest Hare 10
3760 Jazz Baby (Jerome).....Rachael Grant 10
3767 Kiss That Made Me Cry (Gottler). Tenor, George Wilton Ballard 10
3779 Mary—Fox-trot (Frey).....Tuxedo Dance Orchestra 10
3780 Oh! Lawdy (Something's Done Got Between Ebacaneer and Me (Creamer-Layton).....Ada Jones 10
3758 That Wonderful Mother of Mine (Goodwin). Counter-tenor.....Will Oakland 10
3771 When the Cherry Blossoms Fall—Royal Vagabond (Goetzl). Soprano and tenor, Leola Lucey and Charles Hart 10
REGULAR LIST
3768 Evening Brings Rest and You (Bishop). Baritone.....Edward Allen 10
3765 Glowworm, The (Lincke).....We Girls Quartet 10
3775 In the Secret of His Presence (Stebbins). Tenor.....Charles Hart and Elliott Shaw 10
3762 Me-Ow—One-step (Kaufman) for dancing, Jaudas' Society Orchestra 10
3761 Mummy Mine—Fox-trot (Rose) for dancing, Green Bros. Novelty Orchestra 10
3766 Nigger Blues (L. White).....Al Bernard 10
3774 Serenata (Moszkowski); and Narcissus (Nevin). Whistling.....Sibyl Sanderson Fagan 10
3778 Southern Melodies, Bells.....John F. Burckhardt 10
3763 Starlight—Serenade (Johnson).....Peerless Orchestra 10
3776 Waters of Venice (Floating Down the Sleepy Lagoon) (A. Von Tilzer). Soprano and tenor, Gladys Rice and Vernon Dalhart 10
3764 You're Breaking My Heart With "Good-Bye" (Olman). Soprano.....Leola Lucey

PATHE FRERES PHONOGRAPH CO.

- POPULAR HITS OF THE MONTH
22094\*I've Got a Pair of Swinging Doors That Lead Right Into My Heart, from "Good Morning Judge" (Grant). Baritone.....Arthur Fields 10
By the Camp Fire (Wenrich), Invincible Four 10

(Continued on page 156)



RECORD BULLETINS FOR JULY—(Continued from page 155)

22095\*When You See Another Sweetie Hanging Around (Donaldson). Soprano, Adele Rowland 10
When I Get In Indiana In the Morning (Chadrow-DeCosta). Soprano... Adele Rowland 10
22064 I'll Say She Does, from "Sinbad" (Kahn-Jolson). Baritone... Ernest Hare 10
Oh! Lawdy! (Creamer-Layton). Tenor, Billy Murray 10
22096\*Arabian Nights (David-Hewitt). Vocal trio, Orpheus Trio 10
Chinese Lullaby, from "East Is West" (Bowers). Contralto... Virginia Thatcher 10
22093\*You're Still An Old Sweetheart of Mine (Whiting). Tenor duet, Lewis James and Charles Hart 10
That Tumble-Down Shack in Athlone (Carlo-Sanders). Baritone... Turner Roe 10
22097\*Some Day I'll Make You Glad (Squires). Tenor... Henry Burr 10
That Wonderful Mother of Mine (Goodwin), Acme Male Quartet 10
NEW MUSICAL HUMORESQUES
22100 A Musical Contest at Hicks' Corner. Violin, piano and clarinet, Russell Hunting and Deacon Treadway 10
The Country Fiddler (Medley Old Time Country Dances). Piano accomp., Deacon Treadway 10
NEW INSTRUMENTAL RECORDS
52041 The Flatterer (La Lisonjera) (Chaminade). Piano solo... Georges Truc 12
Arlequine (Chaminade). Piano solo, Georges Truc 12
40161 Petite Valse (Hollman). Violoncello solo, piano accomp., Josef Hollman 12
Gavotte (Hollman). Violoncello solo, piano accomp., Josef Hollman 12
25029 Simple Confession (Thomé). Violin solo, Alexander Debrulle, piano accomp., Georges Truc 10
Mignon (Thomas) "Gavotte," Violin solo, Alexander Debrulle, piano accomp., Georges Truc 10
NOVELTY AND JAZZ DANCE RECORDS
40154\* Mammy's Lullaby (Roberts). (Vocal refrain by Arthur Fields). Waltz, Palais Royal Orchestra 12
Head Over Heels (Jerome Kern). Intro. (1) "The Big Show." (2) "Head Over Heels." Medley Fox-trot... Palais Royal Orchestra 12
40162\* Oh, Susi, Behave (Rose-Olman). One-step, Palais Royal Orchestra 12
Love Is Love (Cohan-Goetzl). Intro. (1) "When the Cherry Blossoms Fall." (2) "What You Don't Know Won't Hurt You." Medley Fox-trot... Palais Royal Orchestra 12
22101\* My Desert Fantasy (Reid). One-step, Palais Royal Orchestra 10
Sweet Siamese (Earl). Fox-trot, Palais Royal Orchestra 10
22098\* Full O' Pep (Morse). One-step, Joseph Samuels' Dance Orchestra 10
Round the Town (Arden). Fox-trot, Joseph Samuels' Dance Orchestra 10
22099\* Slim Trombone (Fillmore). One-step, Synco Jazz Band 10
Ev'rybody Shimmies Now (Porrer). Fox-trot, Synco Jazz Band 10
22092 Irish Medley of Reels, No. 1 Accordion duet, Boudini Brothers 10
Irish Medley of Jigs, No 2 Accordion duet, Boudini Brothers 10
NEW STANDARD VOCAL RECORDS
59074 The Kerry Dance (Molloy). Mezzo-soprano, Eleonora de Cisneros 12
Juanita (Norton). Mezzo-soprano, Eleonora de Cisneros 12
52039 Little Road of Dreams (Kramer). Baritone, Percy Hemus 12
The Radiance in Your Eyes (Novello). Baritone, Percy Hemus 12
40159 Wishing That Dreams Would Come True (Logan). Tenor... Lewis James 12
A Rose, A Kiss and You (Arthur). Tenor, Lewis James 12
25028 Smilin' Through (Penn). Contralto... Alma Beck 10
Ah! 'Tis a Dream (Hawley). Contralto, Alma Beck 10
22031 A Banjo Song (Homer). Baritone, Raymond Hunter 10
The Return (Bergh). Baritone... Turner Roe 10
FAVORITE HYMNS SUNG BY FAMOUS EVANGELIST
22088 Saved! (Bright). Tenor, organ accomp., Earl F. Wilde 10
The Child of a King (Sumer). Tenor, organ accomp., Earle F. Wilde 10
NEW OPERATIC VOCAL BY CLAUDIA MUZIO
54029 Il Trovatore (Verdi) "D'amor sull' ali rosee" (Love, Fly On Rosy Pinions), in Italian. Soprano... Claudia Muzio 12
NEW BAND AND ORCHESTRA RECORDS
40160 Ballet de Sylvia (Delibes) "Les Chasseresses," Garde Republicaine Band of France 12
Ballet de Sylvia (Delibes) "Pizzicato," Garde Republicaine Band of France 12
40163 Jolly Robbers (Suppe) "Overture," Empire State Military Band 12
Au Moulin (In The Mill) (Gillet). "Intermezzo"... Empire State Military Band 12
22102 Slavery Days (Characteristic March), Imperial Infantry Band 10
Evening Bells (Rimmer) with Chimes, Imperial Infantry Band 10
22091 La Divorcée (Fall). Pathé Symphony Orchestra 10
Gavotte Mondaine (Coco-Bonnet), Pathé Symphony Orchestra 10
22090 Sundown in Birdland (Hager). Henry Burr, tenor... Whistling by Sybil Fagan 10
The Boy and the Birds (Hager), Whistling by Sybil Fagan 10

EMERSON PHONOGRAPH CO.

NEW GOLD SEAL (LARGE SIZE) RECORDS PATRIOTIC AND POPULAR SONG HITS
9189 Don't Forget the Salvation Army. My Doughnut Girl (Leffingwell-Lucas-Brown-Frisch). Baritone solo, orch. accomp., Arthur Fields 9
Jazzola (Kendall-Robinson-Morse). Male quartet, orch. accomp., Premier-American Quartet 9
9188 Friends (Johnson-Meyer-Santly). Baritone solo, orch. accomp., Arthur Fields 9
Just a Little Place He Can Call His Home (Arthur Fields). Baritone solo, orch. accomp., Arthur Fields 9
9181 Frenchy Come to Yankee Land (Ehrlich-Conrad). Baritone solo, orch. accomp., Billy Murray 9
Everywhere That Wilson Goes (McCarron-Lewis-Morgan). Comedy solo, orch. accomp., Bert Harvey 9
9191 The Red Lantern. Shine On, Red Lantern (Fred Fisher). Baritone solo, orch. accomp., Irving Kaufman 9

Eyes That Say "I Love You" (Fred Fisher). Baritone duet, orch. accomp., Irving and Jack Kaufman 9
9182 Burmah Moon (Lieut. Gitz-Rice). Tenor solo, orch. accomp., Sam Ash 9
Arabian Nights (Reynolds-David-Hewitt). Male trio, orch. accomp., National Trio 9
9183 The Call of the Cosy Little Home, from the musical play "Take It From Me" (Johnstone-Anderson). Tenor solo, orch. accomp., Henry Burr 9
On the Bay of Biscay (Harold Robe). Tenor duet, orch. accomp., Burr and Campbell 9
9184 Everybody Wants a Key to My Cellar (Rose-Baskette-Pollack). Prohibition comedy song, orch. accomp., Irving Kaufman 9
Golden Wedding Jubilee (Green-Kaufman-Stept). Baritone duet, orch. accomp., Irving and Jack Kaufman 9
9190 Some Day You'll Be Sorry That You're Glad (Wells-Conrad). Baritone duet, orch. accomp., Irving and Jack Kaufman 9
Forget-Me-Not (Kendis-Brockman). Tenor solo, orch. accomp., Henry Pinckney 9
9107 Kentucky Dream (Warren-Henry-Onivas). Tenor solo, orch. accomp., George Gordon 10
Mickey (Williams-Moret). Baritone solo, orch. accomp., Arthur Fields 10
9108 Beautiful Ohio (MacDonald-Earl). Tenor solo, orch. accomp., Sam Ash 10
I'm Forever Blowing Bubbles (Kenbrovin-Kellette). Tenor solo, orch. accomp., George Gordon 10
LATEST DANCE AND BAND RECORDS
9185 Mammy's Lullaby (Callahan-Roberts). Waltz, Emerson Military Band 9
Sweet Hawaiian Moonlight (F. Henri Klickmann). Waltz... Emerson Military Band 9
9186 My Cairo Love (John S. Zamecnik). Fox-trot... Emerson Xylo-Phiends 9
The Vamp (Byron Gay). Fox-trot with words, Emerson Dance Orchestra 9
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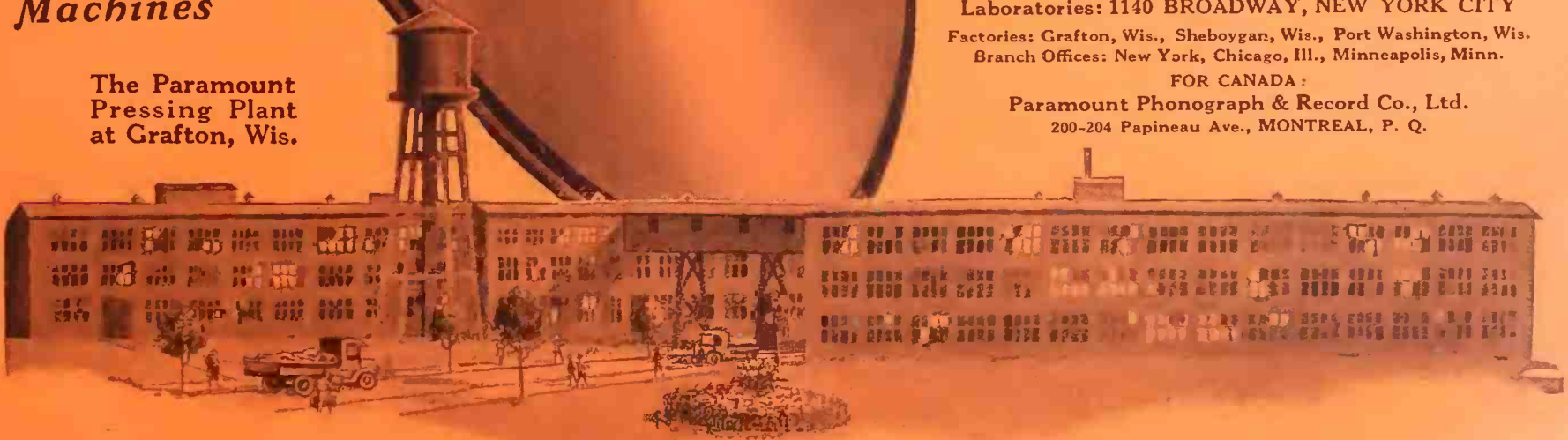
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Helena—Montana Phonograph Co.

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Omaha—Shultz Bros.

**NEW JERSEY**  
Paterson—James K. O'Dea (Amberola only).

**NEW YORK**  
Albany—American Phonograph Co.

New York—The Phonograph Corp. of Manhattan.

Syracuse—Frank E. Bolway & Son, Inc.

W. D. Andrews Co. (Amberola only.)

Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)

**OHIO**  
Cincinnati—The Phonograph Co.

Cleveland—The Phonograph Co.

**OREGON**  
Portland—Edison Phonographs, Ltd.

**PENNSYLVANIA**  
Philadelphia—Girard Phonograph Co.

Pittsburgh—Buehn Phonograph Co.

Williamsport—W. A. Myers.

**RHODE ISLAND**  
Providence—J. A. Foster Co. (Amberola only.)

**TEXAS**  
Dallas—Texas-Oklahoma Phonograph Co.

**UTAH**  
Ogden—Proudfit Sporting Goods Co.

**VIRGINIA**  
Richmond—The C. B. Haynes Co., Inc.

**WISCONSIN**  
Milwaukee—The Phonograph Co. of Milwaukee.

**CANADA**  
Montreal—R. S. Williams & Sons Co., Ltd.

St. John—W. H. Thorne & Co., Ltd.

Toronto—R. S. Williams & Sons Co., Ltd.

Vancouver—Kent Piano Co., Ltd.

Winnipeg—R. S. Williams & Sons Co., Ltd.

Calgary—R. S. Williams & Sons Co., Ltd.