

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, December 15, 1919



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



IN the coming season we shall be able to produce more Sonoras than ever before, and the line will be of magnificent beauty and extraordinary completeness. At this time, at the closing of what is by far the greatest year in Sonora's history, permit us to extend our thanks to our representatives, who have made this wonderful record possible.

To all, we wish the merriest of Christmases and the happiest and most prosperous of New Years.

Sonora Phonograph Sales Company, Inc.

Geo. E. Brighton President



The Talking Machine World

Vol. 15. No. 12

New York, December 15, 1919

Price Twenty-five Cents

ADVANCE IN NEW EDISON PRICES

Moderate Increases in Prices of All Styles Except Higher Priced and Chalet Models—Amberola Styles Also Remain Unchanged

Thos. A. Edison, Inc., has just announced an advance in the list prices of the New Edison to become effective December 1, 1919, which affects the following models: Heppelwhite, Sheraton (Sans Inlay), Jacobean, Chippendale, William and Mary, Sheraton (Inlaid), Louis XIV, Eighteenth Century English (Adam) and Italian (Umbrian). No changes have as yet been made in the prices of the higher priced models, or of the Chalet model. Neither have the Amberola prices been increased. This is the first advance in list prices since September 1, 1918.

In this bulletin the Edison Co. states that it has not profited one penny as a result of the public's present apparent willingness to pay any price asked for Edison phonographs, but instead are writing off, as a loss, 50 per cent of the increased cost of manufacture. The bulletin reads in part:

"We have absorbed a substantial portion of the increased cost of manufacture and the prices named herein reflect, according to our figures, only 50 per cent of the increased cost of manufacture that has occurred during the past twelve months."

The company withheld an announcement of advanced prices until it could be sure that cost figures were thoroughly dependable.

The present list prices and the list prices to become effective December 1st are as follows:

	Price Now	Dec. 1st
Chalet	\$ 95.00	\$ 95.00
Heppelwhite	155.00	167.50
Sheraton (Sans Inlay)	195.00	200.00
Jacobean	250.00	265.00
Chippendale	285.00	295.00
William and Mary	285.00	295.00
Sheraton (Inlaid)	300.00	350.00
Louis XIV	300.00	350.00
Eighteenth Century English (Adam)	450.00	500.00
Italian (Umbrian)	450.00	500.00

RECENT INCORPORATION IN TRADE

The Frank S. Horning Co., Inc., Boston, Mass., has been incorporated to deal in talking machines with a capital of \$50,000. The incorporators are Frank S. Horning, Boston; Franklin C. Henderson, Brookline, and Robert V. Davis, Winchester.

PROPAGATING ENGLISH LITERATURE THROUGH THE RECORDS

Great Cultural Results Possible From This Move—Would Bring Good English Into the Home and Prove a Decided Factor in the Americanization of Foreigners.

A broader sphere for the talking machine as an educational factor constituted the subject of an interesting letter sent to the New York Evening Sun the other day. It reads as follows:

"Would you kindly interest your inventive readers in the idea of 'phonograph literature' that it may develop into practical realization? My idea is to utilize the ears more. Eyes cannot get the same rest as other parts of the body by change of occupation, for practically everything one does is with the eyes open and at work. If there were libraries of literature records it would not only be a help to the blind but to men and women whose nerves are ill from eye strain. Also it might lead to a remunerative occupation for struggling singers, as a good voice as record reader would be popular.

"The foreign population could also hear our language spoken correctly. Finally, as invention made the process inexpensive the daily news could be handled in the same way. I wonder if there are many objectors to this plan. Anything our imaginations can picture, I believe, may some day be a reality."

This suggestion is really worthy of consideration. Talking machine records are now being utilized with great success as teachers of foreign

NOTABLE BLOCK & KUHL OPENING

Peoria Victor Representatives Open Newly Enlarged Store—Many Pleasing Features of the Day—Dinner With General Manager Main as Host Follows Closing of Store in Evening.

PEORIA, Ill., December 1.—The newly enlarged and redecorated Victrola shop of the Block & Kuhl Co., of this city, was opened to the public last month and the event was made especially attractive by musical concerts and other features. The Victrola department is arranged in a novel way. There are ten rooms which are arranged in the form of an open rectangle and the decorations and wood work are finished in ivory and ma-



Victrola Department, Block & Kuhl Co.

hogany, with hangings of blue and old rose. Each room is treated in an individual way, some representing certain countries, and others being devoted to different periods. The panels in each room are hand painted and in harmony with the theme portrayed.

During the day of the opening the guests were entertained by an orchestra and chrysanthemums were given to all the ladies. After the store closed a delightful dinner was served in the Mandarin room of the Block & Kuhl restaurant at which Clinton S. Main, general manager of the Victrola department was host to the following guests: Fred H. Putnam and Roy Page, of the Putnam & Page Co.; G. P. Ellis, Chicago Talking Machine Co.; Harry T. Morgan, advertising and merchandise manager, Block & Kuhl Co., and John O'Malley, sales manager; Jos. Gavin, Miss La Verne Cales, Miss Adelaide White and Miss Sophia Mills, of the Victor department. Mr. Main acted as toast-master and each guest as called upon made an enthusiastic response.

languages, and there is no reason why English literature should not be transferred to the records and disseminated in the homes. Good elocutionists who can transfer their personality in a measure to the record would interest people in the home just as do good singers or orchestras.

It is not difficult to realize the tremendous cultural advantage of having good English properly spoken and listened to by those growing up in the home. By reiteration, the desire for good literature, correctly expressed, would be intensified and thus a great forward step taken in inculcating a desire for English, properly spoken and free of slang and other imperfections so common to us all.

From the standpoint of Americanization no other factor could be more fruitful. Selections from the works of our great Americans which breed love of country and an appreciation of American ideals if introduced into the homes of our people of foreign birth would be a tremendous factor in bringing about a greater knowledge of the American spirit and ideals. There is a big field here for exploitation—a field which will demonstrate afresh that the talking machine has a real mission in the literary as well as musical domain.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Nine Months Ending September, 1919, Total \$4,085,044

WASHINGTON, D. C., December 4.—In the summary of exports and imports of the United States for the month of September, 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 September, 1919, amounted in value to \$92,678, as compared with \$1,186 worth which were imported during the same month of 1918. The nine months total ending September, 1919, showed importations valued at \$385,433, as compared with \$250,575 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 6,871, valued at \$298,525, were exported in September, 1919, as compared with 2,364 talking machines, valued at \$58,744 sent abroad in the same period of 1918. The nine months total showed that we exported 45,223 talking machines, valued at \$1,554,445, as against 51,389 talking machines, valued at \$1,535,966 in 1918, and 63,659 talking machines, valued at \$1,606,555 in 1917.

The total exports of records and supplies for September, 1919, were valued at \$297,856, as compared with \$175,453 in September, 1918. For the nine months ending September, 1919, records and accessories were exported, valued at \$2,530,599; in 1918 \$1,661,644, and in 1917 they were valued at \$1,330,759.

WANAMAKER HAS EMERSON RECORDS

Great New York Store Features Emerson Records in Big Way Through Popular Matinees in Auditorium—Attended by Many Artists

The Emerson Phonograph Co., New York, announced this week that arrangements had been closed by its local jobber, The Emerson Record Sales Co., whereby Emerson records will be handled by the talking machine department of John Wanamaker, New York. This important deal was closed by Frank Elliott, of the local jobber's sales staff, and B. D. Colen, secretary of the Emerson Phonograph Co., also contributed materially to the successful closing of the negotiations.

The John Wanamaker store will not only handle Emerson records in their main talking machine department on the first balcony, but a special department in the down-stairs store will also be devoted exclusively to these records. With its customary aggressiveness and far-reaching merchandising plans, the Wanamaker store has already advertised its talking machine department as "Headquarters for Emerson records." This line is being mentioned prominently in the daily newspaper advertising of this famous institution, which is renowned for the quality of its merchandise and its prestige in retail circles.

In order to properly introduce Emerson records to its clientele, the Wanamaker talking machine department executives arranged to hold three popular matinees in the auditorium, at which Emerson artists were presented through the courtesy of the Emerson Phonograph Co. and Emerson International, Inc. These concerts attracted capacity audiences, and among the artists who appeared were the following: Eva Leoni, coloratura soprano; Billy Murray, tenor; Van Eps Banta Trio; Menotti Frascoua, lyric tenor; Dolly Counolly; Eddie Cantor, famous comediau; All-Star Trio; Carlos Ferretti, baritone; Irving and Jack Kaufman; The Three Kaufields; George H. Green Novelty Orchestra. Arthur Bergh, director of Emerson recording, accompanied these artists at the piano.

Why Not Special Sales Weeks For Exploiting Special Types of Records? : : by Chas. B. Shepherd

No talking machine dealer who has watched the advertising of the large department and other stores throughout the country can have failed to note the fact that such stores seek to stimulate business not alone by advertising special sales daily or at regular intervals but also by setting aside certain weeks, during which specified lines of goods are featured. In the carrying out of this plan there are "Housefurnishing Weeks," "Spring and Fall Fashion Weeks," "White Goods Weeks," "Furniture Weeks," "Notion Weeks," etc., all of them inaugurated with a view to concentrating the attention of that proportion of the public which reads the company's advertising upon specified lines of goods.

The merchandising theory back of the plan is that, under ordinary circumstances, people buy kitchen utensils, special articles of furniture or various fabrics in common use, only as the actual necessity arises. The housewife will discard the leaky or broken pot, the smashed plate, or the worn sheet and will not bother about replacing the article until such time as more loss has been sustained or the necessity becomes acute. Then again, a person will get along very well with certain old-style contraptions until the fact that more modern and more satisfactory articles of the same general type and designed for the same purpose, is brought to their attention through advertising. The advertising store works on the principle that the featuring of special lines at stated intervals serves to remind possible customers of the things they need or desire and, in bringing them to the store for such things, opens the way to interest them in purchases in other departments.

Although the handling of a single product handicaps the talking machine dealer to a certain extent in the adaptation, to the needs of his own business, of the various successful department store merchandising plans, there are still many such systems that may be put to good use in the selling of talking machines and records with a few modifications, and the featuring of special products at special times is one of those methods.

The talking machine dealer has his list of records by famous artists and his monthly releases of new records of popular and standard selections as the foundation of his business—the staples, as it were. If the dealer is at all alive, however, he

is not satisfied to confine his sales to such records alone but seeks, by various means, to move the standard records of such music from his shelves and into the hands of the machine owner. Sometimes he plays over the slowest selling records for such customers as will stop to listen to them after having made their original selections; again he will try to interest a customer in additional records of the sort he usually buys; still again he will advertise by various means the records outside of the current lists which he believes will prove salable. But it all resolves itself into intensified selling; the devotion of attention to forcing the record sales that is often out of proportion to the results realized. Why not, therefore, the special week for special records to appeal to all prospects and customers at one and the same time?

There are, apparently, no limits to the "special week" idea, and the plan has worked well where it has been tried, even in modified form. One week will be devoted, for instance, to the featuring of hits and selections from the current musical comedies, and it is surprising the number of record buyers who will evince interest in the hits of selections from the "Follies," the "Passing Show," or one or the other of the current musical comedies or operettas, and purchase such records on merit alone, even though they have not seen the show. Yet these same people would never think of asking for or purchasing such a record of their own accord.

Then there could be featured weeks devoted to folk songs and the music of the various nationalities. In cosmopolitan America there is hardly a community so small that there is not to be found within its confines representatives of practically every nationality on the face of the globe and in most cases a sufficiently large representation to make an appeal to memories of their homeland bring results. There could be an "Irish Week," for instance, with the songs of old Ireland mingled with still popular melodies of Harrigan and Hart, with the music by contemporary Irishmen and the records made by those of the race. And it will be found, as it has already been found, that not all the lovers of Irish music are possessed of Irish blood.

The same plan could be worked with French, English, Italian and Spanish music with the

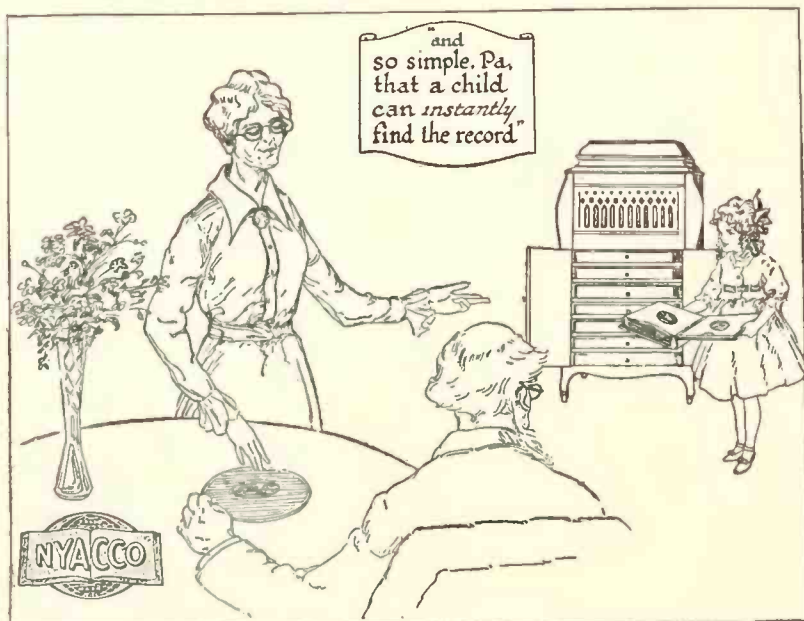
results more or less dependent upon the location of the dealer's store in its relation to groupings of one nationality or another. Just now the songs of the Allies, particularly, find favor with the general public as well as with those who have come from the various European countries to make America their home.

But national music weeks do not, in any sense, represent the sum total of the possibilities. There can be weeks devoted to the exploitation of the more popular and tuneful arias from the grand operas in which the average customer is not interested to any great degree because he is not familiar with such music. Then, why not a "Concert Song Week"? Not a record catalog but contains a wealth of high class songs, beautiful music and beautifully sung by some of our greatest artists, but which remain unsold on the shelves because, to the average machine owner, the title does not mean anything and he must be introduced to the selections orally before he becomes acquainted.

There is hardly a classification in the representative record catalogs that does not permit of utilizing it for some special drive and the results of such a drive or series of drives add just so much to the sum total of the dealer's business. They are in addition to the sales brought about by the manufacturers' advertising and to the sales developed by straight salesmanship in the booth. In the language of Wall Street, such business is "velvet." Then, too, above and beyond the actual sales results the special week idea, carried out consistently, cannot but add to the prestige of the dealer, advertise his store and impress the customers and prospects in his territory that the assortment of records he carries in stock is far and beyond any limitations heretofore placed upon it. And it can all be done within the stock limits of the average dealer, the man who is really conducting a talking machine store.

Of course the advertising must be generous, whether through the newspapers, by circularizing or by other means, and the store window for the week should be arranged to carry out the general idea and hook the store up, unmistakably, with the campaign. Most important of all, the records should be in stock and within easy reach when the calls begin to come in. That is a matter of common sense.

BUILT TO LAST GIVES EVERLASTING SATISFACTION



Simplified Index System

Album is constructed under our own patents for durability and style

Chicago Ill.
Cullen Marsh Co.
21 East Van Buren St.

San Francisco Calif.
Walter S. Gray
942 Market St.

Milwaukee, Wis.
Yahr and Lang Drug Co.

Chicago Factory in Full Swing on the Loose Leaf Record Album

The first attraction upon opening the book is the pockets lying flat.

The staples holding the pockets firm are placed in such a position and fastened securely into the solid wooden back so that the pockets can be removed, should they become worn, by raising the staple. They can be replaced into position by means of the pressure of the thumb.

New York Album and Card Co., Inc.

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

Chicago Factory: 415-417 S. Jefferson St.

The ALBUM that comes
once in a lifetime



THE ALBUM FOR RECORDS THAT HAS A RECORD

Originated by the largest album makers in the United States.

Redoubled factory space gives us delivery facilities that save money and time for you.

Quotations F. O. B.
Chicago or New York

We serve Talking Machine Manufacturers and Jobbers from Coast to Coast.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

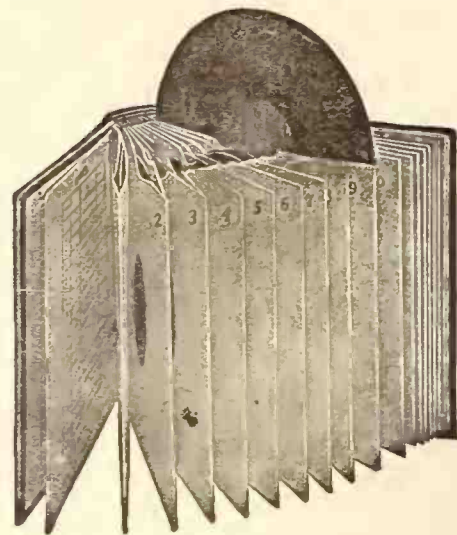
A Place for Every Record and Every Record in its Place

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

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

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

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



THE PERFECT PLAN

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

CHICAGO OFFICE: 508 S. Dearborn Street

REMODELED GEWEHR STORE OPENS

New Quarters of Gewehr Piano Co. Thronged With People—Fine Display of Talking Machines—Victor Dogs Popular as Souvenirs—Steinway and Other Pianos Exhibited

WILMINGTON, DEL., December 2.—Hundreds of music lovers of this city were entertained royally at the elaborate opening of the show rooms of the Gewehr Piano Co., at 162 West Ninth street, late last month. Many complimentary remarks were



View of Record Department

heard regarding the handsome piano display rooms as well as the talking machine salons, which were crowded all day long with people from every part of the city. In the piano display rooms on the second floor were shown Steinway and Kranich & Bach grands and small grands. An instrument which attracted much attention was the Steinway grand which was made for the Tower School, now in process of construction.

The entire front of the first floor has been reserved for display of talking machines, including the Victrola, Aeolian-Vocalion and the Sonora. A score or more of handsome booths for the display of the reproducing qualities of the machines occupy the first floor. The balcony of this floor is also used for display of talking machines.

The store was handsomely decorated with potted plants. Souvenirs of miniature Victor dogs were presented, together with record dusters, postals and booklets. Although 2,000 of the well-known



Where Talking Machines Are Displayed.

dog who recognizes his master's voice had been provided, they soon were all taken up by the visitors, who found an unusually attractive feature in the little gift.

Altogether the opening provided a unique feature for music lovers, and was apparently taken advantage of by the shoppers, hundreds of whom visited the store. A number of representatives of the trade attended the opening and a large number of manufacturers sent handsome floral pieces to express their good will.

TO WHOLESALE THE SONORA

The Hillman Phonograph Co., Huntington, W. Va., is planning to open a distributing office for the Sonora talking machine in that city, according to an announcement made by H. E. Hillman, general manager of the company. The present Sonora representatives are the Thornburg-Davidson Furniture Co. and J. W. Pool. The new concern will do a wholesale business only and the main offices will be removed from Wheeling to Huntington.

A HANDSOME VOCALION FOLDER

Thirteen Popular Period Styles of Aeolian-Vocalions Featured in Elaborate Piece of Literature Soon Ready for General Trade Distribution

There has just been prepared by the Aeolian Co. a new folder handsomely arranged and compiled, and describing in detail the various Aeolian-Vocalion period styles. The new folder, which represents a great amount of work, will be ready for distribution to the trade in a week or ten days. Of the sixteen pages in the folder, which is of convenient envelope size, thirteen are devoted to illustration of many of the most popular Vocalion period models, with the more important details, together with the specifications of the instrument, presented in the accompanying text. The Vocalions shown range in price from \$280 to \$700.

The cover design, which is in duplicate for front and back, and which provides space for the dealer's name, shows a period Vocalion installed in most attractive surroundings in the home. The folder is printed throughout in a rich sepia ink on light cream paper, which serves to bring out the details of the various Vocalion designs most satisfactorily. Each page, too, has its own border design, with Vocalion records set in the top. The new folder should prove of distinct value.

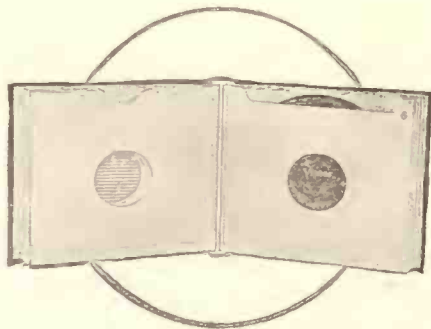
MAKES AN ASSIGNMENT

Linhart, Inc., New York, dealer in talking machines, pianos, organs and other musical instruments, 200 East Seventy-second street, has made an assignment to John Jurdak, also of New York.

TO DEAL IN EDISON PRODUCTS

The Moodie Co., of Houston, Tex., has been incorporated with a capital stock of \$20,000 to deal in Edison products. The incorporators are R. H. Moodie, R. B. Moodie and N. B. Smith.

PEERLESS Metal Back Album



Does it stand the strain—
I'LL SAY IT DOES!

Albums Sell Records

It's not hard to sell an umbrella when it's raining—it's no trouble at all to sell furniture to a man who has just built a house—it's a cinch to sell records to the owner of an empty record album.

Manufacturers: give your dealers a chance to sell more records by giving them a phonograph with a liberal filing capacity in the form of Peerless albums.

Dealers: expose yourselves to greater record sales—throw them in your way by throwing the album temptation in the way of each of your customers—sell one Peerless album today and twelve records tomorrow.

Prices and samples on request

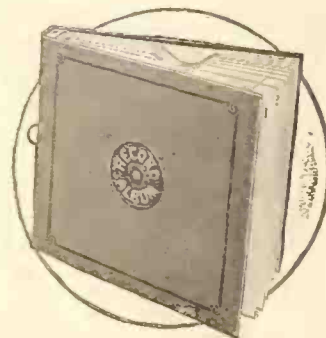
PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 BLEECKER STREET

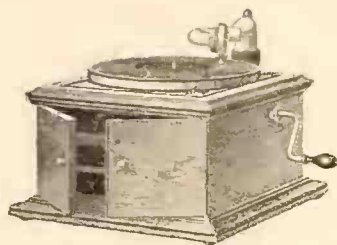
NEW YORK CITY

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street;
CHICAGO, W. A. Carter, 57 E. Jackson Blvd; GRAND RAPIDS, C. W. Kalder, Okeh Bldg.



Our Standard Grade

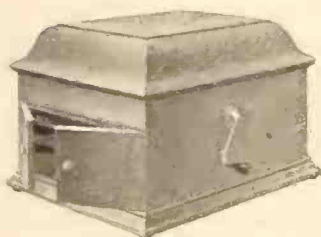
Lowest-Priced Quality
Album on the Market



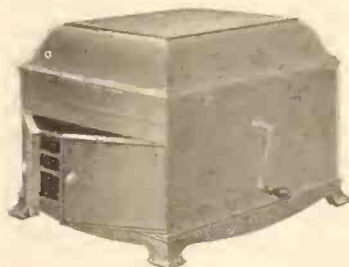
Victrola IV, \$25
Oak



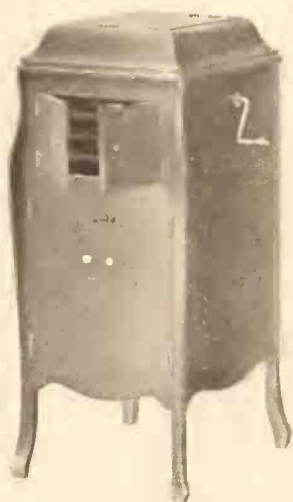
Victrola VI, \$35
Mahogany or Oak



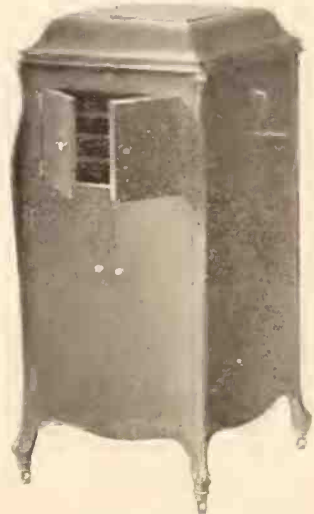
Victrola VIII, \$50
Oak



Victrola IX, \$70
Mahogany or Oak



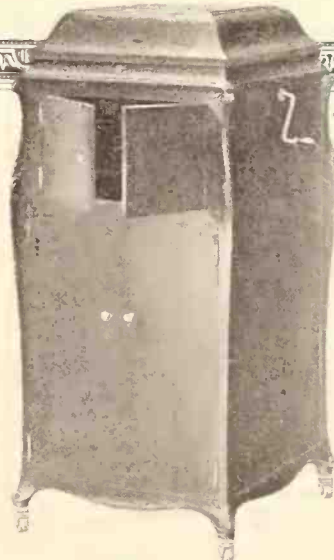
Victrola X, \$110
Mahogany or Oak



Victrola XI, \$130
Mahogany, Oak or Walnut



Victrola XIV, \$200
Mahogany or Oak



Victrola XVI, \$250
Victrola XVI, electric, \$312.50
Mahogany or Oak



Victrola XVII, \$300
Victrola XVII, electric, \$365
Mahogany or Oak



Victor Supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The prosperity of the music trade, the success of Victor retailers, are the natural result of this overwhelming supremacy.

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

"VICTROLA" is the Registered Trade-mark of the Victor Talking Machine Co., 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 process of manufacture and should be used together to secure a perfect reproduction.



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

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NEW YORK, DECEMBER 15, 1919

THE holiday season is again with us, and in a few days, comparatively, 1919 will be but a memory. The Christmas season with those influences which tend to soften and expand mankind along gentler lines, is reflected in a spirit which tends to cause happiness everywhere, and talking machine men have reason to feel happy over the measure of prosperity which they have enjoyed during the year which will soon come to a close.

The Christmas spirit is a buying spirit, and this is reflected very practically in the activity which prevails in the retail domain of the industry in all parts of the country. It is safe to say that never in the history of the talking machine trade has a greater measure of prosperity prevailed than during 1919. Manufacturers despite their most strenuous efforts have found it difficult to catch up with the demand for machines and records, and this condition exists at the close of the year. The curtailment in output which prevailed throughout the war has been felt throughout the year. Prices on everything that entered into the manufacture of talking machines have been steadily rising but, notwithstanding this, the increase in the wholesale and retail cost of instruments have been very moderate. In fact, few industries can make such a showing in this regard.

The year 1919 will undoubtedly mark the most fruitful year which the talking machine industry has ever enjoyed. Every phase of the industry has shown a distinct advance over previous years. There has been a broadening out in production which will bear full fruition early next year. When this occurs there will be a chance to display the best selling ability of the retail salesman, for during the past year it has not been a question of salesmanship in the retail field, but rather getting sufficient stock to supply trade needs.

Viewing the industry as a whole, it must be admitted that in every branch men are in closer touch with the business than ever before. They understand it better and realize its possibilities. The most important problems of the trade, such as quality production, perfection of advertising, greater service for the dealer and for the public and other similar phases of the industry, have received the most careful attention. That the thought and consideration given these subjects have produced results commensurate with the outlay is obvious.

A fact worthy of emphasis and which in itself proves inspiring, is that the men who have accomplished real results are those who

have confidence in the business in which they are engaged, and who are imbued with a sincere belief in the talking machine and its future. Such men help to elevate the industry. Their vision includes a larger area of influence for the talking machine, and a wider recognition by the public of its great influence in musical and literary fields.

DURING the past year the musical standing of the talking machine has received tremendous impetus. It has become a decided force in the musical life of the Nation, and as an educational factor in the school room and in the home it has greater influence than ever before. Record music is contributing more to the entertainment and elevation of our people than any other single element. In the schools in every city throughout the land pupils in folk dancing and calisthenics are keeping step with the rhythm of record music. Classes march from the buildings or assembly halls to the tunes of stirring marches. Music lessons are conducted with the children listening to records and studying the printed pages of music at the same time from the school books. The regular grade teacher is being assisted in her work. Analysis of songs with vocal illustrations teach enunciation, phrasing and expression; analysis of the modern symphony orchestra with the children learning the individual tone quality of each instrument, serious study of opera, librettos and chorus, all testify to the truth of the statement that talking machine records are to-day making America more and more musical. The results are gigantic in their import.

Musical writers have not yet grasped the significance of this movement, nor do they properly appreciate its great value in the cause of musical appreciation and advancement. As far as the trade is concerned this mission of the high-class record is compelling dealers and salesmen to become acquainted with musical literature, with the opera, with the record stock, forcing them to have a greater regard for the standard as well as the lighter musical compositions. Everything considered, this splendid movement is working out to higher and better things.

The national advertising carried on by our leading manufacturers has made a distinct impress on the public mind. It has been commended by advertising experts as symbolic of the very highest type of modern publicity, and in view of its constant, forceful and always individual character, it is not to be wondered at that the sales of talking machines and records during 1919 have reached the high water mark, notwithstanding the great period of unrest we have been through following the closing of the war.

It is impossible to review the year's accomplishments without being impressed with the fact that the talking machine industry to-day is composed of an energetic body of men who represent modern business progressiveness, and their continuous advance towards greater accomplishments in 1920 is certain.

MEMBERS of the talking machine trade, particularly manufacturers, have had some distressing experiences with Federal laws and regulations, especially during the period of the war, and indications are that the industry is not yet out of the woods so far as legislation calculated to affect its interests is concerned. Although hostilities ended over a year ago, we are still laboring under the War Revenue Act, with its excise tax clause and the question of amending, or repealing, this law alone during the next session of Congress is one of vital importance to business. Government officials tell us that the revenue must be raised by one means or another and that if the War Revenue Act is repealed it will simply mean the enacting of other legislation of a tax raising character, and where the assessment of taxes is concerned it appears to be a case of every one for himself and the devil take the hindmost. Constant watchfulness, therefore, is the only guarantee of safety.

Another matter of vital importance to the talking machine trade, particularly to the record makers, is the promised revision of the Copyright Law of 1909. This may not come during the next session of Congress, but it will come along eventually and if the ambitions of certain factors are realized, it bodes no good for those who make a business of the mechanical reproduction of music. The music publishers, composers and authors have, since the present law was enacted, maintained strongly that they were entitled to

larger royalties for the use of their works, and when the Copyright Law comes up for revision there is promised an effort to have the mechanical royalties increased several hundred per cent. This in itself will have a direct effect upon the record business. It took four years of almost constant arguing before the present Copyright Law was decided upon and those in touch with the situation doubtless will have another lengthy fight over any proposed revision.

The Patent Laws and the protection they afford have played an unusually prominent and decisive part in the development of the talking machine trade up to the present time and, therefore, any move to revise these patent laws is of great interest to the members of the industry. Such a move will be made shortly and some drastic changes are promised, and these changes must be watched.

The World this month publishes some views from George W. Pound, general counsel of the Music Industries Chamber of Commerce, regarding probable legislation during the next year or so and the subject is important enough to deserve serious attention.

ANSWERING the cry of the retailers for more production in order to take care of the overwhelming demand for talking machines and records, manufacturers have in many instances completed plans that will mean an output of unheard of proportions for 1920.

The Victor Talking Machine Co. have taken occasion to call public attention, through the medium of full page advertisements run in newspapers all over the country, to the fact that the Victor output has reached normal and that plans have been completed for a tremendous increase in production in the very near future.

The Columbia Graphophone Co. have completed plans for the erection of new and supplementary plants in Baltimore and other important centers. The Aeolian Co. have established a great assembling plant in the Grand Rapids cabinet market and the Pathé Co., the Sonora Phonograph Sales Co. and a number of other manufacturers, particularly in the West, have been equally alive to the opportunities before them and the necessity of giving thought to quantity production.

For the past several years the talking machine trade has been oversold so far as the quality grades of machines and records are concerned. Whenever there was an increase in production there was a corresponding, or even greater, increase in demand and retailers and distributors while doing a big business have found opportunities for rolling up still larger sales records, limited only by their ability to get goods.

So far as most lines of machines and records are concerned, the distributing factors have been laboring under a rationing system in order that all might have an equal share of the goods produced by the factories.

The plans for the extension of the manufacturing facilities of the several companies promise to wipe out entirely this condition

To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.

of things and to provide for the distribution of all the machines and records for which a market can be found. Past experiences indicate, however, that the demand will grow sufficiently to offset in some measure some of these expectations and that while the dealer will be in a position to receive and sell more goods he will still be forced to keep sufficiently behind public demand to overcome any tendency to indulge in the unsound trade practices that so often develop as a result of overproduction.

THE competition of mail order houses in the talking machine industry is arousing some excitement. The campaign is a direct challenge to local dealers. It means there is trade in their territory open to capture by those well organized institutions unless the dealers get after it. Hence the only solution of mail order competition is to match brains and service, and conquer.

Every dealer has the advantage over his mail order competitor in his territory. He has plenty of convincing arguments to adduce why local men should be given the preference in the matter of business, and if he makes his store and his goods known to the community just as prominently as does the mail order house, he is going to get the trade. There is no use in indulging in the baby act and crying about the outsiders coming in and getting the trade; it is up to the insiders to get the business, and to use aggressive methods in getting it.

In every community there are a lot of people who are reached by mail order houses because these concerns do not hide their light under a bushel—they advertise. It is up to the dealer to study his community and become alive to the fact that he is in business not merely to conduct a handsome looking store, but to **SELL** talking machines and records, and to use every means to sell them as effectively and as quickly as do the mail order houses.

IN THE WORLD last month comment was made upon the inactivity of a number of trade organizations, but the Tri-City Victor Dealers' Association, with headquarters in St. Louis, should not be classed in the category of those inactive associations. The Tri-State Association, for instance, has not been content with discussing terms and advocating cash business and large payments, but, rather, it has gone on record as fixing minimum terms upon which talking machines of various values should be sold, if the business is to be maintained on a healthy basis. It does not necessarily follow that all members of the Association will observe the minimum terms, for sometimes there are black sheep, but the moral effect of the move cannot be denied.



Merry Christmas

BUT it is a darned sight better to darn your Xmas stocking **BEFORE** you hang it up. Make your motto "a full stocking" and sell the Victor Records you might be inclined to pass up. Pearsall Service will help



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

Why it is Unwise for the Salesman to Try to Force a Sale on a Customer :: by D. G. Griffen

Some salesmen have tried to force a sale by means of talking the customer to death, so to speak, to overwhelm him with words before his objections were fully voiced. What could be more unbusinesslike than this? If the salesman had a thorough knowledge of his product, its possibilities as well as its limitations, he should welcome the objections of the customer because, with his complete understanding of the product he was selling, he would be able to answer these objections in an intelligent and convincing way. The customer would have greater confidence in the salesman if he answered his objections in a clear way. As a reflex of this he would have greater faith in the merits of the particular product in question and the sale would soon follow.

An illustration of this is shown in the experience of a Metropolitan dealer who lost a sale and at the same time lost the opportunity of making a steady customer. A man came into his store and wanted to buy a talking machine, with a case finished in walnut. In the course of conversation it was brought out that the customer's furniture was all mahogany. As soon as he learned this fact, the salesman began to insist that the customer purchase a mahogany cased instrument, in spite of the fact that when entering the store the wish had been plainly expressed for a walnut case. The salesman had obviously good intentions but he displayed a total lack of good judgment in insisting upon the mahogany style so persistently. It may have been true that the walnut case would not correspond with the rest of the furniture in the customer's house and no doubt the mahogany would have been much better—had not the customer decided on the installation of a new suite of furniture.

For the salesman to offer a suggestion was permissible, but to insist upon it was entirely wrong. Nevertheless, insist he did, and entered upon a long discussion of the eternal fitness of things in the home, intending to overwhelm his customer's objections. The inevitable result followed; the customer became disgusted and walked out of the store. He went to another establishment, asked for an instrument with the desired walnut case, received it at once and the sale was made. The first man had not only lost the sale

*Experience Proves
That it Never Pays
a Salesman to
Know Considerably
More Than
Some Customers.*

by being over loquacious, but had made an enemy of the customer.

To be sure, this was an extreme case and one not likely to happen very often, but it is an illustration of the fact we are trying to bring out that the salesman should not rush to conclusions, but should give his customer's wishes close consideration. The customer who wishes a special article, and says so, should be given that article if possible without delay, and without any beating about the bush. The salesman may have

his own ideas on the subject but he should keep them to himself.

Along this line, there is another thought to be considered and that is personal pride. Pride of possession plays an important part in the selection and purchase of any musical instrument and the ordinary man, upon whom the trade depends for its existence, is prouder of something he has chosen for himself than of anything he has bought on the suggestion of someone else, or that somebody else has picked out for him. There is the very justifiable element of vanity in showing to your family and friends something which in your judgment is the thing you have most desired.

This does not mean, however, that the salesman is merely to be a disinterested party to the sale. He should, on the contrary, be a very interested and considerate advisor and aid, as we have so often pointed out. But it is a matter calling for good sense and good judgment, for the salesman can be of great assistance if he goes at the matter in the right way. After the customer has expressed his wishes for some particular style, and should the salesman see a chance for a suggestion which would bring the customer greater satisfaction in the end, he should by all means make that suggestion and explain its advantages. But after he has done so and the argument does not appeal, he should drop his advice at once, and not run the risk of antagonizing his prospect. Knowing when and what to talk and when to stop is the great desideratum.

It is always well to try to lead the customer gently in the desired direction and there is no harm in that, but to fly in his face and try to force a sale diametrically opposed to his expressed wish and desire is folly.

Glad tidings for Greensburg

Greensburg people are so fond of "Blues" dance music that they have induced the Louisiana Five to play there permanently.

The Emerson dealer in Greensburg makes a tidy profit on the deal. He supplies his customers all the new Emerson music--the popular song hits and dance hits.

By virtue of his representing Emerson, he gets the new hits while they are hits--and when he

puts in an order, it gets filled promptly.

Who fills that Greensburg order?

We do. That's our business. It's also our business to interest responsible merchants in the Emerson line. We can't outline the proposition here, but if you will drop us a line, we will tell you all about it in a letter. Every day you put it off, you are losing money. Write us today.



Emerson Sales Company

4018 JENKINS ARCADE BLDG.
PITTSBURGH, PA.



RECORDS

THIRD SUPPLEMENT

- | | | | |
|------|---|------|--|
| 4027 | How Sorry You'll Be (Wait 'll You See)
Male Quartet Peerless Quartet | 4033 | That Naughty Waltz—Waltz Instrumental
OkeH Dance Orchestra |
| | Pretty Little Butterfly (Is a Fly Gal Now)
(Tenor) Billy Murray | | That's Worth While Waiting For—Fox-trot In-
strumental OkeH Dance Orchestra |
| 4028 | Nobody Knows and Nobody Seems to Care—
Baritone Jack Kaufman | 4034 | Starlight Love—Waltz Instrumental
OkeH Dance Orchestra |
| | Goodnight Angeline—Male Quartet
Peerless Quartet | | Dreamy Amazon—Waltz Instrumental
OkeH Dance Orchestra |
| 4029 | Hindu Rose—Baritone Joseph Phillips | 4035 | Casse Noisette-Nut Cracker Ballet—Instru-
mental Conway's Band |
| | Ting Ling Toy—Male Quartet
Peerless Quartet | | Tschaikowsky Melodies OkeH Concert Band |
| 4030 | Not in a Thousand Years—(Tenor) Henry Burr | 4036 | Light Cavalry Overture Conway's Band |
| | Bye Lo—Tenor Reed Miller | | The Gladiator March Conway's Band |
| 4031 | Oh, What A Pal Was Mary—Waltz Instru-
mental Joseph Knecht's
Waldorf-Astoria Dance Orchestra | 4037 | Titl's Serenade—Flute and Cello Duet
Ernest Wagner and Adrian Schubert |
| | Marilyn—(Fox-trot Instrumental) All Star Trio | | Foreign Folk Dances—Instrumental
OkeH Concert Orchestra |
| 4032 | A Pretty Girl Is Like a Melody (From "Zieg-
feld's Follies 1919") Fox-trot Instrumental
Van Eps Quartet | 4038 | Transcription of Swanee River—Piano Solo
Ferdinand Himmelreich |
| | Weeping Willow Lane—Waltz Instrumental
OkeH Dance Orchestra | | Traumerei—Violin Solo Fred L. Landau |

Write Your Nearest OKEH Jobber for Details

General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.
BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA



NATIONAL MUSIC FESTIVAL AND EXPOSITION A GREAT EVENT

The Grand Central Palace, New York, Will Witness a Most Unique Musical Gathering in the Display of Talking Machines and All Kinds of Musical Instruments, Combined with a Great Musical Festival.

One of the great happenings of the new year in the musical domain in New York will be the National Music Festival and Exhibition to be held at Grand Central Palace the first week of February. This event will be liberally patronized by talking machine manufacturers as well as other leading representatives of all branches of the music trade industry. It is therefore timely that the fullest possible attention be given to making the festival duly representative of music in the fullest sense, for there is little working time left. This mid-winter exhibition is a test, for it has been claimed that Music Shows in the past lost much of their pulling power and appeal to public interest through the fact that they were held in the early summer, when indoor entertainment had lost its attractiveness and the weather was too hot for comfort. The winter months are really the show months and an ideal time has been selected apparently for the coming Festival and Exhibition. The time being right, the big thing now is to put it over.

At a meeting held recently, which was attended by prominent members of the music world and of the trade, work was actively started on the music program, inasmuch as the selling of space for the show proper has practically been completed. The work of making the festival a musical success will require the co-operation of all those engaged in the music profession as well as those who sell musical instruments. This is no time for the consideration of prior rights, or personal or business jealousy. Neither is this time to consider whether this name or that should go first on the program. The public must be impressed and only concentrated effort can accomplish that result.

The Mayor of New York city has announced publicly his interest in music for the people, and it is to be expected that this interest will result in the co-operation of city officials in having music programs carried out in the schools and in various public institutions as planned. The full co-operation of the city can only be expected if those directly interested in music show the proper energy.

The men and women who make up the committee are noted for their standing in music circles and for their energy. Speaking for the trade it should be said that what is most needed now is activity and earnest support. The committee must have the backing of those who will benefit by their work.

The forthcoming Music Festival is only one event among many to be held in New York during the coming winter, and yet upon the success or failure of the venture much depends. Music, by divers means and for divers reasons, has attained a position of unexampled prominence. The time is right for convincing the public in a concrete way as to the real importance of the art. The Festival offers an opportunity of which much has been said and for which much must be done. The necessary thing is to forget self for a while and work for the common cause. With music in schools, in the homes and in all public halls, with community singing strongly emphasized, with newspapers carrying the message of music through their advertising and news columns and with prominent artists lending their support, there should be little left to be desired.

If indications are to be accepted at face value, the work of the committee will be to organize these various forces in an orderly manner and direct their energies along lines that will accomplish the most good, not alone for the Festival,

LAWSON UNIVERSAL FOR LOESER'S

Large Brooklyn House Acquires Agency for Lawson Phonograph—New Instrument Will Be Featured Extensively in Advertising

Frederick Loeser & Co., Inc., the prominent music center and department store of Brooklyn, N. Y., has taken on the Lawson Universal phonograph and is featuring this instrument strongly in its daily newspaper advertising. The Loeser house has been one of the largest sellers of musical instruments in Brooklyn and the fact that the Lawson has been added to its musical instru-

but for the cause of music which it represents. There are a number of suggestions already advanced that should serve to add to the success of the venture if properly carried out. Other suggestions will be forthcoming, but in choosing one from another their practicability must be the final test. The Music Festival and Exhibition, as has been stated before, will be a test in more ways than one. Let that test result in an overwhelming success.

ment departments means that this machine will receive extensive advertising in this section. The music salons are located on the fourth floor and a large stock of all kinds of musical instruments, together with the Lawson phonograph, are attractively displayed.

DON'T BE A KNOCKER

Don't be a knocker. Get a smile on. Hope a bit. Hold up your head. Get a hold with both hands and pull. Help yourself along. Get popular. Pull your friends with you, and you will soon have a procession.

Made under U. S. Patent No. 995,758 which will be strictly enforced.



To Furniture Dealers

HUNDREDS of pieces of furniture annually go into your salesrooms already equipped with Domes of Silence. The remainder are either equipped by you or are left to go to the ultimate consumer without any slides at all.

Our extensive national advertising has shown people the advantage of Domes of Silence—and if you can give them furniture equipped with these slides, you will be giving them extra satisfaction—and extra saving, thereby winning permanent customers.

Manufacturers will equip all their furniture legs with Domes of Silence. They are waiting for you to specify slides when you order furniture from them. It is a mutual benefit.

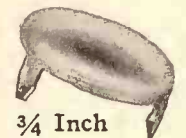
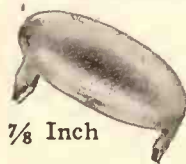
Make a note of it so that you will remember to ask manufacturers to put slides—Domes of Silence—on your furniture the next time you place an order.

Domes of Silence are highest in quality and greatest in utility, the best and cheapest slides that can be produced.

Carried in stock by leading jobbers.

Henry W. Peabody & Co.
17 STATE STREET NEW YORK

SIX SIZES



This is how you can get full benefit from our advertising in the big national magazines. Labels like this furnished at no charge, ready to paste on furniture equipped with Domes of Silence. Tell your supply jobber how many you can use.



ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

1919



1920

Greetings

We extend to the Talking Machine Trade in general, and to our patrons and friends in particular, our sincerest wishes for the Holiday Season: A Merry Christmas and a Happy New Year to all.

Looking backward we feel happy in the thought that the year 1919 has been an exceptionally bright one for all engaged in the musical trade. We feel satisfaction in the further thought that we have been able to contribute to this result through our UNICO SYSTEM of intensifying the individual dealer's sales.

Looking forward the prospects for the new year 1920 appear even better: The country is successfully passing the post-war reconstruction period; there is a growing feeling of business stability; money was never so plentiful as now; the great public is in a liberal buying mood.

Our abiding faith in this splendid future has found expression in what we have been doing lately, and are doing now. With the restrictions of war production removed, we have once more reached our normal output. Our plans for expanding our plant to meet the tremendous increase in demand for our products have been fully matured and are under way. Our organization has been rounded out with a view to utmost efficiency in all departments. This means that we shall continue to make the interests of every dealer requiring and requesting our service our own interests.

However, and this is important: We advise early action on the part of those interested in order that their requirements may be taken care of without delay, because the growing demand for UNICO EQUIPMENT will tax to the utmost even our increased facilities.

Our Planning Department is at your service.

Address our nearest office

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

NEW YORK
299 Madison Ave.
Corner 41st St.
BOSTON
85 Essex Street

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy
Building
SAN FRANCISCO
Holbrook Building

1919



1920

National Service

PARTIAL LIST OF UNICO INSTALLATIONS

- | | | | |
|--|--|---|---|
| <p>Alabama
Cable Shelby Burton Piano Co.
Clark & Jones
Hilbish Sporting Goods Co.
*Lavery Music Co.
Seals Piano & Organ Co.
Talking Machine Co.</p> <p>Arizona
Redewill Music Co.</p> <p>Arkansas
*Beasley, H. J.
Bowser Furniture Co.
*Houck Piano Co.</p> <p>California
Wise Co., Clark
*Columbia Graphophone Co.
Dave's Shop</p> <p>Colorado
Sterling Music Shop</p> <p>Connecticut
*Fulton, Driggs & Smith Co.
Gallup & Alfred
McEwin & Chapin
*Marsh, D. S.
*Pierce Company
*Steinert & Sons Co.
*Watkins Brothers
Winslow Music Shop</p> <p>Delaware
*Columbia Grafonola Parlors
*Gewehr Piano Co.
*Robelin Piano Co.</p> <p>District of Columbia
*Ansel, Bishop & Turner
O. H. Garren
Jordan Piano Co.
*Mayer & Co.
Van Wickle Piano Co.</p> <p>Florida
Kelley, G. Hartwell</p> <p>Georgia
Adler, Leopold
Culpepper Bros.
Columbia Graphophone Co.
Russell Piano Co.
Southern Photo Material Co.</p> <p>Illinois
Annex Tone Shop
Berry, H. L.,
*Block & Khul
Cable Co.
Chadband, T. F.
*Central Piano Co.
City Furniture Co.
Columbia Graphophone Co.
Commonwealth-Edison Co.
Elliot, A. O.
Floyd's Music Shop
Forburger Jewelry Co.
Grand Leader
*Harden, J. D.
Hartz Drug Co.
Jones Dry Goods Co.
Jones, Pewey
Krechma, Leopold
Lehman's Music House
*Leslie, F. M.
*Linn & Schruggs Dry Gds. Co.
*Morgan Music Co.
Rothschild & Co.
Sacks, S.
*Wheelock & Co., C. E.
Witzel Piano Co.</p> <p>Indiana
Claypool-Lacy Co.
*Fulghum, Walter B.
Jewell Phonograph Co.
Minas Co., E. C.
Seidel Music Co.
*Shultz & Shultz
*Stewart Talking Machine Co.
Watkins, E. F.
Wilcockson Music Co.</p> | <p>Iowa
Baker Piano House
*Donahoe & Donahoe
McGregor Furniture Co.
*Mickel Bros.
Murray, L. A.
Pelletier Co.</p> <p>Kansas
*Roraugh-Wiley Dry Gds. Co.
Clark, Robert</p> <p>Kentucky
*Hill, Will B.
Riehm Piano Co.
*Smith-Carrol Co.</p> <p>Louisiana
*Collins Piano Co.
*Columbia Graphophone Co.
Dauterive Furniture Co.
Eckles Pharmacy
Kaliski Music Co.
Maison-Blanche
*Pincus & Murphy</p> <p>Maine
Astle Music Co.
*Downing, C. F.
*Luce, Wm. L.
*Tainter & Co. F. E.</p> <p>Maryland
*Hamman-Levin Co.
Wheatley, J. W.</p> <p>Massachusetts
Benoit, H. G.
Bon Marche
Bostock & Co., J. E.
Caldwell, Edward
*Conchar Co.
*Harry M. Curtiss
*Eastern Talking Machine Co.
*Harvey Co., C. C.
*Kerr, Geo. F.
*Kraft, Bates & Spencer
Mullen Co., J. F.
Newell, John A.
Nichols & Frost
Pearson Piano Co.
*Roper, Marcellus
Schervée Studios
Tremont Talking Machine Co.</p> <p>Michigan
Beerman's Music House
Bigelow's Music Shop
*Columbia Graphophone Co.
Clough & Warren Co.
Detroit Music Co.
Gilmore Bros.
Gregory Music House
Harley, Alvin E.
McGuigan, Thos.
Noble Piano Co.
Sterling Music Co.
Turnell, H. J.</p> <p>Minnesota
*Columbia Graphophone Co.
Howard Farwell Co.
Murphy Music Co.
Taylor Moorhouse Co.</p> <p>Mississippi
McGrath & Sons, John</p> <p>Missouri
Heer Dry Goods Co.
Home Phonograph Co.</p> <p>Montana
Orton Bros.</p> <p>Nebraska
Bidour, E. H.
Union Outfitting Co.</p> <p>New Hampshire
Bailey's Music House
Mason Bros.</p> | <p>New Jersey
*Dudley, Howard J.
Godfrey, Chas. H.
Landay Bros.
Newkirk, H. B.
Nunn, Harold
Stiles, Henry B.
*Tusting Piano Co.
*Victor Talking Machine Co.
*Weser Bros.
Woodcliffe Melody Shop</p> <p>New York
*American Talking Machine Co.
Burke, W. A.
Corning Jewelry Co.
Cowperthwaite Co.
Druckman, A. M.
Druckman's Music Shop
*Edison Studios
Ehrhart, Wm.
Gibbons, M. W.
Grassman & Co.
Kanhansky, Hyman
Knickerbocker Talk. Mach. Co.
*McCreery Co., James
*McEnery's
*Macy, R. H.
Miller, C. A.
Music Lovers Shoppe
Peltier, R. M.
Pond, Sarah E.
Robinson, Edison E.
Talking Machine World
Thiele, Herbert
Welte & Sons, Inc.
Wissner, Inc., Otto</p> <p>North Carolina
Ivey, J. B.
Yates Co., C. W.</p> <p>Ohio
Ackerman Piano Co.
Alhambra Music Co.
*Buescher Co.
Carnahan Music Co.
Clark Co., Geo. A.
Crowell, C. A.
*Eclipse Musical Co.
Euclid Music Co.
Findt Music Co.
*Frederick Piano Co.
Gintz Piano Co.
*Hibbard Music Co.
*Holloway, W. S.
Hunter Music Store
*Link, Geo. H.
Kloepfer, Christopher
*McMahon Piano Co.
Mardis, F. G.
Hay Co.
Meckes Sons, John
*Mesaros, Jos.
Noble, W. L.
O'Neill Co.
Pfenning, V. S.
Rice, F. E.
*Sturtevant, H. H.
*Taylor Son & Co.
*Weigand, F. J.
*Welton, J. C.
Whitsit Co., Perry B.
Wilson Co., C. M.
Yahrling & Rayner Piano Co.
Young, F. L.
Zollinger, Wm. R.</p> <p>Oklahoma
City Drug Co.
Hadley Drug Co.</p> <p>Oregon
Huntley Drug Co.
Sheppard Co., Earl</p> | <p>Pennsylvania
*Aaron Co.
Brown, W. P.
*Buehn Co.
Colonial Melody Shop
*Columbia Graphophone Co.
Cooper Bros.
Fields, C. F.
*Gimbel Bros.
Hamilton Co.
Heims, Newton B.
Hill, W. H.
*Keller & Son, W. H.
*Keinard Bros.
Koppleman, Leon
*Linton Co.
*Lit Bros.
McCarrahar Bros.
Martin Co., E. V.
*Mellor Co., C. C.
Penn Phono. Co.
Posner, Meyer
Rapport Featherman Co.
*Schaffer Kreamer Co.
*Shifler & Taylor
Sigler Co., C. M.
Smith Bros.
*Stern & Co.
Stetson
Swank Hardware Co.
*Thomas & Son, John
*Todd, B. B.
Tollin, Frank
Weaver Piano Co.
*White, E. S.</p> <p>Rhode Island
Kennedy & McKay
Meiklejohn Company
*Tilden Thurber Co.</p> <p>Tennessee
Bry Block Mercantile Co.
Clemond Bros.
King Co., H. P.
Sharf Flannigan Hamilton Co.
Starr Piano Co.
Tiller, L. O.</p> <p>Texas
*Carter Music Co.
Curlin Drug Co.
Phoenix Furniture Co.
Talking Machine Co.</p> <p>Vermont
American Phonograph Co.</p> <p>Virginia
Haynes Co., C. B.
*Petersburg Music House
Reed, J. M.
*Thurman & Boone</p> <p>Washington
Bendix Talking Machine Co.
Columbia Graphophone Co.</p> <p>West Virginia
Dils Brothers</p> <p>Wisconsin
*Barron Co., E. T.
Cleveland Music Co.
Fisher Furniture Co.
Forbes Meagher Co.
*Gram Co., Edmund
Kessleman O'Driscoll Co.
*Leithold Piano Co.
Mason Co., A. C.
Jacobs, E. C.
Wilson Music Co.</p> <p>Canada
Watkins, Thos. C.</p> <p>Chile
Sociedad Curphey</p> <p>Peru
Arce R. Antonio</p> |
|--|--|---|---|

*—Indicates two or more orders.

Over 1200 installations attest the supremacy of the UNICO SYSTEM as the modern method of musical merchandising. The above is a partial list of 1919 installations only. Notice that 40% of these customers have re-ordered and these repeat orders are the strongest proof that UNICO installations have made good. Call on us now to develop your Talking Machine Department and insure your full share of the 1920 prosperity.

Address our nearest office

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith President

NEW YORK
299 Madison Ave
Corner 41st St

BOSTON
85 Essex Street

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy
Building

SAN FRANCISCO
Holbrook Building

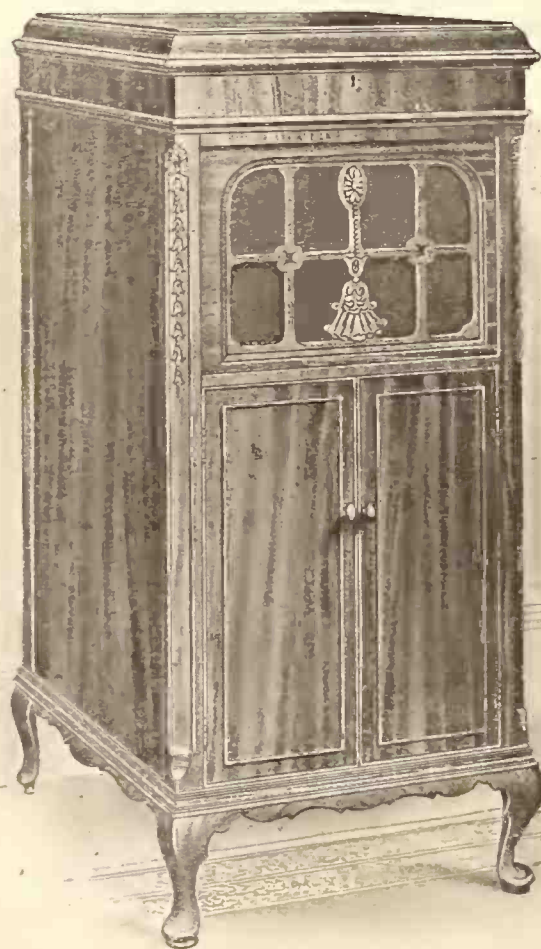
L'Artiste

THE ARTIST IN REALITY

Prestige!

The dealer who has the franchise to sell L'Artiste Phonographs acquires real prestige in his community. The qualities that distinguish L'Artiste are so apparent to eye and ear as to proclaim the instrument exceptional.

The mechanical equipment of L'Artiste is the best known in phonograph construction. The cabinets reveal at a glance rare distinction and beauty. In the appeal to the ear nothing more can be desired. All these points of excellence are so obvious that the instrument is its own best salesman.



L'Artiste is offered at a price that compares favorably with many machines that it distinctly outclasses in every respect.

Combined with the excellent margin to the dealer, this instrument is a most attractive selling proposition.

*Nine Beautiful
Period Models*

GRAND RAPIDS PHONOGRAPH CO.

GRAND RAPIDS, MICHIGAN

THE PHILADELPHIA SHOW CASE CO.

123 NORTH THIRTEENTH STREET
PHILADELPHIA

EASTERN DISTRIBUTORS

2002 JENKINS ARCADE
PITTSBURGH

Important Legislative Questions That Confront the Trade in Nineteen-Twenty :: By George W. Pound

General Counsel, Music Industries Chamber of Commerce

During and since the war the talking machine trade, in common with every other branch of the music industry as well as other industries, has had abundant experience with national legislation calculated to add to the burdens of business. Much of the legislation was recognized as necessary, even though the trade was called upon to protest strongly against certain phases of new bills that would serve to discriminate against the industry if passed.

Even with the war out of the way a year ago, there are still many legislative matters of vital importance to the industry that will come up before Congress during the coming year. First among these, of course, is the revision, if not the repeal, of the War Revenue Act, and then there are promised changes in the Copyright Law, Patent Laws, and other measures.

Two Years of Legal Problems Ahead

Just what will concern the music industry in national legislation during 1920 and beyond was set forth recently by George W. Pound, general counsel of the Music Industries Chamber of Commerce, with which organization several of the leading talking machine manufacturers and a great many retailers are affiliated. In the course of an interview with *The Talking Machine World*, Mr. Pound said:

"Judging from all appearances it will take at least two years to solve the present legal problems confronting the music industry. A new War Revenue Bill is very probable and in fact is now being seriously considered. The principle on which the bill will be founded has not yet been settled, but it will be decided shortly by the committees at Washington, whether a general bill will be offered providing for such modifications, or repeal of taxes as may be deemed necessary. The other suggestion is that there be introduced a series of separate bills covering separate industries and emergencies, and granting the desired relief by that means.

"It appears to be the thought of the Senate Finance Committee that what is most desirable is a general bill drafted on a broad principle but even should this plan be adopted it will take several months to thresh out the many questions involved, and it is improbable that the new bill could be passed before fall. I have been asked to submit my views in connection with such a measure, not alone as they apply to our industry, but as they cover general revenue and excess profits questions.

New Copyright Law Coming

"There is also in prospect a new copyright law which, according to present plans, will embody some radical changes from the present act, particularly in regard to the mechanical reproduction of music. In the first place it will be demanded by certain interests that an increase of several hundred per cent be made in royalties for mechanical reproduction as at present provided for in the law, and this phase applies particularly to manufacturers of talking machine records and music rolls.

"The last United States copyright law was passed in 1909, after a four-year fight, and I was privileged to write the sections of the law applying to music. Copyright is always a mooted question, and any new measure will naturally be made the center of a strong legal fight, which will mean that it will be a long time in passing.

The Proposed New Tariff Law

"One of the most important matters coming up before Congress sometime in the future will be the new Tariff Law, giving increased protection to American manufactured products. There is a growing sentiment in the Senate that the new law should be deferred until 1921, but

at the present time statistics and information are being gathered and I have been asked by the United States Tariff Commission to submit facts and figures. It is probable that a duty of at least 45 per cent on musical instruments and supplies will be provided for in the new law when drafted. This is the figure held by members of the industry and economists generally as proper and necessary to guarantee the proper protection to American musical manufacturers.

Revision of the Patent Laws

"A general revision of the patent laws is also promised for the future, inasmuch as it is con-



George W. Pound

sidered that there is room for many reforms in that measure. In the new law when drafted it is proposed to include a compulsory manufacturing clause under which a patent would have to be manufactured or utilized within a given period, probably one or two years, with precedent favoring the former period. Should the patent not be so utilized, it would fall in public domain and the holder would forfeit any exclusive rights to its use. It is felt that the inclusion of such a clause in the new Patent Laws would bring

about a more general development of all industries by increasing the universal use of patented improvements.

The Federal Trade Commission's Activity

"The Federal Trade Commission, which has long held widespread and arbitrary powers in the matter of Interstate Commerce, is rapidly extending its functions and is gradually holding and promulgating the doctrine of control over bad and unfair business methods. The second hand, used or rebuilt decision, is an instance in point along this line, it being held that when used or rebuilt instruments are advertised, the fact must be so stated, not merely in a negative, but in a positive manner. I look for more general activities on the part of the Federal Trade Commission in the regulation of business, and it would be well for the trade to keep in close touch with the newest rulings as issued by that body.

"The passage by Congress of a universal Conditional Sales Act in inter-state commerce is also to be urged strongly. A large number of states have already passed such an act, and this is expected to give encouragement to those who are seeking to have such a law added to the national statutes.

Necessity for Watchfulness

"I have referred to only the most important matters coming up before Congress in which the music industry is naturally interested, but there are many other matters, some of them cropping up almost overnight that will require of the industry that it be particularly on the alert during the months of uncertainty. Besides the acts of Congress there must also be watched carefully the workings of the various State Legislators who are prone now and then to take a fling at business generally, and in many cases enact, or endeavor to enact laws directed especially against musical instrument manufacturers and retailers. The war provided the excuse for much radical legislation and many of the law makers have not yet realized that the emergency is passed. Hence there is to be expected considerable legislation that is drastic, uncalled for, and unnecessary, and it is this that we must guard against."

YAZOO RIVER RED GUM

For high grade cabinet work. Of soft texture and rich, dark color. Sawed from mature, thrifty trees. Specially manufactured and air seasoned.

Adapted to a variety of finishes---Satin Walnut to Dark Mahogany. Can furnish either in Plain or Quarter Sawed Stock.

SOME SPECIALS FOR IMMEDIATE SHIPMENT

- 10 cars 2 1/2" No. 1 Com. & Btr. Plain and Quartered Red Gum.
- 10 cars 3 " No. 1 Com. & Btr. Plain and Quartered Red Gum.
- 10 cars 1 1/4" No. 1 Com. Plain Red Gum.
- 10 cars 1 " No. 1 Com. & Btr. Quarter Sawed White Oak.
- 10 cars 1 " No. 1 Com. & Btr. Quarter Sawed Red Oak.

Send us your inquiries for all cabinet woods.

THOMAS & PROETZ LUMBER CO.

15 Angelrodt St., St. Louis, Mo.

Window Advertising is the Dealer's one Best Bet in Selling Talkers and Records :: by Arthur Freeman

President Einson Litho. Inc. Former Advertising Director, Gimbel Bros. N. Y.

Every salesman and every advertising man as well as every merchant has always agreed theoretically that the best place to advertise is the place where the goods are. And yet at the same time window advertising has been the last advertising medium to enjoy the intensive cultivation, standardization and modern development which has been accorded almost every other form of advertising.

The newspapers, the magazines, the billboards, the trade paper and the street car card as well as certain forms of direct-by-mail advertising have been brought up to high standards of efficiency with the possibility of failure reduced to a minimum. But not so with window and store advertising, despite the assertion that this form of advertising deserves a place in the front line trenches with the higher and most successful forms of advertising media. It is only recently that store-owners themselves have come to appreciate the tremendous selling value and advertising power of a store window.

There is no form of advertising so rich in possibilities from every angle as store window advertising. It embodies every advantage of car and other advertising and many which most advertising mediums do not have. When it is rightly done it attracts attention, arouses interest, creates desire, and actually makes a sale, especially when the goods are harmonized with the display, particularly since the dealer is ready with the merchandise to instantly supply a sale made by the window display.

This is by no means said in disparagement of any other clean, effective, standardized form of advertising but rather to show that no advertising campaign is complete without an effective window feature to crystallize in the dealer's store the entire force of the campaign and also to point out the importance of securing for dealers the utmost advantage of an advertising campaign by linking their store with the campaign in a way to get quick and direct results from all advertising.

One of the greatest merchants in this country was recently discussing advertising with the writer and he made the astounding statement that he believed his windows were worth more to his business than his entire newspaper advertising campaign and all his other advertising efforts put together. Of course he was spending half a million dollars in the newspapers and while he did not mean that windows could supplant newspapers on a big department store proposition in any sense, his remarks indicate the tremendous value of store window advertising and are worth considering by talking machine dealers.

In order to get the utmost out of his windows

four factors must be taken into account by the dealer, which are as follows:

1. A good location.
2. A properly prepared window.
3. Window displays frequently changed which possess in themselves the chief element of advertising and selling as distinguished from mere pretty pictures and attention-getting stunts.
4. Intelligent following-up in the store of the window advertising.

A good location, of course, involves the general question of where a dealer will place his store. But when he signs a lease he should take into account the advertising value of the window by estimating the number of people who are apt to pass his place of business in the course of a day.



Arthur Freeman

Naturally the greater the circulation, the better the location, both from an advertising standpoint and a business standpoint.

A well-prepared window refers to the mere mechanical construction of a window with floor space in it ample enough to make a good showing and easily accessible to the average passerby. Many stores almost kill the effect of their windows by railings, stairways and other obstructions which prevent people from getting near the window.

The modernizing of store fronts has become a great business of late and whenever a dealer builds a store-front he should take into consideration the advertising possibilities of his windows, seeing that ample space is provided for window displays.

The third factor refers to the trimming of the window which involves not only the laying out of merchandise in a pleasing and attractive way

but utilizing such display matter as will literally sell the goods to the people looking into the window. In recent years very ingenious moving displays have been installed in windows but these are being discarded not only because they invariably get out of order and lose any advantage which they may have in the mechanical feature. But the chief objection to mechanical displays has been found in the fact that they attract attention to themselves and not particularly to the goods. After all the function and purpose of a window display is to interest people in the merchandise and induce them to go into the store and purchase it.

No advertising is good advertising which attracts so much attention to itself that it detracts from the purpose in hand which is to sell merchandise.

The newer form of window advertising is being developed by lithographed window-cut-outs, hangers, posters, cards, etc., which both by cleverly created illustrations in color and by the right kind of advertising copy and type are producing the same selling effect which one would expect out of high-colored back pages in the standard magazines.

Millions of dollars have been spent in sending dealers this form of printed and lithographed matter, but most of it has been so badly done, or so created to show advantage only for the manufacturer and very little for the dealer, that it has been devoid of the necessary advertising and selling value to get actual, visual, business results.

The day is past when a pretty picture and a few slogans under it giving the name of an article will sell goods. The public demands concrete reasons why, actual proof, concrete demonstrations and selling arguments that convince and persuade. The ideal lithographed window display which gets its inspiration from the complete magazine, newspaper and outdoor campaign, ingeniously concentrating in the dealer's window every good element which was developed in the complete national campaign, so that any reader who may have been impressed by the advertising in the national media to go to the dealer's store, finds in the window the same inducement, perhaps presented in an even stronger way, to continue his search until he gets the merchandise itself.

Fortunes are spent every day in advertising in all forms of media which does not pay. Newspaper, magazine, trade paper, billboard and street car advertisements are run daily without result. The fault, it is found in most instances, is not in the medium but in the way in which it is used.

(Continued on Page 18.)

Represents BEAUTY and TONE Combined

The "VICSONIA" Reproducer (MODEL A)

Designed to PERFECTLY play Edison Disc Records on "Victrolas" or "Grafonolas." Easy to attach—slips on—a child can do it. The Vicsonia is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

ATTENTION!!!

MODEL "B" VICSONIA. Order one NOW. Don't Hesitate. Plays Edison, Pathe and all other hill-and-dale records.

A sample reproducer Model A or B will be sent on receipt of \$4.50 Retail price \$7.50.



VICSONIA MFG. CO., Inc., :: 313 E. 134th St., New York, N. Y.



Appreciation

WE WISH TO EXTEND TO OUR DEALERS OF THE PAST YEAR, OUR APPRECIATION FOR THEIR PATIENCE AND GOOD WILL DURING THE TRYING TIMES OF STOCK SHORTAGE.

WE WISH TO ASSURE THEM THAT WE HAVE DONE THE BEST WE COULD WITH WHAT MERCHANDISE WE HAD.

WE LOOK FORWARD TO A BETTER YEAR AND WANT OUR DEALERS TO KNOW THAT THEIR WANTS WILL BE LOOKED OUT FOR IN THE SAME CAREFUL MANNER AS HERETOFORE.

DO YOUR PART. BE SURE YOU ARE EQUIPPED WITH UP-TO-DATE FEATURES AND METHODS OF MERCHANDISING SO AS TO DO THE MAXIMUM BUSINESS IN YOUR LOCALITY AND RENDER YOUR CUSTOMERS FIRST CLASS SERVICE, GIVING THE VICTROLA AND VICTOR RECORDS, THE REPRESENTATION THAT THEY DESERVE.

OUR PRESENT DEALERS COME FIRST. WE WANT TO SEE THEIR WANTS FULLY SUPPLIED BEFORE WE ADD TO THE NUMBER OF OUR ACCOUNTS.

Hearty Greetings

for a

Merry Christmas and a Happy and Prosperous
New Year

American Talking Machine Company

Exclusively Wholesale

VICTROLAS AND VICTOR RECORDS

BROOKLYN, N. Y.



Hackett and Stracciari in a duet!—"Solenne in quest' ora" from *La Forza del Destino*. Their first joint record! Order big! Columbia 49666.

Columbia Graphophone Co.
NEW YORK

THE VALUE OF WINDOW ADVERTISING

(Continued from Page 16.)

This is true of window advertising perhaps more than any other form of advertising, and one finds on the main street of the average town in this country as well as many of the streets in the bigger cities window after window wasting its effort because of a lack of the intelligent use of that window in attracting the attention of possible patrons and persuading them to come into the store and buy.

Sticking a lot of miscellaneous cards and merchandise in a window with irrelevant signs and expressions is as ineffective as a jumble of type in a magazine or newspaper page which costs just as much as a real advertisement but lacks the scientific selling value that a well-equipped advertising man would introduce in it.

The fourth element, of course, depends entirely on the dealer. The dealer must be ready to back up the window display, first with the goods which he says in the window he has. To arouse interest in merchandise in a window only to find that the goods are out of stock or the size range is incomplete is like a newspaper advertisement which induces a person to come to a store only to find that the store is not backing up the advertising.

The store service, too, must measure up in every way to what the window display expresses. A fine display in a window may stamp the merchant as a progressive, up-to-date, modern, business man. Yet if the customer induced by that display to come in finds him slovenly and lax and inattentive, he has not only lost a permanent customer, he

has made a positive knocker, as has been found so true in misleading newspaper advertising.

In the talking machine trade window advertising has been unusually effective and in this respect the talking machine industry has set other businesses a splendid example. This young business giant which is rapidly becoming one of the greatest industries in the world has not been satisfied with the cut-and-dried methods of other national advertisers, but it has been generally remarked that window display advertising among talking machine dealers has been of an exceptional type and the results speak for themselves. Today the average dealer wouldn't be without his window display hooking up with the national advertising and he is willing to pay real money for it as a valuable asset to his business.

This development has only begun and the next few years are going to bring out in dealer service and window advertising for dealers a standard, modern form of advertising which will take its place alongside of the best advertising media in the country.

PROMINENT HOUSES TAKE AGENCY

Emerson Records to be Sold by Loeser & Co., in Brooklyn, and Hardman, Peck & Co., and Bloomingdale Bros., in New York

The Emerson Record Sales Co., New York, local jobbers of Emerson records, announced recently that arrangements had been completed whereby this line of records will be handled by the following well-known houses: Frederick Loeser & Co., Brooklyn, N. Y.; Hardman, Peck & Co., 433 Fifth avenue, New York, and Bloomingdale Bros., 59th street and Third avenue, New York.

Fred'k Loeser & Co. is one of the best known and most successful department stores in the country, and its publicity plans include an extensive campaign in behalf of Emerson records. Hardman, Peck & Co. are featuring these records to excellent advantage in their Fifth avenue showrooms, and Bloomingdale Bros. are devoting a considerable part of their talking machine warehouses to the display of this line.

NEW EDISON DEALER IN NASHVILLE

Lawrence & Briggs Open Attractive Store and Hold Formal Opening of Premises.

NASHVILLE, TENN., December 4.—Lawrence & Briggs, Edison dealers of this city, opened last month at 516 Union street. On the day of the formal opening the store was attractively decorated with flowers and in spite of the inclement weather a large number of visitors came to the store during the day. A. E. Lawrence, one of the partners of the new concern, was connected with the Houck Piano Co. for eleven years as manager of the talking machine department. Mr. Briggs was also with the Houck house and previous to that time was connected with the Lamb Piano Co. In addition to the New Edison and Edison and Emerson records, the Freeman talking machine, a local product is also carried.

"TALKERS" SHOWN AT MIAMI FAIR

S. E. Philpitt, One of the Exhibitors of Victrolas and Other Instruments in Miami, Florida, Fair Building—Exhibit Attracted General Attention.


MIAMI, FLA., December 2.—One of the most interesting displays at the recent exhibition held at the Miami Fair Building was that of S. Ernest Philpitt, who occupied three booths immediately inside the entrance, with a full display of Victrolas, Steinway grands, Estey organs and Francis Bacon players. Special concerts were given each evening at which the various instruments were played.

In the exhibit arranged by the Miami Electric Co., which occupied a large space, Mr. Philpitt also had a Victrola and piano which attracted considerable attention. As a matter of fact the Philpitt exhibit as a whole drew the attention of the majority of the visitors.

The Vangi Liberty Talking Machine Co. has been incorporated under the laws of Delaware with a capital of \$125,000 by W. I. N. Lofland, Frank Jackson and Mark W. Cole, of Dover.



REGINA
Phonograph




Plays all disc records with an unusual clearness, richness and beauty in tone.

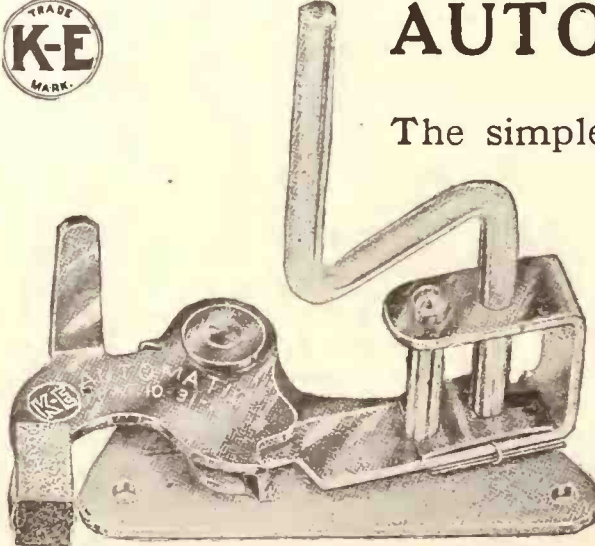
Attractive Proposition for active Dealers

The REGINA Co.
47 W. 34th St.,
New York

209 S. State St.,
Chicago



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

AEOLIAN-VOCALION REPRESENTATION

*Its Present Value and Promise
for the Future*

THE Phonograph business, though still comparatively new, is already undergoing the change which is inevitable in every industry. Real competition, without which development and progress is almost impossible, has made itself strongly felt in the field of manufacture and is rapidly becoming more and more apparent in the selling end. The time has come when it behooves every intelligent and far-sighted merchant to face the new condition and make provision for the present and the future.

To the merchant who does this, the opportunity to secure the representation of The Aeolian Company's phonograph—the Aeolian-Vocalion—must appeal as the most valuable franchise available in the music-industry. Not only is the Aeolian-Vocalion today far superior to any of the machines of older type, both intrinsically and as a sales proposition, but its leadership in the future is equally assured. During the past twenty-five years, The Aeolian Company, its manufacturers, have been responsible for the most important developments in musical instrument construction. It is therefore safe to assume that the same spirit of initiative, backed by its wide experience and unparalleled equipment, will enable this Company to *keep* its phonograph far ahead of all competitors.

Moreover, the Aeolian policy of *exclusive representation*, which assures to the dealer the benefit of all the business in his territory, is not only a vital consideration at the present, but is destined to become more and more important in the years to come.

Valuable territories for representing the Aeolian-Vocalion are still available. Information as to these and full particulars will be furnished to those who inquire.



MARIE SUNDELIUS



COLIN O'MORE



NELLIE AND SARA KOUNS



GIACOMO RIMINI

The Vocal

THE development of the most interesting and history.

The phonograph and the ph one — that is, neither is of val improvement in either, directly however, the most obvious im been connected with the instr of this is furnished by the nized both here and abroad decided advance in phonograp

It is significant that from the phonograph should emanate proved type.

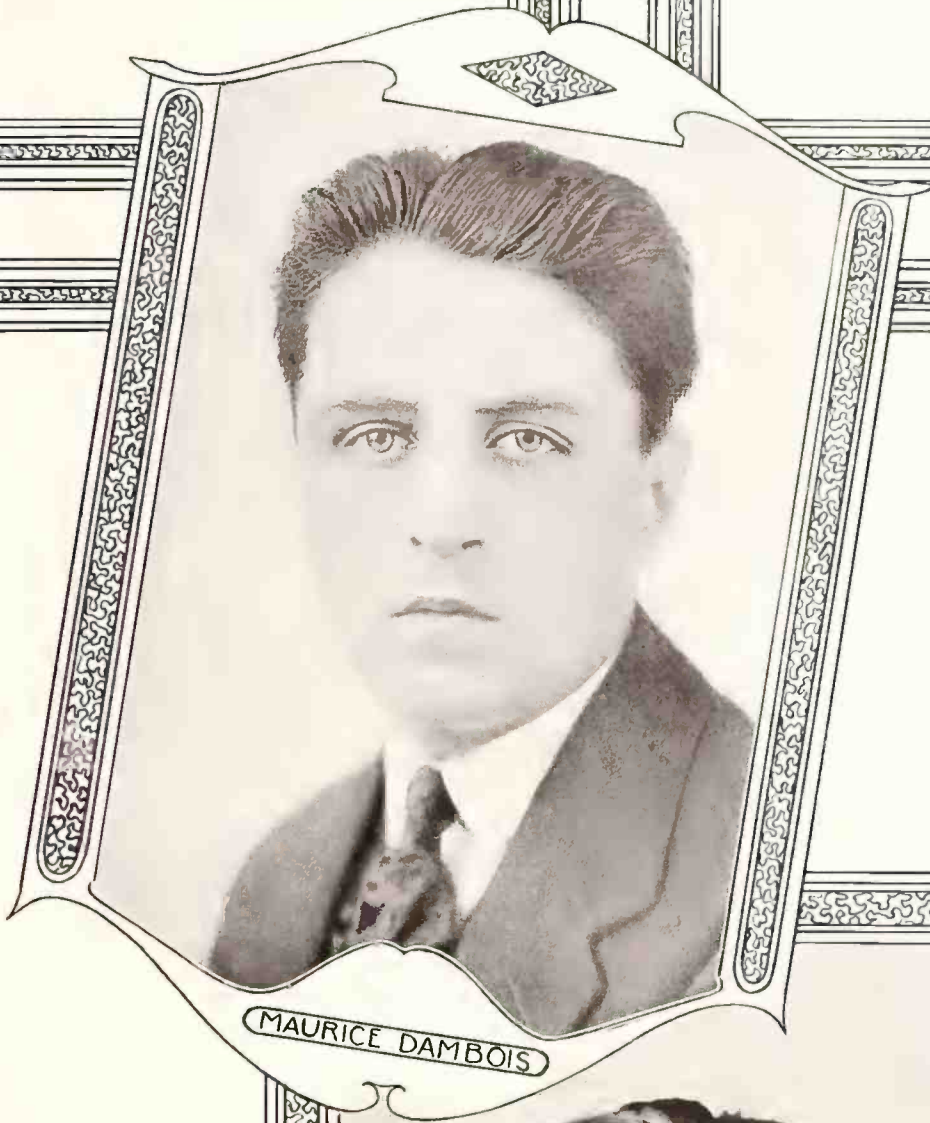
The Vocalion Record, made by the more scientific system used by its clarity, richness and mu advantage that it contains m any other record upon the m

Wonderful studios have been London for recording and mal in beauty, in comfort and co scientific acoustical features— purpose of The Aeolian Co record the phonograph indust

As an artistic achievement of the Vocalion Record is worth



ROSA RAISA



MAURICE DAMBOIS

ion Record

phonograph has been one of the far-reaching events in musical

ograph record are practically without the other. An impact affects both. While this is true, improvements in recent years have meant. A notable illustration of *Italian-Vocalion*, which is recognized as representing a definite and new construction.

source that produced this new Phonograph Record of im-

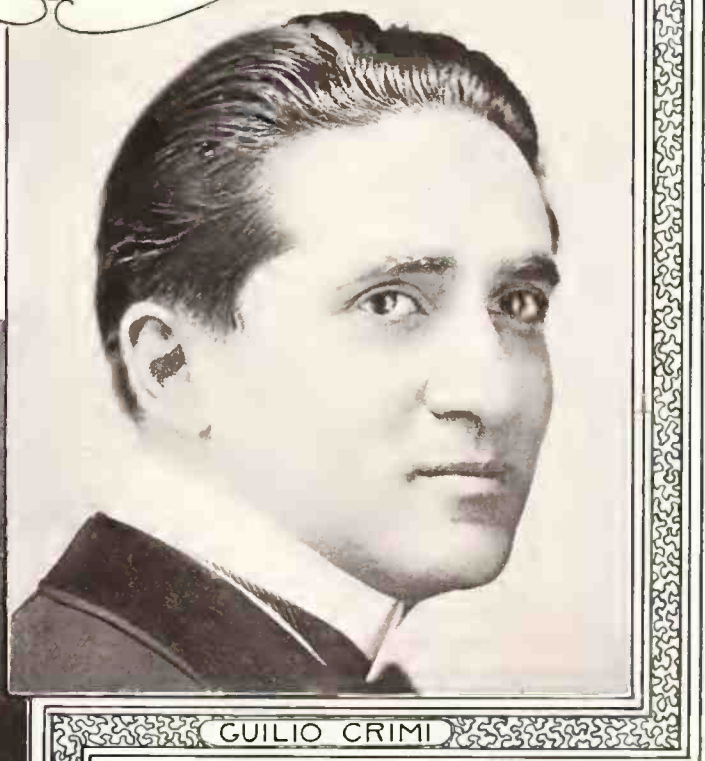
the Aeolian Company, due to its production, is distinguished by its realism. It has the further advantage that the music—plays longer—than the gramophone record.

Established in New York and producing records. In every detail—convenience, in equipment and in these studios reflect the serious determination of the company to produce the greatest records that the world has ever known.

Impressive musical magnitude, and of the highest Aeolian ideals.



MAY PETERSON



GUILIO CRIMI



THE distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Period cases which far surpass anything hitherto known in connection with the phonograph.

The stock models reflect the broad experience and ample artistic capacity of The Aeolian Company's department of design and case-making. Utmost care and technical skill are apparent in every

detail. Simplicity and the repression characteristic of genuine art are evident in every design.

In the Period Styles the most unusual and artistic case effects are displayed. While some of these are original, others are based upon authoritative Period and other classic models.

No intelligent merchant need be reminded that there is a large clientele in every community that appreciates real beauty and art, and that this clientele constitutes a highly desirable addition to his trade.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Address the Aeolian-Vocalion Department.

Distributors of the Aeolian-Vocalion and Vocalion Record

- | | |
|--|---|
| NORDHEIMER PIANO & MUSIC CO., Ltd.,
Toronto, Canada | GUEST PIANO COMPANY
Burlington, Iowa |
| THE AEOLIAN COMPANY . Chicago, Ill. | D. H. HOLMES COMPANY, Ltd.,
New Orleans, La. |
| THE AEOLIAN COMPANY Cincinnati, Ohio | O. J. DE MOLL & CO. . Washington, D. C. |
| THE AEOLIAN COMPANY . St. Louis, Mo. | STONE PIANO CO.
Fargo, N. D., and Minneapolis, Minn. |
| CLUETT & SONS . Troy, N. Y. | TITCHE-GOETTINGER COMPANY
Dallas, Texas |
| CONSOLIDATED MUSIC COMPANY
Salt Lake City, Utah | R. W. TYLER COMPANY, Wheeling, W. Va. |
| B. DREHER'S SONS COMPANY
Cleveland, Ohio | VOCALION COMPANY OF BOSTON
Boston, Mass. |
| EMERALD COMPANY . Birmingham, Ala. | |

THE AEOLIAN COMPANY

Makers of The Duo-Art Pianola Piano—Largest Manufacturers of Musical Instruments in the World

NEW YORK LONDON PARIS MELBOURNE SYDNEY MADRID

A "WIRELESS" MYSTERY SOLVED BY THE TALKING MACHINE

"Nauen Madrid Buzz," Which Baffled Intelligence Department, Solved by Recording Messages on Records—Discovery Made When Motor Ran Down—Details of System—Aftermath of the War

Just before the sixty-four-kilometer retreat of the German armies from the strongly entrenched Chemin des Dames position in 1918, the allied intelligence department informed the general staff the exact positions which would be evacuated. This was in spite of the fact that all the preliminary operations on the Berlin side were carried out with the utmost attempt at secrecy; that every movement up to the final withdrawal had been made at night; and that even divisional commanders in the German ranks were ignorant of the extent of the retreat. Wireless and the talking machine told the story, says the Scientific American.

No message telling this precious secret was intercepted. The Germans knew far too much to intrust this to errant ether waves. Yet from the enemy's use of wireless equipment the allies obtained their positive information.

The reasoning behind it was simple, but it was not until 1918 that either side used the process—perhaps for that very reason. Most communications in the front trenches are carried on by telephone. "Buzzers" chit-chat incessantly. Some of their talk is important. More is merely trench gossip. A little is sear-head stuff calculated to start the foe guessing if he happens to be listening in with microphone.

The trench phone equipment is costly. On the German side toward the end of the war it was likewise irreplaceable. Whenever the decision was reached to get out of a certain sector, the Huns had first to move out their phone instruments, wires and stations. From the time this was started until it was fully accomplished, wireless played an increasingly important part. Every phone station gave place to a temporary wireless station, and the chatter, bluff and serious orders in code were sent in this manner for perhaps ten days previous to the final withdrawal.

From previous experience, French, British and American spotters had become familiar with the coincidental increase in the number of wireless messages with the preparation for retreat. So, with this symptom well developed along a sixty-four-kilometer front on the Chemin des Dames, they had no difficulty in marking off the sector and even in guessing accurately concerning the time the retreat would begin.

Another queer situation which arose in the wireless department during the war was known officially for months as the "Nauen Madrid Buzz." In May, 1916, it appeared for the first time, emanating from Madrid. It was a curious rustle of the spark unlike any message familiar to allied operators, who of course looked upon it with suspicion and tried to make something out of it. For perhaps five seconds—and sometimes as long as twenty—this peculiar phenomenon would occur. Then no more for perhaps a week. Until Nauen developed the same strange quality the buzz was diagnosed simply as an odd manifestation of "static."

But when Nauen buzzed, immediately the wireless sharps in the allied ranks tackled the problem. Though there was no direct proof to hand that Nauen also was not bothered by "static," the coincidence was ugly. So many means whereby the Huns obtained precious information concerning secret military matters had been uncovered already, that the allies had become quite in the habit of regarding anything out of the ordinary as spy work. The best men were put on the job—and were baffled.

It is needless to detail the many theories which were held concerning this mysterious communication—for after the first weeks no one doubted that the buzzing was just this. The solution was reached through pure accident.

In studying foe wireless—which is in code, if important—the practice is to take down the message on a talking machine record. Then it can be decoded at leisure. One of the many dozens of records of the Nauen Madrid buzz was being run. A young radio officer was attempting to solve the mystery. The spring in the machine ran down, and as he wearily reached forward to wind the box again he stopped, chilled by the excitement of a discovery. With the cylinder revolving at a very low rate something that might be a rapid message in code clicked from the horn!

Throttling down the speed adjuster on the machine, he ran the record as slowly as possible. His hunch was justified! There was certainly something there, though it went too fast to be caught.

He wrestled with the problem over night. Next day he rigged up an electric motor to run his blank cylinder record at a prodigious rate of speed. When the buzzing occurred it was caught. Then when the record was rerun at a moderate rate the message was there! It was decoded shortly, and proved to be part of an important description concerning the disposal of allied troops.

The secret was simply that at Nauen and Madrid each message was cut into a perforated roll. This was run through the sending apparatus at the speed of 400 words per minute. Naturally it turned out to be a buzz to anyone not "in the know." At the opposite station they simply took it on the talking machine, and that was all there was to it.

The allies managed to trace down many spies through the requests made by Nauen. In addition to this a great deal of erroneous information was sent through channels by which it would reach Madrid, and thence Nauen. After this there always was a third party on the line whenever the Germans and their agents in neutral Spain got talking together.

???

WHY

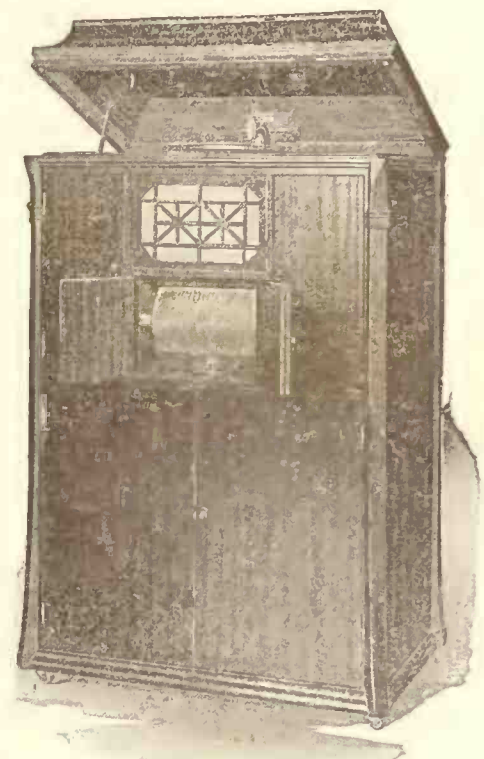
Mr. Dealer

Are Your Competitors Selling So Many

Phono-Grands

???

Simply Because They Know That



PHONO-GRAND

Fills a Long Felt Want

This little compact combination of a splendid Phonograph and an electrically controlled Reproducing Piano is just the thing for ice cream parlors, restaurants, cafes, etc. It fits in nicely and takes up no more room than an ordinary talking machine.

Want particulars? Write today

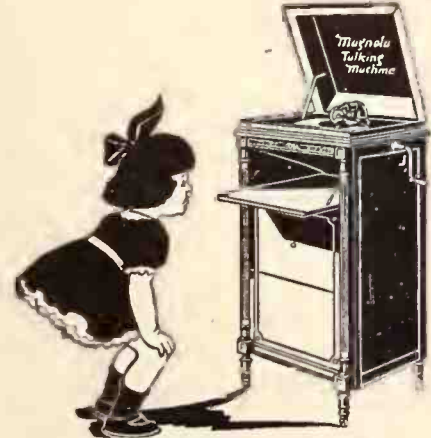
J. P. Seeburg Piano Co.
419 W. Erie St. Chicago, Ill.

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE CHICAGO 1530 CANDLER BLDG. ATLANTA, GA.

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES
K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks
Line permanently shown by Epp. Feig, 33 E. 20th St., New York, N.Y.

HOW FOLLOW-UP SERVICE WILL HELP TO INCREASE BUSINESS

Illinois Dealer Gives Service and Makes Satisfied Customers — Follows Up All Sales and Keeps Machines in Good Repair—Valuable Pointers of Interest to Talking Machine Dealers.

Any mechanical device will give better satisfaction if it is oiled occasionally. Yet, few people think of this after buying a bit of machinery for home use. So it occurred to a manager in an Illinois department store to give this service—the article he sells is a talking machine—to his customers in a way they would appreciate and that would build business for him.

When selling a talking machine he makes an entry in his card index. Six months later a representative of the store calls at the home of the purchaser of the machine and explains that he is there merely to oil the motor and see that it is in the best of working order. The owner naturally is pleased at the thoughtfulness of the merchant. And usually the inspector finds the motor so much in need of a cleaning and oiling that he removes it from the cabinet and takes it back to the store with him for a thorough overhauling.

A few days after the motor is returned to the owner he receives this letter:

"According to our view of the matter, service means doing the thing the customer wants, before he has time to ask why we haven't done it.

"That's why we came out and got your motor and brought it down to our shop for a thorough cleaning. It might not have occurred to you that your machine needed cleaning and inspection. But it occurred to us.

"You see, service doesn't end with the sale of a machine. We want those who buy to get the full measure of enjoyment from their instruments. And for the first year after you buy, our inspection and repair service is at your service without charge. Feel free to call upon us at any time."

The manager has found that this service not only gains good will but it often renews the owners' interest in their machines and results in the sale of records. And in some instances,

according to a writer in "System," it has brought into his store to buy records people who had been purchasing their records elsewhere.

NOW KNOWN AS DUO-TONE, INC.

Manufacturers of Duo-Tone Needles Reorganize With J. H. Bartholomew as Secretary and General Manager of the Company.

ANSONIA, Conn., December 8.—The Duo-Tone Co. of this city, manufacturers of the Duo-Tone attachment and the De Luxe Stylus, have reorganized and are now known as Duo-Tone, Inc. The officers and directors of the company remain practically the same, the only change being the election of J. H. Bartholomew as secretary and general manager. Mr. Bartholomew is particularly well fitted to occupy the position as the entire affairs of the company have been in his hands for some time as the receiver of the old company. Extensive merchandising plans are now under way for the coming year.

RE-ENTER TALKING MACHINE FIELD

J. & A. J. Piotrowski, of Manistee, Mich., who handled talking machines for fifteen years, till forced to discontinue this department through lack of space, have enlarged their premises, and have re-established their talking machine department. At the present time they are handling the Claxtanola, and are planning to add other lines of machines.

The Ansonia Music Shop, Inc., New York, has incorporated to deal in talking machines and supplies with a capital of \$12,600. The incorporators are A. Cobb, G. A. McLaren and G. J. Kennedy, 2110 Broadway.

BUDGET OF PATHE HAPPENINGS

Christmas Slide Being Utilized by Dealers—Recent Literature Interests—N. Snellenberg & Co. Take on Pathé Line—Dance of Welfare Association.

The Christmas slide, offered by the Pathé Freres Phonograph Co. free of charge to dealers using this form of local advertising, is proving very popular. A large number of dealers have already sent for their slides and each day's mail contains additional requests. The slide features Pathé record No. 22191, "Christmas Eve in the Toy Shop" and on the reverse the immortal "'Twas the Night Before Christmas."

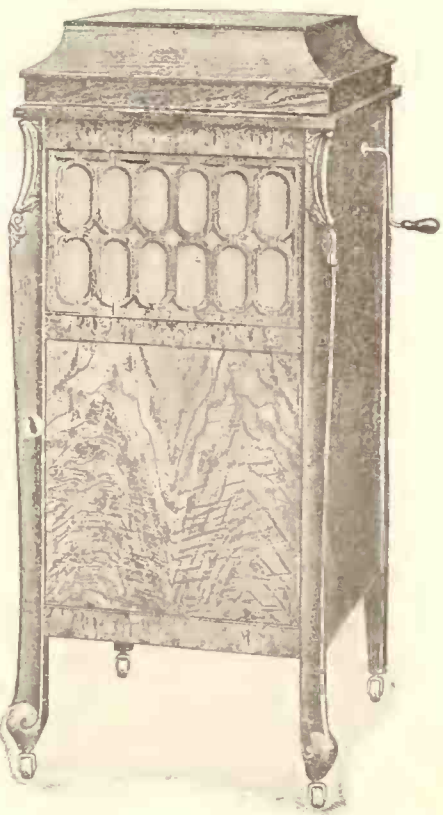
Recent literature sent out from Pathé headquarters has attracted much favorable comment. The Pathé record poster featuring the Ziegfeld Follies girl in colors is one of the most attractive that has been issued. A new booklet of machines which has recently been published is being welcomed by Pathé dealers everywhere as a valuable sales booklet for their showrooms. A folder entitled "Ad Suggestions From Pathé" has also been mailed containing many pointers in the way of dealer advertisements with various size spaces. The ads are strongly written and many dealers have already responded requesting stereotypes or mats for their local papers.

N. Snellenberg & Co. have been added to the list of large Philadelphia department stores carrying Pathé machines and records, during the past month.

Rosalie Miller, who recently signed a three year contract to record exclusively for Pathé records was heartily acclaimed at a recital given at Carnegie hall on November 18th.

Messieur Rapin, who will represent Pathé interests in the Far East, is now enroute for Yokohama.

The Welfare Association, composed of Pathé Employees held a dance at Arcadia Hall in Brooklyn on December 5th. It was well attended and tended to materially increase the "family" feeling among the large number of employees in the Pathé plant.



Style A

Dulcitone

Dulcitone Figured Walnut, Rich Mahogany, red or brown

DULCITONE WALNUT HEADS THE LIST

The most beautifully figured and matched veneer in the entire phonograph world.

We make other finishes too.

Equipment throughout of the highest class.

The total "sum up" of the Dulcitone is a rare combination of finish, reproducing accuracy and musical perfection.

The best selling Phonograph on the market. Customers satisfied. The dealer's sales and profits increase.

Quick shipments.

PRICES AND COMPLETE INFORMATION ON APPLICATION

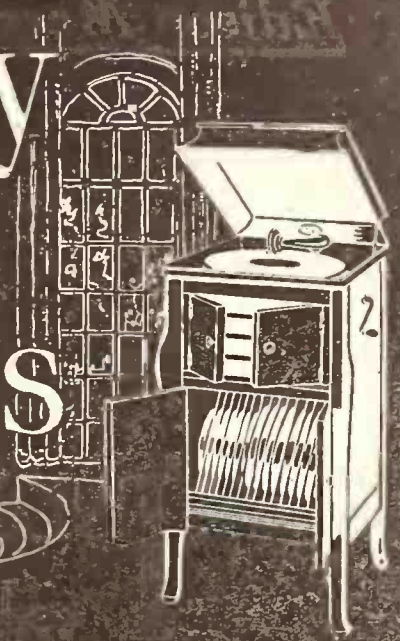
Dulcitone Phonograph Co.

South Haven, Mich.

Chicago Office: 404 Republic Building



The Holiday Sale of Phonographs



necessitates an increased demand for Steel Needles



PREPARE

 to supply your customers, to

whom you sell phonographs, with Steel Needles of Quality. Even a little thing like a Steel Needle becomes a big thing if the customer is pleased. The sale of a phonograph should be only the *beginning* of your sales. It is up to you to so please your customers that they will buy all their records at your store.

whom you sell phonographs, with Steel Needles of Quality. Even a little thing like a Steel

BRILLIANTONE COMBINATION
Flat Side, Parallel with the Record, producing Loud Tone

BRILLIANTONE COMBINATION
Flat Side at Right Angles to the Record, producing Soft Tone

For Intermediate Tones, Use Intermediate Angles

Are you selling BRILLIANTONE COMBINATION TONE NEEDLES

All First-Class Distributors have them. Ask Yours for samples.

FOR CUSTOMER SATISFACTION, SELL
BRILLIANTONE STEEL NEEDLES

Uniform Quality Uniform Lengths Uniform Points

Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

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

WALTER A. CARTER
57 East Jackson Blvd.
Chicago, Ill.
WALTER S. GRAY
942 Market Street
San Francisco, Cal.

Metropolitan District: EMERSON RECORD SALES CO., 6 West 48th St. N. Y. City
THE REED CO., Inc.
237 Fifth Ave.
Pittsburgh, Pa.

ELMIRA ARMS COMPANY
Elmira, New York

YAMR & LANGE DRUG CO.
Milwaukee, Wis.

C. L. MARSHALL & CO.
82 Griswold Street
Detroit, Mich.

MUSICAL MERCHANDISE SALES CO., Ltd.
819 Yonge Street
Toronto, Canada
BOURGETTE & WOODS
16 McGill College Ave.
Montreal, Canada.

Foreign Export: CHILPMAN, Ltd., 8-10 Bridge St., N. Y. City

Edison Message No. 56

INDUSTRIAL UNREST is prevalent in all parts of the world for the simple reason that man has not yet learned to know the fundamental truth that is the foundation of everlasting peace—brotherly love and a common interest between labor and capital and public.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

VICTOR TONE CONTROL SUSTAINED

Patent Office Delivers Decision, on Appeal, Awarding Priority of Invention on Sound Chamber Doors and Amplifier Arrangement of Victor Talking Machine to E. R. Johnson.

WASHINGTON, D. C., December 2.—The Examiner-in-Chief of the United States Patent Office, has just handed down an opinion, on appeal, which is of wide interest to the talking machine industry, by awarding priority of invention on talking machine devices, commonly known as the "sound chamber doors and amplifier" arrangement of the Victor talking machine to Eldredge R. Johnson, president of the Victor Talking Machine Co., of Camden, N. J.

It should be remembered that the Johnson patent, which was granted January 11th, 1910, on an application dated January 12th, 1905, was made the subject of an application for interference on the part of John B. Browning, which was filed on January 18th 1908. After a hearing before the Examiner of Interferences he saw cause to grant an interference to Mr. Browning, which ruling was appealed by Mr. Johnson, with the final result of the definite endorsement of Mr. Johnson's claim by the Examiner-in-Chief as set forth.

The opinion handed down is a most extended one, covering twenty odd pages, in which the evidence on both sides is reviewed exhaustively and the question of credibility discussed at length. The opinion is absolutely unqualified in approving

priority of invention by Mr. Johnson, and the evidence of the applicant for interference is rather severely arraigned in various parts of the document which concludes as follows:

"We have found nothing suspicious about the Johnson case, and therefore hold that the Examiner of Interference erred in raising a doubt * * * The decision of the Examiner of Interference is reversed, and priority of invention is awarded to Eldredge R. Johnson, the senior party."

As a matter of course the applicant for interference has the option of taking an appeal to the U. S. Commissioner of Patents which he has done. The examiners-in-chief who reviewed the case were, Fairfax Bayard, S. E. Fouts and R. E. Marine.

JOHN CORDES ON GENNETT RECORDS

The latest addition to the ranks of the artists who record for the Starr Piano Co. on the Gennett records is John Cordes, Jr., of New York. He has signed a contract to record exclusively for the Gennett records for the year 1920. The first numbers by John Cordes appeared in the November list and were the popular "Sand Dunes" and "Tell Me." In the January supplement there will also be two other numbers played by the Cordes Orchestra "Peggy," (fox trot), and "Follies Medley", (fox trot).

He who is always finding fault with others is likely to be full of faults himself.

RE-OPENS IN SALT LAKE CITY

Glen Bros.-Roberts Piano Co. Prominent Talking Machine Dealers Celebrate Opening of Remodeled Store in Western City—Victor Dogs Popular.

SALT LAKE CITY, Utah, December 1.—The enlarged home of the Glen Bros., Roberts Piano Co., Victor, Columbia and Edison dealers, was thrown open to the public two weeks ago and the event was made a notable one in this city. Fourteen new sound proof demonstration booths, perfectly ventilated, comprise one of the many features of the store. James A. Sitt, vice president of the company spared no effort to make the formal opening a success and planned several novel features, including special concerts for the children in the room designed exclusively for them. Victor dogs were distributed to the guests visiting the store during the day and several concerts, both of records and player rolls, made up the musical program.

TRUST THE MAN ON THE JOB

Trust the man on the job—or if he shows he cannot be trusted put somebody else in his place. Spread responsibility around and through the whole institution. But make it conscious responsibility. Let every individual have a chance to manifest initiative, make everyone realize that he is an actual and important cog in a big machine. Man power is the multiplied power of every individual exerted in the same direction.

The 'Motrola' way is the only way to wind your phonograph

Hence the reason why the following phonograph jobbers are acting as Motrola Distributors

VICTOR DISTRIBUTORS

- Cohen & Hughes, Washington, D. C.
 - Florida Talking Machine Co., Jacksonville, Fla.
 - Lyon & Healy, Chicago, Ill.
 - Cohen & Hughes, Baltimore, Md.
 - E. F. Droop & Sons Co., Baltimore, Md.
 - Eastern Talking Machine Co., Boston, Mass.
 - Beckwith O'Neil Co., Minneapolis, Minn.
 - J. W. Jenkins' Sons Music Co., Kansas City, Mo.
 - Schmelzer Arms Co., Kansas City, Mo.
 - W. D. & C. N. Andrews, Buffalo, N. Y.
 - Perry B. Whitsit Co., Columbus, Ohio.
 - Penn Phonograph Co., Philadelphia, Pa.
 - Badger Talking Machine Co., Milwaukee, Wis.
 - Stewart Talking Machine Co., Indianapolis, Ind.
 - Eclipse Musical Co., Cleveland, Ohio.
 - Keynolds Music House, Mobile, Ala.
 - Talking Machine Co., Birmingham, Ala.
 - H. A. Weymann & Son, Philadelphia, Pa.
 - Geo. D. Ornstein Co., Philadelphia, Pa.
 - Cleveland Talking Machine Co., Cleveland, Ohio.
 - Rudolph Wurlitzer Co., Chicago, Ill.
 - W. J. Dyer & Bro., St. Paul, Minn.
 - Knickerbocker Talking Machine Co., New York City.
 - W. D. Andrews Co., Syracuse, N. Y.
 - J. Samuels & Bro., Inc., Providence, R. I.
- EDISON DISTRIBUTORS**
- Denver Dry Goods Co., Denver, Colo.
 - Pardee Ellenberger Co., New Haven, Conn.
 - Phonographs, Inc., Atlanta, Ga.
 - Diamond Music Co., New Orleans, La.
 - Pardee Ellenberger Co., Boston, Mass.
- COLUMBIA WHOLESALESAERS Everywhere**

- Lawrence H. Lucker, Minneapolis, Minn.
- Silverstone Music Co., St. Louis, Mo.
- Phonograph Co., Cincinnati, Ohio.
- Phonograph Co., Cleveland, Ohio.
- Girard Phonograph Co., Philadelphia, Pa.
- Buehn Phonograph Co., Pittsburgh, Pa.
- Proudfit Sporting Goods Co., Ogden, Utah.
- Kipp Phonograph Co., Indianapolis, Ind.
- Harger & Blish, Des Moines, Iowa.
- American Phonograph Co., Gloversville, N. Y.
- Phonograph Co. of Milwaukee, Milwaukee, Wis.

PATHE DISTRIBUTORS

- John A. Futch Co., Jacksonville, Fla.
- Fuller Morrison Co., Chicago, Ill.
- Hallet & Davis Piano Co., Chicago, Ill.
- W. W. Kimball Co., Chicago, Ill.
- National Piano Co., Baltimore, Md.
- Hallet & Davis Piano Co., Boston, Mass.
- Wm. Volker Co., Kansas City, Mo.
- Wright & Wilhelmy Co., Omaha, Nebr.
- Pathe Freres Phonograph Co., New York City.
- Fischer Co., Cleveland, Ohio.
- Philadelphia Pathephone Co., Philadelphia, Pa.
- Pittsburgh Pathephone Co., Pittsburgh, Pa.
- Buffalo Wholesale Hardware Co., Buffalo, N. Y.
- Harbour Longmire Phonograph Co., Oklahoma City, Okla.
- Salt Lake Hardware Co., Salt Lake City, Utah.
- R. B. Broyles Furniture Co., Birmingham, Ala.

BRUNSWICK DISTRIBUTORS

- Kraft, Bates & Spencer, Inc., Boston, Mass.
 - Butler Bros., Chicago, Ill.
 - Brunswick Balke Collender Co., Seattle, Wash.
 - Wallace Brown, Inc., Detroit, Mich.
- SONORA DISTRIBUTORS**
- Western Jobbing & Trading Co., Los Angeles, Cal.
 - Minneapolis Drug Co., Minneapolis, Minn.
 - Smith, Kline & French Co., Philadelphia, Pa.
 - Yahr & Lange Drug Co., Milwaukee, Wis.
 - Hessig Ellis Drug Co., Memphis, Tenn.
 - Strevell-Paterson Hardware Co., Salt Lake City, Utah.

MISCELLANEOUS

- A. C. Becker Co., Chicago, Ill.
 - Empire Talking Machine Co., Chicago, Ill.
 - A. Burdwise, Baltimore, Md.
 - F. C. Henderson Co., Boston, Mass.
 - National Phonograph Co., Pittsburgh, Pa.
 - Hoeffler Piano Co., Milwaukee, Wis.
 - American Phonograph Co., Burlington, Vt.
 - E. R. Godfrey & Sons Co., Milwaukee, Wis.
 - Gilbert Bros. Mfg. Co., Wichita, Kansas
 - B. J. Sheppard Co., Savannah, Ga.
 - Associated Furniture Manufacturers, St. Louis, Mo.
 - Wiley B. Allen Co., San Francisco, Cal., and branches.
 - Pacific Accessory & Supply Co., Portland, Oregon.
 - Cabinet & Accessories Co., New York City.
 - Plaza Music Company, New York City.
- BROOKS MFG. CO., Saginaw, Mich.**

CANADIAN DISTRIBUTOR—His Masters Voice. Ltd., Toronto, Canada

29 W. 35th St., New York

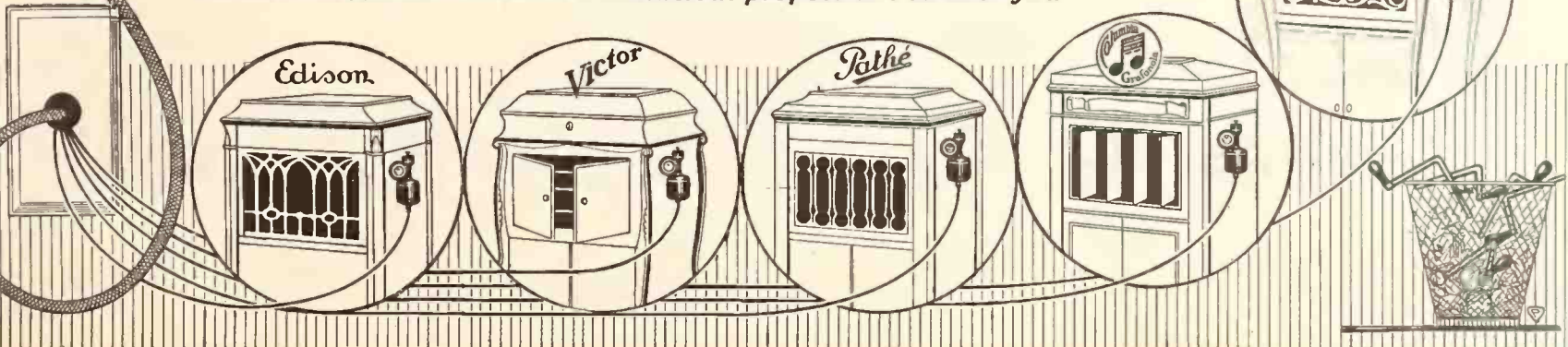
JONES-MOTROLA, Inc.

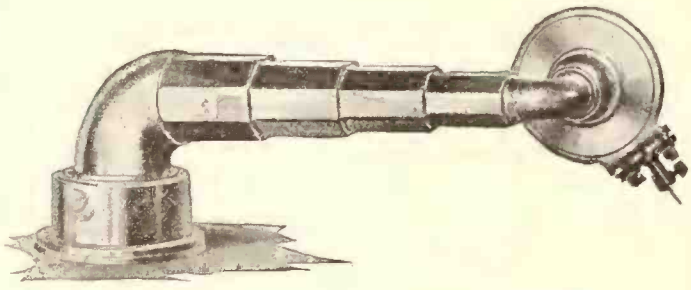
315 So. Broadway, Los Angeles

57 E. Jackson Blvd., Chicago

PHOENIX TRADING CO., 1265 Broadway, New York City

Jobbers—Write us—We have a wonderful proposition to offer you

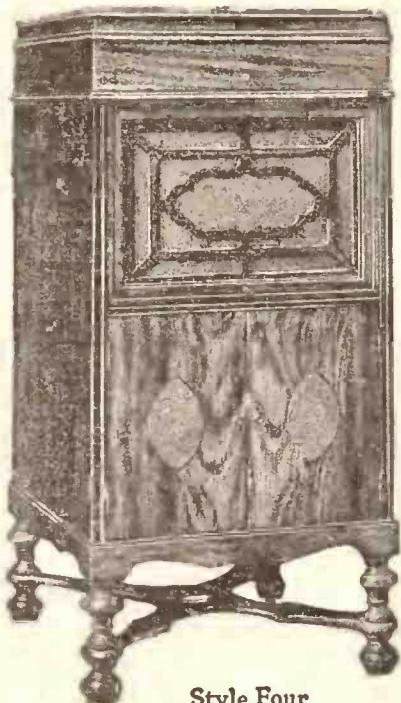




The Cheney Tone-Arm

The Longer you Play it
The Sweeter it Grows

The
CHENEY
PHONOGRAPH



Style Four
William and Mary

The Master Touch

CHENEY Phonographs bear the mark of individuality.

In method of tone-reproduction they differ fundamentally from every other phonograph. The underlying acoustic principles of the pipe organ and violin have been combined into an instrument of exquisite tone.

Cheney Cabinets are made of chosen woods and are fashioned by the finest furniture craftsmen that this country affords. They are made only in the period styles of Old England.

Discriminating buyers recognize the master touch immediately. They are surprised at the fairness of the prices.

Cheney Talking Machine Company
831 Marshall Field Annex Building
24 North Wabash Avenue
Chicago

The Talking Machine Assumes the Part of Pedagogue Most Successfully :: by J. S. Parsons

After a long and intensive fight against prejudices due to lack of understanding and appreciation of the real musical worth of the talking machine, this instrument has won a well earned position as a musical instrument worthy of a place in the highest musical circles. The finest homes in the country have their talking machines as well as their pianos, organs, harps and other musical instruments. Musical education has been materially advanced by means of the talking machine in schools, colleges and other institutions of learning. Music departments of public schools, high schools, colleges and conservatories of music have come to realize that in their work of spreading the knowledge of music among the people of the land through the pupils attending their courses, the talking machine has been a valuable aid in proving theories by actual demonstration and comparison.

In the great work of Americanization, of teaching those who come from foreign shores the ideals and practices of America the talking machine has had its place. It has helped these people to become better citizens through giving them a conception of the things for which America stands, not only in music, but in other spheres as well. It has brought to their new home the music of their native lands and has helped to keep them contented while they were assimilating the many experiences of the new land. It has helped them to learn English and has been used in night schools to help the pupil to learn the rudiments of our difficult language. It has now come to be a part of a different work and one which affects the business world of America in very definite ways.

The great call of modern business demands men for work in all countries of the world. Great exporting houses with branches in innumerable countries send out men to carry on the work in distant lands. Many a young man has wished to take up this work but has not been able or has not enjoyed the privileges of education which would permit him to become an adept in the language of the country to which he would like to go. To supply this need language courses in talking machine record form have been arranged and through these courses the talking machine is entering upon a pedagogical field as a teacher that is available to all. The study of languages in schools and colleges has largely been for pleasure

and just for the sake of adding another accomplishment. But now the talking machine comes forward and offers a means by which everyone may learn a new language for practical purposes as well as for pleasure.

And in order to learn any desired language it is no longer necessary to attend a special school which would be both costly and would require considerable time—more than the average man or woman engaged in business could well afford. It was felt that if language could only be taught in the home, and made available at any time, a great step forward would be made. With the perfection of the talking machine and the attention given by experts in every line to its use, the language records made their appearance and at

Few Teachers Have Been Able to Accomplish what the Talking Machine Has Achieved in Educational Field.

once established themselves. Now it is possible for the ambitious young man to study any desired language in his spare moments after the day's work with but a fraction of the cost of a college education or a special school course.

Not only can he learn at a small cost, but he can really learn. That is to say he comes to know a language thoroughly, not as a language from a printed page, but as a living thing to which his ear has been attuned. It has long been said that our method of teaching languages in many of our higher institutions of learning was wrong in that it taught from the printed page and did not train the ear to receive and translate foreign sounds into terms of our own language. It is agreed that a combination of the two methods is best. This combination is effected by the talking machine, for special books are furnished with the sets of records and what one

sees on the printed page is also heard coming from the sound box of the machine at will. Clear and perfect enunciation with the correct accent is the great feature of these records and in this way they are able to do what few teachers have been able to accomplish.

The growth of the companies who have made a specialty of these language records is evidence that the people of this country have recognized the need for just such an improvement upon modern conditions. Many talking machine dealers, scattered in every corner of the land, handle these record courses and consequently there is no one who cannot profit by this intensive education work. Inaccessibility of location and insufficient means should no longer hinder anyone on his way up the ladder of success. If his ambitions point to work in great enterprises either here or abroad he can learn the necessary language equipment in his own home and in his spare moments.

The man or woman who is just starting upon a business career and sees a future ahead, can make the most of the time after working hours by learning a new language. The salesman or clerk can qualify for that position he has been longing for. A few minutes each day taken from his time in the evening when he has returned from work will make him eligible for a better position in a higher department or perhaps in another branch of the work. In these days of hurry and rush in business great stress is laid on utilizing spare moments and in no better way can this be done than by using the talking machine record courses in the study of another language.

It is always a source of satisfaction to have the consciousness of a task well done, and in learning a language well, so that you have command of its peculiarities and difficulties, there is the feeling that you have accomplished a great deal. This is perhaps one of the reasons why these language courses make such an appeal to earnest workers. After using the record courses there is the feeling that something very real and definite has been accomplished and you feel repaid for your work. So it is obvious that in the field of commercial education the talking machine has done and is continuing to do a great work. It is demonstrating in this new sphere just as successfully as it has in musical and educational fields that it is very much more than an amusement factor.

Greetings:===

For a most joyous Christmas Season and for a New Year marked by progress and prosperity in full measure.

OLIVER
DITSON-BOSTON
COMPANY
VICTOR EXCLUSIVELY

THE EDISON POLICY IN REGARD TO NEWSPAPER ADVERTISING

Wm. Maxwell, Vice-President of Thos. A. Edison, Inc., Explains to "Newspaperdom" the Attitude of the Company in Regard to Newspaper Advertising—Believes in Helping All

A recent interview in "Newspaperdom" with William Maxwell, vice-president of Thomas A. Edison, Inc., is of interest to the trade, in that it clearly explains the attitude of the Edison Co. in regard to newspaper advertising. In commenting on the advertising policy of the company, Mr. Maxwell has always said: "We want to help the live dealers—the ones who will help themselves. There is a limit to the amount that any company can spend in newspaper advertising. We don't want a dollar of our money to go to a dead or disloyal dealer. We want it all to go to loyal and live Edison dealers. This is the reason for the sales promotion plans, whereby newspaper advertising at our expense is made contingent upon the dealer doing things which show he is both live and loyal. It means that such a dealer gets a bigger slice of our money than he would otherwise receive and that the inactive or disloyal dealer gets none of it."

The following is the interview which Mr. Maxwell gave to "Newspaperdom":

"Two or three years ago we had a prize contest, extensively advertised in the magazines. We prepared newspaper copy and sent it to our dealers, urging them to run the newspaper copy contemporaneously with our magazine advertising. In our letter, or bulletin, to the dealers, we stated that we proposed to make up special scrapbooks of the dealers' advertising in connection with this contest and that such scrapbooks would be shown to Mr. Edison. We, therefore, urged each dealer to send us clippings of his advertisements.

"Somehow or other, our bulletin to dealers got into the hands of one of the newspaper trade papers. I don't think it was 'Newspaperdom,' but perhaps it was. The editor literally took the hide off of us by means of an editorial, which denounced us for asking our dealers to do what he believed we should have done at our own

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

expense. He also ridiculed our statement that we intended to show the advertising scrapbooks to Mr. Edison. As a matter of fact, we did intend to show the scrapbooks to Mr. Edison, we did show them to him and he looked through them with a great deal of interest. His ability to feel a genuine interest in such matters helps to keep him young.

"That minor point disposed of, let us take up the other question. In this particular case, more than 2,000 of our dealers responded to our request and ran newspaper advertising in conjunction with our magazine advertising. In other words, the dealers used about ten times as much newspaper space as we could have afforded to use and the editor was quarreling with a policy which brought more money into the cash drawers of the newspapers than any other policy we could have adopted.

"There seems to be an impression abroad that we believe a phonograph manufacturer should spend all of his appropriation in magazines and farm papers and none of it in newspapers. There is probably no manufacturer who believes more fully in newspaper advertising than we do, but until recently we have been unable to find a satisfactory way of spending our money in the newspapers.

"Five or six years ago we ran a newspaper campaign at about 200 central points and appended the names and addresses of the local dealers. This campaign was very successful, so far as these 200 towns were concerned and the dealers in these particular towns were highly pleased but they acted a good deal like the ghost which ran a foot race with Nigger Sam. Sam was walking by a graveyard one night and a ghost started after him. Sam outran the ghost for about a mile and then sat down, exhausted. The ghost, catching up with him, sat down beside Sam and said: 'That was a mighty fine race we had; let's have another.' When our campaign was over, the dealers in these 200 towns said to us: 'That was mighty fine advertising you did; let's have some more of it.' When we suggested that maybe they might do a little advertising themselves in addition to the small space they had been using in conjunction with our advertising, they were shocked at the idea. Meanwhile, in the 3,000 odd towns wherein we had done no advertising, the dealers were complaining and refusing to put forth any noteworthy sales effort until we had run an advertising campaign in their respective towns.

"A situation thus arose where it seemed necessary to say to our dealers that we would do
(Continued on Page 27.)

FAULTLESS

PIVOT BEARING

CASTERS

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

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

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



Full Size—C-65

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

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:

Geo. Mittleman, 487 Broadway, N. Y.

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



HEINEMAN



Announcing the

OKEH MOTOR

¶ We are preparing to offer the trade the finest motor in the phonograph industry. It will embody every improvement and refinement that has given merit and satisfaction. The OkeH MOTOR will represent the last word in motor perfection, and will prove a revelation to phonograph manufacturers.

Order Now for January 1st Deliveries

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

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

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.

Ponselle's pure soprano makes a perfect vocal combination with Maurel's alto in that popular ballad, "Whispering Hope." Columbia 78325.

Columbia Graphophone Co.
NEW YORK



no newspaper advertising in any dealer's town but that we would advertise extensively in the magazines and furnish dealers with newspaper copy which interlocked with our magazine copy. We pointed out to merchants handling our line that our policy of limited dealer representation justified our dealers in bearing the entire expense of local newspaper advertising. This policy has been in effect for several years and has been successful to such an extent that at least 80 per cent of our dealers are regular newspaper advertisers and the aggregate amount spent by the dealers in newspaper advertising reaches a very large sum annually. The principal fault in this system is the fact that it probably does not give our line sufficient advertising in large cities, where space is expensive, but consistency requires us to treat the large cities the same as we do the small towns.

"Lately we have evolved a plan which will result in our spending about half a million dollars in newspaper advertising over the names of our dealers and a considerable portion of this expenditure will find its way into the metropolitan newspapers. The theory of this new plan is that if a dealer will do certain things, we will pay him for doing them—the pay to take the form of a newspaper advertising allowance. For example, we say to a dealer: 'Hire some returned soldiers, or sailors, train them to give demonstrations of the Edison phonograph in churches, lodges, schools, factories, etc., and for every demonstration so given we will allow you \$5.00 for newspaper advertising, provided you put another \$5.00 with our \$5.00.'

"We also propose, where an Edison artist gives a concert to go fifty-fifty with our dealer in newspaper advertising, featuring such artist's records, or 're-creations,' as we call them.

"Probably everyone is familiar with our so-called 'Tone Test,' in which an artist sings or plays in direct comparison with the re-creations of the artist's performance. Our dealers have found that these so-called tone test concerts are

a very fine form of advertising. We require the dealer to pay the artist's fee and all other expenses incident to the tone test concert, but we rebate the artist's fee in the form of a newspaper advertising allowance. In other words, if a dealer pays an artist \$500, we will pay for \$500 worth of newspaper advertising.

"We have still a fourth plan, by which we set up for a dealer an advertising allowance of a certain percentage of his purchases of a certain class of goods. The dealer is required to spend a similar amount.

"From the foregoing, you will see that we have at least realized our ambition to spend money liberally in the newspapers, without creating a situation similar to that of Nigger Sam and the ghost. I am inclined to believe that during the next twelve months there will be more inches of Edison advertising in the newspapers of the United States and Canada than of any other phonograph."

FEATURES NAME OF ORMES, INC.

The familiar name of Ormes, Inc., the prominent Victrola wholesalers of 26 East 125th street, New York city, now adorns a large new motor truck which has been acquired by this company for the purpose of operating the metropolitan district, and thus maintaining their reputation for quick service to their clientele. The former truck which this company operated was found inadequate to supply the needs of their trade, hence the newer and more elaborate equipage which carries the names of Ormes and Victor in its perigrinations throughout the city. General Manager Clarence L. Price is quite proud of this new acquisition.

INCORPORATED IN NEW YORK

The Emerson-Empire State Co., Mahattan, has been incorporated to deal in talking machines with a capital of \$35,000. The incorporators are J. B. and F. Sullivan, and J. Kahn, 66 Broadway.

NEW FATHERS, BE CAREFUL!

Proud Daddy in New York Celebrates New Arrival With Talking Machine Music—Mother-in-Law Objects and the Judge Says Ten Dollars Fine.

When the doctor comes through the door and announces that it is a boy, or girl, as the case may be, and that therefore the H. C. L. is going to hit you another wallop, control your glee, brother, for you may be called upon to explain to the judge. The real careful man will turn the lock in his talking machine and hide the key until the excitement is all over, just as a matter of precaution, following the experience of a New Yorker recently.

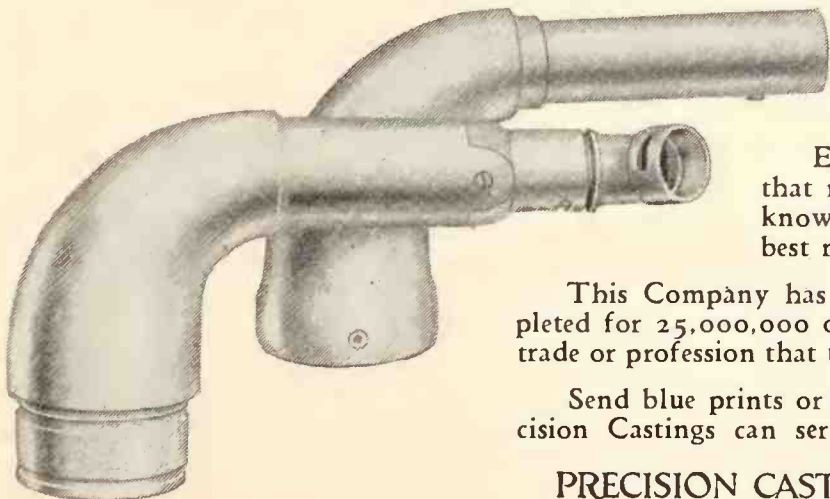
In the case referred to, the proud, or was it sorrowful, daddy received the announcement of the new arrival with comparative calmness and then proceeded to give a concert on his Victrola, using the loud needles exclusively. Mother-in-law was there and somehow got the impression that the flood of music was the result of sorrow rather than of joy and that malice was the motive.

The result of the ensuing discussion was the breaking of some records and a considerable quantity of dishes, according to dear mother-in-law. Next morning the proud father said "Good morning, Judge," explained his case and was accorded the privilege of paying ten dollars into the city treasury.

Let us warn you again, brother. Be careful! Either lock the talking machine, or see that mother-in-law is not among those present when the important event happens. Safety first!

DOEHLER REVIEW MAKES ITS DEBUT

The first issue of the Doehler Review has been recently issued. This "live" publication is the employes' paper of the Toledo plant of the Doehler Die Casting Co., covering their activities as Doehler Topics covers the various happenings in the Brooklyn plant.



Every Die Casting You Buy Reflects Back to the Maker

Every die casting you buy reflects the experience of the organization that made it. Each requires a special die; one particular alloy; special knowledge and experience and a desire to serve the customer, to get the best results.

This Company has made many millions of die castings. (Orders have been completed for 25,000,000 or more pieces.) We have made castings for almost every known trade or profession that uses die castings.

Send blue prints or models, and let our engineering department show you how Precision Castings can serve 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 Greatest Combination in the
Phonograph Industry*

**Garford Service
AND
LATERAL CUT**

 **KEH
RECORDS**

Ask us for Agency Proposition Now

LIBERAL DEALER DISCOUNTS

The Garford Manufacturing Company
ELYRIA, OHIO

The Application of Decorative Motifs to Talking Machine Cabinets—The Use of the Lyre

Because of its ancient fame, and because it is not used in modern music, the lyre possesses a certain romantic interest that renders it especially suitable for decorative purposes where music is to be indicated. In addition to this, it is of a decorative form, and can be used in decoration of any style. The lyre is said to have originated in Egypt, but it appeals to us because it was the national musical instrument of Greece, and it entered our decoration because of its use in Greek decorative work.

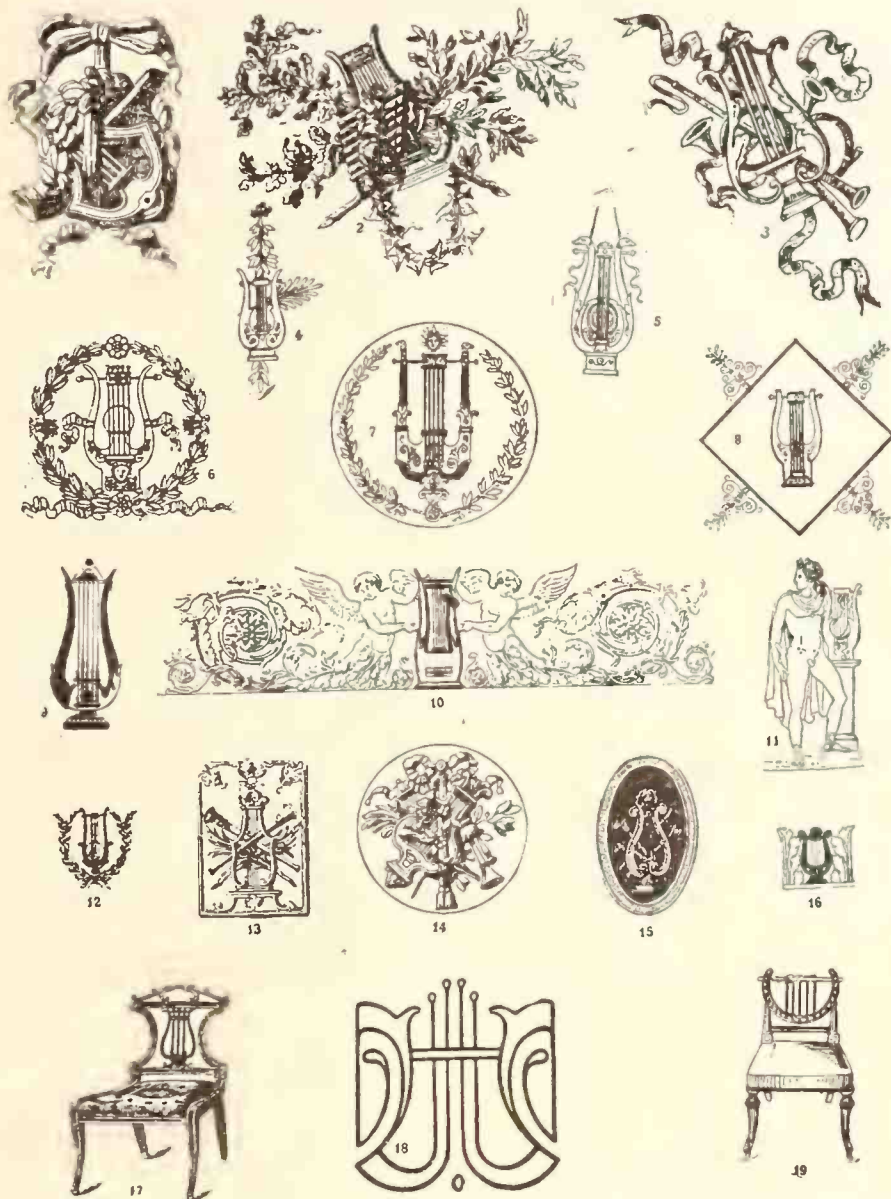
The Greek lyre had a hollow body, with two horns branching upward. Near the top these horns had a cross-piece, and the strings extended from the cross-piece to the body. A bridge was inserted under the strings to raise them. There were from three to ten strings. The Greek lyre was probably never used alone, but always to accompany the voice, and from this we have the word "lyric," meaning a song to be sung with accompaniment on the lyre.

The lyre as used in decoration is really but a mere symbol of the original instrument. The body is seldom more than indicated, and is often entirely omitted, while the comparative size and length of the strings and horns are emphasized. In thus conventionalizing the instrument its decorative value is increased, and its beauty improved. It permits the introduction of pleasing curves in the horns in contrast with the (usually) five straight lines of the strings, and thus forms a really complete composition that meets all the rules of decoration. It has been said that three straight lines, side by side, form a decorative whole, and it is certainly true that the conventionalized lyre is about the only musical instrument that forms a complete decoration without added details of ornamentation. It is the symbol of music and is a decorative whole. So used it is popular for music rooms, ball rooms, etc.

The examples collected on this page and featured here serve to show some of the most used lyre forms. That at the top of this page is from a panel in the Chateau de Compiegne and is a typical French form, used from Renaissance days to the Empire period. The panel below it, with the dancing girl is Empire, and shows that severity of line that was characteristic of that period. Figures 4 to 10, 12 and 16 are also Empire. Figure 1 is a modern Italian design; 2 is a Louis XVI creation by the celebrated Berthault; 3 is an English design, or at least was done in England, under English supervision, in the eighteenth century; it is by Pergolesi. Figure 13 is by Jean Le Pautre and dates from the Louis XIV period; 14 is modern; 15 was designed by Robert Adam;

17 and 19 are two of Sheraton's celebrated "lyre back" chairs, and 18 is one of the new art grotesques.

but for the grille work that frequently covers the horn opening. There are so many treatments of the lyre motif possible that it would seem that this recognized symbol of music should be more generally used.



The lyre has frequently been used in talking machine decoration, not only in the panel work,

TONOFONE OFFICIALS IN NEW YORK

Spend Some Time in East—New Automatic Machines for Factory—Business Brisk

Dorchester Mapes, secretary and treasurer of the R. C. Wade Co., Chicago, and E. H. Wade, manager of sales for the same company, were both in New York the middle of November. Mr. Mapes spent about a week in all in the East and Mr. Wade plans to spend in the neighborhood of six weeks visiting the various large cities in Eastern territory with a view to increasing the wholesale connections for the Tonofone needle.

In talking with The World, both Mr. Mapes and Mr. Wade were exceedingly enthusiastic over the continued growth of the Tonofone business. Because of the increased demand, several new automatic machines are now being constructed for use in the factory, and the number of wholesalers who have already been lined up presents a very imposing list.

DEMONSTRATES NIGHTINGALE SONG

Talking Machine Used in Connection With Lecture on Native Birds in England

In a lecture on birds of the British Isles given in Belfast last month by Captain Oliver G. Pike, a recognized authority on the subject and who has spent many years in the study of birds in all parts of the world, a talking machine was used to illustrate the songs of various birds. The song of the nightingale was demonstrated on the machine, the record having been made from the song of a captive bird and was favorably commented upon by the hearers for its excellence and purity of tone. Thomas Eden Osborne, the well known Columbia dealer of Belfast, furnished the machine for the occasion.

PAT FEB 11, 1919
PHONO-MOVIES

Dealers' 90% Profit

"Dancing Darkey"

Phono-Movie Sells on Sight!

Get in on the best novelty proposition of the season.

Easily Operated on any Disc Phonograph. Does not interfere with the record. A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the record is 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 machines when playing dance records to customers.

Complete attachment, with actors, retails for \$1.50
Cost to dealers, \$10.50 per dozen. Send one dollar for sample outfit. Extra figures, \$2.00 per dozen.

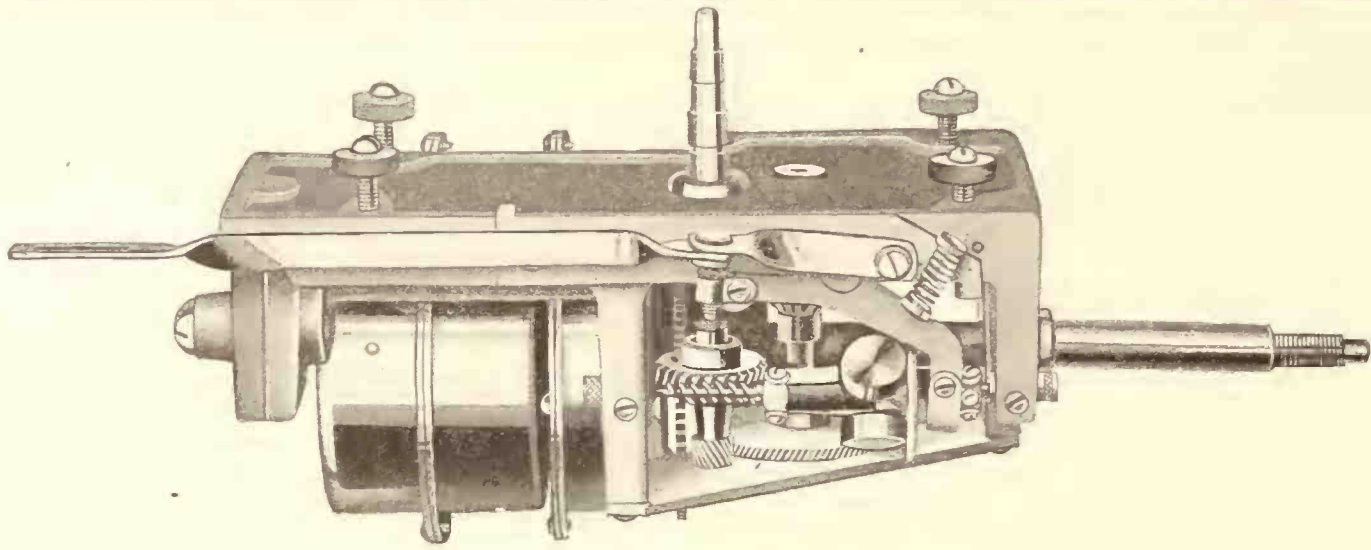
"Band Master"

"Ballet Girl"

ORDER AT ONCE FOR THE HOLIDAYS

PHONO-MOVIE & SUPPLY CO.

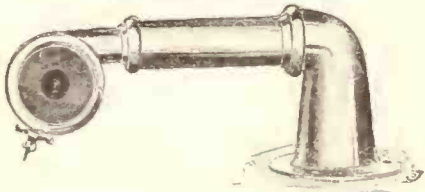
36 East 23rd Street NEW YORK



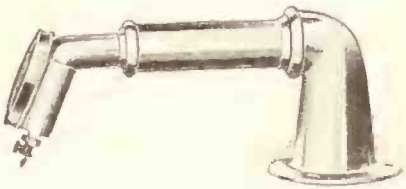
KRASCO PHONOGRAPH PRODUCTS

The Sterling Tone Arm and Reproducer

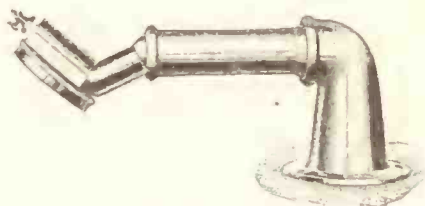
Shown in Lateral, Hill and Dale and
Released Positions



Note the Straight Line Effect



They Play All Records



A Revelation in Sound Reproduction.

Twenty-five years of intensive experience in the manufacture of fine machinery are indelibly stamped upon KRASCO phonograph products---open and enclosed motors, tone arms and reproducers---in the up-to-the-minute design and the fine workmanship by which they may be recognized.

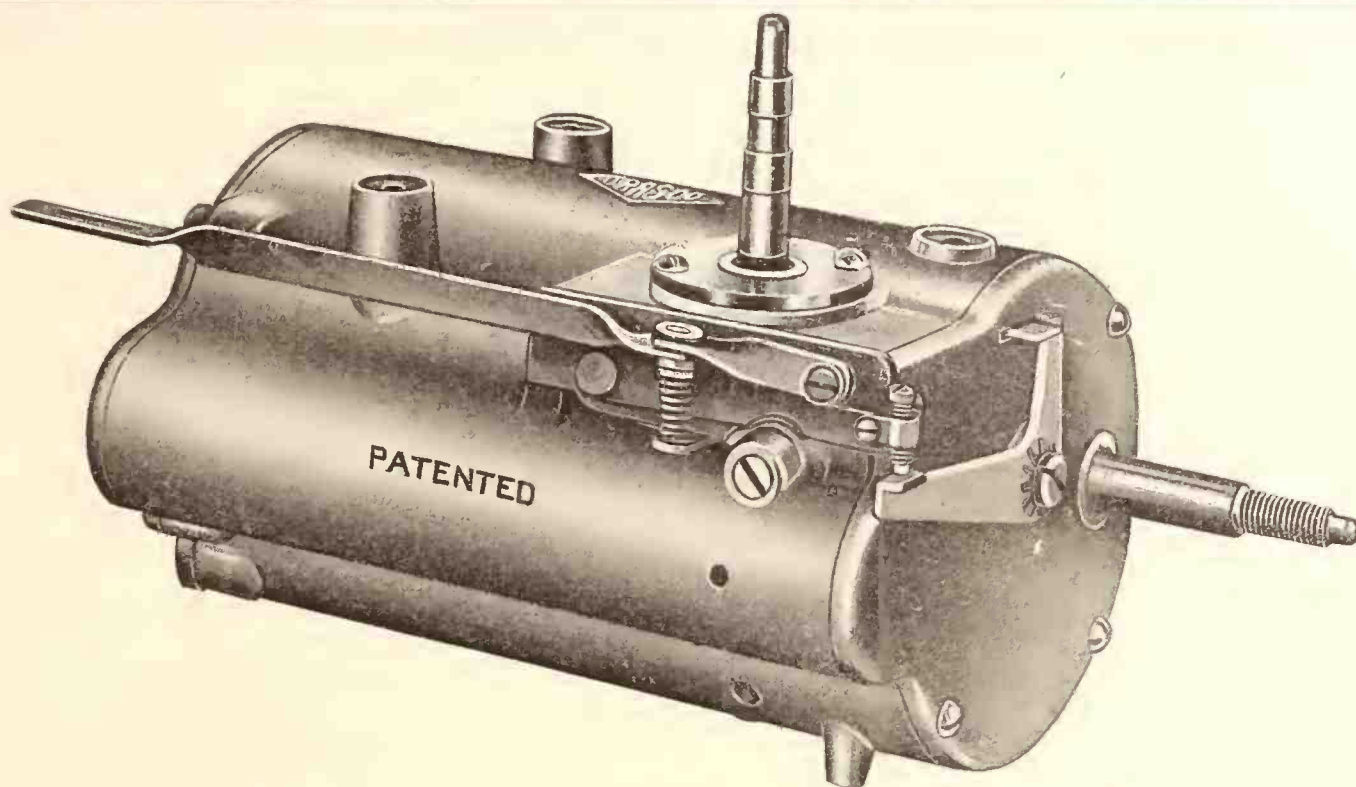
The latest ideas in phonograph engineering are embodied in their construction, and they may safely be adopted as standards by phonograph manufacturers.

Expert supervision and rigid inspection with ample manufacturing capacity make it possible to satisfy the demand for both quality and quantity production. Our increased facilities enable us to add a few names to our large list of satisfied customers, hence our solicitation for your inquiries.

See us at the New York Music Show.

Krasberg Engineering &
Manufacturing Corporation
536 Lake Shore Drive Chicago Illinois U.S.A.

Krasberg



KRASCO ENCLOSED MOTOR

The New KRASCO Enclosed Motor will appeal to those manufacturers of phonographs of the better sort who desire to use a strictly high-class, exclusive power unit which will add class and distinction to their product.

Every refinement of workmanship and design is embodied in this new motor and those of our friends who have awaited this announcement will do well to get in immediate touch with us while we are still able to arrange for reasonable deliveries.

After much experiment and long, painstaking research and preparation, we are at last ready to announce the New KRASCO Enclosed Motor which is something radically new and destined to revolutionize the phonograph industry.

The New KRASCO Enclosed Motor is not an ordinary motor in a case, but a strong substantial, light-weight frame forming a housing into which a phonograph motor of new and improved design has been built.

Krasberg Engineering &
Manufacturing Corporation
536 Lake Shore Drive Chicago Illinois U.S.A.

Krasberg

PLAN FINE MEMORIAL MUSIC HALL FOR ALBANY, NEW YORK

Active Campaign to Pay Fitting Tribute to the Memory of Soldiers and Sailors Who Fought and Died in the Great War—John L. Gately an Active Worker in the Campaign.

ALBANY, N. Y., December 8.—Plans have been prepared for the erection in this city of an elaborate memorial building in honor of the soldiers and sailors who fought and died in the world war and various interests, including organizations of veterans of several wars, are behind the new move to put the plans through. The Mayor will shortly name a Committee of Twelve, made up of himself, the City Commissioner of Public Works, and ten citizens among whom will be included at least seven service men. This Committee will start an active campaign to bring about the erection of a new building. There is a considerable sum of money still remaining from the War Chest Drive and it is said that this sum, together with what may be realized from the sale of Harmanus Bleecker Hall, erected originally for a soldiers and sailors memorial, will be sufficient to pay for the erection of the new hall.

John L. Gately, head of the Gately-Haire Co., Victor wholesalers of this city, and a member of Admiral Coughlin Post, Veterans of Foreign Wars, is one of those actively interested in the movement for the erection of the Memorial Hall. In a recent public statement, Mr. Gately said in part:

"As this country recovers from its activities of war among the features of reconstruction and recognition work are general plans for suitable memorials of the Nation's support and sacrifice so generously and freely given in this great struggle. Instead of monuments the American people are planning community center buildings, music halls, libraries, and such structures. The Albany Music Hall is being largely favored, and where there is no such structure this is one of the most practical and worthy for patriotic and memorial expression. Such a structure has long been needed in Albany and could be easily

and properly maintained. Our prosperous, progressive and thoughtful people could build no more enduring and beneficial monument.

"Lowell, Mass., is now constructing an edifice in commemoration of the good work of the heroes in the late war which will involve an expenditure of the War Chest Fund, together with public subscription, totaling nearly two million dollars. The public of Lowell have found the plan possessive of many decidedly practical advantages which amount to definite superiorities over any other form of recognition. Hence it is perfectly logical that more structures of this character will be the final adoption of the majority of progressive cities.

"The musical industry is an index to the great and general prosperity of this country as is evidenced by the fact that everybody without exception loves music.

"Music and art are exploited by all progressive cities. Thus far, unfortunately, the leading City of the Capital District does not boast of a musical institution.

"There is today in the process of construction or organization an institution to be known as the Capital Concert Bureau, an organization that will bring all the musical events of national importance obtainable to this city. As soon as the plan is launched it will undoubtedly meet with great public approval, but it cannot expand in accordance with its anticipations unless suitable quarters are available, which according to investigation do not exist at this time.

A large public gathering place which could be put at the disposal of all veteran organizations for recreational and fraternal purposes, as well as all public events of importance, would make an ideal memorial and practical structure adding ma-

terially to the prestige of the Capital City.

"That the theatre and opera are cultural institutions and essential educational factors in modern progress without which no people can do and get the best intellectual development and inspiration—that theatres and operas must be still more popularized and the best of them brought within the reach of the public in general cannot be denied.

"The City should maintain this institution and if it were conducted under the supervision of a Committee appointed for such purposes the surplus receipts derived therefrom could be utilized for municipal or free musical events.

"In view of the agreement that the Music Hall is a public necessity and one of the most ambitious enterprises yet attempted in this section it would attract much attention to the City of Albany."

FREE TALKING MACHINE CONCERTS

Dealer Draws Business by Open Air Concerts in Town Park—Large Crowds Attracted

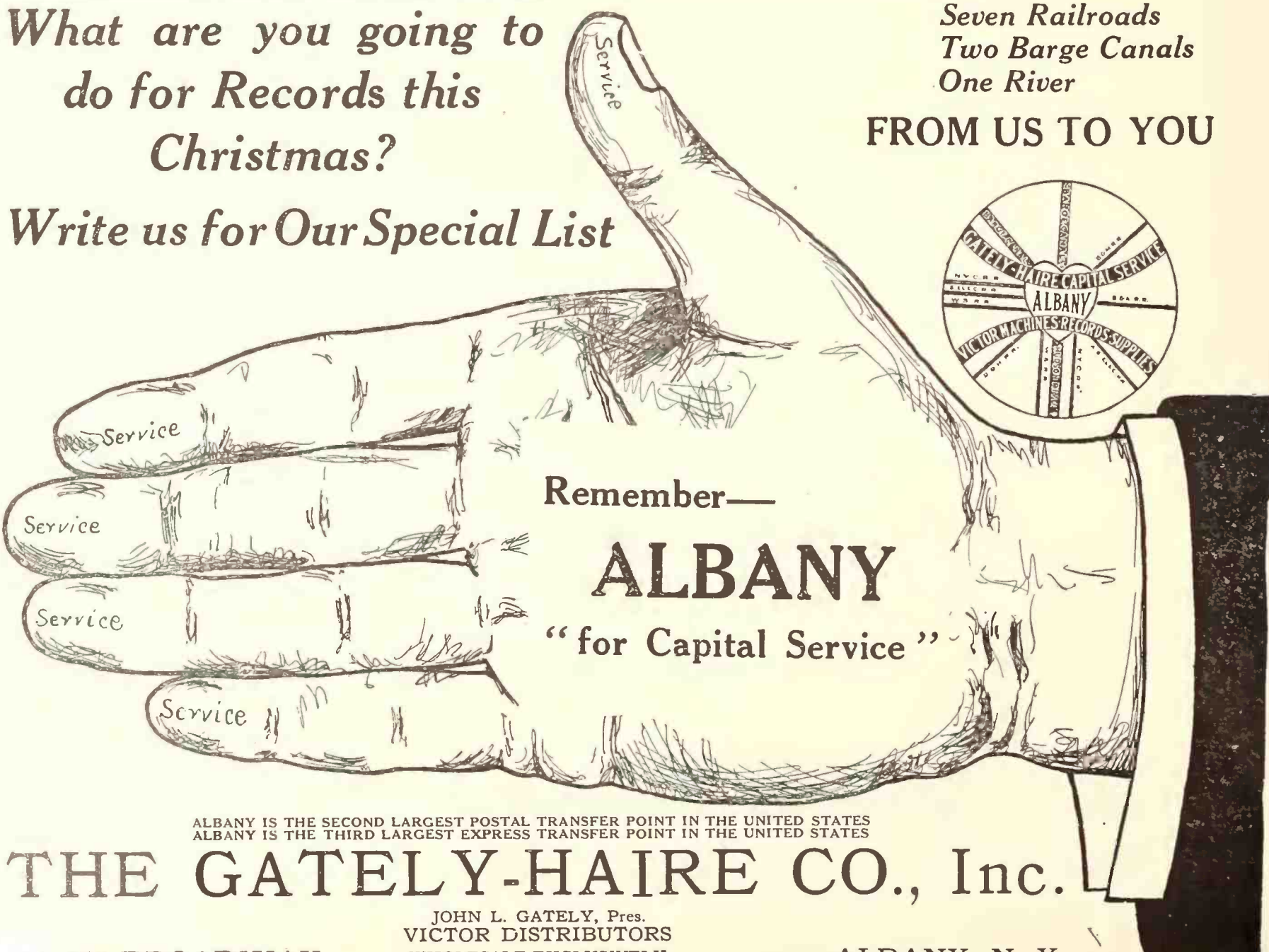
A free talking machine concert, given in the town park, draws business for an enterprising dealer in a small New Jersey city. His advertisements in the papers and elsewhere always contain a program of the next concert.

On the evening of a concert the dealer has a handsome instrument placed on the regular bandstand. With a sounding-board behind, and with the machine equipped with an extra-large horn, the volume of sound is ample.

The program consists of about fifteen selections, diversified to appeal to all tastes. The crowd attracted by the advance advertising is augmented by the usual "park-goers," and the concert is always a success. No attempt is made to do any business at the concert; but results during the next few days have always led the dealer to continue the concerts. The idea is passed along.

What are you going to do for Records this Christmas?

Write us for Our Special List



Seven Railroads
Two Barge Canals
One River

FROM US TO YOU

Remember—

ALBANY

"for Capital Service"

ALBANY IS THE SECOND LARGEST POSTAL TRANSFER POINT IN THE UNITED STATES
ALBANY IS THE THIRD LARGEST EXPRESS TRANSFER POINT IN THE UNITED STATES

THE GATELY-HAIRE CO., Inc.

JOHN L. GATELY, Pres.
VICTOR DISTRIBUTORS
WHOLESALE EXCLUSIVELY

356-358 BROADWAY

ALBANY, N. Y.



VITANOLA

The Phonograph of Marvelous Tone

“A Merry Christmas
and
A Happy New Year”

Time mellowed are these words; yet simply expressive of our sincere wish for our many dealers and other friends.

McAuff
PRESIDENT

Vitanola Talking Machine Company

508 West 35th St., Chicago, Ill.

Now we have Nora Bayes' bad boy song, "Freckles." Everyone will love both the boy and the song. A=2816.

Columbia Graphophone Co.
NEW YORK



EDISON RECITAL PICTURIZED

Such Enormous Crowds Attend Recital at Store of A. F. Beyer in San Antonio That the Event Was Put on the Screen in That City

A recent Edison recital in the shop of A. F. Beyer, Edison dealer of San Antonio, Tex., attracted such an enormous crowd of people that

pictures of the event were featured in some of the San Antonio theatres.

Mr. Beyer is one of the progressive dealers of Texas, and has practically Edisonized San Antonio. The accompanying picture shows Mr. Beyer and one of the five feature singboards he has erected for Edison advertising in advantageous places in San Antonio. Mr. Beyer is a great Edison enthusiast and emphasizes that he uses every publicity method recommended by the Edison Laboratories.



A. F. Beyer

the police were compelled to maintain order. So spectacular was the scene of the crowd struggling for admittance to hear the phonograph and a local violinist in a concert recital, that the manager of a motion picture company, with a nose for news, rushed photographers to the scene, with the result that during the following week

ERECTS BIG PLANT

The Raymond Engineering Corp., manufacturers of typewriters, phonograph motors and tire pumps, with offices at 309 Lafayette street, New York, have purchased a tract of fifteen acres at Farmingdale, L. I., where they are now starting work

immediately on the first two units of a half million dollar plant, to be followed by later units next summer. This company has just closed contracts amounting to over two and a half million dollars.

INCREASING VITANOLA DEMAND

H. T. Schiff Tells of Increasing Demand Throughout the Country and Plans Being Made to Enlarge Production at Various Plants.

H. T. Schiff, of the Vitonola Talking Machine Co., Chicago, Ill., made a flying visit to New York the closing week of last month to call on some of his customers. In a visit to The World sanctum he reported tremendous activity in the various plants operated by this institution. Mr. Schiff is concentrating all his attention on the production end so as to be able to satisfy the demand

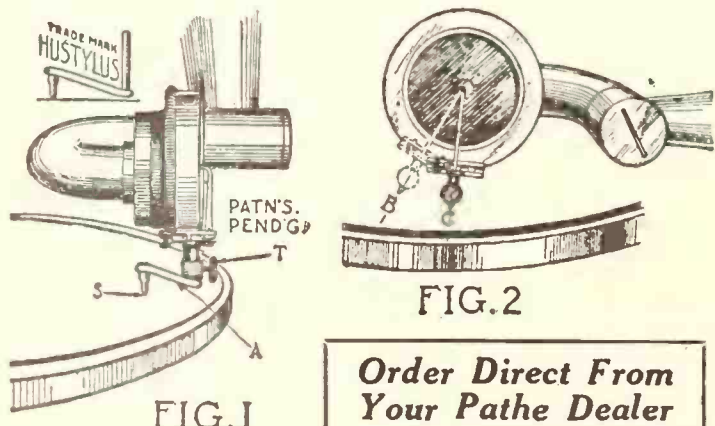
for Vitonolas which is so rapidly growing throughout the country. At an early date some new features will be embodied in the Vitonola which will add still further to its distinctiveness in the matter of tone. At the present time the Vitonola Co. is turning out an enormous number of instruments, but as soon as the enlargement and equipment of additional factories in Chicago, Saginaw and Cicero are completed this company will be able to turn out enough instruments to satisfy every possible demand of the trade. It may be interesting to note that the growth of the Vitonola business for the past twelve months has exceeded one hundred per cent, as compared with last year.

GREAT EDUCATIONAL FACTOR

"The Record Review," Published by the Columbia Co., Has Much of Interest for Those Interested in Educational Propaganda in the Trade.

The October issue of "The Record Review," published by the educational department of the Columbia Company, has a leading article by Marcus Louis Mohler, in which he analyzes the various phases of the subject of music appreciation. It is admirably written. The records prepared by Prof. Seashore for the Columbia Co., "Measures of Musical Talent," are the subject of special comment. These wonderful test records, referred to before in The World, are as essential to the work in music as are the tests in reading, spelling and arithmetic. In the "News and Notes" column we notice that Bertha R. Palmer, Assistant Superintendent of Public Instruction, North Dakota, in an article in "School Education" entitled, "The Phonograph in School Activities," says: "The talking machine came into existence to amuse; it remains to educate. What was once a luxury has become a necessity." She also observes, "The Columbia people have published a course of education outlines which furnish a very definite study concerning each selection chosen."

With the HUSTYLUS the PATHE RECORD Can Be Played On Any MACHINE



Order Direct From
Your Pathe Dealer

Here is the most practical and the simplest device ever introduced to Pathe Dealers.

It is designed for playing the beautiful PATHE records on Talking Machines and phonographs that now play lateral cut records only.

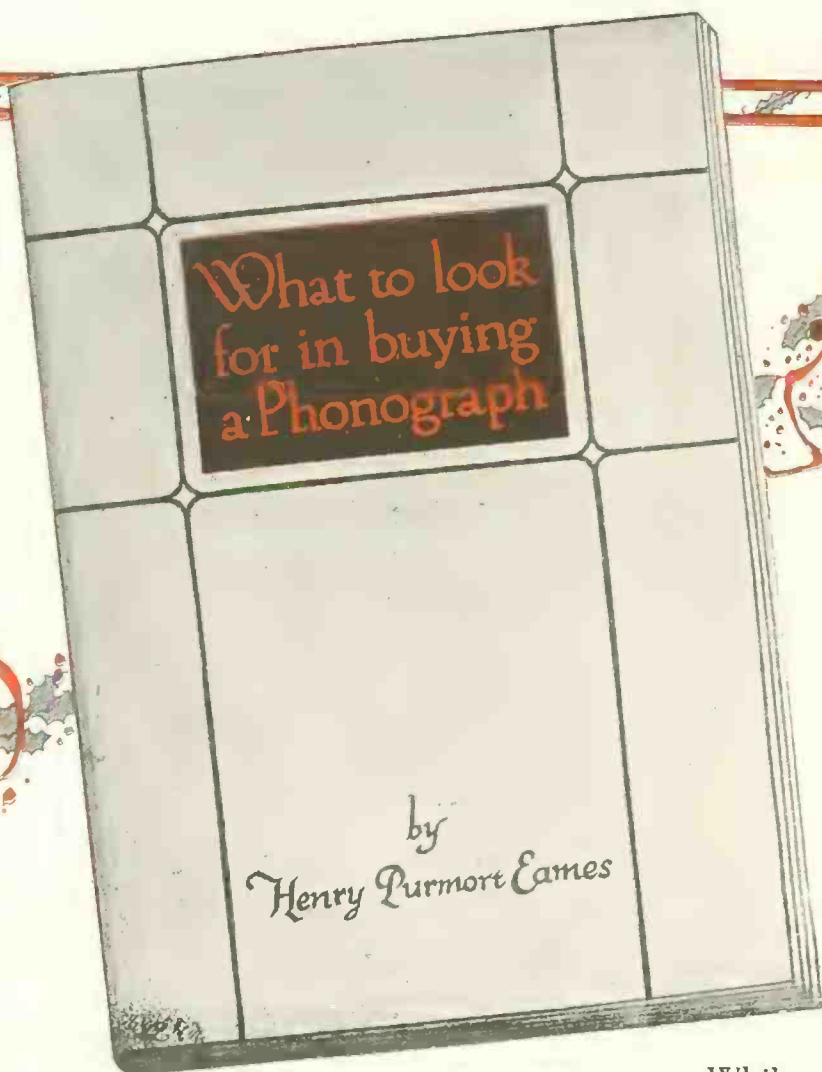
The Hustylus instantly gives any machine a Universal Tone-arm.

RETAIL PRICE, \$1.

BIG MARGIN OF PROFIT FOR THE DEALER—Absolutely Guaranteed

HERBERT & HUESGEN CO., 18 East 42nd St., N. Y.

Put This Silent Salesman to Work This Christmas



SALESMANSHIP consists in convincing a person that what you have to sell is what he wants. For this there is no better entering wedge than this powerful convincing silent salesman entitled "What to look for in buying a phonograph," by Henry Purmort Eames, Concert Pianist and Lecturer, Director Pianoforte Dept., Cosmopolitan School of Music, Chicago.

From a selling point of view it not only suggests purchasing a phonograph, but actually gets one foot inside the customer's door.

While the book doesn't insist that he buy a Brunswick it prescribes a number of fundamental rules up to which the Brunswick Phonograph measures 100 per cent.

Live dealers will not hesitate to capitalize the booklet by getting it into circulation. The best, cheapest and quickest way to do this is to run advertisements in your local newspaper. We will furnish you mats or plates as required of advertisements about the booklet and copies of the booklet in quantities to fill your needs.

Send for these booklets NOW. Run the ads as soon as your allotment comes. You'll find it the psychological thing at the psychological time. Every customer—every prospect—every good name on your mailing list should have one immediately. Everybody who gets one, whether they buy or not, will know that their first good advice on how to buy a phonograph came via YOU. Sale?—A possibility! Friend?—A certainty!

The
Brunswick
ALL PHONOGRAPHS IN ONE

Plays All Records at Their Best



The **BRUNSWICK · BALKE**
MANUFACTURERS

Selling Brunswick Phonographs For You

MELODY made real! Amazing tones of exquisite quality and purity! Use these terms if you want to describe the Brunswick Phonograph to gift buyers. Then prove them by demonstration and comparison!

Method of Reproduction

The essential laws in artistic tonal reproduction are reinforced by the recording and reproducing processes of the Brunswick Phonograph. The musical work appears, develops and perpetuates itself like a living being. Its Method of Reproduction consists of the Ultona and the Tone Amplifier.

The
Brunswick
ALL PHONOGRAPHS IN ONE

Plays All Records at Their Best

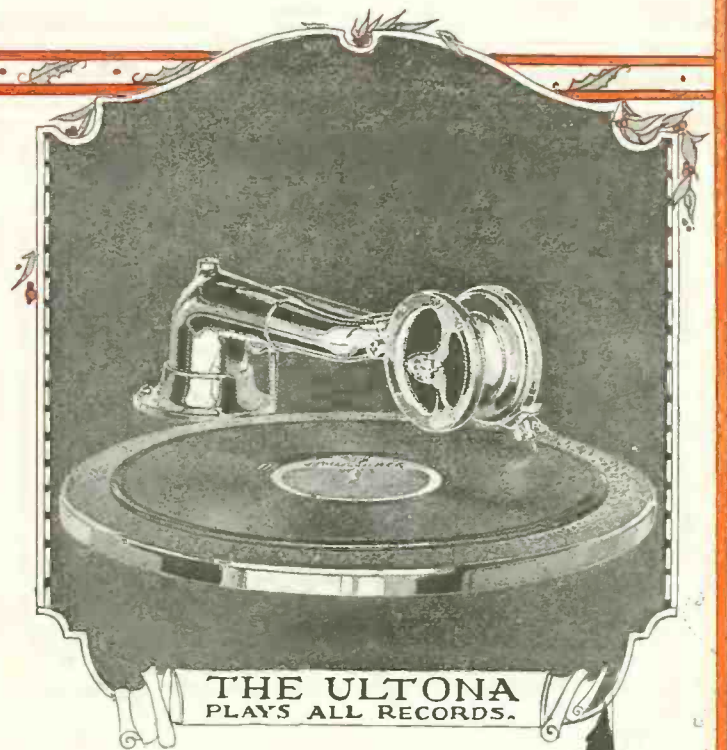
The ULTONA is a scientific creation at the end of a tone arm. By a slight turn of the hand it can be adapted to play any make record. Without the slightest complication it presents the precise weight, the proper needle and correct diaphragm.

The TONE AMPLIFIER is the all-wood throat of The Brunswick. It is oval in shape and made entirely of moulded hollywood. No metal touches it. By it, sound waves are unfolded into full rounded tones. It complies with all musical and acoustical laws.

The Brunswick-Balke-Collender Co.
General Offices: Chicago

Branch Houses in Principal Cities
in the U. S., Mexico and Canada

Canadian Distributors
Musical Merchandise Sales Co.,
819 Yonge St., Toronto



THE ULTONA
PLAYS ALL RECORDS.



THE TONE AMPLIFIER
SHOWING GRILL REMOVED



COLLENDER · COMPANY

ESTABLISHED 1845

ANNOUNCE NEW CANADIAN COMPANY

General Phonograph Corp. of Canada, Ltd., Will Represent Prominent New York Concern—C. J. Pott Appointed General Sales Manager and A. Pollock Appointed General Manager of Production—Otto Heineman Is President and Treasurer

An important announcement was made this week from the headquarters of the General Phonograph Corp., New York, to the effect that the General Phonograph Corp. of Canada, Ltd., had been organized with a paid up capital of \$500,000. This company takes over the Canadian sales offices of the General Phonograph Corp. and the plant of the Pollock Mfg. Co. The former company has conducted its offices at 172 John street, Toronto, and the Pollock plant is located at Kitchener, Ont.

C. J. Pott, who has been manager of the Canadian business of the General Phonograph Corp. for the past two years, has been appointed general sales manager of the new company, and A. Pollock, who was head of the Pollock factory, has been appointed general manager of production for the new concern. Otto Heineman is president and treasurer of the General Phonograph Corp. of Canada, Ltd., and Jacob Schechter is secretary.

During the past few years the Canadian business of the General Phonograph Corp. has increased by leaps and bounds and the company recently purchased the Pollock factory at Kitchener, Ont., in order to co-operate with its Canadian clientele in the production of motors, tone-arms, etc. C. J. Pott has been a material factor in the growth of Canadian sales for the company, and his efforts are recognized in his appointment to the important post of general sales manager.

Mr. Pollock is thoroughly familiar with every phase of motor and tone-arm production, and plans are being made for a general expansion of manufacturing and merchandising facilities. The new company will make its headquarters at Toronto.

D. B. TILSON ON VISIT TO EUROPE

D. B. Tilson, superintendent of the Bliss Reproducer, Inc., sailed to Europe on the liner Celtie the latter part of November. Mr. Tilson contemplates looking over the European situation and especially the English markets. It is his firm's intention to go after export business on a large scale, and he is prepared to book orders in quantities for the Bliss Reproducer and the new Bliss attachments, patented especially to make Edison machines universal.

ADVERTISING IN THE PROGRAMS

In connection with its mammoth newspaper and magazine advertising campaign the Emerson Phonograph Co., in conjunction with its New York jobber, the Emerson Record Sales Co., is using artistic full page advertising in the programs of all of the leading theatres in Greater New York. A recent advertisement in these programs featured Eddie Cantor of "Ziegfeld's Follies," who records exclusively for the Emerson library, and local dealers received many inquiries as a result of this advertising.

The Apollo Phonograph Co., Wilmington, Del., has announced a change of name to the Cirola Distributing Co.

VOCALION ARTISTS ON LONG TOUR

Maurice Dambois and May Peterson to Appear in Recital in a Number of Cities in the East and Middle West During the Season

Vocalion dealers in Canada and in the eastern and middle western states of the Union should be much interested in the coming tours of several of the leading Vocalion record artists, including Maurice Dambois and May Peterson.

Mr. Dambois will start on a recital tour on December 16th, his first appearance being at the Elmwood Music Hall, Buffalo, and he is scheduled to give nine recitals in various cities as far west as Cleveland O., before March. His itinerary calls for his appearance in Plainfield, N. J., on December 29th; Portland, Me., January 22nd; Lowell, Mass., January 26th; Brooklyn, N. Y., February 5th; East Orange, N. J., February 6th; Lexington, Ky., February 10th; Springfield, O., February 12th, and Cleveland, O., March 4th.

Miss Peterson will also start on a recital tour on December 16th in Montreal, Can., and her

itinerary embraces the following dates: Toronto, December 19th; Pittsburgh, Pa., December 22nd; Cleveland, O., December 23rd; Duluth, Minn., February 27th; Wilkes-Barre, Pa., March 15th; San Antonio, Tex., March 22nd, and Cleveland, O., May 13th.

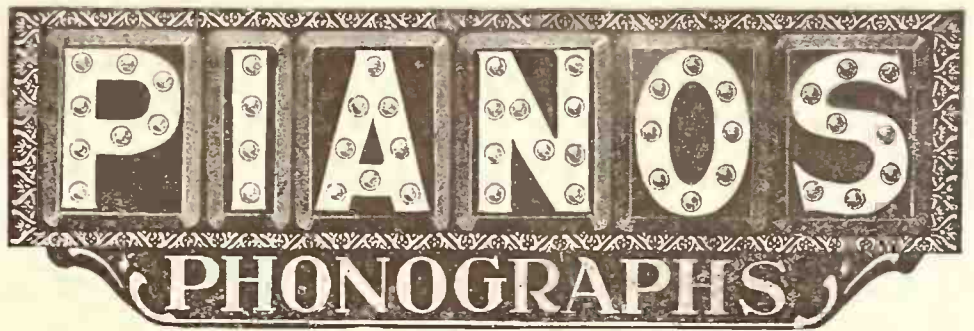
Both artists are distinctly popular and have a large following, and Vocalion record dealers in the cities to be visited will be afforded an excellent opportunity of hooking up their publicity with the appearance of the artists in person.

NEW "LITTLE WONDER" MANAGER

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of Miss Helen A. McKillop as manager of the company's Little Wonder department, with headquarters in the executive offices in the Woolworth building. Miss McKillop, who has been associated with this department for some time past, succeeds B. W. Jennings, who was recently appointed assistant manager of the company's Philadelphia branch.



FEDERAL ELECTRIC SIGN



—12 Months to Pay

The first payment brings you the sign and you have 12 months to make the final payments. The Federal Electric Sign starts paying for itself the moment it has been erected.

TIES UP WITH YOUR OTHER ADVERTISING

It links up with your newspaper and special advertising—the people see your advertisement—remember your store name and when they come downtown and see your bright electric sign in front of your store, they are reminded to buy.

The beautiful Federal Electric sign is made of porcelain enameled steel. The letters of white stand out in strong contrast against the royal blue embossed background. It glistens in the daytime and sparkles at night. It attracts trade from a distance in each direction, as well as from the cross streets. It brightens up your store front. Being specially constructed, it cannot rot, rust or fade—it never needs refinishing or painting—will last indefinitely. Needs only an occasional washing to keep it bright and attractive like new.

Erect a beautiful Federal Electric sign—prepare for Christmas trade—brighten up for the dark Winter days, they are coming. Send coupon for full information and prices. No obligation.

SEND COUPON TODAY--NO OBLIGATION



FEDERAL ELECTRIC COMPANY

representing

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

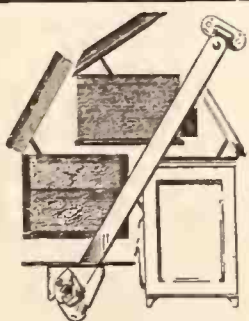
Please send me full information on Porcelain-enameled Steel Sign for my business Explain your 12-months-to-pay plan.

Name City State

Street and No. Business

Store Frontage No. of Floors

(T. M. w-11)



New Automatic Cover Support

Practical—Inexpensive
Fool Proof

Made in two different styles

- No. 1 Fit Cover at any angle
- No. 2 Hinge Plate bent to Fit Cover

Samples on Request
Quantity Discount

AUTOMATIC COVER SUPPORT MFG. CO.

977-81 MILL STREET

BLOOMFIELD, N. J.

PALATIAL VICTOR SUITE OPENED BY SHERMAN, CLAY & CO.

Newly Remodeled and Decorated Talking Machine Department Opened on the Third Floor Is a Perfect Gem Considered From Architectural and Artistic Viewpoints—Nineteen Booths and Special Victrola Salon Make This Department One of the Finest in the Country

SAN FRANCISCO, CAL., December 3.—The newly remodeled and decorated Victor talking machine department of Sherman, Clay & Co., located on the third floor of their building, is unquestionably one of the most artistic talking machine em-

poriums in this city if not in the country. The decorative scheme is in the style of the Eighteenth Century and it is strictly in keeping with the magnificent line of instruments displayed therein. The entire floor has been remodeled, fourteen rec-

after the Georgian Style wherein a number of special models are displayed. Period furniture and draperies make this one of the most attractive rooms of this very artistic department. In fact, every person who enters this room expresses ad-

miration and delight at its handsome appearance. This Victrola salon is separated from the main reception room by leaded glass doors, and it is conceived along the same decorative lines of the rest of the department, as well as the same general colorings, although exclusive in itself. The color scheme throughout is developed in



The Georgian Victrola Salon



The Foyer of the Victor Record Department

poriums in this city if not in the country. The decorative scheme is in the style of the Eighteenth Century and it is strictly in keeping with the magnificent line of instruments displayed therein. The entire floor has been remodeled, fourteen rec-

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sympathy with the entire decorative scheme, adding a sense of luxuriousness and satisfaction that is impossible to describe in type. The illustrations in black and white convey but a very imperfect idea of the wonderful beauty of this magnificent Victor suite which reflects the enterprise and good taste of Serman, Clay & Co.



Another Victrola Salon After the Georgian

ord demonstration booths and five machine rooms being arranged for the use of their clientele, in addition to a main foyer, illustrated herewith, and which is entered direct from the elevators.

In addition there is an exclusive Victrola salon

FORM NEW GREAT BRITAIN COMPANY

General Gramophone Corp., of Great Britain, Ltd., Formed to Handle Heineman and Meisselbach Products—A. J. Balcombe in Charge of Business

During the past few weeks the General Phonograph Corp., New York, has received excellent reports from its Great Britain representative, A. J. Balcombe, regarding the progress he has made in developing a market for the company's products in Great Britain. Mr. Balcombe refers particularly to the success being achieved by the "Motor of Quality," and states that a number of important accounts have been opened recently.

Otto Heineman, president of the General Phonograph Corp., stated this week that the company's

Great Britain business will hereafter be conducted under the name of the General Gramophone Corp. of Great Britain, Ltd. A. J. Balcombe will be in charge of this business as heretofore, and the company is planning to occupy new and greatly enlarged headquarters at 51 Tabernacle street, London, E. C. Preparations are being made for a tremendous business in 1920, and the talking machine trade in Great Britain is giving the company's products an enthusiastic welcome.

ORGANIZE BRUNSWICK CLUB

The E. M. Kotz department store, Syracuse, N. Y., has instituted a Brunswick Club and is featuring in its advertisements the merits of the Brunswick, and the advantages of this plan of buying an instrument for the holidays.



NYOIL is put up in the following sizes:

- No. 32 (Can) 1 Quart
- No. 128 " 1 Gallon
- No. 540 " 5 Gallon

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

THE ORIGINAL
THE WINDSOR PHONOGRAPH
 THE ARISTOCRAT.

Success
is the
Reward of Merit

Our success has been gained through merit. We originated the *Console Phonograph*. The *Windsor Phonograph* is now recognized as "*The Aristocrat*" among talking machines.

The full, rich, mellow tones and the beautiful cabinets combine to make the Windsor a "*Phonograph De Luxe*". The Windsor is a musical instrument of quality, made by experts of over thirty years' experience in the manufacture of fine furniture.

Direct from the factory to the dealer.

No Jobbers Profit to Pay

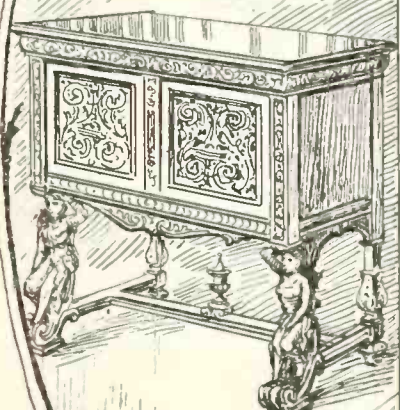
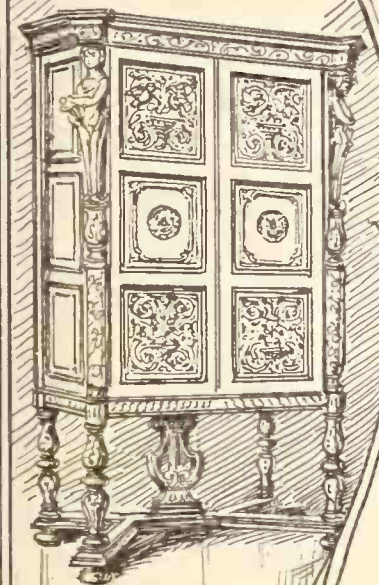
*Why do other makers try to copy
 The Windsor Phonograph?*

An Attractive Catalog on Request
 To Dealers Only

THE WINDSOR FURNITURE COMPANY,
 1420. CARROLL AVE. CHICAGO, ILL.:
 : ESTABLISHED 1885. :

LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS
 48122 • 49655 • 50479 • 1279743 • 50480 • 50481 • 50483 •
 49654 • 50478 • 50482 • 50484 •

F.A. Meyersheim



VICTOR OUTPUT HAS NOW REACHED NORMAL COMPANY REPORTS

Full Page Advertisement in Hundreds of Daily Papers Throughout the Country Announces to Trade and Public Alike the Consummation of This Much Desired Result

For a long time past it has been recognized that the Victor Co. was bending every effort to place their factory production on a pre-war basis, or better, and that rapid progress was being made. It was recognized likewise that owing to the overwhelming demand that had piled up for Victor products the gradually increased output was absorbed so quickly that the increase was not fully realized.

Now comes the official announcement presented to the trade and public through the medium of full page advertisements in the leading daily papers of the country to the effect that the Victor output has been again placed on a normal basis. The advertisement which was inserted in hundreds of newspapers, at an aggregate cost of several hundred thousand dollars, bore the caption "Victor Output Reaches Normal.—The Shortage in Victrolas Will Soon Be Relieved." There was reproduced a letter sent to the Victor Co. by the navy department expressing the appreciation of the government for the assistance rendered by the Victor Co. during the war, and the text of the advertisement itself read in part:

"The value of the Victor Talking Machine Co.'s output for October was the greatest in its history. The unprecedented shortage of Victrolas will therefore soon be relieved.

"During the war practically 90 per cent of the \$36,000,000 Victor investment was devoted to war work. This was responsible for the almost total disappearance of Victrolas from the market.

"The armistice was signed in November, 1918, but it was not until March, 1919, that the Victor Co. could clear its plant of war orders. And as it requires at least four months to manufacture Victrolas in the way the Victor Co. manufactures them and in the way they should be manufactured, the rapidity of our recovery to normal output will be appreciated by all who know about manufacturing.

"The Victor Co. is the only talking machine company in the United States which has a complete plant for the manufacture of complete talking machines. All others are operated more or less by a system of contract construction—the fabricating system.

"Years ago the Victor Co. found it necessary to erect a large plant of its own in order to maintain its own standard of quality—Victor quality.

"As this plant happened to be exactly what the government required to produce bombing hydro-aeroplanes and other submarine detecting devices, the Victor plant was chosen for the place of honor

and sacrifice, while our less fortunate or less competent competitors were ignored and allowed to continue.

"This is the true story, the cause of the shortage in Victrolas, which our competitors have not been slow to take advantage of."

INCORPORATED IN ROCKFORD, ILL.

The Rockford Phonograph Co. has been incorporated in Springfield, Ill., with a capital of \$60,000. The incorporators are Ivan Florsheim, Morton A. Mergentheim and Maxim Hirsch. The stockholders of this company have formerly conducted the business in Chicago and a modern factory in Rockford is planned.

EDISON FOR PRINCE OF WALES

Layton Brothers Loaned Him Instrument During Stay at Ritz-Carlton Hotel in Montreal

In The World last month reference was made to the fact that when H. R. H. the Prince of Wales was in Montreal, Layton Brothers loaned

HOPKINS ADDRESSES ADVERTISERS

"The Value of Sales Conventions" Subject of Talk at Convention Held at Hotel Commodore

At the recent advertising convention of the clients of the George Batten Co., New York, held at the Hotel Commodore, at which eighty-six non-competitive advertisers gathered to discuss agency service, George W. Hopkins, general sales manager of the Columbia Graphophone Co., was one of the speakers. Mr. Hopkins spoke on "The Value of Sales Conventions."

ACCESSORIES CORPORATION FORMED

The Amalgamated Phonograph Accessories Corp., New York City, has been incorporated with a capital of \$50,000 by R. Kanarek, S. Heckler and W. Braud, 12 East Forty-second street, all of whom are well known in the trade.

him a New Edison, from which the Prince derived much pleasure. Since then Sir Godfrey Thomas, private secretary to the Prince of Wales, wrote Mr. Maxwell of the Edison Co., expressing the Prince's appreciation, and stated that the Prince was greatly pleased with the instrument. The illustration shows a portion of the royal suite at the Ritz-Carlton Hotel in Montreal, where the New Edison was given a prominent place.



New Edison in Suite Occupied by Prince of Wales at Ritz-Carlton Hotel

The Phonograph Co. of McAlester, Tex., has been organized with a capital of \$25,000 by G. B. Sloan, M. C. Parker of McAlester, and A. C. Dennis, Oklahoma City.

It does not make any difference who you are, what your job is, whether you are the boss, the superintendent, the advertising man, or the smallest cash boy in the store, it is your business.



HERE IT IS

The

FLETCHER UNIVERSAL

TONE ARM and REPRODUCER



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

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

The Season's Greetings

BUFFALO TALKING MACHINE CO.

An Appreciation

Thro the grace of Victor
Dealers who recognize and
appreciate an impartial

Wholesale Victor Service

Buffalo has become one of
the biggest Victor Distri-
buting centers in the World.

BUFFALO



SERVICE

Vigorous Durable Dependable

BUFFALO TALKING MACHINE CO.

BUFFALO, N. Y.



*A helping hand for the loyal
Victor Dealer---always*

SHIPPING SAMPLES AT RANDOM GREATLY ANNOYS RETAILERS

Practice of Certain Manufacturers of Sending Sample Machines and Accessories to All Applicants Upon Receipt of Wholesale Price Threatens to Become a Real Trade Evil

A new danger apparently menaces established retail talking machine dealers through the anxiety of certain manufacturers and assemblers in the trade to secure new distributing agencies without investigating properly the status of the applicants. In many cases a private individual has but to send in the wholesale price of a certain machine, or accessory, in order to secure a sample without question, and is thus able to out-general the local dealer and take away from him a retail sale to which he is legitimately entitled.

Not only that but several reports have reached The World recently of individuals in various towns who have been, and are, carrying on a sort of itinerant business in talking machines and parts, to the disadvantage of the regular retailers. These individuals peruse the advertisements in the trade journals and then write for a sample where the offer is made to send such a sample free or at the wholesale price. The individuals then proceed to sell these goods at considerably less than the list prices and realize fairly satisfactory profit on them inasmuch as they have no overhead to pay.

One dealer has a most serious kick to make in this connection for, he declares, one of the frequenters of his store, a man with a trade, has found no difficulty in securing from the manufacturers of the products the dealer sells samples of machines and records, as well as accessories, and has by that means taken several hundred dollars worth of business away from the dealer's store.

It would seem that it would be a matter of wisdom for the manufacturer to investigate, to some extent at least, the standing of those who seek to purchase sample instruments. It may be a bit troublesome were the inquiries to result only in a sale of the sample, but the original offer is made with the view to having the applicants enroll permanently on the manufacturer's books as representatives and if the deal goes through,

there must be some credit investigation. Certainly the manufacturer should at least demand that applications for samples at the wholesale price be made on a business letterhead. There is, of course, a chance for fraud in this connection, but it will still shut out many of those who would not go to the trouble of securing a letterhead of some local house, or having one printed.

In some lines of business the practice is followed of supplying samples at the full retail list

NEW POST FOR G. I. STANTON

Appointed Manager of the Dealers' Service Department of OkeH Record Division of General Phonograph Corp.—Now Working Out Plans

W. C. Fuhri, general sales manager of the OkeH record division of the General Phonograph Corp., New York, announced recently the appointment of G. I. Stanton, as manager of the company's dealers' service department, with headquarters at the executive offices in New York. Mr. Stanton was formerly a member of the Columbia Graphophone Co.'s branch in Chicago, being in charge of the dealers' service work at this branch.

With the advent of the new lateral cut OkeH record, Mr. Stanton will have unlimited opportunities to utilize his intimate knowledge of dealer service work. He will co-operate with OkeH dealers along practical and efficient lines, and will also work in conjunction with the publishers of popular music whose hits are being recorded for the OkeH library.

Rosenstreter & Nimmer, of New London, Wis., have completed a talking machine department on the ground floor of their store, and have installed several demonstration booths.

price with the proviso that where the legitimate business standing of the applicant is indicated, the sample may be returned within a specified time, and after examination, or that the regular discount on the sample article will be deducted from the bill for the first regular order.

There are many ways of getting around the difficulty, but the manufacturer should at least endeavor to protect his dealers and incidentally his own reputation by being careful.

In the first place no sample machines should be sent into the territory where a dealer is already located. If a new outlet is desired a personal investigation should be made. If it is an exclusive territory then the inquiry should be placed in the hands of the dealer to follow up. It is the only fair way.

CONVENTION OF ADVERTISERS

Indianapolis to Entertain Ad Men Next Year—Tom Griffith, Sales Manager of Udell Works, Member of the Executive Committee

INDIANAPOLIS, IND., December 5.—This city has been chosen as the place for holding the 1920 convention of the Associated Advertising Clubs of the World.

An executive committee of five has already been chosen, of which Tom Griffith, sales manager of the Udell Works, is a member. He is the representative of the manufacturers of Indianapolis on this board, and is very busy sending messages to all the manufacturers of musical instruments, furniture, cabinets, etc., in the country, telling them that they will do well to have their advertising and selling forces attend this convention, which, without doubt, will be a notable one.

The convention will be held early in June and the largest gathering of men ever gotten together interested in selling, advertising and distribution is expected. The attendance will probably be between 8,000 and 10,000. Great preparations have begun for a very effective program, and anyone attending will feel that it was well worth while.

Wanamaker's Now Headquarters for Emerson Records

The full line of record-breaking Emerson Records! The latest song hits—the "catchingest" dance hits—a quick-flowing, year-round stream of the music that eight out of ten Americans love to hum and whistle.

We invite you to visit our new phonograph section (First Gallery, New Building) and listen to the newest hits that are sweeping the country.

Just a "handful" of Emersons:

1071	You Don't Need the War to Have a Wonderful Time, Eddie Cantor	1034	Tell Me, Emerson Military Band
	Don't Put a Tax on the Beautiful Girls, Eddie Cantor		Mummy o' Mac, Medley, Emerson Military Band
1058	Oh! What a Pal Was Mary, Walter Scaplen	1090	The Vamp, In Sam, Medley, All Star Trio
	Pretty Little Rainbow, Sterling Trio	1060	I Wanna Go Back, Irving and Jack Kaufman
1067	I'm Forever Blowing Bubbles, George Hamilton Green's Novelty Orch.	1062	In Miami, The Three Kaufmans
	I Want a Daddy, Medley, Emerson Military Band		Where the Lanterns Glow, Medley, The Palace Trio
			You'll Be Sorry, Medley, The Palace Trio



Arthur Fields & Irving & Jack Kaufman

Arthur Fields and the Kaufman Brothers are now singing exclusively for Emerson. These tuneful singers will continue to record for Emerson the big hits of the day, introducing the delightfully original touches for which they are so famous.

Eddie Cantor
of the "Ziegfeld Follies" another EXCLUSIVE EMERSON STAR
Irrepressible Eddie Cantor! You have laughed at his Follies till your sides ached. Here's good news—Eddie has signed a contract which makes him an exclusive Emerson Star. He is singing for Emerson the song hits which bring down the house at the Ziegfeld Follies. One or two are listed above.

John Wanamaker

New York
New Phonograph Salons, First Gallery, New Building
Broadway at Ninth

John Wanamaker's latest "record"

Wanamaker's believes in handling "come-and-go" merchandise—not "come-and-stay" merchandise. Wanamaker finds out what people like, then makes a point of supplying it.

Wanamaker found out that customers were calling for Emerson Records. Immediately the full line of Emerson Standard 10-inch Gold Seal Records was put in.

Wanamaker's example is a good one for you to follow. Emerson Records are fast sellers and proven money-makers, because they exploit the big hits of the day while they are hits.

If you are not handling Emerson Records, we have an attractive proposition which we would like to have you consider—Write for details.

Emerson Record Sales Company, INC.

EXCLUSIVE METROPOLITAN DISTRIBUTORS

6 West 48th Street, New York City



H. L. MOOREY IN HIS NEW POSITION

Popular Columbia Man Appointed Assistant Branch Manager in New York—Well Qualified for New Post by Lengthy Experience

As announced recently in The World, H. L. Moorey has been appointed assistant manager of the New York branch of the Columbia Grapho-



H. L. Moorey

phone Co., succeeding Kenneth Mills, who was appointed manager of the Chicago branch. Mr. Moorey has already assumed his new duties, and is rendering invaluable assistance and co-operation to Lambert Friedl, manager of the New York branch.

Mr. Moorey is ideally qualified for his new and important post, as he has been associated with the Columbia organization for many years. He

was a member of the auditing staff for several years, and more recently was manager of the New Haven branch. He understands and appreciates the problems that confront the dealer in his daily work, and will undoubtedly give efficient service to the Columbia dealers in New York territory.

Mr. Friedl announced recently that four new salesmen had been added to the company's local branch; these new members comprising Allen Bennett, Kenneth Crombie, Albert Neubauer and Vincent Ferchie. Mr. Neubauer was formerly head of the dealer service department at the local Columbia branch.

SHELLAC IMPORTERS ARE WORRIED

India's Crop of Koosmic Said to be Far Below Normal—May Affect Record Prices

Importers of shellac report that the latest advices from India indicate a decided shortage in the Koosmic crop, which will come into the market late this month. According to latest advices the new crop will yield only about 40,000 packages as against a normal yield of 80,000 packages. The Rugeen crop, which was harvested in September, totaled only about 15,000 packages as compared with a normal yield of 50,000 packages.

In view of the heavy demands for shellac that are being made by the manufacturers of phonograph records and other commodities it is expected that the present price of \$1.10 per pound will hold for some time, and that it may even go above the present figure. The main crop will not come in until next April, and before shipments reach this country it is expected that all available stocks will be exhausted. The surplus remaining from the Bysackie crop of last April was very small, and in view of the two unusually small crops of this fall it is improbable that the supply will be sufficient to keep the various interests supplied until the new crop comes in next April.

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

Q R S Rolls
Emerson 7 inch Disc Records
Wall Kane Needles

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

TABLATONE REFINEMENTS

All Metal Parts of Machine Made by DeRivas & Harris Now Gold Plated

The DeRivas & Harris Mfg. Co., 135th street and Willow avenue, New York, have had a very promising demand for the "Tablatone," the machine which they announced a few months ago. By way of refinement, all the metal parts of the "Tablatone" are now gold plated. The combining of an artistic library table and a talking machine, has proved to be a very successful type and dealers all over the country have not only sent inquiries to the company regarding it, but have placed substantial orders.



We Wish the Victor Dealers
a Merry Christmas
and a
Prosperous Victor New Year

W. D. & C. N. ANDREWS
BUFFALO, N. Y.



OUR LATEST MOVE!

The New

LATERAL CUT

OKEH
RECORDS

Which Play On All Machines

NO ATTACHMENT NEEDED

LATEST BROADWAY HITS

BEST KNOWN STANDARDS

Write Your Nearest OkeH Jobber For Details

General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA

TRADE VERY ACTIVE IN CUBA

P. J. Ramirez, Manager of the Talking Machine Department of F. G. Robins Co., Havana, Tells of Booming Conditions in That Republic

P. J. Ramirez, Cuban manager of the talking machine division of Frank G. Robins Co., Havana, Cuba, spent about ten days the latter half of November in the United States. After landing in New York and spending some time with a number of the officials of the Columbia Graphophone Co., whose products and records are sold exclusively by the Robins Co., Mr. Ramirez visited Buffalo and Detroit.

In chatting with The World, Mr. Ramirez stated that the demand for the table models of the Columbia Grafonola is exceedingly great at the present time, and that the available supply does not in any way meet the demand. The same condition largely prevails in the record end. The present turnover which the Robins Co. are doing runs in the neighborhood of \$250,000 per annum.

The demand for records runs chiefly to the instrumental music, particularly for the famous Danzone records. The "Danzone," by the way is a Cuban dance which has been taken cognizance of by the Columbia Co., in that quite a number of special records for it have been put out. The song records are not, by any means, confined to those in the Cuban tongue, as a large percentage of the business done in these records is in English selections.

The Robins Co., whose headquarters are at the Grand Teatro Nacional, Prado y San Rafael, Havana, about four or five months ago embarked in the piano business and are at present handling the Brambach baby grands and Davenport & Treacy player pianos, also the Q. R. S. and Cuban made music rolls. Mr. Ramirez states that the demand in the piano and roll end of the business is greatly in excess of the available supply.

General conditions, according to Mr. Ramirez, continue to be very favorable in Cuba, in that the present producers' price for sugar is sufficiently high to guarantee a continued prosperity in the country for some time to come. The sale of sugar, he says, constitutes the chief business of the republic and the status of the sugar industry therefore to a large extent determines the prosperity of the music business.

Mrs. R. D. McCracken and Mrs. R. S. Edmonds, of Knoxville, Ill., have opened a music store in that city and will carry several lines of talking machines. The new store is known as the Knoxville Music Shop and is located in the former headquarters of the Red Cross.



Phonograph Supremacy

With the "Leader of them All"

The CHORISTER



These instruments, owing to their excellent equipment, will enable your trade to enjoy the music of any record to the fullest extent.



A De Luxe proposition made possible by this De Luxe line is now open to responsible agents.

Write for particulars

Our facilities enable us to supply complete machines in large quantities



Chorister Phonograph Co.

(INCORPORATED)

336 West 63rd Street

CHICAGO, ILL.

Phone Englewood 1979



INCORPORATED IN SAN FRANCISCO

Walter S. Gray Co. Chartered With Capital Stock of \$200,000 to Engage in the Jobbing of Talking Machine Accessories and Other Specialties

SAN FRANCISCO, CAL., November 29.—Articles of incorporation have been filed by the Walter S. Gray Co., whose principal place of business is given as 942 Market street, this city. It is stated that the corporation will engage in a general jobbing business in talking machine accessories and musical supplies, and will likewise import and export goods of that character. The capitalization is \$200,000, half preferred and half common stock.

The incorporators and directors for the first year are Walter S. Gray, Robert G. Gray, A. M. Gray, Forrest Brackett and G. Victor Strain.

Walter S. Gray, the head of the company, requires no introduction in talking machine circles, for he has been connected with the trade in various capacities for many years both in the East and West.

During the past few years he has been engaged in the talking machine accessories jobbing business in this city. Associated with him in the new enterprise is his son, Robert G. Gray.

LOESER BOOMS THE VITANOLA

Frederick Loeser & Co., the great music and department store of Brooklyn, N. Y., have been carrying some very interestingly written advertisements in the New York papers in which the Vitanola and its specially constructive features have been dwelt upon at length.

NEW OKEH JOBBER APPOINTED

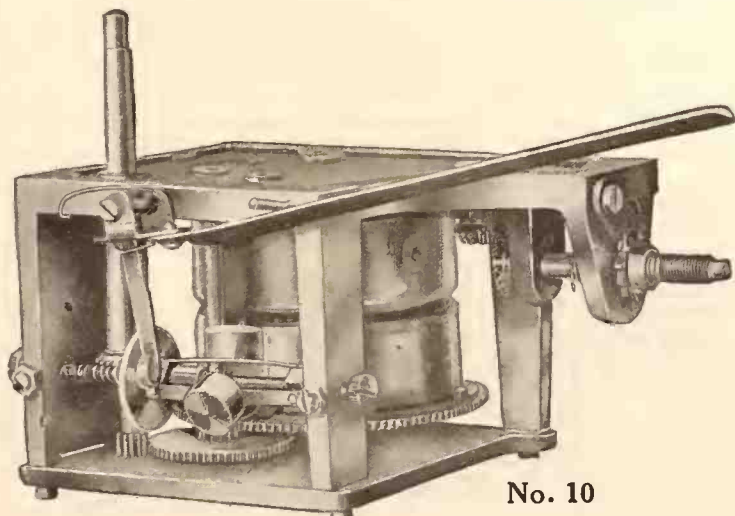
The M. M. Roemer Sales Co., New York, distributor of Vitanola phonographs, has been appointed a jobber for the new lateral cut Okeh record. This company is splendidly equipped to develop a profitable Okeh business in this territory, and Mr. Roemer is enthusiastic regarding the possibilities for this record line in the metropolitan district.

A MOTOR OF SUPERIOR QUALITY—No. 10

SILENT RUNNING

SILENT WINDING

IMMEDIATE DELIVERIES IN LARGE AND SMALL QUANTITIES



No. 10

Read the Specifications and Order—NOW

- Beveled gear noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays five 10-inch or three 12-inch records at one winding.
- Cast iron nicked frame.

- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.
- The perfection of mechanical genius as applied to the phonograph motor.

Ask for Specifications on No. 12 and 22

BUTTERFLY PHONOGRAPH MOTOR CORP.,

243 W. 17th St. New York

To The Friends of The Fibre Needle:

We Wish

A Merry Christmas
made merrier by
GOOD music.



A Happy New Year
made happier by
BETTER music.



We wish also to assure
our patrons that every
effort, consistent with the
maintenance of quality,
will be made to satisfy
the demands of our cus-
tomers during the year

1 9 2 0

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago



Sell **SOME** Fibre Needles With **EVERY** Sale of Christmas Records!

Records are going like the proverbial "hot cakes" this Christmas season.

You can add a dollar or so to every sale if you use the B & H "fibre needle system."

Just suggest to each customer the idea of having their records last forever through the constant use of Fibre Needles.

The cheaper, popular-melody discs take care of themselves, so far as selling is concerned. Nobody wants **THEM** to last forever.

But many hesitate about buying the costly operatic selections through fear of too great a risk. And so the Fibre Needle idea will prove a highly welcome suggestion. Purse strings loosen like magic.

The Holiday Season is a mighty good time to put this plan into operation. Suppose you try it. And please note its effect on the sales on your larger-profit records.

B & H Fibre Mfg. Company

33-35 W. Kinzie Street, Chicago

CLEVELAND PLANS FOR NEW TRADE RECORDS IN 1920

Dealers Are Optimistic Over Enlarging Output of the Manufacturers—Expansion the Order of the Day—Victor Record Makers Score—Trade Helps to Fill Community Chest—Other News

CLEVELAND, O., December 8.—Cleveland's talking machine dealers are going to strive for new records in sales during 1920. Handicapped in various ways during the past twelve months, these dealers will seek during the next year to overcome some of the difficulties which have beset the retail trade. Dealers in this section of the state are optimistic over the future. They see visions of bigger sales—better business all around—and are hopeful that manufacturers will be better equipped during 1920 to supply the ever-increasing demand for products of factories. Cleveland this winter is enjoying the greatest season of operas and high class musical concerts ever known. The results have been beneficial in more ways than one to the musical instrument trade. The frequent appearance on the concert stage of world-famed artists have created new demands for their songs reproduced in phonograph records. Dealers in music of all kinds have benefitted. Dealers have featured records to an extent hitherto unknown among retail stores. The display windows of Cleveland's retail stores which specialize in talking machines and records never offered so many temptations to prospective buyers.

Members of the Talking Machine Dealers' Association of Northern Ohio are of one accord—that 1920 must be made a banner year. While the date of their annual meeting, election of officers and banquet is several weeks' away, members are already discussing the expected gathering, because they realize that new ideas will be developed during the meeting. Cleveland's retailers are closer together than ever before.

The announced policy of Herman Wolfe, head of the Wolfe Music Co., when he was elected president of the association last winter was co-operation, closer business and social relations and

“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

Immediate delivery of small quantities can be made in the following districts.

SAN FRANCISCO, CALIF.—WALTER S. GRAY
CHICAGO, ILL.—LAKESIDE SUPPLY COMPANY
MONTREAL, CAN.—ARTHUR K. KEMPTON

less friction and more good fellowship. No failures were reported among talking machine retailers in Cleveland during the past year.

The Starr Piano Co., the Wurlitzer Co., and the Drehers have been among the well known musical instrument concerns to expand. The Starr took over the old house of Wamlinks, opened a fourth retail establishment in Cleveland and capped the climax two months ago by opening a complete house furnishing emporium in connection with the firm's talking machine, player and piano business. This new move is already a success.

The Drehers have found a new home in Huron road, near their present Euclid avenue store, paying \$250,000 for the site and building which will be remodeled for occupancy several months in the future.

The Wurlitzer Co. has its new six-story Euclid avenue building about completed. While the firm moved from its old Huron road site several months ago, the ground floor of the new quarters is still in the hands of workmen. This firm also took over the Caldwell Piano Co. during the year.

The McMillen Music Co. shifted its location, in East Ninth street, going to Huron road for a few months, while a bigger and better ground floor store than the one formerly occupied was being remodeled adjacent to the Miles Theatre.

Many furniture stores have increased their talking machine business. Many others have

added this class of merchandise to furniture stocks, with excellent results.

Record dealers in Cleveland are reporting unusually large sales of all the standard makes. The appearance of "Victor Record Makers" in two concerts at the New Masonic Temple stimulated Victor record sales in all the city's retail musical instrument stores.

The appearance of the eight well known Victor artists in these two December concerts here afforded Cleveland's talking machine advocates an opportunity to hear some popular singers in person. The concerts received much publicity through music critics and advertising. Among the firms which joined issue in exploiting the appearance of these artists in full page newspaper advertisements were the Eclipse Musical Co., Victor distributors, the May Co., the Wolf Music Co., Buescher's, Park's Music Store, the Hueter Jewelry Co., the Harmony Music Shoppe Co., and the stores operated by the Euclid avenue and Lakewood Music Co.

Edward B. Lyous, sales manager of the Eclipse Musical Co., was chairman of the committee which made arrangements for the concerts, and was assisted by representatives of several other Victor houses, including the B. Dreher's Sons Co., the May Co., and Buescher's.

The galaxy of singers included Henry Burr, John H. Meyers, Frank Croxton, Frank Banta, Billy Murray, Albert Campbell, Monroe Silver, and Frank Van Eps.

Cleveland's talking machine dealers did their best to aid in putting across subscriptions for the city's 1920 \$3,500,000 Community Chest. The financial drive for this money, which was over-subscribed nearly \$1,000,000, lasted eight days, and more than 140 retail stores allowed the free use of their show window space for novel displays of the ninety charitable, social and welfare organizations which will participate in the distribution of the chest fund. More than \$500,000 free window space was donated to the displays and a spectacular parade was featured Sunday, November 23, a score or more of floats typifying the work done by the associations seeking funds being in line.

The Fischer Co., Pathé distributors, is running some very catchy ads in the Cleveland newspapers, featuring records and machines. This firm reports good sales during November and prospects splendid for holiday trade.

The A. B. Smith Piano Co., Akron, is featuring the Cheney and Steinburn makes of talking machines to excellent advantage. In discussing the talking machine business Mr. Smith, who is president of the Cleveland Music Trades Association, said that dealers in the territory covered by their stores are still complaining of the difficulty in obtaining machines and records.

Claus & Schroeder, 4124 Clark avenue, are featuring the Harpola talking machine and Okeh records. The Muelhauser Bros., are emphasizing the value of the Sonora phonograph in various styles of display newspaper advertising. Gennett records are being played up by the Starr Piano Co.

Ward's Khaki Moving Covers

Distributors

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

YAHR & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

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

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATTERSON HARDWARE CO.
Salt Lake City, Utah

OHIO SALES CO.
Beckman Bldg., Cleveland, Ohio

THE REED CO., 237 Fifth Avenue
Pittsburgh, Pa.

CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.

W. D. & C. N. ANDREWS
Buffalo, N. Y.

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)
101 William St. New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom



Grade "D" Cover with No. 3 Straps.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

The Trade in Boston and New England

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

BOSTON, MASS., December 5.—Not in many years has there been such a demand for talking machines and records and the end of the month will see distributors quite rid of goods. The demand has been phenomenal everywhere and jobbers have had their hands full supplying the demand for all lines. One of the interesting developments of the year has been the many men in the talking machine business who have gone into the retail end and without exception they are all making the most pronounced successes of their new undertakings. They are discovering that this line is one of the most lucrative, and that prospects for the future are bright because new artists are constantly connecting themselves with the industry, and the production of quality records is constantly demanding attention from music lovers. On this end of the business in particular much could be written.

Decorated for Christmas

Already with this the first week of the month the local stores are beginning to take on a holiday atmosphere and wreaths and festoons of laurel already are being put up. The first shop to get busy today was the Tremont Talking Machine Co., in Tremont street, of which Manager Warren Batchelder is in charge. Beautiful wreaths have been put in the windows and the interior hung with greenery. This shop is now among the handsomest retail Victor warerooms in the city.

Making the Beacon Talking Machine

One of the latest of talking machines to make its appearance on the market is the Beacon, which is being manufactured by the Beacon Phonograph Co., whose headquarters are in the Garden building, 248 Boylston street, Boston. The officers of the company, which is to be formally incorporated in January, are Richard Nelson, president and general manager; Henry A. Robbins, treasurer, and Chester W. Johnson, production manager. Mr. Nelson has been identified with the Boston talking machine business for several years, having been wholesale distributor for the Sonora. Mr. Robbins, the treasurer, is also treasurer of the Veeco Co., and Mr. Johnson originally was with the Musical Supply & Equipment Co. Two factories are already in operation, one in Waltham, and another in Somerville and already the company is turning out a goodly number of instruments.

How "Jazz" Records Help Pupils

A talking machine and a set of "Jazz" records are a part of the equipment of the Reading High School, where the pupils in the typewriting classes hammer the keys to the strains of the "Jazz" music. "We start the beginners off with a slow

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.  BOSTON

WHOLESALE HEADQUARTERS

Christmas

is a time for rejoicing and friendly greetings. We are happy to have had your patronage during this year and extend our wishes to you for a most prosperous and successful year.

waltz," says the head of the commercial department, "and by the time they have been in the class a few weeks they are touching the keys in perfect rhythm to the snappiest Jazz numbers."

Service Department for M. Steinert & Sons Co.

A fully equipped service department is to be opened by M. Steinert & Sons Co. at its Arch street Victor headquarters early in January. The details are being mapped out by Wholesale Manager Kenneth E. Reed, who has some very comprehensive ideas as to just how to meet the needs of dealers for whom there will always be novel display features and other advantageous data at their disposal. The department will be in charge of Miss Esther Samuels, and in anticipation of the opening of this department, Miss Samuels, Herman Fleischner and James Graham lately took the two weeks' salesmanship course at the Victor factory so that they are especially well equipped to render the best possible service to Victor dealers. They will not only be ready with their serv-

ices at the Arch street establishment, but they will be ready to go out of town for one or several days by way of instructing dealers gratuitously within their own domain.

Miss Thelma Cohen, too, in addition to the regular salesmanship course, took the educational course and her services will be similarly available. Manager Reed is preparing a circular through which he will announce to the trade that any dealer who is beset with some trade problem will be welcome to avail himself of the expert advice of the new service department.

Changes in Columbia Personnel

Fred Mann, manager of the Boston branch of the Columbia, has announced several changes in the personnel of his force, which became operative on December 1. C. E. Sheppard, who has been the travelling representative of the company in the northeastern territory of Massachusetts, has been transferred to the Philadelphia field at his own

(Continued on page 48.)

The Eastern Talking Machine Co.

VICTOR DISTRIBUTORS

(Wholesaling Exclusively)

Extend their Christmas Greetings to the Victor Trade
in New England

85 ESSEX STREET

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 47)

request. Roy Ott, the company's representative in western Massachusetts, succeeds Mr. Sheppard in the local field. Mr. Ott in turn is succeeded in his former territory by J. F. Carr, who for several years has been manager of the dealers' service department at the Boston headquarters. He will make Springfield his headquarters. Mr. Carr at the local office is succeeded by E. H. McCarthy, who heretofore has been head of the order department. J. W. Murphy, who has been with Assistant Manager F. R. Smith, becomes head of the order department. Mr. Carr, who has been a faithful and efficient official at the Columbia office, will be missed by many in the local trade who, however, will be glad to learn of his promotion.

Another Business Trip

Wholesale Manager Reed, of the Victor department of the Steinert establishment, started off on another business trip on the first of the month. He went first to Philadelphia and the Victor factory at Camden, then he planned to make visits to Pittsburgh, Columbus, O., Buffalo, and other New York points before returning home. The trip will be an observation visit.

To Retail Exclusively

John Fayles, of J. Samuels & Brother, the well-known Providence, R. I., dealers, was in town lately, and made the interesting announcement that his house had discontinued its wholesale department, beginning December 1, and will devote itself exclusively to the retail end of the business.

C. B. Snow Visits "the Hub"

Charles B. Snow, wholesale manager for Cressey & Allen at Portland, Me., spent a couple of days in town recently, dividing his time between the Steinert's Arch street establishment and the Eastern Talking Machine Co., whose wholesale manager, Herbert Shoemaker, also played the part of host. He speaks optimistically about business in his territory, where Cressey & Allen have long been Victor distributors.

Noted Artists Heard in Recital

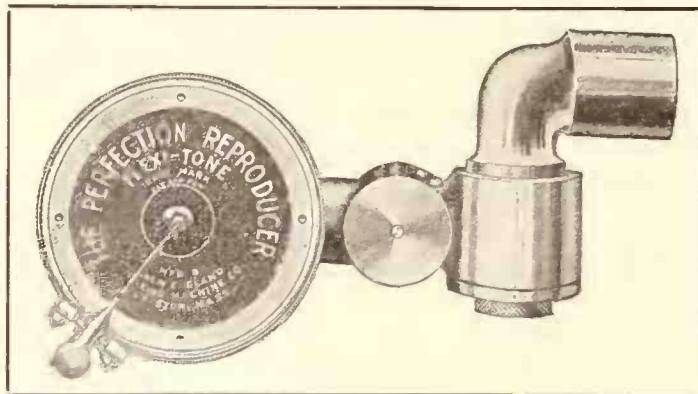
Mlle. Alice Verlet, the soprano, and Victor Young, pianist, both Edison artists, were heard in a recital in Jordan Hall on Monday evening, November 24, on which occasion Mlle. Verlet's re-created voice was heard in comparison. The recital, which was under the local management of George Lincoln Parker, the Edison distributor, was a very successful one and the attendance was large.

Attended Pathé Conference

R. O. Ainslie, local manager of the Pathé, is home from Chicago, where he went to attend the Pathé conference of distributors, which was held on November 19 and 20. Mr. Ainslie said that there was the greatest enthusiasm manifested by all present and the addresses indicated a great

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS



MANUFACTURERS—
JOBBER—
DEALERS—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

Largest Manufacturers of Phonograph Accessories

16-18 BEACH STREET

BOSTON, MASS.

Pacific Coast Distributor: **WALTER S. GRAY**
942 Market St., San Francisco, Cal.

Phoenix Trading Co., 1265 Broadway, New York
Eastern and Export Office

year ahead for the company and its product. The dinner which President E. A. Widmann tendered the distributors in the Auditorium Annex was a delightful occasion and everyone had a jolly good time and they departed with a vast fund of valuable data touching the Pathé line.

New Pathé Dealers

Manager Ainslie reports among the new dealers, McEwan & Chapin, of Danielson, Conn.; E. C. Clark, of Norwood and Hyde Park, Mass., and Ovilla Lajoie, of Lowell, Mass.

R. E. Briggs New England Traveler

Raymond E. Briggs, who has been associated

with the Hallet & Davis Co. for some time, has turned his attention to the Pathé end of the company's business and he is now New England traveler for this line.

Served With Noted Committees

Manager Fred E. Mann, of the Columbia Co., was a very busy man during November, for among his numerous activities he was a member of the Boston Chamber of Commerce committee which planned for the reception to the International Trade Commissions from England, Belgium, Italy and France, and he was especially active during the day of the business conferences at the Copley-

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

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

TRADE NEWS FROM BOSTON

(Continued from page 48.)

Plaza when the individual groups discussed informally with members of the Chamber of Commerce some of their most pressing problems.

Visits Victor Plant

Herbert Shoemaker, wholesale manager of the Eastern Co., returned today from Camden, where he went on Victor business. With him while visiting the factory were Hovey Dodge, of the Eastern Co., who made a special study of the factory methods, and Mrs. Dodge. Mr. Shoemaker enjoyed his Thanksgiving at home with his parents, and he was able to take in the big game between the Pennsylvania (his alma mater) and Cornell, which was played at Franklin Field, Philadelphia.

Joins Mitchell Co. Forces

Charles Urlass, who has been associated with the Eastern Co. for some time, and has been a valuable travelling man for the company, has severed his relations with the house and gone to Haverhill, where he has accepted the management



The Popularity of this Wonderful Talking Machine in New England has been unprecedented. If you are looking for

QUALITY SERVICE AND PROFIT

Get in touch with the most Progressive house in the East

S. W. Sharmat & Son

Wholesale Distributors

5 Bromfield Street Boston, Mass.

Vitanola Phonographs

Records Needs

The THREE BEST SELLING PROPOSITIONS

The Brunswick
ALL PHONOGRAPHS IN ONE

“*Tonofone*”
SEMI-PERMANENT NEEDLES

JONES---

MOTROLA

KRAFT, BATES & SPENCER, Inc. 156 Boylston St. BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

Steel Needles Jewel Points Albums Record Brushes Khaki Covers

of the Victor department of the Mitchell Co., a well-known house in that city, which also operates stores at Fall River and Springfield, all of which are immediately in charge of Franz Yahn. To succeed Mr. Urlass, Manager Shoemaker has taken on A. M. Hersec, who spent a week studying Victor methods at Camden, and is now out in the territory.

Business Active With Vocalion Co.

Manager Hindley says that after the Christmas rush the meetings of the Boston Chapter of the Aeolian Employees' Association, will be resumed, which means that the Vocalion people at the Boylston street warerooms will see that things get lively. Manager Hindley reports that business has been coming along wonderfully and that some fine sales have lately been made. Horace Hull, the Vocalion special representative was over in town for several days lately.

Feature the Steger Phonograph

The Steger line is being distributed here by the Iver Johnson Co., whose talking machine department is managed by Arthur W. Chamberlain, but more goods could be disposed of if the shipments were better for they have not been coming with that degree of regularity that the house would like. There is a steady improvement, however, and this is pleasing, because the Steger phonograph is steadily growing in favor with the discriminating purchasing public.

Active Wholesale and Retail Business

Harry Spencer of the Brunswick says that No-

vember was a wonderful month and that in both the wholesale and retail the distribution was enormous. Mr. Spencer has made connections with a number of new dealers whose identities will be made known after the new year. The retail end of Mr. Spencer's business is now known as "Spencer's Music Shop," while the wholesale establishment continues to be known as Kraft, Bates & Spencer.

COLUMBIA NEW ENGLAND MEN MEET

One Hundred Dealers From Eastern Massachusetts and Southern New Hampshire Hold Business Conference in Bridgeport—Notable Gathering

BRIDGEPORT, CONN., December 5.—One hundred Columbia dealers, representing eastern Massachusetts and southern New Hampshire, gathered in this city November 19 for a business conference and it was especially interesting that the attendance was nearly 100 per cent of the Columbia representation in their respective territories, something that Boston Branch Manager Mann was especially proud of. Dinner was served at the Hotel Stratfield, after which there were interesting talks by T. C. Roberts, assistant to President Francis S. Whitten; Assistant General Sales Manager F. K. Pennington, of New York, and Manager Mann. A feature of the occasion was the appearance of "Prince Napoleon," as he is called.

(Continued on Page 50.)

Cressey & Allen

New England Victor Distributors

PORTLAND, MAINE



Distributors for New England

We are exclusive distributors for New England for *Pathe* Phonographs and the matchless line of *Pathe* Records.

Write us. There are a few exceptional fields open for good live representation.



Hallet & Davis Piano Co.

146 Boylston Street

BOSTON, MASS.



TRADE GLEANINGS FROM BOSTON

(Continued from page 49.)

His real name is Carbone, and he is a hustling Columbia dealer in South Boston, Mass. He is a midget, standing only forty inches high, and a previous visit to this city made for him many friends.

Mr. Roberts spoke chiefly on production, saying that the dealers were now taking out of the factory three times as much as they were six months ago. "New systems have been perfected in the matrix department," he said, "to take care of all the 'hits' immediately. We have re-arranged machinery and bought new equipment to increase production from three to over 100 per cent. The company has also bought new grounds, new plants and new machinery. I think that within the next six months the factory will be crowding you to sell all we bring forth."

"We accept the dare," called out Manager Mann, who is one of the most popular men in the Columbia outfit.

Mr. Pennington referred to the dealer as the only point of contact between the company and the purchaser, and that by the development of a closer relationship and co-operation it was hoped to put Columbia "in the position it is destined to occupy and that is in first place."

He spoke of the accomplishments of Mr. Roberts in Bridgeport and among the recent acquisitions of the company he mentioned the purchase of the Canadian Aeroplane plant; fifteen acres in Toronto, Canada, where the concern plans to have one of the largest plants in the Dominion at an expense of over a million and a half dollars; the acquisition of 115 acres in Baltimore, on the Pennsylvania and Baltimore & Ohio railroads, where ground will be broken immediately for a three and one-half million dollar establishment to be in full operation in 1920.

At the conclusion of this session the dealers boarded two special trolley cars provided for the occasion and visited the East plant, the departments of the West plant having been visited in the early forenoon. The wonderful process by

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
942 Market Street

PHOENIX TRADING COMPANY
1265-69 Broadway, New York

MICA DIAPHRAGMS

Watson Brothers, Inc.

170 PURCHASE ST.

BOSTON, - - - MASS.

which "a handful of black dough" is pressed into a Columbia record was witnessed and explained. Numerous photographs were taken of the group at both plants and late in the afternoon the party left Bridgeport for Boston.

FRED P. OLIVER'S EXTENDED VISIT

Vice-President of the Blackman Talking Machine Co., Calls Upon Many Members of the Trade in the West—Received Hearty Welcome.

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., New York, Victor wholesalers, returned recently from a trip to Buffalo, Cleveland and Chicago, where he visited the Victor wholesalers in order to become acquainted with some of the new systems which they have installed, and to generally observe conditions in this territory.

At Chicago, Mr. Oliver had a very pleasant stay with L. C. Wiswell, manager of the wholesale Victrola department of Lyon & Healy, and during the week-end he called upon Fred H. Putnam of Putnam & Page, Victor wholesalers at Peoria, Ill. In Cleveland Mr. Oliver spent a few days with C. K. Bennett of the Eclipse Musical Co. and Howard Shurtle, who was recently appointed general manager of the Cleveland Talking Machine Co. In Buffalo he was entertained by W. D. & C. N. Andrews and V. W. Moody of the Buffalo Talking Machine Co. Mr. Oliver stopped at Pittsburgh on his way home, calling at the headquarters of the Standard Talking Machine Co., Victor wholesalers, where J. C. Roush and French Nestor gave him a royal welcome.

TAKE POSSESSION OF NEW FACTORY

Automatic Cover Support & Mfg. Co. Builds New Factory in Record Time

The Automatic Cover Support & Mfg. Co., of Bloomfield, N. J., have taken possession of their new factory building at 77-81 Mills street, that city. The erection of this factory was completed in record time in order that the Automatic Cover Support & Mfg. Co. might be running on a capacity basis by the first of the year.

NOT AFFECTED BY EXPLOSION

In a letter recently received by Thomas A. Edison, Inc., from H. E. Joseph, an Edison owner of Pittsburgh, Pa., he tells of an explosion in the front part of his home and notes the fact that while an Edison phonograph was twelve feet distant from the explosion it only loosened the diaphragm of the new Edison reproducer.

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

JAQUITH MACHINERY BUREAU, Inc.

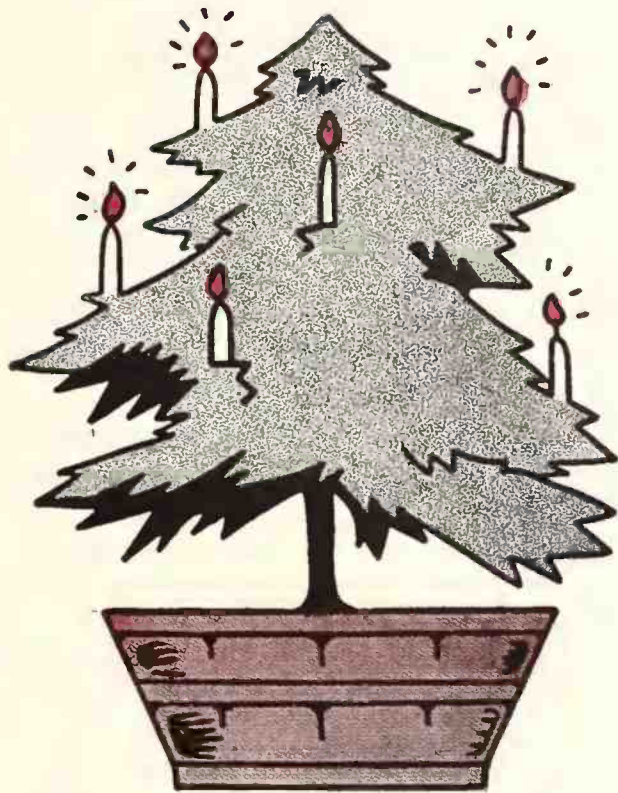
Designers and Builders of

SPECIAL MACHINERY

Mechanical and Electrical Devices
Designed, Developed and Patented

Correspondence with Talking Machine Industry invited

77-79 North Washington St., Boston, Mass.



WE are at the close of another year. We have trudged happily along the Road of Nineteen and Nineteen together, until we find ourselves today at this the Yuletide Season; the Season of Good Cheer, of Peace on Earth Good Will Toward Men, when it is the custom to celebrate by gift and kindly thought the birth of Christ. And so to you, now, we would extend this our Christmas Greeting . . . a wish that the day may find you very happy and that the New Year may bring to you a full measure of love and joy and work.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

Season's Greetings

Thank you for your Business
This Year

Here's to Big Days
Ahead

LIONEL M. COLE
Iroquois Sales Corporation
BUFFALO, N. Y.

"PATHE RECORDS" A LIVE SHEET

New Publication Gives News of the Activity of
Employes of Pathé Freres Phonograph Co.
—Industrial Democracy in Force at Big Plant.

"Pathé Records," a well written paper covering the activities of the Pathé employes at the large Brooklyn plant of the Pathé Freres Phonograph Co., made its initial appearance under date of November 20th. The opening article entitled, "Take Hold and Lift," is an inspiring message from President E. A. Widmann, to the employes of the company.

Much space is also given to covering the Industrial Democracy system in effect at the Pathé plant. This system is not new or untried, but has been successfully used in many of the leading plants of the country. The principles of the policy are fundamentally the same as those used by our government at Washington, D. C. The plan provides for the establishment in the Pathé plant of a "House of Representatives" composed entirely of the workmen, a "Senate" composed of the executives, and a "Cabinet" composed of the officials of the company. The representatives are elected by a secret ballot by the workers, while the senate and members of the cabinet are selected. Meetings of these bodies are held weekly and the minutes are recorded by a stenographer. The minutes of the House are posted on the bulletin boards for the information of all employes. A dividend fund is created out of the savings from which a dividend payment is made to the em-

ployes in a separate envelope at regular stated intervals, which plan means, "Dividends on Top of Wages."

The balance of the paper contains many newsy personals regarding the various popular members of the force, and it is safe to predict that this paper will not only find great popularity with the employes, but will also be very valuable in stimulating great interest in the many activities in this efficiently conducted plant.

NEW FOLDER ON TONE WAVES

The Latest Interesting Addition to Aeolian-Vocalion Literature.

The Aeolian Co. has just issued a most attractive folder devoted to the subject of tone waves and illustrated with photographs of tone waves as created by the complete orchestra, the individual instruments thereof and by the human voice. The folder is intended primarily for those interested in Vocalion records and presents in tabulated form material issued by the company sometime ago in a special booklet. The new folder is intended for the use of dealers and is designed particularly for enclosure in a standard size envelope.

Space is taken for descriptive matter regarding the Vocalion itself, Vocalion records and the Graduola tone control.

APPOINTED AGENT IN FRANCE

Otto Heineman, president of the General Phonograph Corp., New York, announced this week that J. Rosen had been appointed general agent for France for all of the company's products. Mr. Rosen, who will make his headquarters at 43 Rue La Bruyere, Paris, sailed recently for France on the "Rochambeau." He took with him a large amount of Heineman and Meisselbach motors, tone-arms, etc., and has already advised the home office that there is a big market for these products in France.

VICTROLA SOOTHES MOVIE COWS

The story regarding the excellent effect of talking machine music in increasing the amount of milk given by cows thus serenaded has covered the country so thoroughly that it attracted the attention of the "movie" kings. The result is seen in one of the flashes in a current news pictorial showing a barn full of cows being entertained at milking time by a small Victrola.

Brown, McManus & Co.

51 E. 42nd St., N. Y.

have extended their prompt and efficient service to the famous
CONNORIZED
Music Rolls

and

PARAMOUNT
Lateral Records

The Latest Hits and
Popular Artists

*If you can't call, send
for our attractive
proposition for dealers*

DISTRIBUTORS
FOR THE



PHONOGRAPH in
NEW YORK STATE
and NEW JERSEY



**Needles
Assist
Sales
of Records**

**As Surely as Records
Sell Machines**

The cause of record deterioration is generally misstated.

The record is not *worn out*, as is supposed, but, instead, the grooves are scratched out.

You can be sure of the best playing results only in using
**TORRINGTON
UNIFORM NEEDLES**

They will not make old records new, but they will prevent new records from getting *old* too soon.

Much is explained in Plan K, and we suggest that you write today for a copy.

**Uniform
Needles**

Condon & Company
SOLE AGENTS
Fifth Avenue Building
New York

"BUFFALO MEANS BUSINESS"

IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

10-14 NORTH DIVISION ST.

WHOLESALE DISTRIBUTORS

BUFFALO, N. Y.

WE PRESENT THE

LATERAL CUT



OKEH

RECORDS

This new line affords the most remarkable opportunity ever presented the progressive dealer to build up a *permanent* and profitable record business.

We are ready to make shipments immediately of the most popular hits of the day.

*Be the first in your territory to handle
this new line of records*

"BUFFALO MEANS BUSINESS"

IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

10-14 NORTH DIVISION ST. WHOLESALE DISTRIBUTORS BUFFALO, N. Y.

We present the

MASTERTONE

The Most Valuable Obtainable Agency!

To substantiate this statement we will not make extravagant claims, though we know we could well afford to. We content ourselves with presenting a plain, straight-forward business argument.

BECAUSE it really has genuine excellence and beauty of *Tone*.

The big *VITAL POINT* necessary to *SUCCESS*.

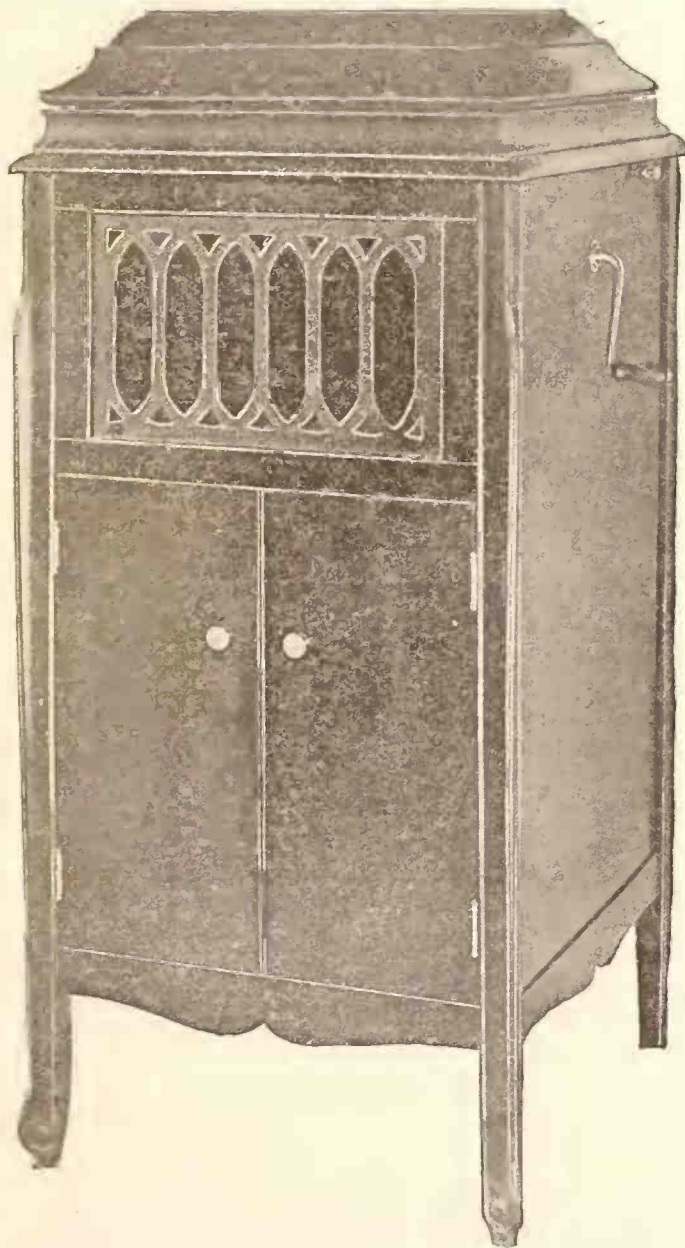
Motor, quiet running, laboratory tested—

The Famous
*STEPHENSON
PRECISION*
Enough Said!

AVOID REGRETS

HEAR
The
MASTER - TONE

\$95.00
\$110.00



BECAUSE its uniform cabinet design is simple and clean-cut.

Pleasing and acceptable to all classes.

All wooden tone chamber. Tone arm universal of course. Sound box—

The New
*HEINEMAN-
MEISSELBACH*
Enough Said!

MAKE COMPARISON

LET
YOUR EAR
DECIDE

\$125.00
\$150.00

The fact that we can make IMMEDIATE DELIVERIES of four popular priced sizes entitles this line to its accomplished establishment in the better-class stores where, in critical comparison with other standard lines, it is proving equally successful.

DISCOUNTS AND TERMS TO DEALERS ON REQUEST

---in the book business a "hit" is a book everybody wants to read---a "best seller".

In the phonograph-record business a "hit" is a song or dance-tune everybody wants to hear---also a "best-seller".

Speaking of Emerson Records—

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.

Featuring the Musical Possibilities of the Talking Machine :: :: By William Braid White

[Note:—This is the 33d 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.]

A YEAR'S LESSONS AND DEDUCTIONS

The articles which have appeared under this heading for the last two years have all been intended to promote thought, and to inspire the dealer or salesman with more energy directed along right lines—in a word to teach him to think rightly about his business. From time to time, it is well, therefore to pause in our progress and to ask ourselves what we have learned. From time to time the business man must pause and take stock. If he be a wise man he takes stock not only physically, but mentally. He attempts to find out how far he has progressed in thought, in vision, in the right direction of his energies, since his last overhauling. For he knows that the man who would really make himself a power in the community must be constantly moving forward; and that there is no way to do this save by the road of mental progress, of steady improvement in one's thinking, and especially of putting to the best uses the experiences through which he passes.

The end of a year affords an excellent point of pause in this process, and it is therefore quite meet that this month's article should be devoted to a sort of stock-taking. What have we learned that comes within the purview of the general subject of these articles? And, still better, what have we neglected to learn, if anything?

For one thing surely, and that a very important thing, we have learned that the people prefer to pay and be sure rather than to save and be sorry. In other words we have discovered that, when the choice is put up to them in favorable circum-

stances, the people in general had rather pay a larger price for a machine of which they can feel perfectly sure, than a smaller price for one concerning which any doubt may exist. This is a very interesting and important truth. The peculiar industrial conditions of the moment have pushed to the front the best in all lines of merchandise, simply because it has become impossible profitably to manufacture any longer the type of merchandise which once was associated with the idea of small profits and quick returns. In the allied branch of industry which is associated with the manufacture of pianos, this fact has had the most remarkable results. The very cheap piano which had been a curse to the industry, was literally forced out of existence during the war-time stress owing to the sharp rise in the prices of labor and material. Since the cessation of hostilities the rise in costs has been continuous and yet the demand has been greater than ever. Of course it has been a demand for the best only.

"Security and Prestige."

Now when this demand for the best is found also in the world of talking machines, some interesting and useful deductions may be drawn. For one thing, it shows that the advertising of the great pioneers has had its effect and that the public is looking for security and prestige. But it also shows something else which is the most important thing of all. It shows that the public now is fairly secure in the belief that a talking machine is a true instrument of music and that as such it is to be judged. In a word, the people are beginning to apply standards of musical judgment to the talking machine, and to purchase in the light of such judgments. It seems to me that the one outstanding sales lesson of the year is to be found here.

If I were concerned with the details of financ-

ing or of the accountancy of the business, there would be various considerations of the utmost importance which might at this point be discussed. But this would be outside the province of these articles, fortunately. What I am concerned with is less obvious perhaps but not less important.

The Musical Judgment.

The point which I desire to press home is that the people are beginning to judge the worth of a talking machine upon a more purely musical basis. They therefore are beginning to require that the sales talk, the presentation to them of the recommended article, shall be made in a manner commensurate in its intelligence with the merits of the article itself. Now the merit of a talking machine is something which can only be judged by demonstration. To show off a machine rightly, so as to set forth to the ear of the prospective purchaser whatever of tonal beauty it may be able to transmit from the record to the hearer, it is necessary that the kind of record chosen shall be one calculated to achieve the desired result as well as likely to satisfy the artistic sense of the hearer, however low or high that may be. It is plain that from the start, upon these new conditions of selling, we are placed in a position where we simply must take an active and serious interest in the music we are using for demonstration purposes.

"Records Are for Sale Too."

This of course at once leads to another consideration, of parallel importance. Records are to sell as well as to use for demonstration on machines. The salesman who is seriously interested in his work knows that the sale of the highest class of record is the most profitable kind of sale known to the talking machine business. He knows, therefore that it is up to him to pro-

(Continued on Page 57.)



Model 145

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

Dealers

There are some communities where the Brooks is not represented effectively as yet. Perhaps yours is one of these. There is as much profit and satisfaction in selling the Brooks as there is in owning it.



Model 165

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

There are three Brooks models, of different sizes, all beautifully carved and finished. Each style may be had with electric motor, if desired.



Model 250

The Repeating Device
The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob.

Brooks
The Wonder Instruments

Automatic Repeating
Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

LOYALTY

A BLACKMAN POLICY



LOYALTY to our duty as American Citizens united every true patriot when we entered the war---overcame unpreparedness, delay, hyphenism, etc., and our speedy VICTORY was inevitable.

LOYALTY called for extreme sacrifices on the part of Employes, Retailers, Wholesalers, and Manufacturers.

LOYALTY during the war was interpreted by Blackman as a call to "first win the war" and to support and supplement the VICTOR Company's patriotic leadership in industrial war service.

LOYALTY caused Blackman to discourage the Victor trade from taking on competing lines. Sacrifice usually earns its reward and in the long run pays big dividends.

LOYALTY obligated us to allot among our regular Dealers the small supply of VICTOR goods we received from the factory. It prevented our opening new accounts at the expense of old ones.

LOYALTY restrained many Dealers from offering competing goods except with an apology and as a temporary substitute.

LOYALTY to the trade by the VICTOR Company will take the form of increased production which we believe will exceed anything contemplated by its competitors.

LOYALTY as interpreted by Blackman will be rewarded during 1920 by participation of the VICTOR trade in the fruits of greatly increased VICTOR production and sales.



Blackman

TALKING MACHINE Co.

81 READE ST. NEAR CHURCH ST. NEW YORK

VICTOR DISTRIBUTORS

EXCLUSIVELY WHOLESALE



A YEAR'S LESSONS AND DEDUCTIONS

(Continued from Page 55.)

mote that high-class sale all he can. Now if what has been said above has any weight at all, the high-class record must more and more come into the forefront of the game; for only the high-class record can be used to make the setting for a true musical judgment of the worth of a talking machine. No matter how one works it, one simply cannot obtain from an intelligent purchaser a musical reaction which will justify him or her in making a favorable decision, if the records used—that is to say the music heard—be altogether trivial. It is imperative that the better sort of music be used; which is to say that the high-priced record be pushed to the front.

Taking the Music Seriously.

Thus we have before us the one big lesson that the merchant and the salesman of today who wishes to make a real showing in the trade must begin to take seriously—the musical side of the talking machine. He must begin to sell from the standpoints of tone and reproduction. To do this he must bring educated taste and judgment to bear on the music used for demonstration and offered for sale. At least, that is to say, the merchant must begin to take a serious interest in the musical content of his goods, as well as in their shape and price.

Fortunately, the very conditions of the problem render easy the attainment of the necessary knowledge. The achievement of an educated taste in music is, more than aught else, a matter of much hearing. It is in fact a matter of familiarity rather than of any occult or even obscure faculty possessed by few. On the contrary, music appreciation is a matter of hearing plenty of good music; and where can this be done better than in a talking machine record library?

Get to know and appreciate the musical properties of the talking machine, and of its records. Sell Music only. That is the lesson of lessons the year has brought.

NEW STORE IN LAWRENCE, MASS.

Fred Gardner, who has for a number of years handled talking machines in connection with his drug business in Lawrence, Mass., has branched out as a full-fledged music dealer, in an elaborate store at 379 Essex street, that city, where he handles the Victor and Sonora talking machines, music rolls, musical merchandise, etc.

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

REPRODUCES “HIS MASTER’S VOICE”

Mlle. Latoy, in Vaudeville, Uses Real Talking Machine and Live Dog in Picturing the Famous Victor Co. Trade-Mark—Act a Success

One of the features of “Mlle. Latoy’s Models,” a posing act, now covering the Keith circuit, is a perfect reproduction of the Victor trade-mark, “His Master’s Voice.” Mlle. Latoy uses three well trained dogs in her act and the posing was all done in a heavy gilt frame with clever effects, and a special backing for each view.

For the reproduction of “His Master’s Voice” there is provided a Victor talking machine of the original model and one of the dogs, a genuine double of the Victor dog of commerce, sits motionless for a number of seconds in the well-known and accepted pose, while the machine actually plays an old time record. The backing of the picture shows the interior of a talking machine store. The pose is so natural as to give the effect of a clever oil painting.

TAKE ON NEW BUSINESS LINES

Brown, McManus & Co. to Distribute Paramount Lateral Cut Records and Connorized Music Rolls—Lease Large Loft at 87 Warren Street

Brown, McManus & Co., the eastern jobbers for the Regina phonograph, are also distributing the Paramount lateral cut records, featuring these products in their publicity as “Popular Hits by Popular Artists.” In addition they have recently closed negotiations with the Connorized Music Rolls Co., to carry a large stock of the rolls manufactured by that firm. They have also announced deliveries to the trade of their own steel needle which they are marketing under the name “Trimpoint.” In order to carry ample stocks and make quick delivery a large loft has been acquired at 87 Warren street, New York City.

TWO EDISON ARTISTS IN WINNIPEG

Leola Lucey and Osborne Stearns Give Private Recital and Tone Test With New Edison

WINNIPEG, MAN., December 3.—The remarkable reproducing powers of the New Edison were charmingly demonstrated recently at the private recital given in the City Hall to several hundred music lovers by W. G. F. Seythes & Co., Ltd., Regina, Sask. Miss Leola Lucey, soprano, and Osborne Stearns, flutist, were the artists whose original work and their re-created work were compared with so much pleasure and interest to their audience. The Edison reflected the living voice of the songstress with great fidelity, and added attractiveness was given by the variety lent by the instrumentalist along with the recorded flute solos, and the other flute solos accompanied by the piano.

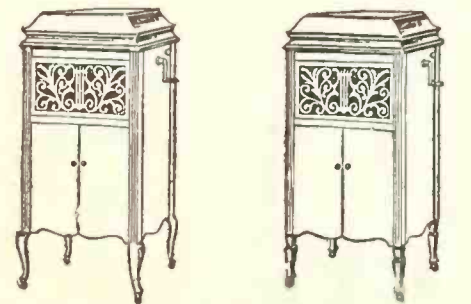
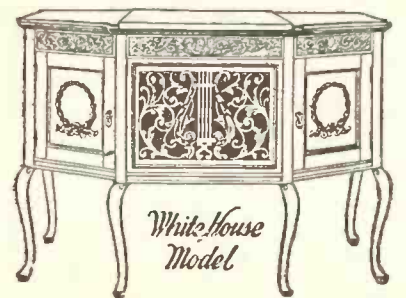
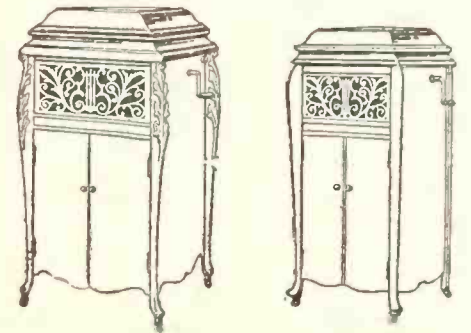
Curtiss Aeroplanes & Motors, Ltd., Toronto, have appointed Fletcher Bros., Vancouver, B. C., exclusive agents for the Province of British Columbia.

Harger & Blish, Sioux City, Ia., Edison wholesalers, have purchased a site in that city on which to erect a large up-to-date building, which will be located at Fifth and Wall streets. Harger & Blish are at present doing business at 315 Court street.

GOLD MEDAL BRAND
Mica Diaphragms
Any Size and Thickness
Highest Quality — Best Prices
FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

Announcing the
New 1920
Playerphone

MANUFACTURED BY
PLAYERPHONE TALKING MACHINE CO.
D.W. McKENZIE, CHICAGO, ILL. PRESIDENT
W.D. CALDWELL, TREASURER



The
GREATEST PHONOGRAPH IN AMERICA FOR TONE, QUALITY and BEAUTY. ELEVEN DIFFERENT MEDIUM SIZED MODELS. PLAYS ALL MAKES OF RECORDS PERFECTLY

Dealers desiring to handle a high grade phonograph for the big fall and holiday trade should communicate with us direct or with any of our jobbers listed below:

- Berry, Demoville & Co., Nashville, Tenn.
 - John B. Bond, Little Rock, Ark.
 - Chapman Drug Co., Knoxville, Tenn.
 - Clawson & Wilson, Buffalo, N. Y.
 - Day Drug Co., Akron, Ohio
 - Des Moines Drug Co., Des Moines, Iowa
 - L. S. DuBois Drug Co., Paducah, Ky.
 - Hornick, More & Porterfield, Sioux City, Iowa
 - Reid Lawson, Inc., Birmingham, Ala.
 - Chas. Leich & Co., Evansville, Ind.
 - A. C. McClurg & Co., 352 E. Ohio St., Chicago, Ill.
 - Oklahoma Book Co., Oklahoma City, Okla.
 - Orchard & Wilhelm Co., Omaha, Nebr.
 - Twin City Talking Machine Co., Uhrichsville, Ohio
 - Van Vleet-Mansfield Drug Co., Memphis, Tenn.
 - Waco Drug Co., Waco, Texas
 - H. W. Williams & Co., Fort Worth, Texas
- Some Desirable Jobbing Territory Still Open*
Manufactured by
PLAYERPHONE TALKING MACHINE COMPANY,
338-352 N. Kedzie Ave., Chicago, Ill.

COLUMBIA CO'S MANUFACTURING PLANS ARE ON A BIG SCALE

Vast Manufacturing Plant to be Erected in Baltimore Where 115 Acres Have Been Purchased—
Following Expansion Plans in Toronto This Company Well Prepared—Geo. W. Hopkins Sends
Out Very Interesting Letter to Sales Staff Regarding Expectations for the Coming Year

As announced in last month's issue of The Talking Machine World, the Columbia Graphophone Co. has arranged to erect a vast manufacturing plant in Baltimore, Md., in order to take care of the tremendous increase in the demand for Columbia products. In connection with this new factory, George W. Hopkins, general sales manager of the company recently sent out the following bulletin to his sales organization:

"When we advised you under date of October 24th of the purchase of our wonderful factory in Toronto, we gave you a little insight into the aggressive and progressive campaign plans for 1920. Columbia comes into its own, and President Whitten makes his big vision an actuality.

"The Columbia Graphophone Factory Corp., formed to take care of building activities, has just completed the purchase of 115 acres of land in Baltimore, situated on the Pennsylvania and the Baltimore and Ohio Railroad, on which ground

will be broken immediately for the erection of plants in 1920 which will cost in excess of \$3,500,000. Add to this the twelve acres purchased for our Canadian factory in which an investment of plant and equipment will exceed \$1,500,000, and in a small way you will realize the breadth of the plant.

"It is expected that both the Baltimore plant and the Toronto plant will be in full operation during 1920. Figure that this is in addition to the two factories working day and night in Bridgeport, and you realize that in the coming year we will have five times the acres we have at the present time. Add to this the consideration and investigation that is now being given to sites in three other cities, and you will agree with us 'That dreams come true.'

"This wonderful development is made after careful consideration of the business conditions ahead of the Columbia Graphophone Co., believing

Stoffer & Stackhouse Co., Inc.

BOURBON, IND.



*Direct Factory Distributors
for the new*

Lateral Cut



Our Dealer plan is unusually attractive

Write today for catalogs, also a
small sample order of the
records that is leading
all others—the

OKEH

You Talk Quantity

—on—

*Gram. Brakes, Needle Cups, Needle Rests,
Cover Supports, Crank Handle Escutcheons
(with fibre washer), Modifier Rod Escut-
cheons, Stylus Arms & on any Special Parts*

—and—

We Will Talk Price

Immediate Deliveries

H.K. Lorentzen

Phonograph Hardware Specialties Manufacturers

GRAND STREET & WEST BROADWAY
NEW YORK CITY

in the loyalty of the dealers who represent Columbia Grafonolas and records throughout the United States and Canada, and confidence in the sales organization and their ability to represent the Columbia Co. in getting volume of business from these dealers.

"Careful analysis of the possibility for phonograph sales throughout the United States and Canada, conservatively considered, warrants the



George W. Hopkins

activities outlined above. Far be it from us to wish time away, but if you knew how we felt, and we are rather inclined to believe you have the same feeling, you look forward with keen anticipation to the time when these various plants are turning out Columbia product of the quality and standard set by the Columbia Graphophone Co.

"Tell this story from the housetops. Throw out your chest with pride in the company you have the privilege of representing, and realize as best you can the confidence that the president, the general manager and the officers of the company have in our sales getting ability."

WATCH NEW TELEPHONE NUMBERS

The American Talking Machine Co., Victor distributor, 356 Livingston street, Brooklyn, N. Y., has sent out a card advising the trade that its telephone numbers have been changed to Sterling 1821, 1822, 1823. Dealers should transfer these numbers to their cards so that they can get in touch with this enterprising company when they have occasion to.

"WHAT ARE YOU SHORT?"

Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.
PLEASE SOUND PHONOGRAPH CO.
204-106 East 113th St., New York.

YOU KNOW ME—AND YOU KNOW MY STORY

THIS MONTH

I shall not bother you with it but, instead, I urge you to give heed to the GREAT QUESTION—THE WORLD QUESTION—

THE QUESTION OF THE HOUR

These are troublous times—times to make men think and think hard. But if we keep our nerve, hold steadfast, face every issue squarely and treat each other fairly, we can—and we must, ride out the storm and make 1920 a year of splendid achievement and the world a better place to live in.

AS FOR MYSELF

I have had a wonderful year—a marvelous year and now I just wish to say to you all

THESE FEW SIMPLE WORDS:

My Name Is **“Tonofone”** And I Am

The Universal Talking Machine Needle Supreme

I am growing better and making new friends every day and

I WISH YOU THE HAPPIEST CHRISTMAS AND THE MOST COMPLETELY PROSPEROUS NEW YEAR YOU HAVE EVER IMAGINED

Early in the New Year I shall send out a message of interest and a special offer which no dealer can afford to miss. Make sure you are on our mailing list by writing us about it, at our home office TODAY.

U. S. TONOFONE DISTRIBUTORS

REVISED LIST TO DATE

THE REED COMPANY, Inc., 237 Fifth Ave., Pittsburgh, Pa.
 KRAFT-BATES & SPENCER Inc., 156 Boylston St., Boston, Mass.
 WALTER S. GRAY, 942 Market St., San Francisco, Calif.
 M. D. SWISHER, 115 S. Tenth St., Philadelphia, Pa.
 E. R. GODFREY & SONS CO., Milwaukee, Wis.
 STARR PIANO CO., Richmond, Ind. (and branches).
 MONROE FURNITURE CO., Monroe, La.
 GEO. A. LOWE CO., Ogden, Utah.
 COLLIER BROS., Oklahoma City, Okla.
 WADE TALKING MACHINE CO., 14 N. Michigan Ave., Chicago.
 RICHARD & CONOVER HARDWARE CO., Kansas City, Mo.
 ALEXANDER DRUG CO., Oklahoma City, Okla.
 A. C. McCLURG & CO., Chicago.
 HOFFLER PIANO MFG. CO., 304 W. Water St., Milwaukee, Wis.
 ROE-BROWN COMPANY, 662 S. Fourth St., Louisville, Ky.
 JESSE FRENCH & SONS PIANO CO., Montgomery, Ala.
 ROANOKE CYCLE CO., 103 Campbell Ave., Roanoke, Va.
 WORLD PHONOGRAPH CO., 736 Tilden St., Chicago.
 ASSOCIATED FURNITURE MANUFACTURERS, St. Louis, Mo.
 WORLD PHONOGRAPH CO., 736 Tilden St., Chicago.
 THE KRUSE & BAHLMANN HARDWARE CO., Cincinnati, Ohio.
 MCKINLEY MUSIC CO., 1507 E. 55th St., Chicago.
 GOLDBERG PHONOGRAPH STORE, 167 Gratiot Ave., Detroit, Mich.
 MORLEY BROS., Saginaw, Mich.
 RAE & MAXWELL, 711 Jefferson Ave., Toledo, Ohio.
 J. W. POOL MUSIC CO., Huntington, W. Va.
 CLARK MUSICAL SALES CO., 322 N. Howard St., Baltimore, Md.
 J. REIMERS & SON, 3205 Georgia Ave., N. W., Washington, D. C.
 JACOB DOLL & SONS, Inc., 112 W. 42nd St., New York City.
 ROUNTREE CORPORATION, 111-115 W. Broad St., Richmond, Va.
 THE PATHE ACTUELLE CO., 236 Trumbull St., Hartford, Conn.
 BUTLER BROTHERS, Chicago.
 THE HARONOLA CO., Celina, Ohio.
 THE BRUNSWICK SHOP, 125 E. Kearsley St., Flint, Mich.
 JAMES I. LYONS, 17 W. Lake St., Chicago.
 MURMANN PHONOGRAPH CO., 1318 Olive St., St. Louis, Mo.
 W. L. WEAVER, Sumpter Bldg., Dallas, Texas.
 PLAZA MUSIC CO., 18 W. 20th St., New York City.
 BOND'S GRAPHOPHONE SHOP, 38 Arcade, Nashville, Tenn.
 C. C. BAKER, 43 S. High St., Columbus, Ohio.
 CONSOLIDATED TALKING MACHINE CO., Chicago.

THE DAY DRUG CO., 35 S. Howard St., Akron, Ohio.
 ARMSTRONG FURNITURE CO., 59-61 N. Main St., Memphis, Tenn.
 LANSING PHONOGRAPH CO., 207 S. Washington Ave., Lansing, Mich.
 THE L. C. PENN CO., Mt. Vernon, Ohio.
 M. SELLER & CO., 5th & Pine Sts., Portland, Oregon.
 LYRE-OLA MFG. COMPANY, INC., 2108 Olive St., St. Louis, Mo.
 SOUTHERN FURNITURE CO., 212-214 King St., Charleston, S. C.

FOREIGN TONOFONE DISTRIBUTORS

REVISED LIST TO DATE

A. TARTIKOVER, Sydney, Australia (P. O. Box 2318).
 QUEVEDO & CABARGA, 5 O'Reilly, Havana, Cuba.
 HAVANA TRADING CO., 19 Obrapia, Havana, Cuba.
 M. I. BENDERSKI, 15 Rue de la Reynie, Paris, France.
 GIOVANNI ALBERTINI, 10 via Carducci, Milan, Italy.
 WILLIAM JOEL, Apartado 230, Tampico, Mexico.
 ALFREDO KRAUS, Apartado 573, Tampico, Mexico.
 NICHOLAS OUDIE, Apartado 2020, Mexico City, Mexico.
 ARNALDO SALGUEIRO, Rua Dr. Souza Viterbo, 42-20 Oporto, Portugal.
 PEDRO SUNER RAFART, Alta San Pedro, 59, Barcelona, Spain.
 PHILIP GOODMAN, 1-2-3 Anglo African Bldgs., Johannesburg, South Africa.
 JOSE A. AEDO, Avenida de Mayo 560, Buenos Aires, Argentina.
 JOHN S. de FREITAS & CO., Georgetown Demerara, British Guiana.
 ANTONIO PUERTO, Bogota, Colombia, S. A. (P. O. Box 331).
 HENRY PETTENCOURT, Rio de Janeiro, Brazil.
 ARTHUR K. KEMPTON, 205 Drummond Bldg., Montreal, Canada.
 CONNELL BROS. COMPANY, Shanghai, Hong Kong, Manila and Singapore.
 COLOMBIA TRADING CO., Barranquilla, Colombia.
 COLOMBIA TRADING CO., Cartagena, Colombia.
 HERMAN DAREWSKI, LTD., 148 Charing Cross Road, London, England.
 DESOUCHES, 148 Ave. Malakoff, Paris, France.
 GARISCH & CO., Via Lazzaretto No. 3, Milan, Italy.
 LOUIS VELAZQUEZ, San Juan, Porto Rico.
 CASA EFRAIN BAND, Casilla 1344, Santiago, Chile.

Note.—People everywhere ask—what is the secret that brought Tonofone into such wonderful, universal popularity in so short a time? No secret at all. Just a persistent campaign of publicity, backed up by absolute sincerity, based on positive merit.

EASTERN AND EXPORT DEPT.

160 BROADWAY
 NEW YORK CITY
 U. S. A.
 Tel. Cort. 8586

MADE for THE TRADE by

R. C. WADE CO.

HOME OFFICE AND FACTORY

110 S. WABASH AVE., CHICAGO, ILL.,

U. S. A.

TEL. RANDOLPH 2045

DENVER TRADE OUTLOOK EXCELLENT

Record Winter Wheat Crop Makes Business Conditions Brighter—Holiday Trade in Full Swing—Many Dealers Make Changes in Lines

DENVER, COLO., December 3.—With indications pointing to a record crop of winter wheat in this section, the trade outlook both for the holidays and the coming year is very bright. The rural districts especially promise to be a good field. Holiday advertising by local talking machine dealers is starting in a large way and full pages in the daily papers are spreading the gospel of music broadcast.

There have been several changes in trade circles during the past month. H. B. Dillard, for some years with the McKannon Piano Co., as vice president, has bought the Mapel Piano Co., located at 1522 California street, and the business will be conducted under the name of the H. B. Dillard Music Co. Andrew Maple, who is one of the pioneer music dealers of this city, retires from active business. In addition to the Edison phonograph, a line of pianos will also be carried. New booths have been added to the equipment of the Smith Jewelry Store, Victor and Columbia dealer. The Wilsonian machine is now handled by the Home Furniture & Clothing Co., at 1424 Champa street. The Toole-Howell Furniture Co. has just taken on the agency for the Pathéphone.

Co-operative advertising has been used successfully by several of the local dealers. A full page ad featuring the New Edison was used in the daily press and was signed by the A. L. Arvidson Co., the H. B. Dillard Music Co., the Denver Dry Goods Co., the Carl Schultz Piano Co., and the McKannon Piano Co.

Numerous changes have taken place in the outlying districts and the Foltz Music Store, Fort Collins, has moved into new quarters in the Northern Hotel block. New quarters have also been occupied by the H. L. Martin Music Store in Loveland, at 337 Fourth street, where the Brunswick is the leader. O. C. Clark, of the O. C. Clark Music Co., Rocky Ford, is planning to open an up-to-date talking machine shop in La Junta soon, where he will carry Victor, Columbia and Brunswick machines and records in addition to a large line of pianos.

The Cassell Bros. Music Co., western distributor for the Pandeon Phonograph Co., of this city, has announced the appointment of several dealers in Nebraska, Kansas and Utah, who will feature the Pandeon.

Herbert Thiele is planning to open a talking machine store in Brooklyn at 914 Flatbush avenue in the near future, where he will feature the Victor line exclusively.

The Fundamental Factor of a Successful Service is Personal Co-operation



C. BRUNO & SON

INCORPORATED

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

WE DO NOT RETAIL

ISSUED ATTRACTIVE FOLDER

Iroquois Sales Corp. Sending Out Some Interesting Literature Bearing on Their Lines

The Iroquois Sales Corp. of Buffalo, N. Y., distributors of the Master-tone phonograph, have issued a very attractive folder featuring this instrument. The various distinctive qualities of the Master-tone are set forth to excellent advantage in this folder, and an illustration of one of the most popular models occupies an entire page. This company is also a distributor for lateral cut Okeh records, and this line of records is featured in its new folder attractively and

effectively. A unique illustration adds to the value of this section of the folder.

Lionel M. Cole, general sales manager of the Iroquois Sales Corp., was a recent visitor to New York, bringing with him excellent reports of the business situation up state. He states that the Master-tone phonograph is meeting with favor everywhere, and that the sale of lateral cut Okeh records is limited only by the available merchandise.

The Sadowski Music Co. now control four talking machine stores in Detroit, having recently opened two more stores at 242 East Jefferson street, and 863 Gratiot avenue.

Supreme Tone Arms and Sound Boxes

A Large Tone Arm—8¾ inches centre to center—height 4⅛ inches.

A Small Tone Arm—8¼ inches center to center—3⅝ inches.

Both tone-arms scientifically constructed for perfect sound reproduction and finely finished in our own plating plant. They play all makes of records.

In Sound Boxes. We have the special No. 3 Hub.



SMALL TONE ARM

A Merry Christmas
and a
Happy New Year
To the Trade

SUPREME PHONO PARTS CO., Inc. 145 West 45th Street
New York City

Chicago Offices—Republic Building—H. Engle, Manager

Another **WORLD** *Factory*

Since the inception of the World Phonograph business a few years ago the demand for these instruments has increased enormously—which is a testimonial of World *reliability—quality and Service.*

In accordance with the policy of doing its utmost to take care of its dealers in the *best possible manner at all times*, this organization has contracted for an additional factory which will produce when completed an increase of

200 Machines per day

*The
World
is
Constructed
from
Lumber
to a Complete
Phonograph
In Our
Factory*



All that is best in
Phonographs
combined in one

Plays all
Disc Records

*More
Instruments
of Same
High
Quality*

*Write
at once
for
Agency
Plan*

"My Mamma"

Manufactured by **WORLD PHONOGRAPH CO.** CHICAGO,
Patent applied for



"Tell Me" is a typical Jolson record. You'll tell the world so when you hear it. A=2821.

Columbia Graphophone Co.
NEW YORK

DOING WELL IN THE EAST

A. M. Druckman Co., Featuring the Steinburn Line in a Big Way from New York Headquarters—Also Handle Lyric Records.

Since the appointment of A. M. Druckman as eastern distributor of the Steinburn Corp., the firm's expectations in regard to the merits and the salability of the line have been more than fulfilled. The volume of business is constantly increasing and despite the fact that the announcement of the acquisition of the Steinburn line by A. M. Druckman was made at a late date, when holiday business was to be taken into consideration, the results have been most gratifying and the firm have been high in their praise of the rapidity with which they have received their shipments from the factory, and in getting the products to the dealers in eastern territory the Druckman Co., have lost no time. Apart from the publicity campaign carried on by the Steinburn Corp. itself, their eastern agents have also done much to exploit the line.

Part of the main floor of the A. M. Druckman Co., 140 W. 23rd street, New York, has been set aside for the display of the numerous models of the Steinburn line. It has been most attractively arranged and dealers visiting the headquarters find every convenience on hand to transact business.

The company have added 35 sales representatives to the staff. These will travel in eastern and southern territory. All have been selected with great care and will be equipped to carry out the sales plans of their organization.

In addition to their handling the Steinburn line the A. M. Druckman Co. will distribute Lyric lateral cut records manufactured by the Lyra-Phone Co. of America.

ALFRING HOME FROM THE WEST

W. H. Alfring, manager of the wholesale Vocalion department of the Aeolian Co., returned recently from a short trip through the Middle West visiting the various Aeolian Co. branches, as well as a number of the company's representatives, in Buffalo, Detroit, Chicago and St. Louis. Mr. Alfring stated that he found conditions as a rule quite satisfactory, with the general unrest having little effect apparently upon the demand for musical instruments and particularly Vocalions.

IT IS THE OPTIMIST WHO WINS

It is often said that men with money can make money, but it is only those who have vision and foresight and nerve who make money with their money. The timid, the over-cautious, those who are afraid, who are always looking for disaster, seldom make a big success. That applies with special force right now to the mercantile business. For the past two or three years it is the merchants who have had an optimistic outlook and the courage to go ahead, to get merchandise, who have been making the big money; and it will continue to be so for several years to come.

TO DISTRIBUTE TALKING MACHINES

The Zora-Tone Distributing Corp., Brooklyn, N. Y., has been incorporated to distribute talking

machines and other musical instruments. The capital is \$10,000 and the incorporators are R. H. Wood, A. U. Haffner and F. N. Turner, 1139 Woodhaven avenue, Brooklyn.

For Dealers in Philadelphia Territory

We can make immediate deliveries of the *best selling*, popular hits---some of them are listed below:

Lateral Cut



Seven Big Sellers

- | | | | |
|------|---|---|----------------------------------|
| 4000 | { | The Vamp. Fox-trot Instrumental | Rega Dance Orchestra |
| | | My Cairo Love. Fox-trot Instrumental | |
| | | | Green Bros.' Xylophone Orchestra |
| 4024 | { | My Baby's Arms. Fox-trot Instrumental | All Star Trio |
| | | Some One-step. One-step Instrumental | Conway's Band |
| | | How Sorry You'll Be (Wait'll You See) Male Quartet | |
| 4027 | { | | Peerless Quartet |
| | | Pretty Little Butterfly (Is a Fly Gal Now) (Tenor) | Billy Murray |
| | | Nobody Knows and Nobody Seems to Care. (Baritone) | |
| 4028 | { | | Jack Kaufman |
| | | Goodnight Angeline. Male Quartet | Peerless Quartet |
| | | Oh, What A Pal Was Mary. Waltz Instrumental | Joseph Knecht's |
| | | | Waldorf-Astoria Dance Orchestra |
| 4031 | { | Marilyn. Fox-trot Instrumental. | All Star Trio |
| | | A Pretty Girl Is Like a Melody (From "Ziegfeld's Follies 1919") | |
| | | | Van Eps Quartet |
| 4032 | { | Fox-trot Instrumental | |
| | | Weeping Willow Lane. Waltz Instrumental. | OkeH Dance Orchestra |
| | | That Naughty Waltz. Waltz Instrumental. | OkeH Dance Orchestra |
| 4033 | { | That's Worth While Waiting For. Fox-trot Instrumental. | |
| | | | OkeH Dance Orchestra |

We are also distributors for DEAN STEEL NEEDLES—We are at your service

HEATH & GORHAM

24-28 South 15th Street

PHILADELPHIA, PA.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., December 6.—The talking machine business in Philadelphia during the month of November was most satisfactory, not alone in the amount of selling that was done, but in the amount of goods, both machines and records, that came to the merchants. While there is bound to be a shortage of machines during the month of December, this shortage will not be nearly as great as it was feared by the dealers would be the condition a short time ago.

The Victor Co. is making good the promise to dealers that it would increase the output right along, and the Victor dealers are entering the last month in the year with considerably larger shipments than they received any previous month in 1919, and with the assurance that they would be well satisfied with the amount of machines and records that they were going to get for their holiday customers.

To Tear Down Piano Row

A sort of a bombshell was thrown into the business the last week of November with the announcement that the Girard estate was going to demolish the present row of stores between Eleventh and Twelfth streets, that has for years been known as "Piano Row," and on this block erect the largest office building in this city. The leases for this row do not expire until early in 1921, so that all the firms will have ample time to find new quarters. The following are dealers in talking machines in this row: The Cunningham Co., who handle exclusively the Columbia; N. Stetson & Co., Edison exclusively; the Ludwig Piano Co.; G. Dunbar Shewell, who is the eastern representative, jobber and retailer of the Cheuey; the Grafonola Shops, exclusively Columbia; C. J. Heppe & Son, Victor jobbers and retailers; the Perfek'tone Co., and James Bellak's Sons.

New Line for Wanamaker

The Wanamaker store has added another ma-

We adhere absolutely to the principle which has governed this business since 1864. Every Weymann Keystone State String Instrument we manufacture and specialties bearing our W. & S. label, must be of superior quality --- better value than the average manufacturer is willing to supply the trade at the same price.

This same policy prevails in our Talking Machine Department. The supremacy of the *Victor* product is absolutely unquestioned.

Just so we insist upon supplying only the best in our Player Roll Department, the Q. R. S. Rolls.

Dealers in placing orders with us for their requirements have the advantage in obtaining from all three departments in one shipment, goods that are unquestionably superior and best known to the entire industry.

Write for our Monthly Special Stock List and Order Blank.

H. A. WEYMANN & SON, Inc.

Victor Wholesalers

Q R S Rolls Distributors

1108 CHESTNUT STREET, PHILADELPHIA

chine to its already long list, the Solotone, which makes nine lines of machines in the one store. This machine they have selected to be used in their down stairs store. Regarding this machine, they say in their announcement: "We have tested the Solotone and it has passed every test. Its

tone is clear and fine and there is a pleasant absence of mechanical noises of any kind. Here in the little phonograph show, in the down stairs store, we will make the same tests for you, for after all the way to judge the tone is actually
(Continued on Page 64.)

CHRISTMAS

Peace □ Goodwill □ Prosperity

1920

Not alone our wish - but our constructive plan for the Victor Dealers we serve.

THE LOUIS BUEHN COMPANY
OF PHILADELPHIA

Be it from
Bridgeton
or
Cape May
we'll fill the order
for you today!

We don't need to remind you that Emerson hits move off dealers' shelves in two-four time.

The thing to do is to keep plenty of Emerson hits on hand for your trade. Then everybody'll be happy—including the cash register.

We take our own advice in this matter of keeping well stocked. Anything you may order from us, you'll get—and get *quickly*. Call on us any time for any Emerson hit.

(P. S. Do you happen to know of a live dealer in your town who would like to make a lot of money selling Emerson Records? If you do, tell us about him—don't be modest.)



Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets :-: PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 63)

to hear it yourself." The Wanamakers will feature this machine for \$100.

To Open Another Store

A new talking machine store is about to be started in a new section, as far as this instrument is concerned, for the Pennsylvania Talking Machine Co. will soon open large warerooms at 811 Chestnut street for the exploiting of the talking machines. This is another store added to several that have been established here by this firm.

Columbia Shipments Improve

Business at the Columbia Co.'s new quarters is most active these days, and they are finding less trouble to get machines, and are able to fill most of their orders to a greater extent than at any time during the year. They have the promise from the Columbia factories that they will be able to get practically as many machines as they may need, and they hope to be able to supply

their big trade with enough goods for the rest of the season, very early in December.

W. A. Schreiner, who comes here from Spokane, Wash., where he was connected with the Columbia Jobbers' Co., has taken charge of the Columbia dealers' service department. He will shortly start an active campaign and is expecting some very good results. H. L. Tuers, the head of the Columbia dealers' service department, New York, was a visitor to the local offices.

Miss Mary Walp, who for some time has been one of the live wires of the Columbia office force, has resigned and has accepted a position with the Grafonola Shops Co., of Wilmington, Del. Miss Walp recently represented the Columbia Co. at the big Columbia week of publicity at Wilmington, which was pulled off by Calver Anderson, the enterprising dealer of that city.

Columbia Week in Wilmington

Mr. Anderson's Columbia week was one of the

biggest things of its kind ever given in that section. It was begun on Tuesday and continued to Saturday night, the affair being held in the magnificent ballroom of the million dollar DuPont Hotel. It is estimated that more than ten thousand people attended during the week. Aside from music of the Columbia machine, the Louisiana Five Jazz Orchestra played for dancing. During the week the annual Wilmington Kirmess was given in the hotel and during the evening several of the guests accepted the invitation of Mr. Anderson to visit his exhibition and enjoyed a few dances to the music of the Louisiana Five. This exhibition proved that the Columbia is practical for dance music in a hall of the vast extent of the DuPont ballroom. W. A. Willson of the Columbia Co.'s New York office, was present several days helping in drill exercises, and Miss McClafferty gave an exhibition of the use of the machine for folk dancing.

RECORD ENVELOPES

In All Sizes and Styles

Ready For Immediate Delivery

H. G. Neu & Co.—Paper

108 Worth Street, New York City

"IF IT'S OF PAPER WE HAVE IT"

TALKING MACHINE CABINETS

For the Trade

ALL STYLES MADE TO ORDER

IDEAL CABINET MFG. CO.

BRANCH OFFICE

22nd and Glenwood Avenue

PHILADELPHIA, PA.

New Emerson Representatives

John Wanamaker has taken on the handling of the Emerson records, and has made an extensive purchase from the Emerson Philadelphia Co. Harry Fox, the local manager, is naturally very much elated at this new representation, and feels that it means that the Emerson has been brought to a very high point through this agency. Aside from this connection Mr. Fox has also succeeded in placing the Emerson with the Winner Bros. of Williamsport; the Keystone Talking Machine Co., at its various stores in this city, and the Wright's Music House, of Easton, Pa. Mr. Fox is going to take a certain amount of time, in the future, away from his desk to look after the local firms handling the Emerson, which now include practically all of the large ones, as well as very many of our smaller dealers.

Sonora Headquarters to Move

Last month it was announced that the Sonora, both wholesale and retail, would have to find new quarters for the reason that the present location was going to be demolished. The wholesale offices will be removed to 127 North Thirteenth street, while the retail business will be removed from 1311 Walnut street to 1626 Chestnut street, to be continued under the management of P. C. Cummins. More Sonora machines have arrived in Philadelphia during November than any pre-

vious month of the year, but not in sufficient numbers to nearly satisfy the demand.

Pathé for Gimbel Bros.

The Gimbel Bros have been advertising liberally their taking out of the Pathé machines and records and they have been giving a large space in their spacious department to this new agency. They have added to the sales force in this department John Keagy and H. F. Gould.

Changes in Brunswick Building

The Brunswick offices and hearing rooms, in the Brunswick-Balke building here, have been removed to the second floor during the month, where ample space has been given to the department. Manager Chew, the local distributor, states that machines are coming in very much better, although few of them ever reach the warerooms, but are shipped direct from the cars upon which they arrive. "The output has been increased wonderfully," says Mr. Chew, "but it seems every time we make a fair increase the demand doubles."

Become Dusonto Jobber

Heath & Gorham, who recently opened offices at 24-28 South Fifteenth street, where they are handling the OkeH lateral cut records with great success, have also secured the distributing rights in this section for the Dusonto talking machine. Their territory will cover not only this city, but

eastern Pennsylvania, southern New Jersey, Maryland, Virginia and the District of Columbia. A. J. Heath, of the company, was formerly the local Columbia manager, and was associated with Mr. Gorham in Brooklyn, while Charles S. Keyes, who for five years was with the Columbia Co., has been placed as salesman in the territory. A large display of the various Dusonto styles are shown in the offices, while the firm has recently rented a large warehouse where a large quantity of OkeH records and other goods, which they handle, are stocked.

Penn Greetings for Gewehr Opening

The Gewehr Co., of Wilmington, have recently opened their new warerooms, which cost them upwards of thirty thousand dollars, and on the day of the opening the Penn Co. here sent them the following congratulatory message: "Heartly congratulations on progressive attitude you are showing and your faith in the future of the Victor. Sincerely hope that your efforts will be crowned with success and that there will be a continuance of our past pleasant business relations. Penn Phonograph Co.

The Gewehr opening was held on Saturday, November 15th. Many representatives from this section were present, the store was handsomely decorated and each visitor was presented with a handsome souvenir. The store now contains fourteen booths.

What Some Others Are Doing

Mrs. H. L. Stone, a dealer of Olyphant, Pa., has enlarged her Victrola department, having added three attractive demonstration rooms.

The Landau Music & Jewelry Store, of Wilkes Barre, Pa., has opened a most attractive branch at Hazeltou, Pa. The opening was the last week in November.

D. Wittich, the talking machine dealer of Reading, Pa., has considerably improved his store, and has added a fine auditorium with a seating capacity of upwards of one hundred.

H. Royer Smith, who as announced in The (Continued on Page 66.)



Distributors

- Baltimore, Md.Cohen & Hughes.
E. F. Droop & Sons
Co., Inc.
- Birmingham, Ala.Talking Machine
Co.
- Boston, Mass.Oliver Ditson Co.
The M. Steinert &
Sons Co.
- Butte, Mont.Orton Bros.
- Cleveland, O.Cleveland T. M. Co.
The Eclipse Music-
al Co.
- Denver, Colo.The Knight-Camp-
bell Music Co.
- Honolulu, T. H.Bergstrom Music
Co., Ltd.
- Milwaukee, Wis.Badger Talking
Machine Co.
- Mobile, Ala.Wm. H. Reynolds.
- Newark, N. J.Collings & Price
Co.
- New Haven, Conn.Horton-Gallo-
Creamer Co.
- New York City.Knickerbocker
Talking Ma-
chine Co.
- New Orleans, La.Phillip Werlein,
Ltd.
- Pittsburgh, Pa.W. F. Frederick
Piano Co.
- Portland, Me.Cressey & Allen,
Inc.
- San Francisco, Cal.Walter S. Gray
- Washington, D. C.Cohen & Hughes
E. F. Droop &
Sons Co.
Robt. C. Rogers
Co.

Dealers not located in the territories covered by these distributors will be served direct or we will change through your distributor if so instructed.

A Victor Dog in Every Home!

The Victor dog wherever seen is instantly recognized by everybody as a part of the Victor Trade-mark. IT IS TO YOUR BENEFIT TO IDENTIFY YOURSELF WITH THE VICTOR TRADE MARK IN SUCH A WAY THAT WHENEVER SEEN BY THE PUBLIC IN YOUR TERRITORY THEY WILL THINK OF YOU.

You can't do this in a more effective manner than by the use of the PENN-VICTOR plaster miniature dog as a window display, a selling novelty or, better still, as a SOUVENIR WITH YOUR NAME CAST ON THE PEDESTAL. This is done at no extra cost on an order of not less than 500.



Half Size

*Always
Specify
Penn-Victor
Dog*

Penn Phonograph Company

913 Arch Street, Philadelphia, Pa.

Victor Distributors

Wholesale Only

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 65)

World last month, has opened an attractive Victor (exclusive) shop at Tenth and Walnut streets, will also handle some lines of small musical instruments.

Paul B. Silver, for some time connected with the Sonora here, has removed to Plainfield, N. J., where he will take charge of the music store of R. Montalvo, at 310 Front street. He was formerly a service man in the Royal Air Force, and served four years with the Canadian forces.

Louis Buehn is Optimistic.

Louis Buehn is most optimistic as to the future of the Victor business and since the announcements of the Victor Co. in the papers, he says they are making good to the dealers their promise that they are getting into such shape that they will shortly be able to supply in full all demands upon them.

Among the recent visitors at the Buehn offices were: George W. Davy, of George W. Davy & Son, Coatesville, Pa.; J. A. Downs, of Dover, Del.; Leon Wittig, of the Wittig Co., Reading, Pa.; W.

F. Elliot, of Kline, Eppihimer & Co., Reading, Pa., and Raymond L. Cope, of Perkaisie, Pa.

Hurley Buys Albertson Business.

The W. L. Hurley Co., Victor dealers of Camden, have purchased the business of E. C. Albertson, of Bridgeton, N. J.

E. J. Youngsjohns, of Norristown, Pa., and Monroe M. Johnson, of 2631 West Lehigh Avenue of this city, expect shortly to obtain new establishments near their present homes.

Attended Gathering of Pathé Jobbers.

Walter L. Eckhardt, Philadelphia's well-known Pathé man, was in attendance at the end of last month at the reunion of Pathé jobbers in Chicago. Mr. Eckhardt reports that his business has been wonderfully good all through November, and it is most gratifying to him that the Pathé machines and records are giving satisfaction everywhere they are handled. Gimbel Brothers, who were among the most recent of the firms here to undertake the handling of the Pathé are advertising it extensively.

GREETINGS

As we look back over the past year, we have much cause to rejoice and be happy for as a nation our present industrial unrest is as nothing compared with the misery of most of Europe.

As we approach the new year it is with a deep sense of appreciation for the many kind words of commendation from our many dealers and with a firm resolve in Nineteen-Twenty to make our line in every way worthy of your continued approval.

The Franklin



is different

FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

10th & Columbia Ave.

PHILADELPHIA, 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.

Samuel Turnes, advertising director of the Brunswick, was a recent Philadelphia visitor.

Joins the Penn Co. Forces.

The Penn Phonograph Co. put on a new man in November, N. W. McConnell, who was formerly with the Victor Co., but recently was discharged from U. S. service having been in the artillery section.

The Penn Company have made a number of new connections recently for the Victor miniature dogs, including the firm of Horton-Gallo-Creamer Co., who will cover the New Haven, Conn., territory.

PREPARES NEW OPERA SYNOPSIS

Interesting Series of Booklets Explaining Operas
Aids Sale of Victor Red Seal Records

COLUMBUS, O., December 2.—In the interests of the sale of the Victor Red Seal operatic records and a better understanding on the part of the general public of the meaning and musical qualifications of the famous operas, D. I. King, manager of the music department of the Morehouse-Martens Co. of this city, has written a series of pamphlets which give in clear, concise form the essential story of these operas. These pamphlets give the numbers of the Victor records necessary to have the complete theme of the opera so that it is an easy matter for the music lover to play them in their proper order by consulting the booklet. Each record is explained in a most attractive manner and passages of the plays translated into English. These booklets have proved very popular and a large number has been printed and distributed by the Morehouse-Martens Co. to its patrons.

OCTOBER BREAKS ALL RECORDS

A recent out-of-town visitor at the executive offices of the Columbia Graphophone Co., was A. W. Landon, who was appointed Canadian branch manager two months ago. Mr. Landon's reports regarding the business situation in Canada were unusually optimistic, but he based this optimism on the fact that in October the Columbia Canadian branch closed a total business which surpassed previous figures for any single month in the history of the branch. November has been equally as gratifying, and the official totals when announced, will probably out-distance October.

Glen F. Wilson opened a new Sonora Shop in Ellwood City, Pa., last month. A large number of Sonora machines were on display at the opening and special features made the event an interesting one.

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.



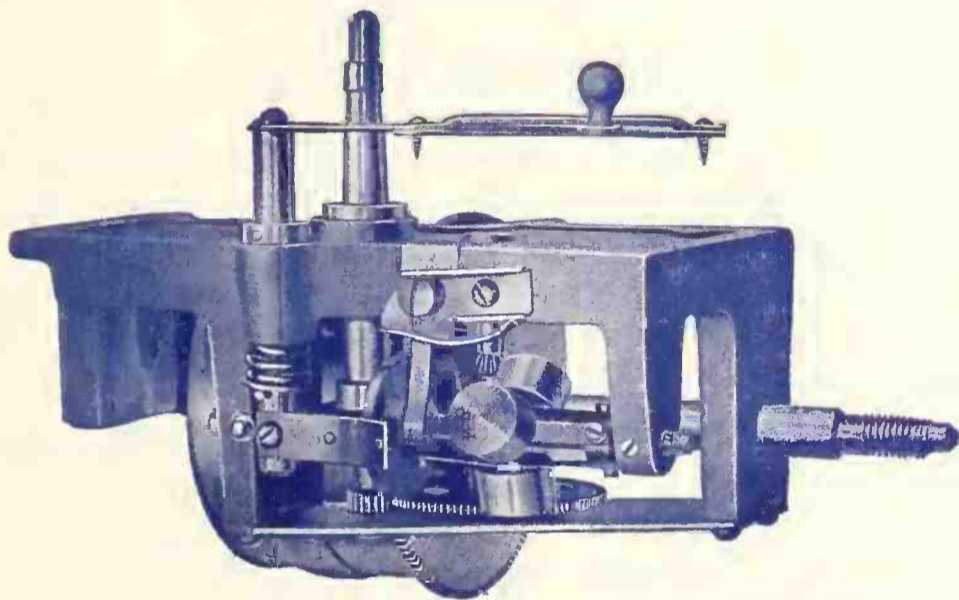
MEISSELBACH



IMITATION—THE SINCEREST FORM OF FLATTERY

Phonograph manufacturers have undoubtedly noticed that there are several motors on the market that are **IMITATIONS** of the famous **MEISSELBACH MOTOR**. For your own protection, therefore, be sure that you use the **ORIGINAL**—

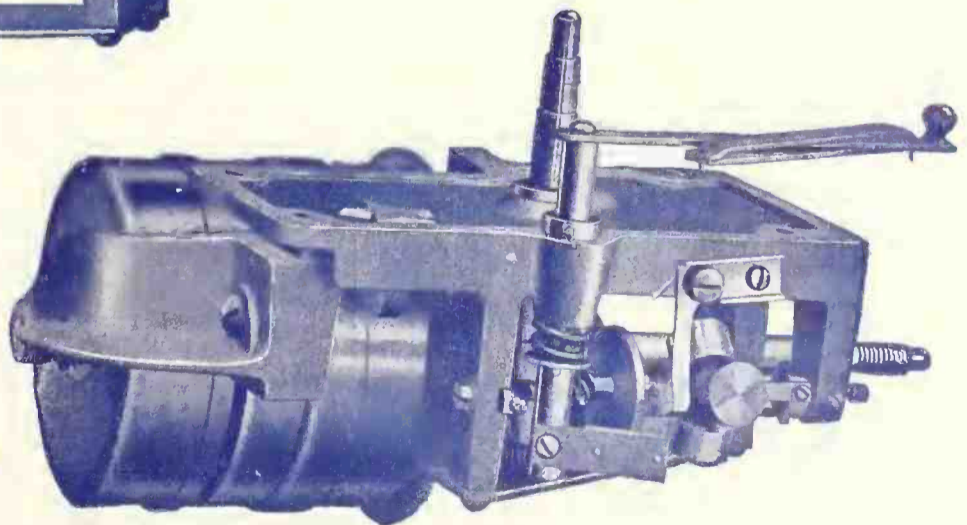
The Meisselbach: A Quality Motor



Triple Spring
Meisselbach Motor
No. 17



Double Spring
Meisselbach
Motor No. 16



General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN.
SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES; CHICAGO SAN FRANCISCO TORONTO, CAN.

Toscha Seidel's violin solo is Tschaikowsky's "Andante Cantabile." You'll triple your order when you hear it. Columbia 49624.

Columbia Graphophone Co.
NEW YORK



AMBEROLA BUSINESS SHOWS INCREASE OF EIGHTY PER CENT.

K. R. Moses, Amberola Sales Manager for Thos. A. Edison, Inc., Predicts Greater Increase the Coming Year—Details of Dealers Co-operative Advertising Campaign—Advertising Plans Worthy of Mention—Jobbers Submit Suggestions That Are of Practical Value and Merit

The Amberola business of Thomas A. Edison, Inc., shows an increase of 80 per cent over that of last year. K. R. Moses, Amberola sales manager for Thomas A. Edison, Inc., who has just returned from a business tour of the East and Middle West, predicts a far greater increase for the coming year. This increase, he says, is due in considerable measure to the announced sales plans for 1920, but principally to an accentuated demand on the part of the public for Amberolas. Mr. Moses' visits to the jobbers were preliminary to two great Amberola advertising campaigns, which have just been launched. A third plan, which includes an extensive full page advertising campaign in the Saturday Evening Post, will be put into effect soon.

"Indications promise a far greater success than we predicted for the dealers' co-operative adver-

tising campaign, which will run until next April in each dealer's local newspapers," said Mr. Moses. "The expense of this campaign is shared by dealer, jobber and the laboratories. As an indication of the success of this plan, dealers earned sufficient allowances up to November 10 to pay for 2,126 full page ads in their local papers. Before the campaign ends, it is expected that dealers will earn allowances sufficient to pay for more than 5,000 pages of advertising.

"Our other big advertising campaign is being run in twelve of the biggest and best family and home magazines in the United States and Canada, and features monthly Amberola supplements.

"From F. H. Silliman, vice-president of the Pardee-Ellenberger Co., of Boston and New Haven, I learn of a clever advertising plan originated by that company, and which, in all probability,

will be adopted by us. Especially worthy of mention are the modern business methods of the Iver-Johnson Sporting Goods Co., Amberola dealers in Boston. A. W. Chamberlin, the manager of the phonograph department, has a most attractive department, clever sales plans, and novel advertising and window display methods.

"Our Amberola supervisor-at-large, J. W. Scott, for many years familiarly known to the phonograph trade of America as 'Scotty,' is enjoying his most successful of many brilliant years with Thomas A. Edison, Inc. His tour now in the Indianapolis territory is producing many thousands of dollars of new business weekly."

INCORPORATES IN DELAWARE

The Polinia Phonograph Co., Inc., has been incorporated under the laws of Delaware with headquarters in Wilmington. The incorporators are T. L. Corteau, P. B. Drew and H. E. Knox, all of Wilmington. The capital is \$710,000.

**Ormes
Really
Means
Exceptional
Service**

Victor Victrolas and
Victor Records

ORMES, Inc.

Wholesale Exclusively

26 East 125th Street NEW YORK



Season's Greetings

We extend the season's greetings and express our appreciation for the loyalty of our many friends in the trade.

It is our fondest hope that the New Year has much in store for you and assure you of our hearty co-operation.





THE SONORA factory facilities have been greatly enlarged and many more of these famous instruments will be available in 1920 than ever before.

The production in 1919 was over twelve hundred times what it was five years ago and the record for 1920 will be over two thousand times what it was in 1913.

Even with the large number of Sonoras available it will be difficult to make enough to satisfy the swiftly growing public favor. If you wish to handle The Highest Class Talking Machine in the World, made and operating under BASIC PATENTS of the phonograph industry, write to the nearest Sonora jobber at once.





Greeting

To Our Customers and Friends

We hope that this holiday time brings you good cheer and happiness and that Fortune will continue to smile on you brightly during the coming year.

Smith, Kline & French Co.,

Philadelphia, Pa.

State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

The Magnavox Co.,

616 Mission St., San Francisco, Cal.

Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

Sonora Phonograph Sales Co., Inc.,

279 Broadway, New York.

Distributors for Greater New York.

Southern Drug Co.,

Houston, Texas.

Southeastern part of Texas.

Southern Sonora Phonograph Co.,

Selma, Alabama.

Alabama, Georgia and Florida

Southwestern Drug Co.,

Wichita, Kansas.

Southern part of Kansas, Oklahoma (except 5 northeastern counties), and Texas Panhandle.

Minneapolis Drug Co.,

Minneapolis, Minn.

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

I. Montagnes & Co.,

Ryrie Bldg., Toronto, Canada.

Canada.

M. S. & E.,

221 Columbus Ave., Boston, Mass.

Connecticut, Rhode Island and Eastern Massachusetts.

Gibson-Snow Co.,

Syracuse, N. Y.

State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.

Strevell-Paterson Hardware Co.,

Salt Lake City, Utah.

Entire States of Utah, Colorado, Wyoming, New Mexico and southern Idaho.

Rountree Corporation,

Richmond, Va.

North Carolina and South Carolina.

C. J. Van Houten & Zoon,

Marquette Bldg., Chicago, Ill.

Illinois, Kentucky and Iowa.

Walthall Music Co.,

Dallas, Texas.

Western part of Texas.

Yahr & Lange Drug Co.,

Milwaukee, Wis.

Wisconsin, Upper Michigan.

Ohio Sales Co.,

Beckman Bldg., 409 Superior St.

Cleveland, Ohio.

State of Ohio

Griffith Piano Co.,

605 Broad St., Newark, N. J.

Northern New Jersey.

W. B. Glynn Distributing Co.,

Saxtons River, Vermont.

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

Hessig-Ellis Drug Co.,

Memphis, Tenn.

Arkansas, Louisiana, Tennessee, Mississippi.

Hillman Phonograph Co.,

Wheeling, West Virginia.

Virginia and West Virginia.

Kiefer-Stewart Co.,

Indianapolis, Ind.

Entire State of Indiana.

C. L. Marshall & Co.,

82-84 Griswold St., Butler Bldg.,

Detroit, Mich.

State of Michigan.

C. D. Smith Drug Co.,

St. Joseph, Mo.

Nebraska, Missouri, northern and eastern part of Kansas and five counties of northeastern Oklahoma.



The Advertising Value of the Child in the Retail Talking Machine Trade :: by W. A. Willson

Educational Director Columbia Co.

Do you fully realize the advertising value of the child?

Present something new and attractive before the child and he will talk about it for a long time afterwards.

Impressions are easily made upon the mind of a child; and if the means used are new, novel and attractive, he will not be content to keep it to himself but will want to tell the members of his family and all his little playmates about it.

Children are everywhere, and how they do talk! It is their privilege to do so and they are encouraged by parents and teachers to tell about things they see during the day and their happenings on the street, in the school, and in the Sunday school.

Children do not hesitate to express their likes and dislikes and what they learn to like and want they demand for their use. Parents are glad if their children are well and happy, and are usually willing to purchase any material that will add to their enjoyment and education.

"Once a customer always a customer." Why not bring your product to the attention of the children in a way that they can understand and that will please them. A beautiful shop, with great brilliantly lighted windows awes a child into silence and shyness, even though he may be impressed with its beauty; but the moment he sees a picture, toy, a little chair, children's books, etc., his shyness vanishes and he feels that the dealer must be thinking of him. At once he becomes interested in everything in the dealer's store, for he feels that he has found a place in which things for children are displayed. Henceforth this store is the place he wants to go to see things for children and to hear the records and see the pictures in the Bubble Books, and to hear the stories about Peter Rabbit and Old Buster Bear.

Soon parents are brought to the store by children whose friends had spread the news, and before long this is the most popular children's resort in the town.

Decalcomanias of children's songs and stories and display cards showing that there are special records for the children, will create as much interest in the parents as the children themselves. There is nothing in the world in which parents are so much interested as in their own children. Any appeal to children is an indirect appeal to parents.

A little attention given to children by holding

short musical programs in your store, using children's record material, and then giving a little souvenir such as the Peter Rabbit Bangle Pin, is going to make a tie-up between you and the homes that will be most profitable to you.

A demonstration and entertainment was given recently with the Grafonola. The school children had a part in the demonstration. Because the children had a part in the program, of course,



W. A. Willson

the parents came. After the demonstration was over one mother came forward and said they had no musical instrument in their home but she now saw how a Grafonola and records would add much to the education of their boy, and would give him pleasure and instruction right at home. She ordered a large type cabinet Grafonola right then and there.

In another instance, demonstrations were given in two city schools before the pupils. The dealer in that town wrote us two weeks later and stated that he had already traced the direct sales of ten Grafonolas into the homes as a result of the children telling the parents about the demonstrations given at the school building. The parents were not at the demonstration but the children carried the message home.

The children's corner in a middle west Grafo-

nola shop is a striking illustration of the value of having the little ones your friends. Whenever a mother and her child come to this up-to-the-minute store a neatly dressed maid takes charge of the little one and conducts it to the most attractive place in the store—a miniature play-ground. In one corner of the room there is a large mound of pure white sand with shovels and pails. Around the room are placed toys and pictures and most important of all a small Grafonola painted white and a number of children's records and Bubble Books. The kiddies have the time of their life and the genial manager who is their host counts it as one of the best paying investments of his store.

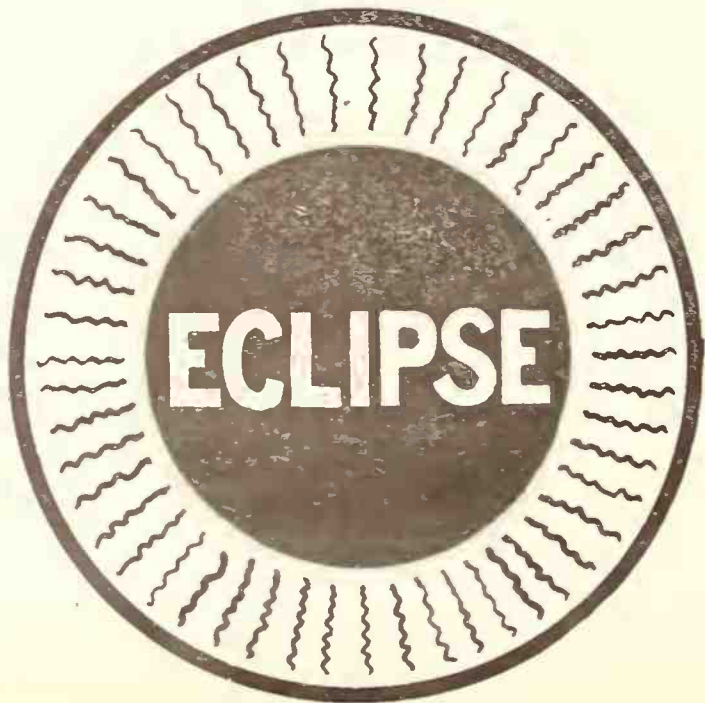
What would you not give, Mr. Dealer, to have all the children in your town and community talking about your product when the family is gathered together in the evening? If the child has been pleased he persists in making the parents feel the same way.

AUERBACH WITH A. M. DRUCKMAN

Former Eastern Representative of the Mandel Mfg. Co. Resigns to Take Position as General Sales Manager of A. M. Druckman Interests

S. Auerbach, well known to the trade and recently eastern representative of the Mandel Mfg. Co., of Chicago, is now in charge of the A. M. Druckman organization, 140 West 23rd street, New York, in the capacity of general sales manager. Mr. Auerbach recently resigned his position with the Mandel Mfg. Co. to take up his new work in New York City. He had been connected with the Mandel Co. since 1912 as general manager of the New York office, and at that time the firm was doing business under the name of the Chicago Ferrotyping Co. In 1916 when the Mandel Mfg. Co. was organized, Mr. Auerbach was put in charge of the New York office and remained there until November 22, when he resigned to take control of the Druckman interests.

During his years with the Mandel Mfg. Co., Mr. Auerbach built up an excellent organization in his department and his leaving was the occasion for many expressions of regret from the officials of the company and his many friends with whom he had been closely associated there, and he received testimonials of the highest sort from all his co-workers who wish him success in his new venture.



*Wishing the Trade a
Merry Christmas
and a
Happy New Year*

ECLIPSE MUSICAL CO.
CLEVELAND, O. Victor Wholesale Exclusively



Edison Message No. 60.

Edison Dealers:

At the Hotel Washington, Seattle, Washington, there was a banquet on the night of September 25th, attended by about fifty Edison dealers. At the conclusion of the banquet, which by the way was strictly dry, a prominent dealer said to his brother dealers:

“Since the armistice, the Edison Co. has shown more enterprise and progressiveness than all of the other manufacturers combined and if it continues to do so, as it undoubtedly will, there is no question in my mind that in 1920 the Edison Co. will dominate the ‘talking machine’ field.”

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY

MUCH ACTIVITY IN ROCHESTER

Talking Machine Retailers in That City and Surrounding Towns Making a Strong Bid for Business—Stores Being Enlarged.

ROCHESTER, N. Y., December 4.—The Pathé Shop, Pathé wholesalers, have been holding a school for dealers under the direction of B. H. Saenger. The school lasts for one week during which the record catalog is dissected for hidden gems. Advertising, salesmanship, dealer aids are discussed, obscure points cleared up and everything possible done to help make better Pathé dealers. Special mention should be made of the attractive way in which Mr. Saenger is linking up the national Pathé advertising with the local dealers.

The Talking Machine Co., of East Main street, have entirely remodeled their store, installing six new booths, a new record rack and a new front. An attractive feature is the pasting of photographs of exclusive Victor artists on the walls of the store as a sort of border, surrounding them with a narrow paper panel which sets them off in a new and novel style.

E. W. Edwards & Sou have opened a talking machine department in their Burke store with eight pretty booths finished in old rose and ivory. This department is under the supervision of Miss Kathleen Whalen, manager of the talking machine department in the Edwards store. Miss Whalen has recently returned from the Victor factory in Camden, where she attended the school on Red Seal Records.

The Music Lovers Shoppe, of East avenue, have opened its new store, which is one of the finest in New York state. Besides handling Victor talking machines exclusively, Mr. Richter, the manager, has added a fine line of musical merchandise, carrying the Weymann Keystone State line of musical instruments.

Sol Golos of Geneva, N. Y., Victor and Edison Amberola dealer, has added the Pathé line and reports it an instant success.

Reilly Bros., of Penn Yau, N. Y., exclusive Victor dealers, are great believers in advertising and have been getting considerable publicity lately by the clever way in which they advertise their reasons for handling the Victor exclusively.

Cass Williams has purchased the store of W. E. Brown, of Waverly, N. Y., Mr. Brown having decided to devote his time to the wholesale tobacco business. Mr. Williams is well known in that vicinity and besides his talking machine department has a fine sporting goods store.

L. H. Durland, Sou & Co., of Watkins, N. Y., is installing two booths and new record racks in their talking machine department. They now handle the Victor, Columbia and Edison.

Griffith & Bailey are meeting with a great deal of success in handling the Souora exclusively.

EFFECTIVE HOLIDAY PUBLICITY

Daily Papers Contain Some Admirably Prepared Advertising in Which the Leading Makes of Talking Machines Are Featured

The leading talking machine companies have been splendidly represented in the New York daily papers—in fact throughout the country—during the past few weeks, preparatory to the Christmas retail sales campaign. The Victor, Sonora, Edison, Columbia, Pathé, Bruuswick, Cheney, Vitauola, Aeolian and other well-known instruments have been brought to the attention of the people of New York through advertisements running from a couple of columns to a full page, all of them admirably designed and unusually well written. The character of this advertising merits special commendation, because it is all educational and tends to impart a greater knowledge of the functions and musical importance of the talking machine.

MAIN SPRINGS

3/4-in. Main Springs, suitable for Heineman No. 2, Markel, Columbia, etc., 37c each.

Authorized distributors for all Heineman & Meisselbach Products.

EVERYBODY'S, 38 N. 8th St., Philadelphia, Pa.



Operaphone

JANUARY, 1920

POPULAR VOCAL SELECTIONS

- 21135 { Wait Till You Get Them Up in the Air, Boys (Brown-Von Tilzer).....Billy Murray, Tenor
You Ain't Heard Nothing Yet (Jolson-Kahn-De Sylvia).....Ernest Hare, Baritone
- 21136 { Wonderful Pal (Tracey-Pinkard).....Lewis James, Tenor
Just For Me and Mary (Clark-Rogers-Edwards) Tenor Duet.....James & Hart
- 21137 { Freckles (Hess-Johnson-Ager).....Billy Murray, Tenor
Slow and Easy (Williams-Spencer).....Ernest Hare, Baritone
- 21138 { Fast Asleep in Poppyland (Gay).....Peerless Quartet
Swanee Shore (Mitchell-Fields-Kaufman).....Henry Burr, Tenor
- 21139 { I Might Be Your Once in a While (Smith-Herbert).....Arthur Fields, Baritone
A Pretty Girl Is Like a Melody (Irving Berlin).....Sam Ash

HAWAIIAN SELECTIONS

- 61109 { Shadows Waltz (Lutter).....Honolulu Hawaiian Orchestra
Hawaiian Lullaby (Ferriss-Bridges).....Honolulu Hawaiian Orch.

SACRED SELECTIONS

- 71105 { Abide With Me (Monk).....Geo. Evans, Tenor, Organ and Chimes
Home of the Soul (Phillips).....Geo. Evans, Tenor, Organ and Chimes

INSTRUMENTAL SELECTIONS

- 51122 { My Sugar Coated Chocolate Boy (Mahoney-Loos).....Joe White, Saxophone
Irish Medley of Jigs (Accordion Duet).....Delenti Bros.
Raymond Overture, Part I (Thomas).....Operaphone Concert Band
- 51123 { Raymond Overture, Part II (Thomas).....Operaphone Concert Band

DANCE

- 31125 { In Your Arms (Floyd-Glazer-Motzan) Medley Fox Trot, Operaphone Dance Orchestra Vocal Refrain.....Lewis James, Tenor
Dreamy Amazon Waltz (Gilbert-MacBoyle-Vincent).....Operaphone Dance Orchestra
- 31126 { Nobody Knows and Nobody Seems to Care, Medley Fox Trot (Irving Berlin).....Broadway Dance Orch.
My Baby's Arms (McCarthy-Tierney), Fox Trot.....Novelty Dance Orchestra
- 31127 { Pee Gee Blues (Clark), Fox Trot.....Novelty Dance Orchestra
Sensation (Dixieland Jazz Band), One Step.....Novelty Dance Orchestra

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTORS

New York City
Philadelphia, Pa.
Pittsburg, Pa.
Chicago, Ill.
Selma, Alabama

CRESCENT TALKING MACHINE CO.,
SUPPLEE-BIDDLE HARDWARE CO.
REED CO., Inc.
OPERAPHONE SALES CO.,
SOUTHERN SUPERTONE CO.,

109 Reade St.
237 5th Ave.
190 No. State St.

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N. Y.



The Cardinal

The unusual demand upon the Cardinal factories for more and more instruments is unquestionable proof of Cardinal popularity.

The universal satisfaction expressed by our dealers is ample assurance of the excellence of our proposition.

Are you interested in doing a bigger, better-paying business? The Cardinal Phono-

graph offers you an exceptional sales possibility --- one that you should investigate *today*. With this unusual instrument, prompt deliveries, a liberal sales policy and a complete dealers' service there is a live opportunity for someone in your territory.

If you are looking for a strong co-operative connection, take up the Cardinal agency. A card from you will bring detailed information of our proposition.

The Cardinal Phonograph Co.

NEWARK, OHIO
Factories—ZANESVILLE, OHIO

STOCK CONDITIONS IN LOS ANGELES MATERIALLY IMPROVED

November Sales of Talking Machines and Records Phenomenal—A. Hamburger & Sons in New Quarters—Barker Bros. Enlarge—Music Trade Association Holds Meeting.

LOS ANGELES, December 5.—Dealers have been pleasantly surprised and very much encouraged by the unexpected arrival of a number of carloads of instruments and the immediate distribution of same by their various jobbers. The huge business during November would have entirely depleted the stocks of many stores but for these welcome additions, and the last month of the year, with its holiday season, is looked forward to as another high water mark in volume of sales. A Los Angeles department store, which claims to be the largest of its kind in the West, has fitted out a new talking machine department which, judged from the amount of space occupied and the sumptuousness of its appointments, may well appear to be one of the finest in the United States. Other houses have also found it necessary to enlarge their departments in order to take care of their ever-increasing numbers of record purchasers. The introduction of a profit-sharing scheme for employes has been made by two companies, the one a great furniture store, including its music department, and the other a well known exclusive music house.

Wholesaler's Largest Month

Beating all past records, the Los Angeles branch of the Columbia Graphophone Co., closed its books for the month of November on the 26th. The month included 22 days only, there being two holidays, Armistice and Thanksgiving days, five Sundays, while November 28th and 29th were closed days to allow for moving into the new quarters. The sales for the month, according to

Branch Manager Stidham, were the largest in their history with many thousands to spare. The new premises on Los Angeles street, near Eighth, will be occupied at once and the facilities accorded in a specially constructed building will enable the branch to take care of the increasing volume of business with fewer difficulties than heretofore.

Barker Brothers Enlarge

General Manager Boothe, of Barker Bros. music department, has found it necessary within the last two or three weeks, to still further increase the number of record rooms. "We found that business was getting away from us," remarked Mr. Boothe, "through lack of accommodation. So we have now brought the number of our record rooms up to seventeen. With our talking machine sales rooms, we have a total of thirty rooms altogether and should be able to take care of the business during the holidays this year, although we have none too many even now."

Wiley B. Allen Specialize

Discontinuing the Edison line by mutual agreement with the distributors, Edison Phonographs, Ltd., the Wiley B. Allen Co., are devoting their efforts entirely to the sales of Victor and Brunswick only. Department Manager Jackson reports good sales for the month and excellent prospects for December.

Palatial Quarters for Hamburger's

Department Manager Humphrey wears a smile of the "won't come off" type now-a-days. His new salons de luxe are undoubtedly superb both

CHAS. H. YATES

311 Laughlin Bldg. Los Angeles, Cal.

Manufacturers' Distributors of High Grade Phonograph Accessories and Supplies.

Send for my new catalogue and price list. It will interest you.

TELL ME WHAT YOU WANT

"If I haven't got it, I'll get it for you."

This is part of my service.

Exclusive Pacific Coast distributor for the

JONES-MOTROLA

in point of magnitude and size, as well as beauty of decoration and arrangement. The new department is reached on the fifth floor. As the visitor steps from one of the elevators he is immediately in phonograph land. A few steps take him to the reception hall or main auditorium, at one end of which is a full-sized stage. If the auditorium was cleared and seats provided several hundred persons could be accommodated for a performance. As it is the visitor finds a soft carpeted lofty hall, furnished with luxurious davenports and ornamented with various machines and tall lamps with art colored shades. A beautiful fountain gently splashes in the center. Again the carpet can be rolled up, fountain wheeled away and the polished floors cleared for dancing at will. On three sides, sixteen demonstration and record sales rooms have been provided, large, double lined, sound proof and furnished in dull mahogany. The department is completed by a fine pipe organ which was heard on the formal opening day, December 1, at which

(Continued on Page 75.)

Discriminating Buyers

voluntarily state that
Console Model 250

STRADIVARA

"KNOWN FOR TONE"

Is the finest piece of phonograph merchandise on the American market today, regardless of price or make. This is literally true because of its super-quality, backed by our organization schooled for years in the spirit of service and co-operation.

No more modern phonograph factory is to be found in the country today. The very atmosphere of quality pervades our entire plant.

Model 250 presents a rare combination of musical quality and artistic beauty. Its superb tone is its crowning feature. All equipment the best. Extra large four-spring motor. Heavily gold plated metal trimmings, and velvet covered turn-table. Record shelves and filing device. Elegant finish. Dull English Brown Mahogany.

A Complete Line to Correspond
Liberal Discounts Advertising Service
Play Safe! Write Today!

THE COMPTON-PRICE CO.

COSHOCTON, OHIO

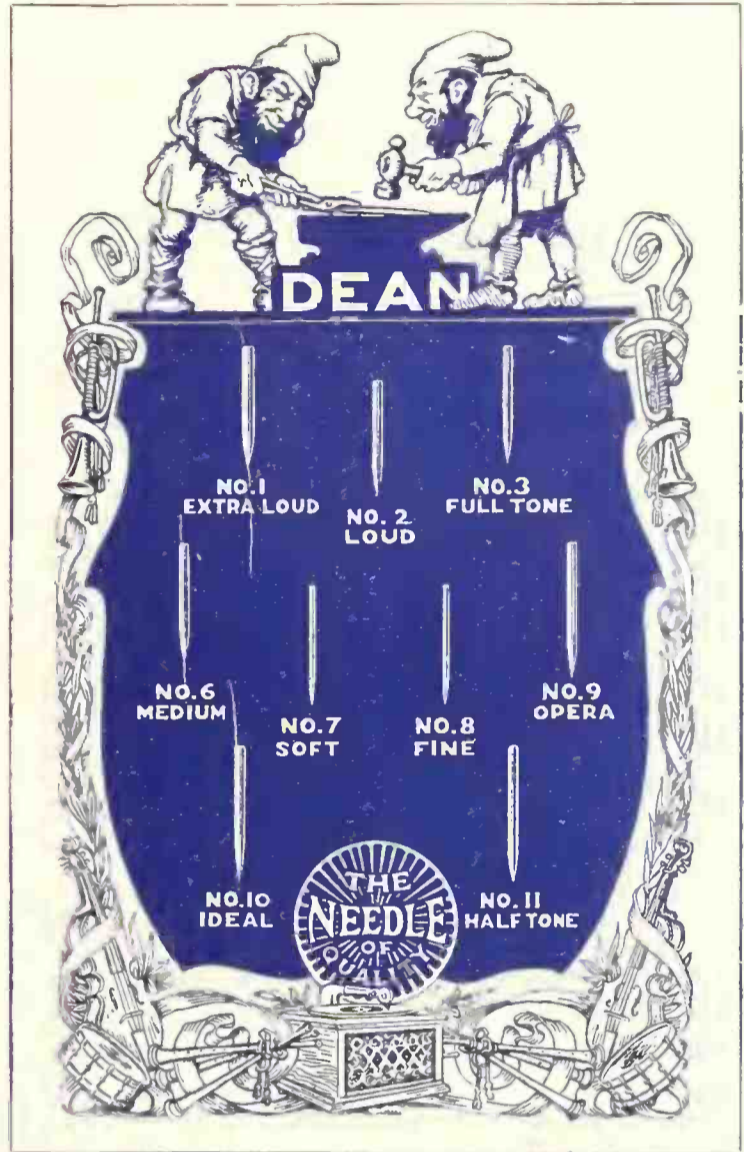




DEAN

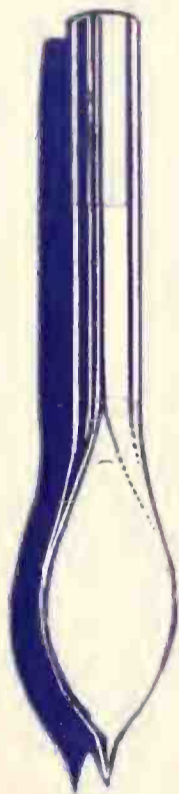


For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.



*One Needle with three different tones
LOUD — MEDIUM — SOFT*

Petmecky Multitone Steel Needle



Petmecky Multitone Steel Needle Plays Ten Records Perfectly

Three Different Tones

1. For **LOUD TONE**—Play with flattened side facing record.
2. For **MEDIUM TONE**—Play at intermediate angles.
3. For **SOFT TONE**—Play with edge facing record.

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, Pres.

New York City, N. Y.

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

time Professor Charles Demorest attended and rendered selections. Miss Helen Brown Read also sang on this occasion and thus added to the very attractive program planned by Manager Humphrey for the occasion.

Ida Gardner Gives Recital

Under the auspices of the Fitzgerald Music Co., an Edison tone test was held at Trinity auditorium on November 26th. Miss Ida Gardner, assisted by Harold Lyman, flutist, gave a most successful recital with the New Edison and the concert was attended by a large and enthusiastic audience.

Dividends for Employes

Barker Bros. have inaugurated a legislative system in which all of their many hundred employes will be given a hand in managing the business and sharing the profits. The president is W. A. Barker and a regular cabinet, senate and house of representatives have been elected. The music department is, of course, fully represented, and J. W. Boothe was elected to the senate.

The Platt Music Co. has also decided to share the profits of the company with the employes. This was announced by President Platt at a recent dinner given to employes at the City Club, and the news was received with great enthusiasm. Mrs. L. R. Davis has been promoted to the record department.

Walter S. Gray in Los Angeles

Walter S. Gray, who has just returned from an extended eastern business trip, was a recent visitor here. He announces the incorporation of the W. S. Gray Co., for \$200,000. Mr. Gray's visit was more of a pleasure trip than business one, he remarked, as his Los Angeles representative, Charles E. McCartney, manages the company's business and sales so efficiently that assistance from him would be superfluous.

Sales Triple Last Year's

Manager Westfall, of the talking machine department of the Southern California Music Co., reports that sales for November and October tripled in volume the sales for corresponding periods of last year. Arrangements have just been completed to install a record service rack on the first floor, which is intended for the convenience of customers who are in a hurry and wish to purchase the latest and popular hits.

Music Trades Association Meeting

The regular monthly meeting of the Music Trades Association was held on November 10th at the Southern California Music Co.'s store. The chair was taken by President Marygold and some thirty members were present. Several important resolutions were adopted, including a recommendation to limit all talking machine contracts to fifteen months, 10 per cent of purchase price on initial payment also that all advertisements should designate types and list prices of the various instruments featured.

WALTER S. GRAY'S

JOBBER'S BULLETIN OF PHONOGRAPH ACCESSORIES

*The best of everything my policy and the
best of service my practice.*

Albums; Attachments for Edison Machines to play all records; All in One and plays all attachments to play all Records on Columbia and Victor Machines; Corrugated and Wooden Packing Boards; Diaphragms-Mica; Edison Diamond Points; Edison Sapphire Points; Fibre Needle Cutters; Harmonicas; Lansing Khaki Covers; Literature Hangers; Easels and Monthly Supplement Displays; Monthly Supplement Envelopes; Needles, Steel and Semi-Permanent; Pathé Sapphire Balls; Ready Files; Record Cleaning Brushes, Printed and Unprinted; Record-Lites; Record Stock Envelopes for all sizes Victor, Columbia, Pathé; Reproducers; Record Delivery Envelopes, 11½x11½ and 13½x13½; Seals and Stickers for Envelopes and Packages; Sticker Moisteners; Violin Strings.

WALTER S. GRAY
942 MARKET STREET
SAN FRANCISCO

MEETINGS OF COLUMBIA DEALERS

Charles Cordray, State Manager for Leo Feist, Addresses Fifty Columbia Dealers in Indianapolis—N. B. Smith Discusses Dealer Helps

INDIANAPOLIS, Ind., December 6.—The monthly meeting of Columbia dealers held November 28 at the Lincoln hotel was attended by fifty dealers. Charles Cordray, State manager of Leo Feist, Inc., addressed the dealers on how music publishers were glad to co-operate with the talking machine dealers, giving them window cards, hangers and signs on popular hits. Mr. Cordray and his assistants sang three of the hits, "Golden Gate," "My Baby's Arms" and "Freckles." The January records were played, each one of which was given great applause, and the new dance records were so irresistible that several of the dealers picked their partners and danced. N. B. Smith, assistant manager of the Cincinnati branch, told the dealers how he would run a retail store, and the benefits he would derive by taking advantage of the dealer service helps the

Columbia Co., were offering them. The idea was brought out that Columbia dance records were made with actual dancing time, having dancers at the recording laboratory for this purpose, and it was suggested that this would be a very novel way for the retailer to sell them—hear them, dance them and take them home. Ben L. Brown, manager of the Indianapolis wholesale branch, presided at the meeting.

CORLEY CO'S HOLIDAY LITERATURE

RICHMOND, Va., December 2.—The Corley Co., of this city have been using for the holiday season, a very attractive Christmas letterhead in holly and Santa Claus design. At the top is featured their well-known trade mark, "The House That Made Richmond Musical," and at the bottom there is the timely admonition, "Let there be music in your home this Christmas." Such propaganda as this, is in keeping with the general progressive spirit of the House of Corley, and will have an influence which will be felt by the trade in general.



Nearly Half a Century of Growth

After nearly half a century of growth, this company represents probably the largest complete organization in the country devoted to the production, manufacture and distribution of

Mahogany Lumber and Veneers

Growth is the natural result of service, and now that we have co-ordinated all branches in the industry under one organization we are in a position to offer even more complete service than in the past.

Astoria Mahogany Company, Inc.

347 Madison Avenue, New York

Successors to

Huddleston-Marsh Mahogany Co.
Astoria Veneer Mill and Dock Co.

Mills and Yards, Long Island City, New York

BRANCHES:

44 North Market Avenue
Grand Rapids, Mich.

2256 Lumber Street
Chicago, Ill.

ELDREDGE H. JOHNSON GIVES LEGION HIS \$200,000 MERION ESTATE

President of Victor Co. Makes Generous Contribution for Service Men From His Community—To Build \$150,000 Tribute House and Pay All Costs Himself.

PHILADELPHIA, PA., December 6.—What is perhaps one of the largest individual donations made by public spirited citizens to the men of their communities who served in the great war was made last week by Eldredge H. Johnson of Merion. In the name of eighty-one young men from Pennsylvania's richest community and the thousands of others throughout the state, the president of the Victor Talking Machine Co., presented to Merion his \$200,000 estate and agreed to build upon it the finest tribute house in the country.

Work is to be started at once on the tribute house. It will contain an auditorium to seat 500 people, a tea room equipped to serve social gatherings throughout the community, lodge rooms for the American Legion and club comforts for the citizens of Merion. Without the furnishings it will cost Mr. Johnson upward of \$150,000.

Announcement of this unusual gift was made at a meeting of citizens of Merion held in the Bungalow, the building which has been used as a community meeting place. Edward Bok, president of the Merion Civic Association, made the announcement for Mr. Johnson.

Residents of Merion have known for some time that the beautiful Johnson estate, Chimneys, on Hazelhurst avenue, was to be made available as a site for the building the community has planned to erect in honor of its soldier dead and those who risked their lives for freedom. But not until the details were announced did anyone but members of a small committee realize the extent to which Mr. Johnson had gone in his effort to keep Merion in the place the community has set for itself as the leader in civic achievement.

According to Mr. Bok, the gift was first suggested two months ago. At that time it was the plan of Mr. Johnson merely to turn over his Merion seat, consisting of a huge mansion, a fine

stone garage, a lodge keeper's home and eight acres of beautiful and valuable land.

But when the manufacturer learned that the \$81,000 raised by Mr. Bok and his associates for a tribute house—\$10,000 of it came from Mr. Johnson—would not be sufficient, in his opinion,



Eldredge H. Johnson

to provide for a house fitting for Merion, he decided to build one himself.

"I'll tear down my house and build a tribute house," he told Mr. Bok. "You can put your own architects and engineers on the job to see that it is done the way you want it done. Put into it anything you want; everything the community needs that belongs in such a house. I'll

build it and pay for it. The only stipulation is that it shall be the most beautiful house of its kind in the country."

In addition to this, Mr. Johnson has planned to make of his place what Merion residents say is the one thing the community needs—a real heart and center. Merion has no church. It has no school of its own, no central meeting place. But in the new tribute house it will have the finest place for social gatherings in the east.

The tea room will overlook a group of four or five tennis courts, sunken so that they may be flooded for skating in winter. The main lawn, planted with stately trees and the finest of shrubbery, is to be the children's playground.

Boy Scouts also are to be recognized. The big stone garage is to be turned into a house exclusively for them. Mr. Bok said last night that it was a reward "to these fine little boys for the marvelous work they have done in this community."

The committee to handle the affair for the community consists of Mr. Belfield, Robert J. Hughes, Thomas Fisher, Ira Vaughan, Henry C. Thompson, Jr., William P. Gest, E. A. Van Valkenburg, Joseph B. McCall, John P. Connelly, Henry Delaplaine, Louis A. Belmont, Edward Bok, Harold Pinder, Mrs. Ernest Searing, H. H. Lineweaver, Mrs. S. Earl Haines and John F. Braun.

Application for a charter will be made immediately by this committee. It was announced that it will also apply to the county commissioners to declare the tribute house exempt from all taxation. If this is not done the matter will be taken into the courts, and at the next session of the legislature a bill will be introduced providing for the exemption from taxation of all tribute houses throughout the state.

GERMAN TRADE PAPER REAPPEARS

The "Phonographische Zeitschrift," published in Berlin, C 19, Rosstrasse 6, has made its reappearance among our foreign exchanges.



WONDERFUL OPPORTUNITY

For Live Talking Machine Dealers to secure the "Crip-N Ejex" agency. Our selling plan is a winner, and your territory is probably still open. Write today for full details concerning the newest quality product from Rochester, N. Y.

Crippen Record File Corporation, Rochester, N. Y.

"Every Talking Machine Owner in America Needs the 'Crip-N' Ejex' System"

Every Record Instantly Available

The "Crip-N Ejex" permanently and perfectly solves the vital problem of the talking machine owner. Any desired selection is always at his finger's tip—exactly as it should be. With a "Crip-N Ejex", which is easily installed in all makes of phonographs, real service, economy and efficiency is provided. It not only materially adds to the appearance of any talking machine in which it is installed but also greatly intensifies the pleasure and enjoyment of those who own it. This NECESSARY PART of any complete phonograph equipment will quickly pay for itself in the time and records it saves. Bringing it to the attention of your customers is a service they will appreciate.

The "Crip-N Ejex" is built to last a lifetime, in two sizes for 70 and 100 records. Every record has its own separate compartment and individual ejector. Each compartment accommodates all standard 12 or 10-in records, except Edison. It is easily operated with one hand, has no complicated springs to oil or get out of order and NEVER FAILS to DELIVER the required selection. In a word it provides a maximum CAPACITY, CONVENIENCE and SATISFACION at a minimum price, within the reach of anyone who owns a talking machine.

Lyric Records Now LATERAL CUT



The World Famous Quartet of Soloists from the Sistine Chapel Choir
Record Exclusively for

LYRIC LATERAL RECORDS

The Lyric Catalog includes all that is best in the world's musical literature of standard songs, operatic arias, instrumental solos, band and orchestra records, dance and all the latest popular songs.

LYRAPHONE CO. of AMERICA

117 Mechanic Street,

Newark, N. J.





Play Safe!



Opportunity is Calling

To every dealer who is alert.

Now, Mr. Dealer, think it over! Are you going to cash in this Holiday Season?

On timely Hits, when they are Hits?

Take advantage of your opportunities: be an OkeH Dealer

NEW LATERAL CUT

Will exceed your expectations

Let's get together and talk over this OkeH proposition. Do it now. Don't wait until the OkeH Sales franchise has been closed by some one in your territory.

*Remember OkeH for hits, when they are Hits.
And what's more, we guarantee deliveries.*

Yours for service,

Ziegler, Baker & Johnson

100 Chambers Street, New York N. Y.

Phone Barclay 5949

Have You Tried the Z-B-J Triple Tone Needle Made Especially for Dance Records?

DETROIT DEALERS ARE CLOSING THEIR MOST SUCCESSFUL YEAR

Consistent Business Has Marked Last Twelve Months—Dealers Have Few Complaints to Make—Several New Pathé Agencies Announced—New Stores Opened—Other News.

DETROIT, MICH., December 10.—This is the most important month of the year for the talking machine dealer, and everything is going along just as dealers anticipated. There is a shortage in many of the most popular models, although the past thirty days has shown quite an improvement. Of course, there are today in Detroit nearly double the number of talking machine dealers as compared with a year ago, and the remarkable feature of it all is that every retailer in talking machines seems to be enjoying a good business, although those handling the most standard makes are suffering from a shortage of the most popular numbers. All in all, however, the talking machine dealer has little to complain about. The past twelve months have been consistent for good business and December is certain to go down as the record-breaker of them all.

The newest talking machine store is that established by the Cunningham Drug Store at 165 Woodward avenue, on the mezzanine floor. There are six attractive demonstrating booths and considerable space for display and sufficient shelving to carry a large record stock. This department will deal exclusively in Pathéphones and Pathé records. On the opening day Duane Sawyer, of this city, who has made saxophone records for Pathé, personally appeared and gave selections.

C. L. Marshall, who has the Sonora agency for Michigan and Ohio, is doing a tremendous business. He recently formed the firm of C. L. Marshall & Co., and after spending sometime in Cleveland, will now concentrate his efforts on Detroit. Thomas J. Sheehan, formerly at the Detroit office, has been given charge of the Cleveland office.

A. A. Grinnell, treasurer of Grinnell Bros., Victor jobbers in Michigan, attended the recent conference of the Victor jobbers at Philadelphia. When he came back he said: "We have the assurance from the Victor Co. they are expanding their facilities as rapidly as they possibly can and that

it will not be long before they will be able to furnish us with all the goods we require for our trade."

The number of Edison dealers in Detroit remains the same as it has been for several years—The Edison Shop, 256 Woodward; Bayley Music House, 114 Broadway; Grosse Point Furniture Co., 3368 East Jefferson avenue, and D. K. Smith, who is located right across from the Ford Motor Co. factory in Highland Park. The personal appearance here recently of Matzenauer stimulated the sale of her records at Edison dealers.

The Finsterwald Furniture Co., 80 Michigan avenue, announces having secured the exclusive state distribution for the Sonata. In addition, the Finsterwald store is selling them at retail. The machines sell from \$100 to \$185.

The J. L. Hudson Music Store, which retails the Victrola, Cheuey and Sonora, is now handling the Emerson records in addition to Victor records, and they are giving complete satisfaction.

William Maxwell, vice-president of Thomas A. Edison, Inc., and recognized internationally as an authority on salesmanship, is scheduled to address the 1919 session of the World's Salesmanship Congress, to be held here December 10th and 11th. His subject will be "Salesmen as Missionaries."

Mr. Maxwell is the author of three books on Salesmanship, which probably have a larger sale than any other works on that subject. Articles from his pen on salesmanship and other business subjects are eagerly sought by the big magazines, but for a year or more he has declined to write for publication and this is the first engagement for a speech in public that he has accepted in many months.

Although he cannot equal Mr. Edison's hours, Mr. Maxwell devotes on the average eleven hours per working day to the business affairs of Thomas A. Edison and accordingly it is not surprising

that he is loath to take the time to write magazine articles or prepare speeches. Efforts have been made to have Mr. Maxwell in attendance at previous meetings of the World's Salesmanship Congress but other engagements have always prevented. Mr. Maxwell is the originator of the idea of teaching salesmanship through plays, presented by professional actors.

Mr. Maxwell always lays stress on one factor for the making of successful salesmanship. In his book "Salesmanship" he says: "Knowledge is everything. A man can't go very far wrong on a subject he knows a lot about and he can always make an impression when he talks about it."

Williams, Davis, Brooks & Hinchman Sons, who are Michigan distributors for Pathé phonographs and Pathé records, announce that they have placed the line with the following dealers: J. Brushaber & Sons, both stores; Oscar M. Campbell, F. L. Carsou & Co., Clough & Warren, East Side Edison & Pathé Shop, Kalthoff Bros., Leo Kirchner & Co., Kruger Bros., Polonia Music Co., Griffiths-Jans Furniture Co., Reliable Drug Co., Reliable Furniture Co., Rialto Furniture Co., Detroit Phonograph Co., and Tschirhart Music House. This does not include the Pathé Shop and the Kimball store on Broadway and several others, among them the Cunningham Drug Store, which just added a Pathé department on the mezzanine floor.

The show window of Grinnell Bros., where Victrolas and Victor records exclusively have been displayed, was completely broken on Saturday, November 29, by the terrific windstorm that raged in the city the entire day. Some of the merchandise in the window at the time was slightly damaged.

The Bush & Lane Co. store at 244 Woodward avenue is certainly pushing its talking machine. The firm has placed the retail agency with quite a number of Detroit and state dealers.

The Fairy Phonograph Lamp Store in the Hotel Cadillac building is now in business about six weeks and is having a good many visitors, who are enthusiastic over this novelty.

The Non-Change Needle

The *Ten-M-Needle* means freedom from all annoyance of changing phonograph needles. It means five years' needle service at one-tenth the cost of old style needles.

Plays On All
Phonographs
Ends Needle
Trouble

Ten-M-Needle
PLAYS 10,000 RECORDS

Retail
Price \$1.50

Plays the ten thousandth
time as clear as the first.

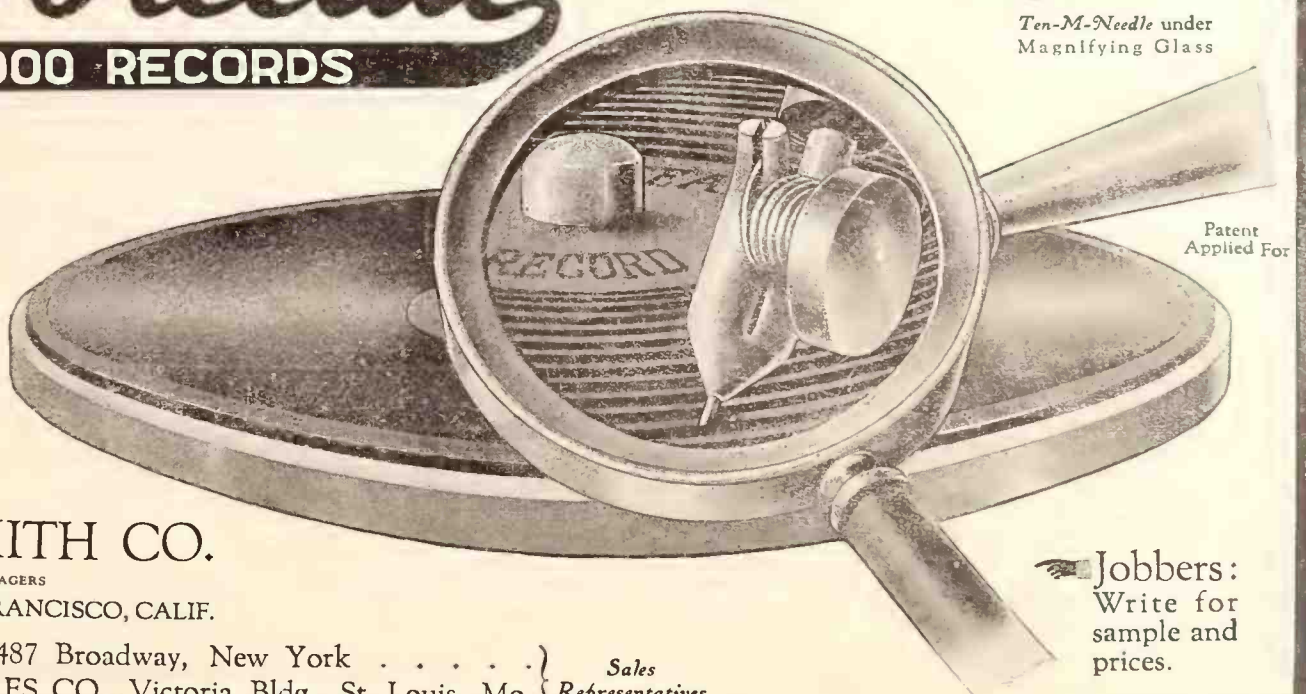
Always ready to play and
always plays the same.

Never the danger of play-
ing with a used needle.

Dealers: **BAKER-SMITH CO.**
If your jobber cannot supply you, write us. SALES MANAGERS
RIALTO BLDG., SAN FRANCISCO, CALIF.

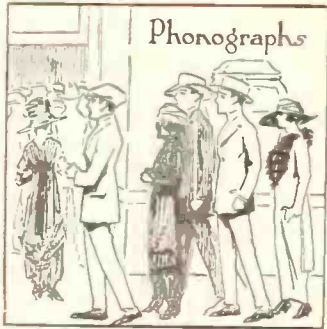
GEORGE MITTLEMAN, 487 Broadway, New York }
MISSISSIPPI VALLEY SALES CO., Victoria Bldg., St. Louis, Mo. } *Sales Representatives*

Ten-M-Needle under Magnifying Glass



Patent Applied For

Jobbers:
Write for
sample and
prices.



THRONGS of people pass your store. The more you can induce to enter, the better are your chances of selling, and the bigger is the business which you will do.

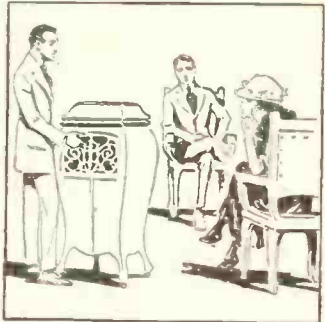
It has been proven that one of the best means to attract customers is by stocking the famous

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL

Semi-Permanent Silvered
NEEDLES



SONORA needle customers are repeat customers and you will quickly discover that it is possible to interest them not only in Sonora needles but in everything you have to sell.



IN many cases the customer who comes to buy needles will stay to buy phonographs and the Sonora needles are a way to bigger business.



THINK it over. You not only make a splendid profit on Sonora needles but they attract a remarkably desirable class of buyers to your establishment.

SONORA Semi-Permanent Silvered Needles are for use on ALL MAKES of steel needle records, play many times, increase the life of records, give a mellow tone and are more convenient and economical.

Price 25c per card of 5 40c in Canada
Send in your order today

Sonora Phonograph Sales Co.]
Incorporated

George E. Brighton, President
279 Broadway, Dept. Y, New York
TORONTO, I. Montagnes & Co.

Caution! Beware of similarly constructed needles of inferior quality.

HOW THE MUSIC MEMORY CONTEST PLAN IS DEVELOPING

C. M. Tremaine Gives Some Interesting Examples of How Contests Promoted by the National Bureau for the Advancement of Music Are Being Worked Out

The progress of the music memory contest idea throughout the country is marked not only by the large number of cities taking up the plan, but by numerous special developments that have been distinguishing the contests in certain localities.

One of the contests that exhibited especially interesting features was that recently conducted in Fort Worth, Texas, under the auspices of the local school music director and the Fort Worth Record. This event received so much local publicity that it is difficult to see how anyone in the community failed to realize that something big was done in the music line—something of interest to everybody. More than six big articles and a number of smaller ones about the contest have appeared in the Fort Worth Record. The entire list of sixty contest selections was attached to several of the articles.

The progress being made in music memory contest work at the different schools seems nothing short of marvelous to those who are doing the work with the young folks. Their interest in the music and their effort to learn and remember it is very marked and gratifying. Frequent happenings which show how earnest the children are have been a source of real delight to the teachers and parents, who are watching for the effect of the work, and many teachers and parents have expressed their opinion that the Music Memory Contest will give lasting results, and is one of the best things of the kind ever introduced.

In Los Angeles the school authorities conducting the contest enlisted the co-operation of the Los Angeles Symphony Orchestra, which gave five education concerts during the "listening" period at which many of the selections on the contest list were played and explained. The help of the various parent-teacher associations in the city was also secured and far-reaching plans made for giving the children participating in the contest opportunities to hear the music outside of school in the homes of pupils and in stores, clubs and other places. During the seven and a half weeks of the period of preparation the music hours in the schools are largely devoted to lessons in "listening," while half-hour concerts by artists and teachers, as well as talks, by lecturers from the Victor Co. and others, were arranged.

The first music memory contest covering an

entire county was worked out under the auspices of the Music Teachers' Association of Corsicana, Texas. It was an outgrowth of a "Better Music Contest" held last spring in the town of Corsicana, which was an application of the music memory contest idea to the campaign for an appreciation of the Music Teachers' Association of Corsicana.

The contests already started or now being planned at Indianapolis, Springfield, Ill.; Grand Rapids, Nashville and numerous other cities, are all being competently handled and will undoubtedly do much to stimulate the local interest in music. The Chicago contest at which the Chicago Symphony Orchestra will lend its aid, also promises to be a great success.

In Pennsylvania the music memory contest idea has appealed very strongly to Paul E. Beck, State Supervisor of Music in the Bureau of Vocational Education at Harrisburg, who has recommended the adoption of the plan on a state-wide basis throughout the Pennsylvania schools and has written the National Bureau for the Advancement of Music that he is sure it will be widely adopted.

C. M. Tremaine, director of the Bureau, with headquarters in New York, announces many further developments along the contest line. He urges that the talking machine trade take serious cognizance of the very decided advantages lying in the local use of the plan and, wherever possible, put the school authorities in touch with the Bureau for all information about it.

ENLARGE GRAFONOLA DEPARTMENT

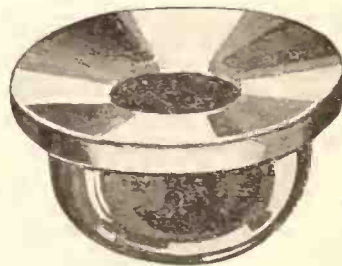
Forsyth & Davis, Columbia dealers in Kingston, N. Y., have moved the Grafonola department to the main floor of the store and have erected several handsome demonstration booths. A large stock of Columbia records is a feature of this department and it is the claim of the company that every record in the catalog is carried. Herbert Pudney, for many years an orchestra leader in Poughkeepsie, is in charge of the department.

A large number of people attended the Cheney demonstration recently held at the McLeod Shop, Madisonville, Ky., at which Claud Allen, manager, explained in the construction of the Cheney machine.

NEEDLE CUPS

OPEN - COVERED - WIRED

GOLD - SILVER - NICKEL - COPPER - BRASS



No. 1265

Automatic Stops - Supports - Continuous Hinges

Have You Seen Our General Catalog? If Not, Write For Your Copy

WEBER-KNAPP CO. JAMESTOWN
NEW YORK



The Tablatone

*A wonderful phonograph built in an
artistic library table.*

Musical : Useful : Artistic

*A phonograph with distinctly original
features, finished on all four sides.*

DIMENSIONS

4 ft. long, 2 ft. 8 in. high, 2 ft. 1½ in. wide,

List Price, \$180

*Dealers: Write for Trade Discount
and Exclusive Territory*

DeRivas & Harris Mfg. Co.

135th St. and Willow Ave.

New York

WHY WALL-KANE NEEDLES ARE SUPERIOR

The highest grade steel needle of American manufacture, and playing only one record, is put through a complicated, scientific, chemical process, by which the point of needle is greatly improved. The popular explanation of the method is as follows:

An ordinary steel needle is made of wire, which consists of long, parallel running grains on the inside. This wire is inserted in automatic machines, which automatically cut off the steel needles.

The friction of the revolving record grooves will gradually flatten out the point of the needle, so that more and more grain of the steel will reach the record grooves. The WALL-KANE needle will eliminate the grain of the steel coming into contact with the grooves by a process which is accomplished as follows:

The steel needle is first dipped into a chemical solution which will take out most of the charcoal, making a closer unit of the needle. While in this process the needle looks all black like illustration.



Then the needles are dipped in several solutions, which place three different coatings on the top of the point, so that an entirely separate unit is created on the point, which unit is 25 to 30 per cent. softer than an ordinary steel needle's point. While in this process the needle point looks like illustration.



More than three thousand revolutions are required to take off these three coatings by the friction of the point with the record. The playing surface of more than ten records do not amount to 3000 revolutions—that is why WALL-KANE needles will play at least ten records perfectly, and will make less surface noise, and by the distribution of the solution into the grooves of the record, the record itself will be greatly benefited, and its life prolonged.

THE WALL-KANE NEEDLES

PROTECT YOUR RECORDS BY USING EACH NEEDLE IS GUARANTEED TO PLAY TEN (10) RECORDS ON ANY PHONOGRAPH

EXTRA LOUD	MEDIUM	LOUD
50	50	50
15c	15c	15c

THIS NEEDLE IS PRODUCED BY AN ENTIRELY NEW PROCESS

THE Tenth RECORD WILL PLAY AS CLEAR AS THE FIRST

BEWARE OF IMITATIONS

This handsome colored metal enameled display stand holds 60 packages, 24 extra loud, 24 loud and 12 medium packages and costs the dealer \$4.60, (\$4.90 in the Far West) and retails for \$9.

Each package of 50 WALL-KANE Needles costs the dealer 7½c (8c in the far West) and retails for 15c.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

UNUSUAL NEWSPAPER CAMPAIGN

Sonora Featured in Full Page Advertising in Leading New York Newspapers—Campaign Producing Excellent Results for Dealers

In addition to its regular campaign of advertising in the New York City newspapers, the Sonora Phonograph Sales Co. introduced during the first week in December an unusual advertising drive in the Metropolitan press. Seven full page advertisements were published, one in each of seven leading papers. Each of these advertisements was different from the others, and the series was extremely forceful and effective.

One of the advertisements showed a cheery Santa Claus placing a Sonora in a Christmas stocking, the illustration occupying the greater part of the page with the text being brief and utilizing but a small space. The attention value of this page and the other advertisements in the series was exceptionally marked, and Sonora dealers report many sales and inquiries as a direct result of the advertising. In this series of So-

nora advertisements, mention is made that special models will be made to order, and that the Sonora Phonograph Sales Co. is ready to install Sonora equipment in valuable cabinets which prospective customers may already own.

ADVANCE IN CARDINAL PRICES

Change Affecting Several Models Made—New Display Cards Attractively Designed

NEWARK, O., December 5.—An advance in prices in the Hearth, Pierre and Stratford models of the Cardinal line of phonographs was announced last week by the Cardinal Phonograph Co. of this city. The advance is slight and only affects three out of the five models of the line. An attractive price card and a window display card have been produced in colors. Of particular note is the window display card, for with its printed matter and trade-mark in colors and in relief the effect is very pleasing. The card is equipped with an easel back and can be readily and artistically displayed to advantage.

AMERICAN

IN the AMERICAN line you have a model for every prospective buyer. Seven models. Mahogany, Golden Oak, and Fumed Oak finishes.

The AMERICAN remains sold when delivered. Plays all records. Made in Grand Rapids. Guaranteed Throughout Meisselbach equipment.

One dealer in a town. Can make deliveries.

It would take an entire page to tell about the various particular feature of the sound chambers, tone, motor, sound boxes, etc.

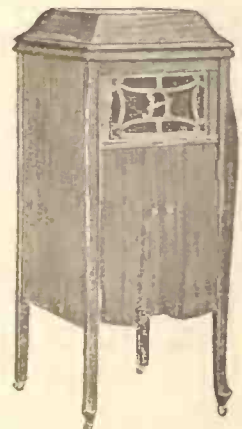
Try a sample, then you will know all about it,

American Phonograph Co.

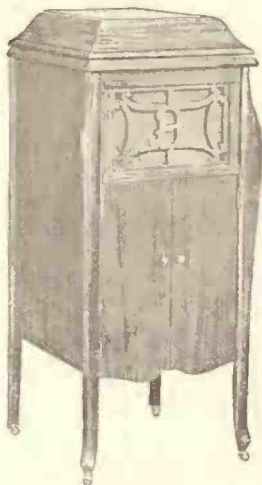
17 N. Ionia Ave., Grand Rapids, Mich.



No. 5
Height—40 in.
Width—17½ in.
Depth—18½ in.



No. 8
Height—43 in.
Width—19 in.
Depth—20 in.



No. 9
Height—45 in.
Width—20 in.
Depth—21 in.



No. 10
Height—48 in.
Width—20½ in.
Depth—22 in.



No. 11
Height—51 in.
Width—23 in.
Depth—24 in.



No. 14
Height—46½ in.
Width—19½ in.
Depth—20½ in.



No. 22
Height—50 in.
Width—22 in.
Depth—23½ in.



Talking Machine World, New York



HEINEMAN AND MEISSELBACH TONE ARMS

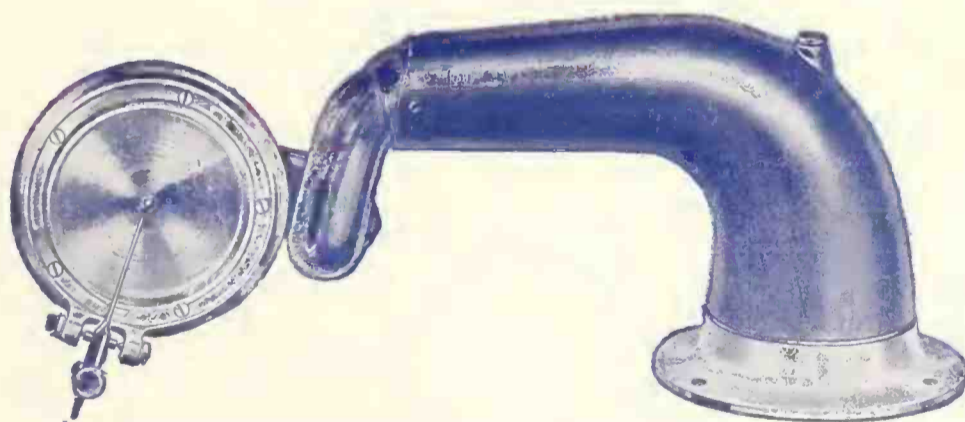
You Know
The Tone-Arm is the Musical Throat
of a Phonograph



HEINEMAN TONE ARM No. 11



MEISSELBACH TONE ARM No. 97



NEW MEISSELBACH TELESCOPE TONE ARM No. 297

Gold and Nickel Plated

Immediate Delivery

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

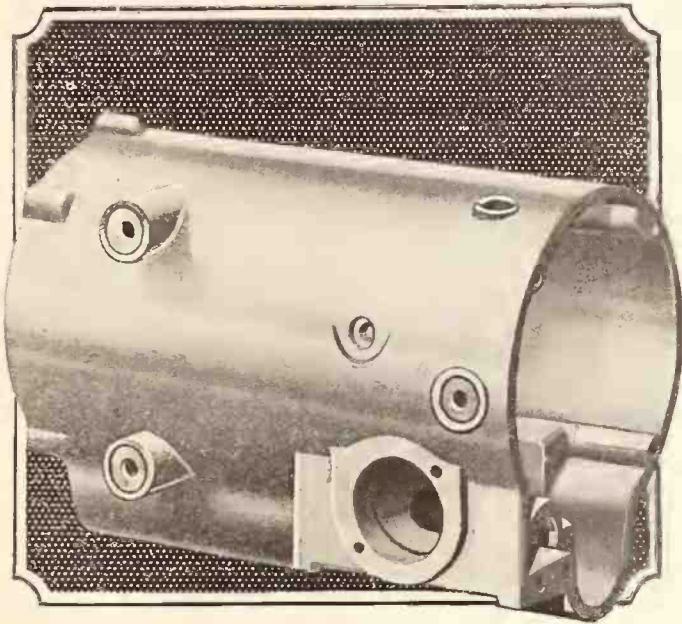
FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass. Kitchener, Ont.

BRANCHES:

CHICAGO

SAN FRANCISCO

TORONTO, CAN.



Motor Box—Die-Cast by Doehler

A REAL CASE OF SERVICE

During the war when metals were particularly difficult to obtain, and restrictions on their use severe, Doehler delivered 2,000 die castings daily to a certain talking machine manufacturer and enabled him to meet his production needs.

Doehler is prepared to give you that same service—it will start with an expert analysis of your problems. Get in touch today with

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS
DOEHLER DIE-CASTING CO.
MAIN OFFICE AND EASTERN PLANT **BROOKLYN, N.Y.** CENTRAL PLANT **TOLEDO, OHIO.** WESTERN PLANT **CHICAGO, ILL.**
SALES OFFICES IN ALL PRINCIPAL CITIES

ELECTED OFFICER OF COMPANY

George Thau, Jr., Elected Assistant Secretary of Blackman T. M. Co.—Well Qualified for Post.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesalers, announced this week the election of



George Thau, Jr.

George Thau, Jr., as assistant secretary of the company. Mr. Thau succeeds John L. Spillane, who has joined the staff of the Collings & Price Co. Mr. Thau is well qualified to take over the important duties of assistant secretary of the Blackman Talking Machine Co., as he has been associated with the company for the past nine years and is thoroughly conversant with Victor merchandising from every angle. Mr. Thau, who is personally acquainted with a great majority of the dealers in metropolitan territory, achieved signal success as manager of the company's shipping department. Charles R. Marquise, who has been a member of the Blackman Talking Machine Co. for the past five years, succeeds Mr. Thau as head of the company's shipping department.

HOFFAY CO'S BUSINESS PROGRESS

New Catalog Just Issued, Tells of the Growth of the Company's Trade the Past Few Years.

The Hoeffy Talking Machine Co., Inc., are now sending to the trade their new catalog, which in addition to carrying illustrations of their products together with specifications, etc., carries a report of increased sales. The opening page bears a greeting to the trade most appropriate for the present season. Below is given the Hoffay Com-

pany's report on their increased production: "The percentages in increase in deliveries of Hoffay Air-Tight Machines and Resurrectones are enormously large. During 1917, deliveries increased 1,808% over those in 1916; in 1918, 389% over those in 1917. The ten months of 1919 to November 1st, show an increase in deliveries of 358%. As the facilities for large scale production are continually increasing, customers will in future receive the full amount of their orders on Resurrectones and Hoffay Air-Tight Machines."

ARTHUR FREEMAN

for Four Years Advertising Manager and Sales Director of Gimbel Brothers' New York Store, and formerly Advertising Manager of R. H. Macy & Co., New York, has resigned to become

President of

EINSON LITHO INCORPORATED

The coming of a man of Mr. Freeman's calibre into this new field of selling, is an indication of the growing importance of window advertising as an adjunct to national campaigns.



Window displays based on fundamental merchandising principles, created in conjunction with national advertising to crystalize the entire effort in the dealer's store window.

EXECUTIVE OFFICES AND ART STUDIOS MASONIC BUILDING 71 W. 23rd STREET, N.Y.

Phone Gramercy 6700

PRODUCTION AND LITHO. PLANT BUSH BUILDING 327 E. 29th ST., N. Y. C.



*“Do it Electrically”
and
“Why Crank your Phonograph”*

Are two phrases that will be seen and heard everywhere within the next year.

National Advertising—newspaper Advertising—and Billboards will carry the “Electrical Idea” direct to millions of receptive people;

AND THE ELECTRIC TALKING MACHINE WILL HAVE ARRIVED!

Progressive manufacturers are aware of this and are taking advantage of it.

So when you, Mr. Manufacturer, decide to equip your instrument with electrically driven motors—remember that

**THE JOHNSON
ELECTRIC MOTOR**

is the most satisfactory driving power ever devised for Talking Machines.

THE MOTOR OF CONTINUOUS EFFICIENCY

You, Mr. Dealer, can profitably replace spring motors with the **JOHNSON ELECTRIC**

The installation is simple, requiring no mechanical skill. Ask us for significant facts.

Johnson Motor Co.

341 N. Crawford Avenue

Chicago, Ill.

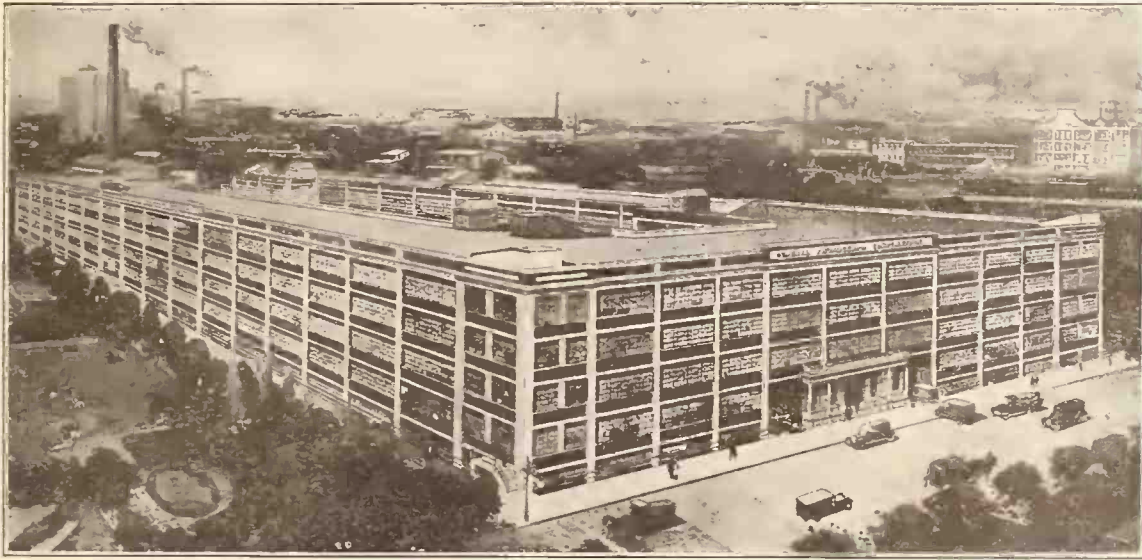
OLD GLORY TOPS NEW PLANT OF GENERAL PHONOGRAPH CORP.

New Newark Works of This Great Organization One of the Most Up-to-Date in the Industry—Will Be Devoted to Production of Meisselbach Products—Has 400,000 Square Feet of Floor Space.

A number of the officials of the General Phonograph Corp. New York, were present last week at the unfurling of "Old Glory" atop the new Newark, N. J. Works of the company. The unfurling was marked by an informal ceremony, during the course of which one of the engineers connected with the construction of the plant paid a well deserved tribute to the indefatigable efforts of the workmen who had completed the plant in record-breaking time. He also expressed

idea of the popularity of these products may be gleaned. It is expected that the increased facilities of the new plant will enable the company to triple its out-put of Meisselbach motors and tone-arms, but even with this greatly increased production, it is hardly probable that the factory will be able to keep pace with the fast growing demands of the Meisselbach clientele for some time to come.

At the present time the demand for the Meissel-



New Newark Works of the General Phonograph Corp. Just Completed

the hope that this factory would represent another link in the chain of remarkably successful manufacturing institutions which are controlled by the General Phonograph Corp.

The new Newark Works of the General Phonograph Corp, constitutes one of the most up-to-date and costly factories in the talking machine industry. It is located at 140-170 Thomas Street, Newark, N. J., and has a floor capacity of over 400,000 square feet. Every known improvement for the convenience of the factory workers was utilized in the design and erection of this plant, and as a result of the careful consideration that was given each minute detail, the building is a model manufacturing institution in every department. During the past few months machinery has been installed throughout the plant, and in the very near future the building will be ready for complete occupancy.

The Newark Works of the General Phonograph Corp., will be devoted exclusively to the production of Meisselbach motors, tone-arms and sound-boxes, and when it is realized that this plant represents an investment of two million dollars, some

back "Motor of Quality" is far beyond the factory out-put, and this has been a current condition for the past few years. In recognition of the international success of this motor Otto Heineman, president of the General Phonograph Corp., decided the early part of this year to have a building erected which would be commensurate with the prestige and popularity of this motor. That he has succeeded in fulfilling this ideal is evidenced in the accompanying photograph of the vast Newark Works of the company, and Mr. Heineman is to be congratulated upon adding to his group of factories one of the finest manufacturing plants in the talking machine industry.

ACME MICA CO., INCORPORATED

The Acme Mica Co. was recently incorporated to do business in the state of New York. It is understood this new entry into the mica field have as associates with them several men who have long experience in the talking machine industry, and the firm will make a specialty of furnishing talking machine manufacturers with a high grade quality of mica for sound box purposes.

TO REVIVE CHRISTMAS CAROLING

National Bureau for the Advancement of Music Issues Booklet on Subject of Christmas Carols—Movement Being Taken Up by Many Cities All Over the Country at the Present Time

The National Bureau for the Advancement of Music is carrying on an active campaign in the interest of reviving the old custom of Christmas Eve caroling. Letters and news items have been sent out to the newspapers throughout the country which have music pages, and the large number of replies received by C. M. Tremaine, director of the bureau, shows that these music pages are being read with great interest by the general public. A special booklet, "Christmas Eve Caroling Being Revived," has been prepared and will be sent to anyone asking for it. This booklet describes the custom as carried out in England in former days, traces its revival in this country, and gives full information about the organization of caroling groups for the guidance of musical societies, women's clubs, churches, schools and individuals who may wish to identify themselves with this movement for beautifying their local community life and effectively spreading the Yuletide message.

Christmas Eve caroling through the streets of residence districts has already been initiated in about forty cities—large and small—in all sections of the country and many more are planning to introduce it this year. Many cities might well profit by the experience of Detroit. Christmas caroling was begun there in 1916, and was so enthusiastically received that by 1918 there were 10,000 carolers who went through the city streets on Christmas Eve making them a truly inspiring sight.

Christmas caroling is an undertaking which should enlist the attention and support of all the musical interests of the community. Music dealers will find it to their advantage to ally themselves with the movement in the interest of a better appreciation of music in their towns and cities. Among the cities that have organized Christmas caroling on a city-wide scale or in certain districts are: New York, Philadelphia, Pittsburgh, Detroit, Minneapolis, Cincinnati, Cleveland, Indianapolis, Scranton, Jersey City, Denver, Syracuse, Nashville, Nyack and Newburyport. The National Bureau for the Advancement of Music is co-operating with all organizations in this movement, and is ready to give any information and assistance to any town or city desiring to undertake or develop Christmas caroling in its community.

If you call your customer by name at least once during the visit, you have an advantage. It flatters everyone to be recognized.

SOME OF THE LARGEST MANUFACTURERS OF TALKING MACHINES ARE USING

A Merry Christmas and a Happy New Year to the Phonograph Industry



A Merry Christmas and a Happy New Year to the Phonograph Industry

Send for Samples, Catalogue, Quantity Discounts, etc.

MUTUAL TALKING MACHINE CO., Inc.

145 WEST 45th STREET

NEW YORK

Chicago Offices, Republic Bldg., H. Engel, Mgr.

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.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete.

Steger Wholesalers

EMERSON RECORD SALES CO., Inc.
6 W. 48th St. New York, N. Y.

IVER JOHNSON SPORTING GOODS CO.
155 Washington St. Boston, Mass.

STEGER & SONS PIANO MFG. CO.
867 Broad St. Newark, N. J.

JONES BROTHERS CO.
317 Main St. Jacksonville, Fla.

SMITH & NIXON CO.
306 Walnut St. Louisville, Ky.

HALL MUSIC CO.
246 Pine Street Abilene, Texas

WARFIELD PRATT HOWELL CO.
Des Moines, Ia.

COLORADO BEDDING CO.
2nd St. and Grand Ave. Pueblo, Colo.

CAMPBELL PHONOGRAPH SALES CO.
60 East S. Temple St. Salt Lake City, Utah

STEGER & SONS PIANO MFG. CO.
Steger Building, Chicago, Ill.

MODEL 506 \$280

MODEL 505 \$210

MODEL 504 \$190

MODEL 503 \$155

MODEL 502 \$140

MODEL 501 \$110

MODEL 507 \$360

MODEL 500 \$90

MODEL 508 \$410



Greetings

C. G. Steger and George F. Steger
in behalf of

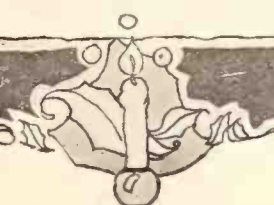
STEGER & SONS

Piano Manufacturing Company

*Extend to you their halest and heartiest wishes
for a Merry Christmas and a Happy New Year*

Year after year we learn gladly that there is a benefit in business which cannot be shown in pulseless figures on a ledger page. Far more than any material gain do we value the friendly support and generous appreciation of the many thousands of true music-lovers and of our host of loyal friends in the music industry.

The prestige, and with it the success, of the Steger & Sons institution, seems as precious to them as it is to us and now, in the spirit which has actuated them through the year, we send to one and all our cordial greetings and again our wishes for every happiness and prosperity.



The
M. M. ROEMER SALES CORP.

400 WEST 23RD STREET, NEW YORK

Announce that they are
Distributors for

LATERAL CUT



OKEH

RECORDS

We are equipped to ship immediately
all of the popular song and
dance hits

TRY ROEMER SERVICE—IT SATISFIES

TRADE IN INDIANAPOLIS SHOWS AN INCREASE OVER LAST YEAR

Practically All Dealers Pass Mark Made Last Year—December Outlook Bright Unless Coal Shortage Grows Acute—New Warehouse for Indianapolis Talking Machine Co.

INDIANAPOLIS, Ind., December 4.—Talking machine business during last month did not come up to the anticipation of most of the dealers who had expected the big percentage in increase in volume of sales over corresponding months of last year to continue. Most of the dealers reported that they were running slightly ahead of the same month last year, however.

Several factors tended to hold off business including adverse weather conditions and the coal situation. The retail stores of the city began closing at 4 p. m. on Monday of this week in a voluntary fuel conservation program. Factories were closing at the same time and Thursday, Friday and Saturday the factories closed entirely. No lights have been used in shop windows for several weeks. All of the dealers expressed the opinion that December would round out 1919 in fine shape unless the coal situation throws the country into an industrial tie-up.

A new store has been added to the Indianapolis list—the Jewell Phonograph Co., at 213 Massachusetts avenue of which H. H. Graham is president. The storeroom has been redecorated and several Unit booths are being installed. Emerson records are handled by the store.

T. H. Bracken, manager of the Starr Piano Co. Store, reports that the demand for Geunett records is unusually heavy. He anticipates a record December for Starr machines.

Mrs. J. E. Fish, manager of the talking machine department of the Pearson Piano Co., said that business has been very good. The A. M. Club of the department gave a dance for the store employes Tuesday.

Present indications are that the Brunswick Shop will finish the year with a considerable increase in the volume of business as compared with last year, George Standke, manager reports. The latter went to the Chicago office of the Brunswick-

Balke-Collender Co. last week. He says he can handle all the Brunswick machines he can get.

The Edison Shop has been doing some very effective newspaper advertising. A. H. Snyder, manager, told The World that his sales staff continues to beat the monthly records of last year.

The Indianapolis Talking Machine Co. has obtained a new warehouse in the Wulsin building. L. H. Smith, formerly of Philadelphia, has accepted a position with the company to take charge of the service department. Carl Anderson, president of the company, is enthusiastic over the results being obtained by the Amplifone. Not only records, but machines are being demonstrated and sold over telephone wires through its use. A woman called in and asked for a demonstration of the Victor, size 11, and ordered the machine sent out.

Dr. Carpenter, of Bloomington, Ind., a well-known horse trainer, is an enthusiastic record customer of the shop. He uses Victor records to teach his horses to dance. According to him, horses enjoy jazz records as well as humans.

The Columbia record business is exceptionally brisk, W. G. Wilson, manager of the Grafonola Shops, Inc., reports. Three new booths have been added to take care of the Columbia customers.

The South Side Furniture Co. has greatly enlarged its store space and is building two new booths in connection with its Grafonola department.

The Banner Furniture Co., of Muncie, Ind., had an opening party for their children's booth, inviting all the schools to attend the party at which refreshments were served. Mr. Gruber, manager of the Grafonola department, said the opening forecast a great success for the children's booth.

H. E. Whitman, of the Circle Talking Machine Shop, reports a nice Victor business for November. Mr. Whitman's chief worry is the prospect

of the holiday trade being limited by a shortage of machines and records.

The Pathé Shop has been enjoying a very brisk business, E. R. Eskew, manager, said. An aggressive holiday newspaper advertising campaign has been started.

The Stewart Talking Machine Co., distributors of the Victor, is completing its redecorating and remodeling. A miniature retail store with all the latest dealers' helps has been fitted out on the second floor. George Stewart recently returned from a honeymoon trip in the east.

A. T. Engle & Son, of Winchester, Ind., have enlarged their store, building new booths and this will be one of the best equipped Grafonola departments in the state.

R. R. Brooks, of Union City, Ind., handling the Columbia line, has built three new booths and has remodelled his Grafonola department.

The demand for Sonoras continues heavy, it was reported by the Kiefer-Stewart Co., Sonora distributors. The Sonora department of Charles Mayer & Co., of which Ernest Arthur is manager, has been conducting a high-grade Christmas advertising campaign which is bringing results.

As the holiday season draws near, the demand for Pathé records and machines grows heavier, Mooney-Mueller-Ward, Pathé distributors, report.

Walter Kipp, president of the Kipp Phonograph Co., Edison distributors, said the big problem in the Edison business continues to be to get sufficient instruments to supply the demand.

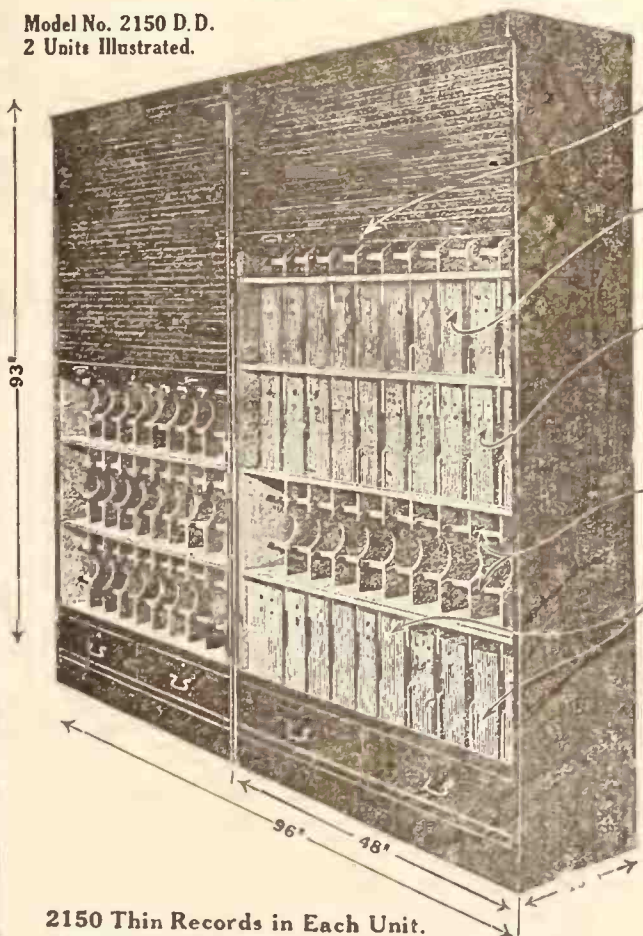
F. W. Fromm, manager of the talking machine department of the Baldwin-Miller Co., Dalion distributors, said that orders being received from dealers indicate the Dalion will enjoy a big sale this holiday season.

WM. A. HANFT CONVALESCENT

Wm. A. Hanft, who is associated with Brown, McManus & Co., well known eastern jobbers of talking machines, records, rolls, needles, etc., recently underwent an operation for appendicitis, and is now convalescing at a local hospital.

GUARANTEED

Model No. 2150 D. D.
2 Units Illustrated.



Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10 1/2" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10 1/2" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevents Warping (Patented). Holds 350 10" or 12" records.

10 and 12" Records Filed on same shelf. Held Flush at the front by Patented Adjuster.

2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.
2150 Edison's in These 2 Units.

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

File Your Records So You Can Sell Them

This System pays for itself in six months.
Automatically Re-orders All "Sold Out" Records.
Every Record Located Instantly as Simple as 1-2-3.

Prices in Effect Sept. 15th

NEW STYLE MODEL No. 2150 D. D.

Oak. With Leather Curtain	\$70.00
Oak. With Locking Wood Roll Cur.	80.00
Bir. Mahg. With Leather Cur.	75.00
Bir. Mahg. With Locking Wood Roll Cur.	85.00
Enamels " " " " " "	95.00

(White, Ivory and Gray)

Sectional Models Fit Any Size Stock and Help You Grow.



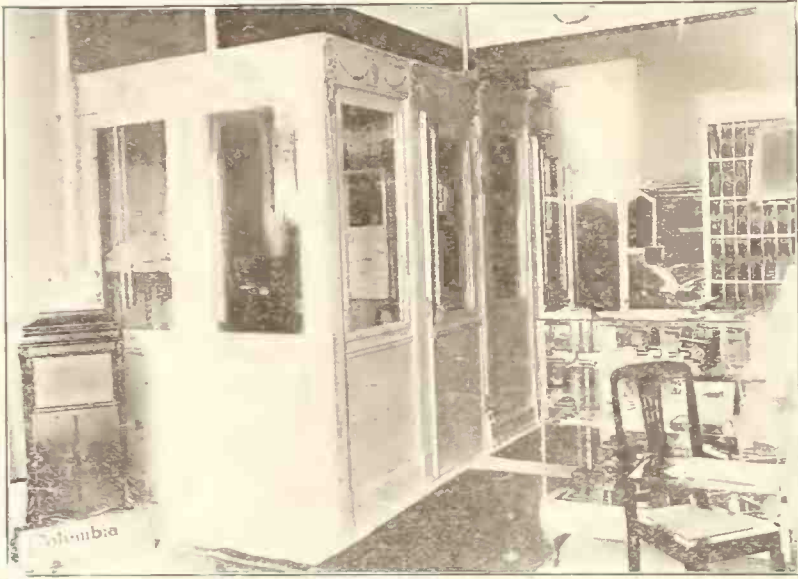
Models No. 1 and 31

The Ogden Sales System is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections	Oak \$6.75, Mah. \$7.00
Base	Oak 5.50, Mah. 5.75
Top	Oak 3.00, Mah. 3.25
Roll Curtain for complete Unit,	3.00



A Van Veen Installation in Albany:—Note how handsome and refined a small store can be made to appear.

Prices on Application

Van Veen
"BED SET"

**Booths
Sectional
Record Racks
Record
Sales Counters**

How We Serve the Dealer

Individual service meeting your exact conditions rather than making your business fit our plans.

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.

**Why Van Veen
Booths Are Better**

- No. 1. Built of best kiln-dried lumber.
2. Correctly constructed by skilled craftsmen.
3. Embody Economy, Simplicity and Efficiency.
4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
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.
6. Moderate in price and most economical in comparison with any other booths manufactured.
7. Easily erected, no complicated attachments requiring adjustments.
8. Handsome in design and high grade cabinet finish.

Van Veen Booths, Record Racks and Counters Ready for Prompt Shipment

Write, wire or phone for our representative

Arthur L. Van Veen & Co., 47 West 34th Street, New York

TELEPHONE
GREELEY 4749

Chicago Office, 105 West Monroe Street

BUSINESS IN PORTLAND, ORE., SHOWS STEADY EXPANSION

Dealers in All Lines of Talking Machines and Records Are Increasing Their Equipment to Meet Demands—Optimistic Over Volume of Holiday Trade and Prospects for 1920.

PORTLAND, Ore., December 6.—That the volume of trade is increasing materially in all talking machine houses in Portland is very evident as nearly all the dealers are increasing their space. New demonstration rooms, larger machine rooms, new racks, new booths, a constant enlargement and improvement speak louder than words of the success of the business.

At Lipman, Wolfe & Co., the talking machine department has been moved to a more desirable

location on the music floor, where direct outside air will be furnished in every demonstration room. L. A. Willard, who has been with the department for some time, says prospects are fine for the coming year.

The Reed, French Co. have a big stock of Columbias now on hand. During the year a great many Columbias and Edisons were sold, Victors have been hard to get. Bruuswicks have recently been added to the stock.

The McCormick Music Co. has done very well for the first year in business. Mr. McCormick says there was only one month in the year that substantial profit was not made. A fine stock of Columbia Grafonolas is carried and a good stock of Puritans is on hand. The business has increased to such an extent that three more record sales rooms have been added.

The Bush & Lane Co., which carries Victrolas, Sonoras and Columbias, caters to a big clientele, who are waiting more or less patiently for the particular machine or model they prefer. Four additional record rooms have been added.

The talking machine department of Soule Bros., has been a success in every respect during the year. The Bruuswick, Pathé and Stradivara machines are carried.

"Business this year," said Mr. Hyatt of the Hyatt Talking Machine Co., "has exceeded expectations. While the record stock was low all year, we managed to satisfy our customers. The standard Victor records are hard to get. I have ordered from eighty-nine different jobbers and they all say they have none of these standard records to sell. I have sent an order to each of these dealers for 1000 records—couldn't get them. Have had a fine business with machines." C. A. Alphonse, who next to Mr. Hyatt, is responsible for the success of this company, has been promoted to the position of assistant salesmanager. Mr. Hyatt gave a banquet for his employees at the Portland Hotel last month.

In discussing the business done during the year at the G. F. Johnson Co.'s house, Mr. Johnson said, "Our talking machine business has shown a constant development for the entire year. As evidence of this our sales for October, 1919, were a little better than 300% in advance of our sales for October, 1918. We are, therefore, very happy over the substantial increase of our business. We expect the business for the present year will be fully 100% in advance of 1918. Mr. Johnson features strongly the Victrola and the Cheney.

Paul B. Norris, who has been manager of the talking machine department of the Wiley B. Allen Co. for a year or two, after two months' tour through Washington and Oregon in the interest of the house, has returned to Portland and taken charge again of his department. Howard H. Hurd, who was in charge during Mr. Norris' absence will remain with the house in an outside capacity.

Manager Davis of the Edwards Furniture Co., reports a fine year in the talking machine department, being 50% better than in 1918. Pathé records and Brunswick machines exclusively are handled.

The McDougal Music Co. has a good assortment of Pathé phonographs and records on display.

Built for People Who Want the Best

LAWSON
UNIVERSAL
PHONOGRAPHS



Play All Disc
Records
BEST
with the
Lawson Wood
Tone Arm
(Patented)



Backed Up By

40 years' experience in manufacturing Musical Instruments. Also a "Gold Bond Guarantee" of satisfaction or money back.

THREE ATTRACTIVE DESIGNS
FANCY MAHOGANY, GOLDEN OAK, FUMED OAK
READY FOR IMMEDIATE SHIPMENT

SOLD DIRECT TO DEALER AT JOBBER'S PRICES

LAWSON PIANO CO.

Executive Offices 372 East 140th St. NEW YORK Factory 2572 Park Ave.

J. C. Foley, of Foley & Van Dyke, handling the Victor line, says they have had a great talking machine year. This store was opened Feb. 10.

This has been a wonderfully good year in the talking machine department of Oregon Eilers Music House, which has been in its present location for a year. Miss Acevia Bennett is in charge. A new demonstration department, finished in mahogany, with outside ventilation for each room is being installed. Columbias and Edisons are handled.

The Wakefield Music Co., which make the Cremona talking machine, has changed its name to the Cremona Phonograph Co. It has a new and well equipped factory. The new officers of the Cremona Co. are: President, Frank Cutter; Vice-President and General Manager, C. Guy Wakefield; Secretary and Treasurer, R. E. Withem, and Charles E. Couch, Advertising Manager. T. H. Comte, formerly in the piano business is now with the Wakefield Co. and is looking after the retail department.

The Pacific Phonograph Co., which manufactures the Stradivara phonograph has had such a rapid growth that the directors have authorized the capital to be increased from \$75,000 to \$200,000. The demand for their product has increased so fast that the larger capitalization has become necessary. The manufacturing output has reached a volume of \$6,250,000 yearly. The number of employees is to be increased to 160. The coming year the payroll will amount to \$260,000.

The Wax-Wilson Co., whose offices are located at 204-5-6 Fenton building as announced in last month's World, will hereafter be known as the M. J. Wax Co. The concern is pushing the sale of "Tone Clear." A national advertising campaign has already been started on the product and the sale has reached every state in the union.

Heuri Scott was presented in concert by the Ellison-White Musical Bureau at the Heilig theatre on Wednesday evening, November 18. The Edison dealers, especially the Hyatt Talking Machine Co., Reed, French Piano Co., Oregon Eilers Music House and the Mount Scot Drug Co., featured his records, which were in big demand both before and after the concert.

INTERESTING EMERSON PUBLICITY

Emerson Phonograph Co. Introduces Novel Series of Full Page Ads in Newspapers and Magazines —President V. H. Emerson Featured

Under the heading of "One man's unique contributions to the happiness of your home," the Emerson Phonograph Co. introduced in the local newspapers and Saturday Evening Post a series of advertisements that will be continued indefinitely. An introductory note in this full page advertising stated that this advertisement was "The first of a series of messages defining the position of the Emerson Phonograph Co. as an international contributor to the world's light-heartedness, through the medium of phonographic music."

Victor H. Emerson, president of the Emerson Phonograph Co., and internationally prominent as a pioneer in the development of the talking machine, was featured in this striking advertisement. Accompanying Mr. Emerson's photograph was presented a brief resumé of his many achievements in the talking machine industry, showing how step by step Mr. Emerson had perfected inventions that have contributed materially to the success of phonographic music. This advertisement paid a well deserved tribute to Mr. Emerson's inventive genius, emphasizing particularly the invention of the Emerson universal "cut," which permits the owner of any type of talking machine to play Emerson records without any attachment.

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.

A Better Phonograph *Davenport* "THE MASTER MUSICIAN"

Has Universal Tone Arm and Reproducer, plays all records. Has strong double spring motor, plays nine ten-inch records with one winding.

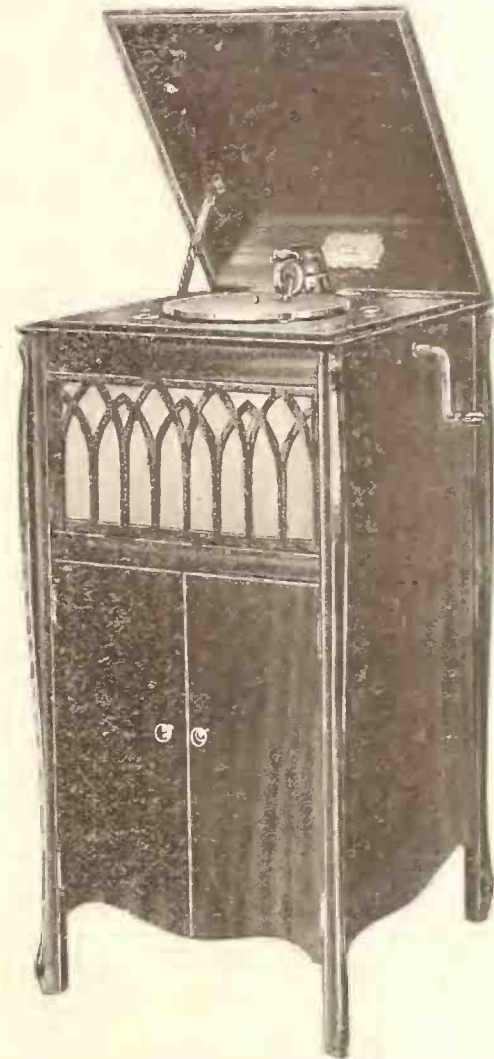
We have recently enlarged our factory and can supply a few more live dealers.

We manufacture two models. One 48x24x22 inches, retails at \$150.00. One 44x21x19 inches retails at \$110. Prompt shipments guaranteed on any contract entered by us. Finished in Oak, Walnut and Mahogany.

Write for catalog and terms.

Davenport Cabinet Works

829 West 2nd St.
 Davenport, Iowa



NEW SONORA GREETINGS CARDS

A series of handsome Christmas post cards was recently brought to the attention of the advertising department of the Sonora Phonograph Sales Co., New York, and a large quantity was secured for distribution by Sonora dealers throughout the country. These cards bear appropriate holiday pictures and are artistically printed in many

colors. On the left half of the address side of the post cards, there appears, in facsimile handwriting the message: "May this Christmas find a new Sonora phonograph in your home." The cards are meeting with a cordial reception by Sonora dealers, who believe that these little Christmas messages will interest thousands of prospects in the Sonora. The responses so far received indicate this.

Manufacturers of Phonographs and Cabinets

Value the Ultra-Fine Qualities Embodied in Our Accessories

Insist on our smart, practical Trimming and Parts. They add a distinction and give a service that is way above the ordinary.

Catches	Knobs	Lid Supports
Sockets	Escutcheons	Tone Rods
Pulls	Sliding Shoes	Needle Cups
	Automatic Stops	

REASONABLY PROMPT DELIVERIES ASSURED

Write for Samples and Prices

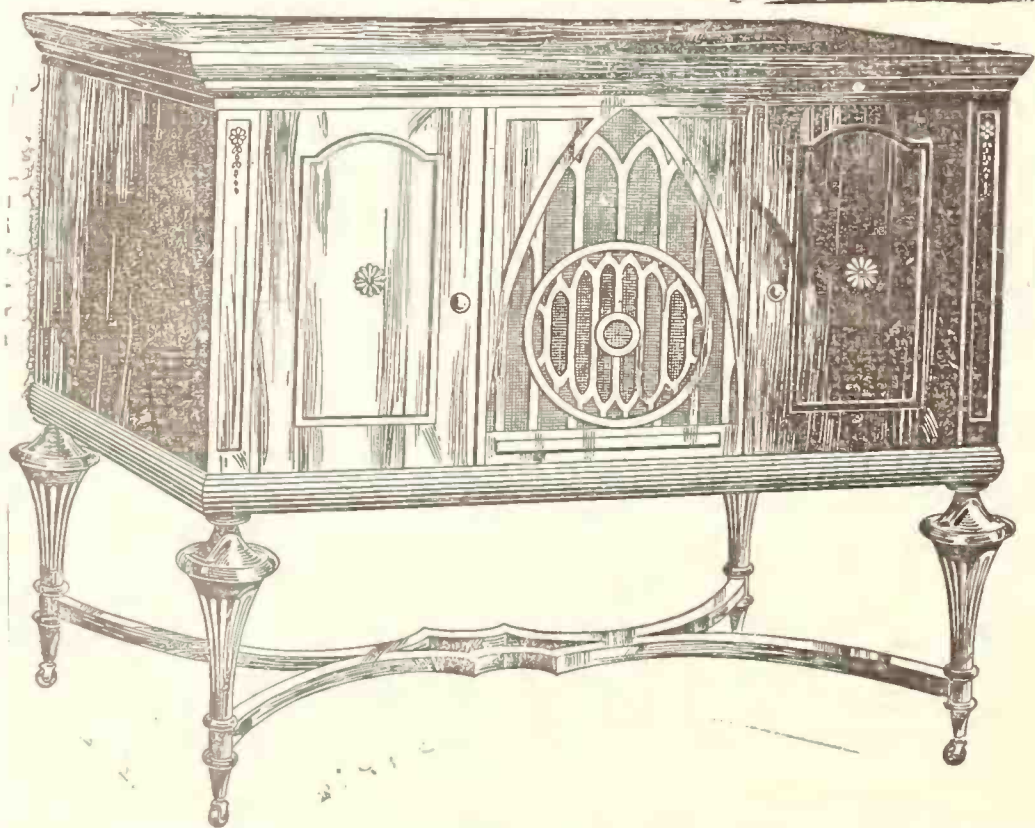
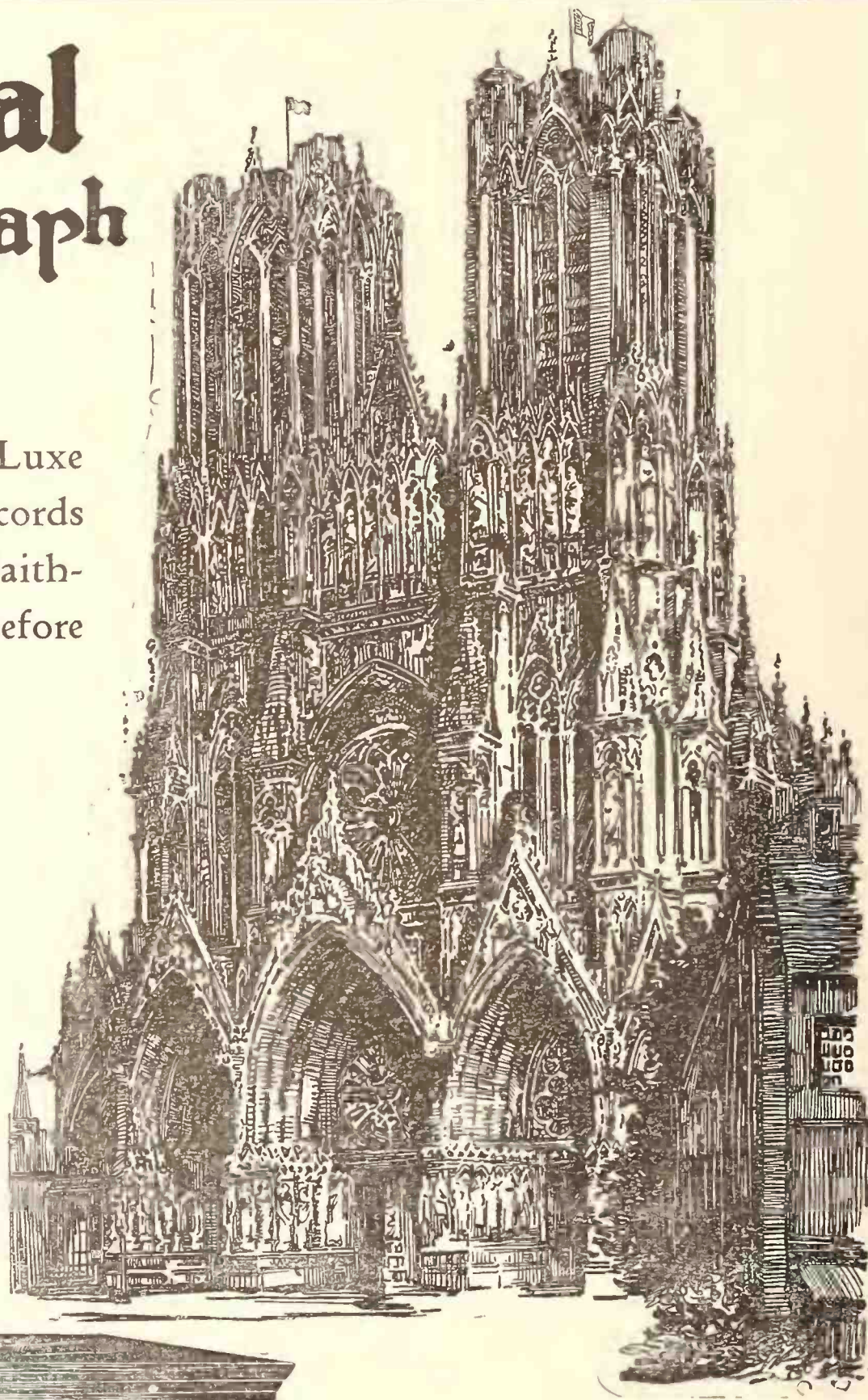
Grand Rapids Brass Company
 Grand Rapids, Michigan

Cathedral Phonograph

Manufactured at Omaha—

A Musical Instrument of De Luxe Quality Reproducing all Records with Beauty of Tone and Faithfulness of Detail Never Before Achieved.

Equipment includes our special patented, All-Record Tone-Arm; Cathedral Amplifier; Extra Quality, Perfection Motor; Tone Modulator; Balanced Lid and De Luxe Album Filing System.



Our production to January 1st is entirely taken up. After January 1st, we can take care of additional accounts, particularly in the Middle-West. Dealers can depend upon deliveries and service as we are keeping our distribution within our capacity to supply.

CATHEDRAL PHONOGRAPH COMPANY 203 S. 19th St.
Omaha, U. S. A.

Merton L. Corey, President

C. A. Briggs, Vice-Pres.

R. W. Morrison, Production Mgr.

Harry Hildreth, Jr. Treas.

STRADIVARA ADVERTISING SLIDES

New Series for Use of Dealers One of Many Aids Compton-Price Co. Are Giving—Sales Show One Hundred Per Cent Increase over Nov., 1918

The Compton Price Co., of Coshocton, O., in accordance with their policy of furnishing advertising service to their dealers, have prepared a very attractive series of four moving picture slides, one of which appears herewith. Besides this attractive advertising matter the company



Slide for Use of Stradivara Dealers has had prepared a variety of large and small catalogs, wall hangers, window signs, price cards, name cuts, cuts of individual machines with and without background and complete advertisements, including the copy. A new folder has also just been issued which is very attractive in design and artistically displays the Console Model No. 250. The circulars are printed in buff and black, the contrast being very striking. These have also been issued to dealers printed on heavy cardboard and tied with a silk cord for hanging on the wall.

According to reports from the company, November was the biggest month in the history of Stradivara sales, comprising practically a 100 per cent increase over those of last year. Anticipating this demand, the company through the summer months rearranged their plant in such a manner that they have been able to meet the increased requirements as they have presented themselves. The company now numbers among their representatives some of the highest class talking machine houses in the country. They are putting forth every effort not only in giving the dealers a machine of high quality, but also the best possible service.

NEW FIRM MAKING PROGRESS

Albert J. Heath, head of the firm of Heath & Gorham, Philadelphia, Pa., distributors of lateral cut OkeH records and Dusonto talking machines, was a visitor to New York this week, spending some time at the headquarters of the General Phonograph Corp., manufacturers of OkeH records. In a chat with The World he stated that his firm had been making rapid headway in the establishment of agencies for the Dusonto machine and OkeH records, and commented particularly upon the enthusiastic reception accorded the new lateral cut OkeH records in his territory.

No man ever climbed the ladder of fame by stepping on another's corns. Keep off the corns, they belong to the other fellow, and are tender.

MAIN SPRINGS
for
PHONOGRAPH MOTORS
Highest Quality — Best Prices
FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N.Y.

NEW QUARTERS IN GLEN FALLS

Braydon & Chapman Open Elaborate New Store at 104 Glen Street, That City—Handle Many Lines of Musical Instruments

GLENS FALLS, N. Y., December 4.—Braydon & Chapman of this city opened their new store at 104 Glen street recently with an elaborate musical program given by some of the best talent of the Lake George region.

The main floor of the new store is given up to the sheet music and musical merchandise departments, along with the record racks and demonstration rooms of the talking machine department. These rooms are very attractive in their gray and ivory trim, with wicker furniture and creton coverings. On the mezzanine floor are the general offices and a large display of the various makes of talking machines carried, which include the Victor, Columbia, Edison and Pathé lines. The third floor is given over to the piano and player roll departments. This floor is finished in pearl and silver gray with blue velour hangings.

The firm of Braydon & Chapman was organized in 1911 and has had a remarkably rapid growth, which made this new store a necessity. The building stands as a tribute to the partners and a symbol of their success in the musical field.

UNDER MANAGEMENT OF S. F. YUDKIN

ANSONIA, Conn., December 8.—The Ansonia Needle Co., manufacturers of talking machine needles, is now under the management of Samuel F. Yudkin, who is well-known in business circles in this city. The steadily growing demand for these needles has necessitated increased manufacturing facilities.

W. H. M'INNIS COVERS NEW ENGLAND

Wm. H. McInnis has been appointed New England representative for Brown, McManus & Co., the New York distributors of Regina phonographs and Paramount records. Mr. McInnis and his sales staff will make their headquarters in Boston, Mass.

Lateral Cut



Is Your Record Business Growing?

OKEH Dealers are in a position now to expand and increase their record business month after month, for the new lists of Lateral Cut Records contain the records that are in active demand, everywhere.

OKEH Dealers Receive Liberal Discounts

Orchard & Wilhelm Co.
414-416-418 South 16th St., Omaha, Neb.

Another National Advertising Campaign Is Creating New Customers for *Dalion* Dealers



Points that build *Dalion* Sales

SUPERLATIVE beauty of tone—a rounded, full-volumed, faithful rendition of any original creation.

Cabinets of exquisite, harmonious design.

Possesses the *big, exclusive* feature—a record file that *automatically* insures the return of each record to its proper pocket.

Plays any make of record—better.

The broadest manufacturer's guarantee ever placed on a phonograph.



THE *Dalion* 1920 advertising is well under way—a "go-get-'em" campaign that is putting the *Dalion* message of phonograph satisfaction before a wide field of the most promising prospects.

RIGHT NOW is the time to find out full particulars of the unique distribution plan, and of Factory-Wholesaler-Dealer co-operation that insures success.

The Phonograph Instrumentalized

MILWAUKEE TALKING MACHINE Mfg. Co. *Factory and Offices at Milwaukee, Wis.*

VACATIONIZE IN ADIRONDACKS

B. D. Colen, Arthur H. Cushman and Arthur Fields Have Enjoyable Time at Indian Lake.

Two popular executives of the Emerson Phonograph Co., New York, B. D. Colen, secretary, and



Messrs. Colen, Cushman and Guides

Arthur H. Cushman, director of sales, returned to their desks recently after spending a few weeks at Indian Lake in the Adirondacks. They man-



Arthur Fields Working on His Stutz

aged to arrange their vacations so that they could take advantage of the hunting season up state, and their party returned to New York with three deer.

Arthur Fields, popular baritone, who records exclusively for the Emerson library was a guest of Messrs. Colen and Cushman on this hunting trip, and although he did not "land" a deer, he managed to keep busy with his Stutz car. The accompanying photograph was taken while Mr. Fields was taking a personal interest in the welfare of his automobile, but as usual he is viewing the future with a ready smile.

STEELE BUYS COLUMBIA CO., INC.

Purchases Interest of T. J. Carey in Norfolk Columbia Store and Resigns From Stieff Piano Co. of That City—Resignation a Surprise

NORFOLK, VA., December 1.—Leon C. Steele, manager of the Stieff Piano Co. for a long period of years, has purchased the entire interest of T. J. Carey in the Columbia Co., Inc. The Columbia Co., Inc., handling the Columbia Grafonola and Columbia records, is one of the oldest talking machine houses in Norfolk. Mr. Steele's plans include an extensive development of the business.

Mr. Steele is president of the Music Dealers' Association of Tidewater Virginia, was a former president of the Retail Merchants' Association, and a director of this association and the Chamber of Commerce. He was recently a candidate for the office of mayor of Norfolk and through his activities in public and business affairs has won a large number of friends and acquaintances. He will doubtless take into his new venture the same energy which has made his present business so successful.

DEATH OF F. CONSTANTINO

Florenzio Constantino, the Spanish tenor, who sang for a number of years in the United States as a member of the San Carlos Opera Co., Boston, and the Manhattan Opera Co., New York, died in Mexico City, Mex., November 19th. Constantino is represented in the Columbia catalog by a number of records which will perpetuate his memory.

BAN PRUSSIAN MUSIC IN SCHOOLS

Records Containing German and Austrian Anthems Removed From Indianapolis Schools Following Protest by American Legion.

INDIANAPOLIS, Ind., December 8.—Talking machine records containing parts of the German and Austrian national anthems were removed from the record library of the Indianapolis Public Schools as a result of an investigation begun by the Perry-Stephenson post No. 100 of the American Legion.

Edward B. Birge, director of music in the schools, issued a statement saying that the music department of the schools desires at all times to promote the highest spirit of patriotism as well as musical instruction. It was explained that the record in question bore the title "National Songs of All Nations" and was bought by title from a record catalog and contained parts of the national hymns of Great Britain, Russia, France, Italy and the United States.

AIDS IN RED CROSS CAMPAIGN

H. H. Doehler, Member of Business Men's Committee, in Fight Against White Plague

H. H. Doehler, of the Doehler Die Casting Co., has joined the active business men's committee of the New York Red Cross Christmas seal campaign, and has given his unqualified endorsement to that method of waging war on tuberculosis. Mr. Doehler will head the committee in the canvass of the metal industries in Brooklyn.

"We have won one fight," said Mr. Doehler, "now let us win this one. Tuberculosis is an insidious powerful foe, and it will require all our efforts to check it, then stop it."

If you see a customer not waited on, and restless, tell her you'll try to get someone to wait upon her. Then do it.

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."



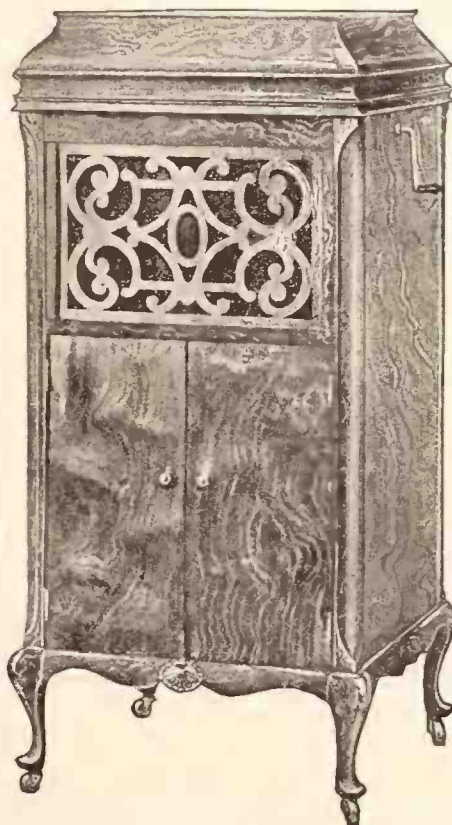
Watching the Music Come Out

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.

A. M. DRUCKMAN SOLE EASTERN DISTRIBUTOR



Backed by a tremendous advertising campaign we have anticipated our dealer's wants and can make "Immediate Delivery" on 10,000 machines.

2-TABLE MODELS 10-UPRIGHTS
 3-CONSOLES

If you are short of stock for the Holidays now is your *opportunity* to become acquainted with one of the highest grade phonographs made, backed by a five year guarantee from the makers.

We are also distributors for *Lyric Lateral Records*.

DISPLAY ROOMS AND WAREHOUSE
 140 West 23d. St., New York City

TELLS OF RECORDING EXPERIENCES

In a Most Interesting Article in Saturday Evening Post, Mme. Kathleen Howard Sets Forth Sensations of the Artist in Recording for the Talking Machine—Informative Contribution

In a recent issue of The Saturday Evening Post appeared a most interesting article by Mme. Kathleen Howard, the popular contralto, who has sung for some of the leading opera companies, as well as for Victor records, setting forth in some detail the impressions of artists in the talking machine laboratory. Madame Howard tells in graphic style just how the necessity for absolute accuracy and the absence of an audience serves to unnerve even the most competent singers and why trial after trial is sometimes necessary before a perfect master is made. She tells of singing perfectly right through the record only to find that some of the instruments in the accompanying orchestra have not recorded properly, and then to go almost through a new record only to be overcome by a slight tickling in the throat towards the end.

The writer declares that English is the hardest language in which to record, the Italian with its smiling vowels, being much easier. She has also some comments to make regarding the manner in which the German language is recorded and makes one point that should be recognized more thoroughly by music lovers when she says: "When you buy a perfect record of some favorite singer you may be pretty sure that you may then hear that singer at his best. Rarely will he attain such perfection on the concert or operatic stage."

The information brought out in the article is familiar to the majority of the trade, but should prove distinctly enlightening to the public, for Madame Howard presents it in a light, colloquial manner, and then finds room for a bit of humor when she presents the following story:

"A master recorder who has recorded all over the world told me he was once recording in China. They had been working for some time, the Chinese musicians sitting in utter stolidity round him, twanging and scraping when told to, laying aside their instruments in the pauses, all with no show of interest or spark of enthusiasm. The

singers would record impassively amid the same dull atmosphere, and the recording manager began to grow discouraged. Some of the songs were supposed to be comic, and he thought: 'Well, they can't be very successful or at least one musician would crack a smile.'

"At last up stepped a little Oriental and began to sing. One musician smiled, another grinned—at last they were all chuckling, then roaring.

"'Aha,' thought the manager, 'this man is really good. At last I have a true comedian. We must do lots of his songs and make them especially carefully.'

"After the session he said to the interpreter: "That last fellow was a good one, wasn't he? He must be very funny to make them laugh so—a really good comedian."

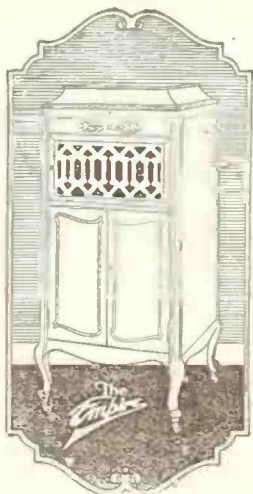
"'Oh, no,' said the interpreter quietly, 'they were laughing because he was so bad!'"

The Stratford Phonograph Co., Elyria, O., has been incorporated by E. C. Wolfe, L. M. Sewall, A. J. Pejsa, Gilbert Morgan and Harry G. Deibel. The capital is \$1,250.



We Assure Dealers Prompt Deliveries for Holidays

Think of the advantage of buying from a manufacturer who can "deliver the goods" and assure you of prompt shipments for Holiday trade. Even with our increased volume of business our facilities enable us to fill dealers orders in short time. Line up with us now and the Empire Agency will get you new customers and will bring real profits to your phonograph department.



Model XA-1
Mahogany or Walnut

The Machine
that Plays
any Record



Model B
Mahogany, Oak or Walnut

The Machine
that Plays
any Record



Model CC-1
Mahogany or Oak



Model XC
Mahogany or Oak

THE EMPIRE EXCLUSIVE AGENCY IS A VALUABLE FRANCHISE. DESIRABLE TERRITORY IS STILL OPEN

The Empire line embodies every worth while feature of all makes of talking machines together with several exclusive features and is dominating in tonal quality. It enables you to meet the tastes and requirements of every buyer. Empire records can be played on any phonograph using a steel needle. See our list of January records in the record bulletin of this paper. Liberal discounts offered to dealers.

NINE MODELS
PRICES—\$40 to \$250 AT RETAIL

Our Large New Catalog is Now Ready for Distribution. Write for Your Copy Now.

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.



THE 1920 Dayton Motor will be even a better motor than those we are building today. And every tomorrow will see a still better Dayton Motor.

We have pleasure in transmitting this pledge to our customers, whose allegiance we value as our most precious business asset.

The talking machine industry is scheduled to receive a delightful surprise in the many worthwhile, practical improvements in the 1920 Dayton Motor. It is now ready for your inspection.

THE THOMAS
Manufacturing Co.
DAYTON, OHIO, U. S. A.





Oh, what a waltz is that popular song, "Oh, What a Pal Was Mary," played by the Columbia Saxophone Sextette! A-2819

Columbia Graphophone Co.
NEW YORK

BUFFALO TRADE REPORTS HEAVY SALES OF QUALITY GOODS

Buyers Taking Advice to Do Their Shopping Early—Large Yuletide Purchases of Talkers and Records —"Story Telling Hour" Novel Feature at Adam & Co.'s Store—News of the Month.

BUFFALO, N. Y., December 2.—Customers of Buffalo's talking machine stores are heeding the warning emphatically sounded by local merchants this season "to do your Christmas shopping early." This slogan has been heralded by means of extensive newspaper publicity and salespeople have helped to spread the propaganda. The public accepts as a positive fact the report that the production of talking machines for these holidays is far behind the demand and many therefore made their Yuletide purchases late in November or early in December. They figured that only by this foresight would they be able to get the machines or records they wanted. There is also a shortage of salespeople and some of the stores are offering special bonuses for those who sign up for work during the holiday period. An unusually heavy sale of quality goods promises to be the rule at Buffalo's talking machine establishments right up to the end of the year.

The Aeolian-Vocalion is being advertised in a striking, dignified manner by Denton, Cottier & Daniels. "If you would enrich your child's whole life, let him wander freely through the garden of song," says the Buffalo firm. The title of their publicity is, "What the Music of the Aeolian-Vocalion means in the life of the child."

The store of the Hoffman Co., Sonora dealers, has been tastefully redecorated and remodeled. A new automatic heating system, which prevents the blistering of the sides of talking machines, has been introduced. R. E. Smith has returned to his former position on the salesforce of this store.

A. E. Wood is now on the sales organization of John G. Schuler, Sonora dealer. For several years Mr. Wood was associated with the Robert L. Loud Music Co.

A Victrola furnished the music in connection with a feature known as "The Story Telling Hour" at J. N. Adam & Co.'s store. Parents were invited to bring their children to enjoy the event and pass the invitation along. The attendance was excellent. There was a fine crowd of well-behaved, enthusiastic kiddies. Stories from real life and from books were told by George Diehl and Miss Elizabeth Burt of this city. Boy Scouts acted as guides and gave exercises in bugling, fire-fighting and signaling. It is believed that such a gathering helps lay the foundation for future business in J. N. Adam & Co.'s talking machine department.

At this writing final plans are being made for the opening of the Wurlitzer building in time for the last two weeks of the holiday rush. Details

of the grand opening have not been announced officially up to the present time, but it is expected that they will be on an elaborate scale and that the demand for holiday goods at this store will be tremendous.

Plans for better window displays at Buffalo stores this winter were made at a recent meeting of the Buffalo Display Men's Association at which local talking machine stores were represented.

The store of John G. Schuler, Sonora dealer, was recently entered by a thief, who stole Liberty bonds, war saving stamps and some cash. The burglar entered a cellar window and finally reached the office. The hinges of the door of the safe were sawed. The inner door was pried off and the contents of the strong box taken.

The Main Street Kurtzmann salesrooms oppo-

site the Teck theater, have been remodeled, re-decorated and rearranged. In preparation for a heavy holiday trade several other local talking machine stores have made extensive improvements.

It is expected that Buffalo's importance as a center for the retail and jobbing trade in talking machines will be among the features in the celebration of "Buffalo Week" in this city next spring. Local school children will become an army of Buffalo boosters.

The Utley Co., recently said, "You must have full confidence in the name of the house with whom you deal—the sort of confidence people have always had in Utley's" This store handles the New Edison and the Brunswick.

Lewin Bros., in Ellicott Square, Columbia dealers, have opened an additional store to take care of their heavy holiday business.

The Adam, Meldrum & Anderson Co., is featuring the beautiful art model of the Pathé phonographs at \$225. Their slogan is "A thing of beauty is a joy forever."

A Max L. Goldberg Special

FOR IMMEDIATE DELIVERY



14 1/4" High
17 1/4" Wide
19 1/2" Deep

The woodwork, finish, construction and assembling of these machines are of the highest grade.

A scientifically constructed Tone-Chamber, in connection with Universal Tone-Arm and Sound Box (playing all records) truthfully reproducing all records, as to tone-quality and volume.

The highest grade nicked Swiss Motor made. Double spring—worm drive—exceptionally even and silent running. Plays over three 10" records with one winding; 12" Turn-table. All metal parts heavily nickel-plated.

Samples in Golden Oak \$22.50 WAR TAX PAID

Fumed Oak 22.50

Mission 22.50 TERMS, NET

Birch Mahogany 22.50 F. O. B. NEW YORK CITY

WRITE FOR SPECIAL QUANTITY QUOTATIONS

MAX L. GOLDBERT 3 & 5 WAVERLY PLACE NEW YORK CITY

No. 3

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 highclass production, manufactured by

International Machine & Mfg. Co., Ltd.

111 Adelaide St. W. Toronto, Canada

Supertone

"All That the Name Implies"

Post-Holiday Business



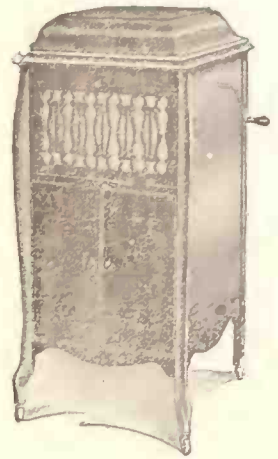
*Deliveries, Sales and Profits
Go Hand in Hand*

The unprecedented demand for Phonographs this Christmas will leave your stocks greatly depleted.

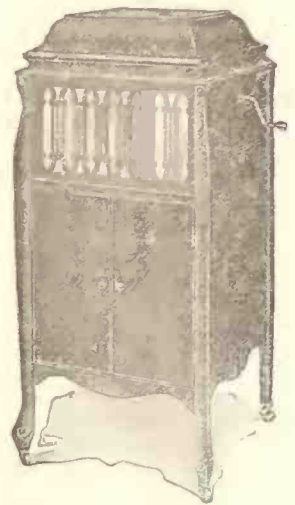
Prepare for the January overflow by having a supply of Supertones on your floor.

Remember, please, that the Supertone is equal to the finest talking machines in the world. This is a proven fact.

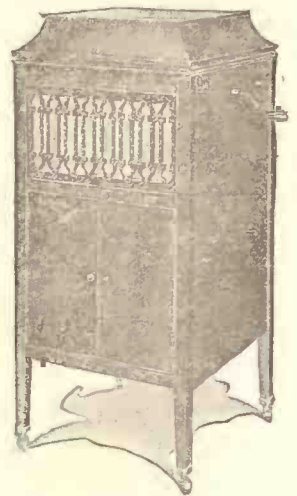
*Write for Catalog and Interesting
Dealer's Proposition*



Model No. 1



Model No. 2



Model No. 3



Model No. 4

Supertone Talking Machine Co.

18 West 20th Street, New York

DISTRIBUTORS

THE ROUNTREE CORP., RICHMOND, VA.
Virginia West Virginia No. Carolina

SOUTHERN SUPERTONE T. M. CO., SELMA, ALA.
So. Carolina Alabama Georgia
Florida Louisiana Mississippi

SUPERTONE T. M. CO., NEW YORK, N. Y.
New York New Jersey Pennsylvania
Maryland District of Columbia

Distributing rights for unallotted territory are now available.



**“Hope springs eternal in the human breast,
Man never is, but always to be blest.”**

And so it is with those of us who comprise the great Victor organization.

We fail to take notice of the wonderful achievements of the Victor Company during the past year, but rather have our eyes fixed on some distant point, and bemoan the fact that a miracle will not enable us to at once reach the object we seek.

That the coming year will exceed our fondest hopes as regards production by the Victor Company, and that loyal Victor dealers will profit as never before, is our firm conviction.

Review the closing year, and we believe you will have a Merry Christmas and a Happy New Year.

Be an optimist.

The Toledo Talking Machine Co.

Toledo, Ohio

Wholesale Victor

Barrientos sings Thomas' brilliant Polonaise ==
 "Io Son Titania," from *Mignon*. Make your till
 bulge by ordering big! Columbia 49598.

Columbia Graphophone Co.
 NEW YORK



FEATURED IN THE NEW YORK HERALD

Ziegler, Baker & Johnson, OkeH Jobbers in Metropolitan Territory Get Send-off—Making Good Record in a Business Way

Ziegler, Baker & Johnson, who were recently appointed distributors for lateral cut OkeH records in metropolitan territory, were represented last Sunday to excellent advantage in the editorial columns of the New York "Herald," by a lengthy article with portraits of the three members of the firm. Mention was made of the fact that each member of the firm has to his credit many years of experience in the talking machine industry, and the prediction was made that they would be exceptionally successful in developing a demand for lateral cut OkeH records in this territory.

Ziegler, Baker & Johnson now occupy quarters at 100 Chambers Street, New York City, where they have ample facilities to take care of the demands of OkeH dealers in the metropolitan district. They have already established a large number of accounts and as fast as shipments are

received from the factory they are distributed among the dealers. As they number among their personal friends a great majority of dealers in local territory. Ziegler, Baker & Johnson are in a position to offer these merchants efficient co-operation in building up a permanent lateral cut OkeH record business.

L. STERLING SAILS FOR ENGLAND

Louis Sterling, general manager of the European business of the Columbia Graphophone Co., and Mrs. Sterling, sailed for England a few days ago on the "Adriatic," after spending several weeks in this country. Mr. Sterling was in conference with the Columbia executives regarding plans and policies for the coming year, and judging from the reports that he received from his associates in England during his stay in New York, Columbia sales in Europe during 1920 will break all previous records.

Don't whisper together, while customers are around. They think you are making fun of them.

ANNOUNCE A NEW ELECTRIC STOP

The Presto Phono Parts Corp., Brooklyn, N. Y., manufacturers of universal tone-arms and sound-boxes, has announced the addition to its line of an electric automatic stop. This stop has been in course of perfection for the past two years, but the company believes that it can now offer the stop to the trade with every assurance as to its service and satisfaction. The mechanism of the stop is exceedingly simple, and several well known manufacturers have already arranged to use it in their 1920 equipment. The company states that it has closed a number of large orders during the past few weeks for its new tone-arms and sound-boxes, and that several other important contracts will be closed by the first of the year.

INCORPORATED

The Clarolin Co., Brooklyn, N. Y., has been incorporated with a capital of \$5,000 to make devices for talking machines. The incorporators are C. J. Henschel, George C. Coorssen, 117 Dobbin street, Brooklyn, and M. Weil, New York.

Quality Plus Service

The KENT
 Attachment No. 1
 to play lateral-cut records only on
 the Edison Disc Phonograph,



Patented March 2, 1915
 Tone Arms and Sound Boxes.
 Attachments for Edison Machines.
 Attachments for Victor Machines.
 Attachments for Columbia Machines.
 Sapphire and Diamond Points.

*Material and workmanship
 guaranteed.*

Money back if not satisfied.

*Our trade mark is your
 protection.*



Registered in U S Pat Office

KENT PRODUCTS

"Win their way

By their play"

**The KENT
 Master Adapter**

to play any make of disc record on
 the Edison Disc Phonograph.
 Made under Patent No. 1,130,298



Position when playing lateral-cut record

F. C. KENT COMPANY

Manufacturers of

Mulberry and
 Chestnut Sts.

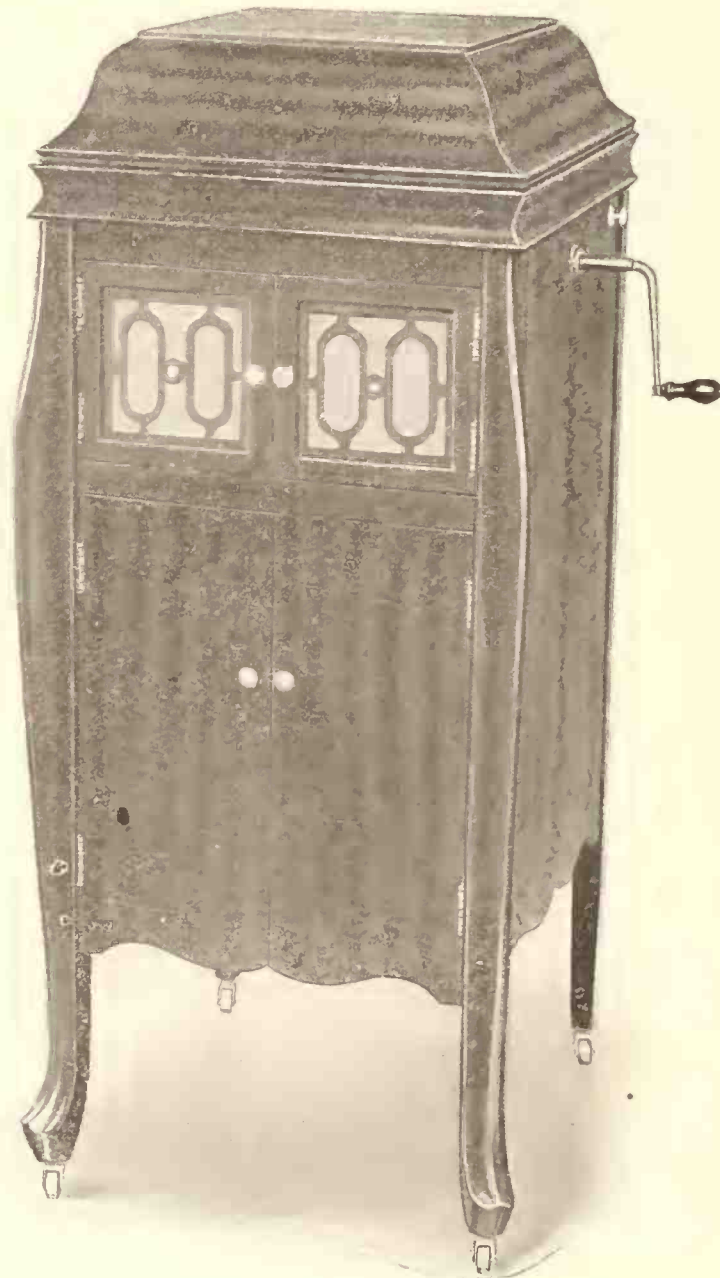
PHONOGRAPH ACCESSORIES

NEWARK, N. J.
 U. S. A.

YOUR CHANCE TO BE INDEPENDENT

IMMEDIATE
DELIVERIES

Unable to
advertise for
7 months because
monthly
production of
3,000, was
literally
"gobbled up."



IMMEDIATE
DELIVERIES

INCREASED
PRODUCTION
now permits
us to add
to our
list of live
and
happy dealers.

Model No. 90

A Music Marvel 45½ inches High; 19½ inches wide; 20½ inches Deep. GENUINE MAHOGANY.
Unexcelled Motor, Patented. Independent Universal Tone Arm and Sound Box.

ATTRACTIVE PROPOSITION FOR LARGE USERS

Equal to any and better than many at a
much higher price.

Distinctive Design, Superior Construction, Remarkable Tone,
Flawless Equipment and IMMEDIATE DELIVERIES

Attributes of Success Which Make Our Dealers
INDEPENDENT

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street
105 Washington St.,

NEW YORK CITY
BOSTON, MASS.

IMPORTANT GATHERING OF PATHE DISTRIBUTORS IN CHICAGO

Informal Conference at Which an Interchange of Ideas Occurred That Will Have Beneficial Effect on Business—Guests of President Widmann at Banquet at Congress Hotel

A conference of Pathé distributors took place on November 19-20 in the Green Room of the Congress Hotel, Chicago. The gathering was entirely informal in nature and no attempt was

The conference might be aptly described as a family gathering and was a decided success. There were one, two or three representatives present from every Pathé distributing house in the

were prepared to be read but everyone had something of interest to say at some part of the meeting. On Wednesday night those present were the guests of President Widmann at a banquet. The informality of the affair extended into this occasion where business suits displaced the usual regalia. The executives journeying from the Brooklyn headquarters of the company were Eugene A. Widmann, president; George W. Lyle, Asst. to the



Banquet Tendered Pathé Distributors at the Conference Held at the Congress, Chicago

made to endow it with the formality of a convention. The idea in mind was to gather this body of men all engaged in the same endeavor and through the interchange of ideas and experiences give practical assistance to each other.

country with the exception of some of those on the Pacific Coast. A gathering was held on both Tuesday and Wednesday. Eugene A. Widmann, president of the Pathé Freres Phonograph Co., informally welcomed his many friends. No papers

president; H. N. McMenimen, managing director; James F. Watters, in charge of the dealers' service department, and C. H. Murray, advertising manager. There was a large attendance of Pathé jobbers from all parts of the country.

PROBLEMS OF COST ACCOUNTING

Careful Analysis Needed in Accounting for Costs —Contrast With Cost Accounting

Cost accounting is one thing and accounting for costs is something else, which, though seemingly resembling it, forms really an entirely different proposition. The first efforts of the experts in analyzing industry were directed toward proper cost accounting, because many were negligent upon this point and were not properly taking into account everything which should be charged up in cost. It was soon found, however, that this was but the beginning and not the end of the matter. The next step, and one of very much importance, is accounting for costs. This consists in carefully analyzing all the different items in the cost of business, to understand what and how they are, to see where they are too high or too low as compared

to the same items in kindred industries, and to see what ways and means may be provided for reducing them without impairing the business machinery. Accounting for cost is a bigger and broader subject than cost accounting, and it is one that the head of every industry should study carefully and seriously if he desires to score success in his undertakings.

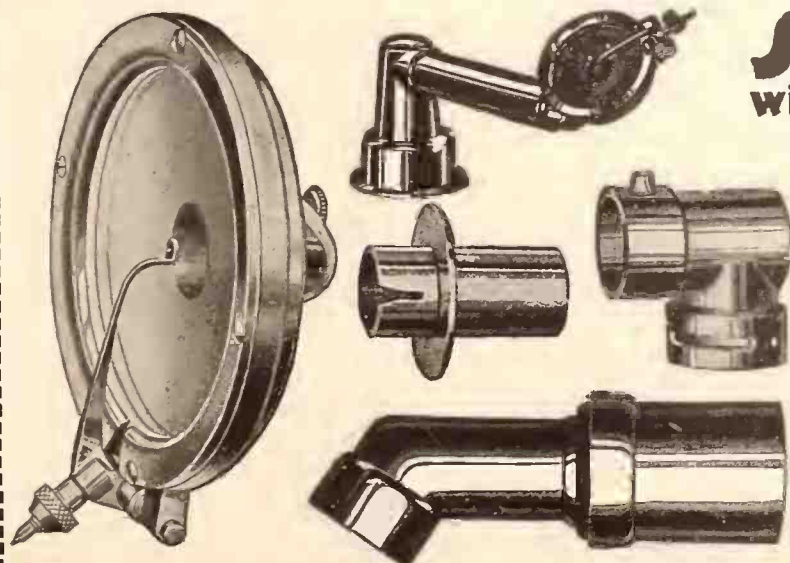
GRAPHITE FOR THE RETAIL TRADE

BOSTON, MASS., December 3.—The New England Talking Machine Co., of this city, manufacturers of Perfection tone arms and reproducers, have completed arrangements whereby they will shortly market for the retail trade, a line of graphite in individual containers. Demands for their products are reported particularly strong and orders for the holiday business this year have surpassed all previous records.

RE-DECORATE FIFTH AVENUE SALONS

The painters and decorators recently finished their work at the artistic Sonora salons at Fifth avenue and 53rd street, New York, and after they moved out, many widely traveled observers stated that they had made the Sonora Fifth avenue salons into one of the finest retail salesrooms in the world. George E. Brightson, president of the Sonora Phonograph Co., Inc., who has traveled extensively through Europe, is very proud of the appearance of this establishment, and states that from personal knowledge, it is his belief that this store is as handsome as any which can be found anywhere.

The decorative scheme at the Fifth avenue salons of the Sonora is based on dignity, simplicity and refinement, and the handsome Sonora upright and period models are located in a home which is in keeping with their attractiveness.



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

Recruit Steady Customers

With the New

Lateral Cut



OKEH

RECORDS

We are equipped to give you splendid service in merchandising this new lateral cut record

The Lateral Cut OKEH Record library comprises the most popular hits of the day, together with the best standard selections.

LET US SHOW YOU, WHY YOU
should handle this record

Smith, Kline & French Co.

OKEH Record Distributors

1311 WALNUT STREET, PHILADELPHIA, PA.

Pittsburgh Branch---2002 Jenkins Arcade Bldg.

COLUMBIA DEALERS HOLD IMPORTANT MEETINGS IN CINCINNATI

Monthly Meetings Prove Successful—Cincinnati Club of Artists Formed—New Columbia Dealers Announced—Huss Bros. Pushing Re-Call Phonograph Extensively

CINCINNATI, O., December 6.—A rather acute shortage of talking machines is being faced by the distributors and retail merchants in the Cincinnati district. Some of the houses describe the condition as being more severe than last year. There are a few who anticipated their regular connections being unable to supply them with goods and these have stocked up with some of the new machines of the year. Anything to get goods is the slogan of the merchants around Cincinnati, who expect to have bare talking machine departments prior to January 1.

November's business, particularly in the record line, was limited because of the lack of sufficient supplies from the factories. This is touched on in a statement by T. Sigman, manager of the Victor department of The Rudolph Wurlitzer Co., who said: "The Victrola and record sales for the month of November were considerably larger than even the most optimistic prophecies. This is not near what the sales would have been, however, had there been more goods available. The shortage in the record end of the business was especially noticed, for the shipments of the popular priced records from the factory were very limited. The recent announcement made by the factory that the long looked for Period Model Victrolas would be ready for dealers to sell for the holidays was very good news to the trade as the market is just about right for these attractive instruments, and a new field will be opened, that is sure to be profitable to all dealers handling them."

Monthly meetings of dealers in the Columbia product in cities near their places of business, have struck a most favorable response, according to N. B. Smith, assistant manager of the Cincinnati headquarters. Mr. Smith explains the workings of this method of getting in direct touch with

their retail connections in the following manner: "During the month many meetings of Columbia dealers have been held in the territory. These meetings included Columbus, Dayton, Huntington, W. Va., Lexington, Ky., and Cincinnati. At our Cincinnati meeting O. F. Benz, supervisor of record sales and distribution from our New York office, was the guest and made the principal address of the evening. About fifty dealers and their salespeople attended this meeting, coming in from a radius of about seventy-five miles.

"At the Dayton and Columbus meetings, F. F. Dawson, manager of the Cincinnati branch, made the principal address and was assisted by E. B. Shiddell of the sales department. At the Huntington meeting J. D. Bright, of the sales department had charge of the meeting and F. F. Dawson made the address.

"The Huntington meeting was the first held in that city and fifty-eight dealers turned out and they voted unanimously for another meeting each month hereafter.

"The Cincinnati Columbia Club, with its object of studying the various composers and Columbia artists was formed at the home of Mrs. F. F. Dawson, Hyde Park, last week. About sixteen charter members enrolled and the following officers were elected: President, Mrs. F. F. Dawson; vice-president, Mrs. E. B. Shiddell; secretary, Mrs. N. B. Smith; treasurer, Mrs. H. L. Chubb. Meetings will be held twice each month, at the homes of the members and a musical program will be rendered with discussion open to all on the artist of the day

"New Columbia dealers signed up in the last few weeks are Bangham & Gallimore, who take over the franchise of Geo. D. Bauman, of Wilmington, O., Mill's Furniture Store, who take over that of Mills & Blankenship, New Straitsville, O.; E. Vernon Moore, Lewisburg, O.; E. M. Dopp,

Osgood, Ind.; Dow Drug Co., Walnut Hills, Cincinnati, O.; Dow Drug Co., Carthage, O.

"Some of the visitors to the local Columbia branch during the last few weeks, were H. K. Biggers, of the Music Supply Co., Harrodsburg, Ky.; W. M. Dings, general manager of the Campbell Furniture Co., Piqua, O.; Arthur Woods, manager of the Campbell Furniture Co., Greenville, O., also W. C. Kabin of the Dictaphone department at New York City.

"The Huss Bros. Phonograph & Piano Co., announces that their product, the "Re-Call" phonograph, is being introduced in various parts of the country. They have just recently signed contracts with agencies covering all the Southern States, and have under way at the present time, negotiations for contracts which will take care of a great part of the Western States.

"From present indications, it looks as though they will soon complete negotiations for the Eastern and Northern territories. In this event, their product will have a country-wide distribution and with the contemplated increase in production, it is expected within the next year, the 'Re-Call' phonograph will be found in homes and stores throughout the country."

The Phonograph Co., jobbers of Edison machines, will have a new and much larger place for its Cincinnati branch early in 1920. Arrangements have been made for the leasing of the second and third floors of 314 and 316 West Fourth street. The company takes a three-year lease, paying \$6,000 a year. The property is of fireproof construction, having been remodeled during the past fall at an expenditure of \$100,000.

MEIKLEJOHN CO. TAKES ON VICTOR

PROVIDENCE, R. I., December 6.—The Meiklejohn Co., Edison and Starr dealer, has taken on the Victor line and is planning to open a large Victor department about the first of the year. When the change is made the talking machine department will be moved to the first floor and will have ten demonstration rooms as part of its equipment.

R E A L M E R I T W I N S

MOTORS OF QUALITY
Universal Tone Arms



RECORDIONS make friends easily by their wonderful tone and stay sold on account of the unchallenged quality.

THE *Recordion* HAS IT
TRADE MARK
REG. U. S. PAT. OFF.

PLAYS ALL RECORDS PERFECTLY



RECORDIONS are selling fast. We have but recently enlarged our factory floor space and shall do so again.

Ten Superb Styles in Mahogany, Walnut or Oak

Embodying Individuality, Beauty in Design
\$100 to \$350

Tone Chambers of all Selected Woods With Hand Carved Throats

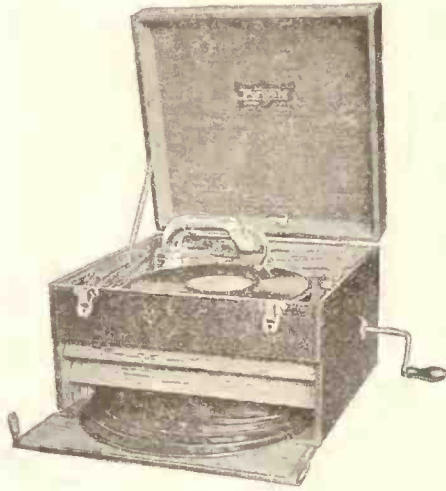
Special Features are Patented

Booklet and Dealers Prices on Request

Columbia Mantel Co., Inc.
Leonard and Devoe Sts., Brooklyn, N. Y.

BE A LIVE WIRE—BE THE FIRST RECORDION DEALER IN YOUR VICINITY

Portable Machines



Open View



Closed View

THE SEASON'S BIGGEST SELLER

THE PORTROLA

Plays All Records

Size 13 1/2 x 13 1/2 x 10 3/4 inches.

Leatherette covered case made of 3-ply resonant wood with leather handle and complete nickel trimmings and Record Compartment. Double Spring Motor, Universal Tone Arm and Sound Box. TONE CHAMBER specially constructed and throated from tone arm to front of chamber, giving a full round tone of very large volume.

Retail Price \$30.00

DEALERS WRITE FOR DISCOUNTS



Pat Pending

NO. 75

Height 34 inches, width 45 inches, depth 24 inches. Georgian Design, Mahogany. The grace and charm, the refined richness characteristic of the Georgian period of furniture and decorative design, live again in this superb World art model. The cabinet work, in design and execution, is true to the finest traditions of old world craftsmanship. The beautiful selected woods used in the cabinet enhance its artistic appearance. For Gold Trimmings add \$10.00 to net price. Price \$375.00 including War Tax. Add \$30.00 to net price for Electric Motor.

Add \$15.00 to list price for Six Albums.

WRITE FOR DEALERS' DISCOUNTS

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

Sundries Department

Steel Needles

American Made

Superior tone and finish. Put up 100 to the package. Complete stock; all sizes.

10,000 Lots 50c per M
Million Lots 45c per M

JAPANESE MADE

Exceptional quality. Full nickel plated. Medium tone only. Put up in tin boxes 200 to the box.

10 M Lots 45c per M
50 M Lots 40c per M
100 M Lots 38c per M
Million Lots 35c per M

PATHE SAPPHIRES

Genuine Swiss Imported. Either Full or Half Tone.

Dozen Lots 23c each
Hundred Lots 20c each
Thousand Lots 18c each

EDISON SAPPHIRES

Dozen Lots 23c each
Hundred Lots 20c each
Thousand Lots 18c each

GENUINE DIAMONDS

Dozen Lots \$2.00 each
Hundred Lots 1.75 each
Thousand Lots 1.50 each

10-in. 10-pocket album \$6.96 doz.
10-in 12-pocket album 7.50 doz.
12-in cover, 10-in pocket 8.60 doz.
12-in. 12-12-in. pocket 8.70 doz.
Victor or Columbia attachments to change to Universal 3.60 doz.

COMPLETE STOCK

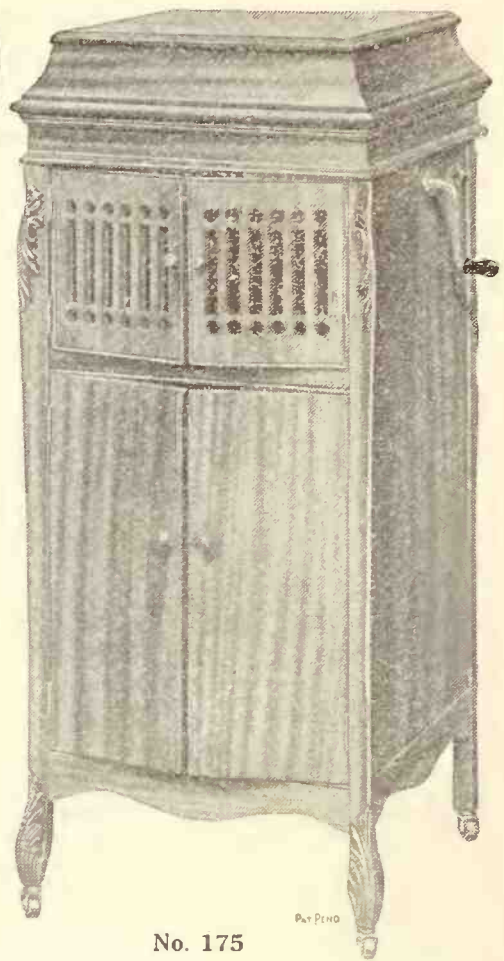
Lateral Cut



RECORDS

Order Samples. Get Acquainted With This Wonderful New Line.

WRITE FOR OUR NEW CATALOGUE



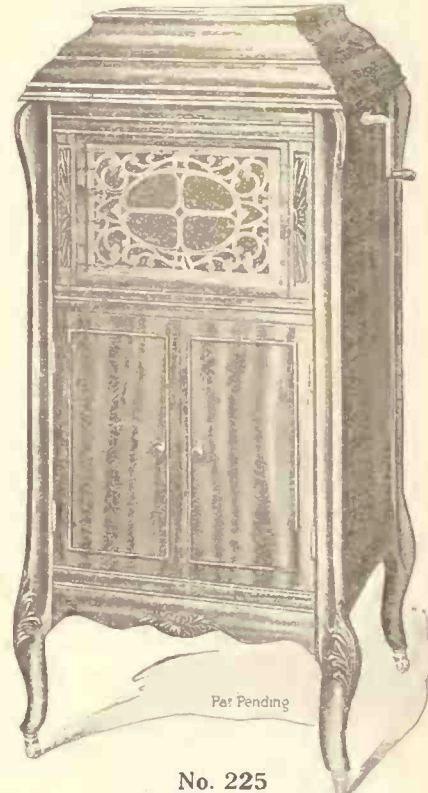
Pat Pending

No. 175

Height 50 inches, width 21 1/2 inches, depth 22 1/2 inches. Made in Brown Mahogany, Fumed and Golden Oak and Walnut finishes. Equipped with World Patented Horn and the World Improved Motor—Multiple spring constant-speed non-vibrating and mounted free from contact with resonating parts. Adam Brown Mahogany finish furnished unless otherwise specified. For Gold Trimmings add \$10.00 to net price. Price \$175.00 including War Tax. Add \$30.00 to net price for Electric Motor.

Add \$15.00 to List Price for Six Albums.

WRITE FOR DEALERS' DISCOUNTS



Pat Pending

No. 225

Height 47 inches, width 22 inches, depth 23 inches. Mahogany, Walnut, also Fumed or Golden Oak finishes. MOTOR—Multiple-spring constant-speed non-vibrating and mounted free from contact with resonating parts. Equipped with World Patented Horn and the World Improved Tone Arm and Sound Box. For Gold Trimmings add \$10.00 to net price. Price \$225.00 including War Tax. Add \$30.00 to net price for Electric Motor.

Add \$15.00 to List Price for Six Albums.

WRITE FOR DEALERS' DISCOUNTS.

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street

Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.

NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

which will undoubtedly produce material results for OkeH jobbers and dealers. This campaign was planned many months ago, but we have delayed inaugurating it until we could increase our output to justify such a campaign.

"We expect to devote the greater part of our record manufacturing facilities to the production in large quantities of popular hits of the day (vocal and instrumental), and owing to the fact that we have no burdensome catalogue to consider in our calculations, we are in a position to place these hits in the hands of our dealers with maximum speed and efficiency. The popular records in our new lateral cut supplements comprise the



W. C. Fuhri

FUHRI TELLS OF OKEH EXPANSION

General Sales Manager of Record Division of General Phonograph Corp. Returning from Western Trip Tells of Popularity of New Lateral Cut OkeH Records—Start Dealers' Service Department at Executive Offices

W. C. Fuhri, general sales manager of the record division of the General Phonograph Corp., New York, returned a few days ago from a western trip, which included a visit to the company's Chicago office and a call at the establishments of some of the OkeH jobbers in this important territory. This was Mr. Fuhri's first western trip since the introduction of the new lateral cut OkeH record, and his observations regarding the comments and opinions of the jobbers are of more than passing interest. As one of the "veterans" of the talking machine industry, having been associated with the trade for more than twenty years, Mr. Fuhri has a thorough knowledge of record merchandising from every angle, and is able to offer OkeH jobbers and dealers practical and efficient service and co-operation.

In a chat with *The World*, Mr. Fuhri said: "Our new lateral cut OkeH record is meeting with an enthusiastic reception everywhere, and it seems that all of our jobbers and dealers are imbued with the thought of establishing record breaking sales totals for this new record. The orders that we have received from our jobbers for our first lateral supplements have been far beyond our highest expectations, and it will be necessary to increase our manufacturing facilities materially in order to approximate the demands of our trade.

"One of the most gratifying features of the demand for the new lateral OkeH record is the

fact that the jobbers and dealers are merchandising this record on its tone quality. The commercial possibilities of this record line are unlimited, and our representatives, recognizing this condition, are giving considerable attention to the development of a permanent and profitable business. Accordingly they are using tone quality as one of the predominating arguments in their sales and publicity campaigns.

"We have just arranged for the organization of an efficient dealers' service department, and G. I. Stanton, who has had a number of years experience in this important work will be in charge of this department. We will endeavor to co-operate with OkeH dealers along practical lines, and the preparation of effective window displays will be one of the many divisions of this dealers' service work. The first display in behalf of lateral cut OkeH records is now in process of completion, and I am sure that our dealers will be keenly interested in the use of this play.

"We are also working out the details of an extensive publicity campaign in the newspapers

best selling song and dance hits of the day, and this policy will be continued and emphasized in future lists.

"We appreciate and recognize the invaluable co-operation that our jobbers have accorded us, and the results of their efforts to develop a demand for OkeH records are evidenced in the country-wide popularity of this comparatively new line. Our plans for 1920 are far-reaching in their scope, but one of the outstanding features of these plans is enhanced service to OkeH jobbers, who in turn will be in a position to work in closer co-operation with their dealers.

Mellor

Wholesalers

Victors

Records and Supplies

PITTSBURGH, PA.

Pathé Superior Quality

coupled with

Fischer Superior Service

Makes Dollars for Dealers

ASK us for Agency proposition NOW

THE FISCHER COMPANY

OLDEST PATHE JOBBER

CLEVELAND
943-947 Chestnut Avenue



CINCINNATI
44-46 Vine Street

T. M. JOBBERS AND DEALERS

Merchandising U. S. Rolls through your trade is not an idea, but a fact---it's already being done on a big scale.

W H Y ?

1. No Selling Expense
2. Established Market
3. Big Volume
4. Small Variety
5. Quick Turn-over



ARE BACKED BY

1. Intensive Advertising
2. Service---48-hour shipments of everything ordered
3. Intelligent co-operation,
4. More than fifteen years' experience in manufacturing

The only difference between U. S. Rolls and T. M. Records is that you actually sell and deliver the U. S. Rolls ordered of you.

United States Music Company
CHICAGO U. S. A.

DO YOU KNOW

1. Nine of every ten pianos sold are Player Pianos
2. 205,000 Player Pianos were sold in the first ten months of 1919
3. Millions of rolls are sold every year
4. Most Player Piano owners are talking machine prospects

THAT:—



are staple and are sold without demonstrating at a bigger profit than records

Music Rolls Become Staple.

Some conspicuous successes have been won in a short time, in the distribution of player piano rolls, by wholesalers of phonographs and supplies. Last week a new department of this character showed for its Eastern owner several hundred retail accounts exclusively granted to his line and he said he would be asleep if he did not push it over a thousand before the new year. A Middle Western supply house that employs a man to call upon many dealers in the rural district with records alone added music rolls to his stock in trade with a gain of over \$900 weekly to the business from that source, without a cent additional investment to get it. For some months a single brand of rolls has sold phenomenally in all the Eastern wholesale houses of a record line.

The jobber's margin in player rolls is very substantial, particularly in view of the fact that he is almost certain to be subjected to no missionary expense in the bargain. A definite consumer demand has been created both by the national sale of player pianos and the national advertising and the store-display services of the music roll houses. Player rolls are universal; any player piano plays all the parchment on the market.

The staple character that these influences have given to the music roll sells it by name on demand, without demonstration. This is the reason why talking machine dealers, who are daily getting farther and farther away from even unnecessary record demonstrations, buy and sell player piano music.

Reprint of Editorial in Oct. 8th issue of Talking Machine Weekly

PITTSBURGH TRADE HEARS WISWELL

Manager of Lyon & Healy Talking Machine Department Makes Interesting Address at the Recent Meeting of the Pittsburgh Talking Machine Dealers' Association—Well Received

PITTSBURGH, Pa., December 5.—The November meeting of the Pittsburgh Talking Machine Dealers' Association was one of the most profitable and instructive held for many a month and it



L. C. Wiswell

proved that when a man has a real message to tell he will always get an attentive audience. The speaker of the evening was L. C. Wiswell, manager of the Victrola department of the well-known music house of Lyon & Healy, Chicago, Mr. Wiswell spoke at some length and made a very good impression. He gave first hand instances of how the Lyon & Healy Victrola department was so successfully operated and explained to his listeners what constituted a good Victrola salesperson and what traits were re-

quired to do real business in a Victrola shop. Mr. Wiswell out of the fund of his large and varied experience related a number of interesting incidents that proved of more than ordinary value to the Pittsburgh talking machine dealers who were fortunate enough to hear him. As an indication of the interest manifested in Mr. Wiswell's talk, he was asked many pertinent questions by dealers and he spoke right up to the time he was forced to leave to catch his train.

The meeting was held at the Hotel Chatham and was preceded by the usual dinner. J. H. Phillips, the Northside Victrola dealer, presided. It was announced that owing to the magnitude of the Christmas holiday season trade the December meeting of the association would be dispensed with. One announcement will be made of the January meeting by A. R. Meyer, the secretary.

HERBERT A. CONE WITH HOFFAY

Former Member of the New York Times Staff to Act as Assistant to the President of the Hoffay Co.—Will Have Charge of Publicity and Distribution of Company's Various Products

Herbert A. Cone, formerly on the business staff of the New York Times, has joined the sales and advertising force of the Hoffay Talking Machine Co., New York, makers of the Hoffay "Air-Tight" machine and the "Resurrectone," a patented sound box.

Mr. Cone will act as assistant to the president, Jos. Hoffay, and will supervise all matters pertaining to publicity and distribution. Mr. Hoffay and Mr. Cone have been friends for ten years, during which time Mr. Cone followed with interest the origination and patenting of the Hoffay "Air-Tight" machine and the subsequent progressive course of the Hoffay Co. Upon his return from France, after two years absence from business, he was astounded at the strides made by the Hoffay Co. He found that the increase in the percentage of production was very large and that notwithstanding the growth in manufacturing

facilities, the demand for the firm's products was out-distancing the turnout. After a gratifying investigation he was pleased to accept the offer to join their staff.

Mr. Cone served as a lieutenant with the 39th Infantry, 4th Division, through the Chateau



Herbert A. Cone

Thierry, St. Mihiel and Argonne battles. He was wounded in action three times, and was cited in orders on September 26th, 1918, after leading a bayonet assault on a German position.

The Victrola department of the Horton-Gallo-Creamer Co., New Haven, Conn., recently was damaged slightly by fire.

DOUBLE YOUR RECORD TRADE

By Handling

LATERAL CUT

RETAIL
FOR
85c



RETAIL
FOR
85c

RECORDS

Write for latest list of "sure-fire" hits and best sellers

LIBERAL TRADE DISCOUNTS

RICHARDS & CONOVER HARDWARE CO., Kansas City, Mo.

Cleartone

SPEAKS FOR ITSELF



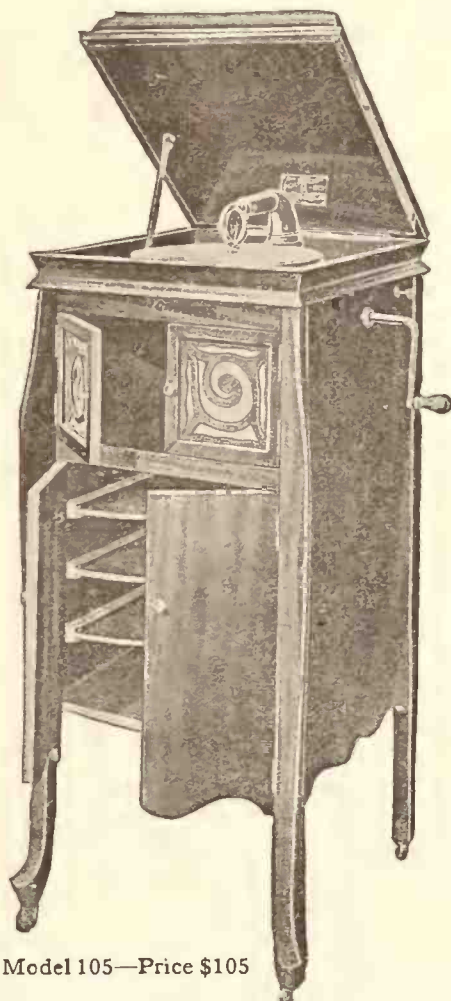
No. 150—\$85



No. 100—\$75



No. 135—Price \$135



Model 105—Price \$105



No. 200—\$100



Model 175—Price \$175

THE MOST WONDERFUL TALKING MACHINE OF THE PRESENT AGE
AT THE PRICE. AN INSTRUMENT OF SUPREME
VALUE, TONE AND QUALITY

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

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

Clearstone

SPEAKS FOR ITSELF

NEEDLES

SAPPHIRES

DIAMONDS

We beg to announce to the trade that we now have ready for immediate delivery in any quantity

CLEARTONE NEEDLES



We offer same at the following prices:

10,000 to 1,000,000 Lots, - - - 50c per M
 Million Lots and over, - - - 45c per M

SPECIAL OPPORTUNITY

Clearstone-Opera

Needles are made in Japan to our own specifications.

They are highly-polished, nickel-plated needles. A glance at a sample will convince you that they are the finest finished needle on the market.

You can be assured of the quality by sending for free samples.

We are the largest jobbers of Needles and Sapphires in the world.

We have just placed a contract for Six Hundred Million Clearstone-Opera Needles; we surely know what we are doing.

If our needles do not prove to be as represented we will refund your money.

Prices as follows:

10,000 lots 45c per M	100,000 lots 43c per M
1,000,000 lots 39c per M	5,000,000 lots 35c per M

We are the Original headquarters for genuine imported Clearstone Sapphires and Diamonds

Sapphire Balls

Dozen Lots, 18 Cents Each.
 Hundred Lots, 17 Cents Each.
 Thousand Lots, 15 Cents Each.

Sapphire Points

Dozen Lots, 20 Cents Each.
 Hundred Lots, 18 Cents Each.
 Thousand Lots, 16 Cents Each.

Genuine Diamonds

Dozen Lots, \$1.95 Each.
 Hundred Lots, 1.75 Each.
 Thousand Lots, \$1.50 Each.

SPECIAL PRICES ON LARGER QUANTITIES

Lucky 13 Phonograph Company

46 East Twelfth Street, New York, N. Y.

Cleartone

SPEAKS FOR ITSELF

MOTORS SUNDRIES AND SUPPLIES

STOP!

LOOK!

READ!

Something new for Lucky 13! We are now manufacturing our own motor. We never dreamed we would have time to make it this season but by good luck we are able to deliver.

Send for samples—you can't go wrong.

This is the best buy on the motor market to-day.

Half Dozen, \$9.75 Each.

Dozen, \$9.00 Each.

100 Lots, \$8.50 Each.

1000 Lots, \$8.00 Each.

Bevel-gear wind; plays seven 10-inch records without re-winding. Complete with all parts including 12-inch turn-table.

SPECIALS FOR MOTOR, TONEARM, REPRODUCER AND CABINET MANUFACTURERS

We have ready for prompt delivery:

Cast-iron Turn Tables in any quantity at the right price.
Felts in Discs or Squares, 10 and 12-inch, all-wool, at reasonable prices according to quantity.
Mica, first and second quality, clear, in any size and quality.

Main springs and governor springs in any quantity right from stock.
Continuous hinges, 16 cents per foot.
Your inquiries will have our best attention.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turn-table, plays 2 10-inch records, \$3.25; No. 6, double-spring, 10-inch turn-table, 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, cast iron frame, \$6.85; No. 9, double spring, 12-inch turntable, plays 3 10-inch records, cast iron 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, \$1.75 per set; No. 3, \$1.75 per set; No. 4, \$4.00 per set; No. 6, \$3.75 per set; No. 7, \$3.75 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. 01, 3/4 in., 9 ft., 25c; No. 02, 3/4 in., 7 ft., 25c; No. 1, 3/4 in., 10 ft., 39c; No. 01A, 3/4 in., 10 ft., 49c; 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.

Special prices on springs in quantity.

RECORDS—COLUMBIA, 10-inch double disc records, 35c each; 12-in., 60c each.

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

GENUINE DIAMOND POINTS, for playing Edison records, \$1.95 each.

SAPPHIRE POINTS, for playing Edison records, 22c each; hundred, 18c; thousand, 16c.

SAPPHIRE BALLS, for playing Pathe records, 18c each; hundred, 17c; thousand, 15c.

NEEDLES, steel, 45c per thousand in 10,000 lots; hundred thousand lots, 43c; million lots, 39c; five million lots, 35c.

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

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

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

Lucky 13 Phonograph Company

46 EAST TWELFTH STREET NEW YORK, N. Y.

SEVEN INTERESTING AND ATTRACTIVE WINDOW DISPLAYS

Edison Dealers Making Good Use of Their Windows to Bring the Products Which They Handle to the Attention of the Purchasing Public—Details of the Displays and Their Purposes

The attractive window displays shown here are aiding progressive dealers in the sale of the New Edison and Edison Re-Creations. The two top pictures show the artistic windows of the Butler Music Co., of Marion, Ind. The picture on the left illustrates just how the Butler organization featured the Edison dance hits for September. The pose of the Egyptian dancer is striking and directs the observer's attention to the Edison Re-Creations on the left and an announcement of the dance hits for September on the opposite side of the dancer. Exceptional lighting effects and a well arranged and well designed window emphasize the beauty of the Sheraton (Sans Inlay) model in the window on the right.

Illustration No. 2 shows windows which have been effective salesmen for F. J. Bayley, of Detroit, Mich. The window on the left is crowded with various makes of talking machines. The one on the left is exclusively devoted to a Chippendale model of the New Edison. Pictures of artists add to the attractiveness of this window.

No. 3 window tells even the most short visioned observer that George E. Buss is the New Edison dealer in New Philadelphia, Ohio. The arrangement of instruments is artistic and various illustrations of artists and hangers with convincing arguments on show cards add to the effectiveness of the window.

No. 4 is the window display of W. F. G. Scythes & Co., Ltd., Regina, Canada. The information label in the center of the window tells the prospective buyer that the central display is "a life size model of beautiful Anna Case singing a duet with herself and her re-created voice." The Amberolas are given good display. The window tells an up-to-the-minute news story in that it informs the observer that Anna Case is appearing in a motion picture at the Rose Theatre. This is followed by the invitation, "Hear her at the Edison parlors within." Other announcements in the window feature other noted Edison artists and a monthly announcement of Amberola records is given a good position.

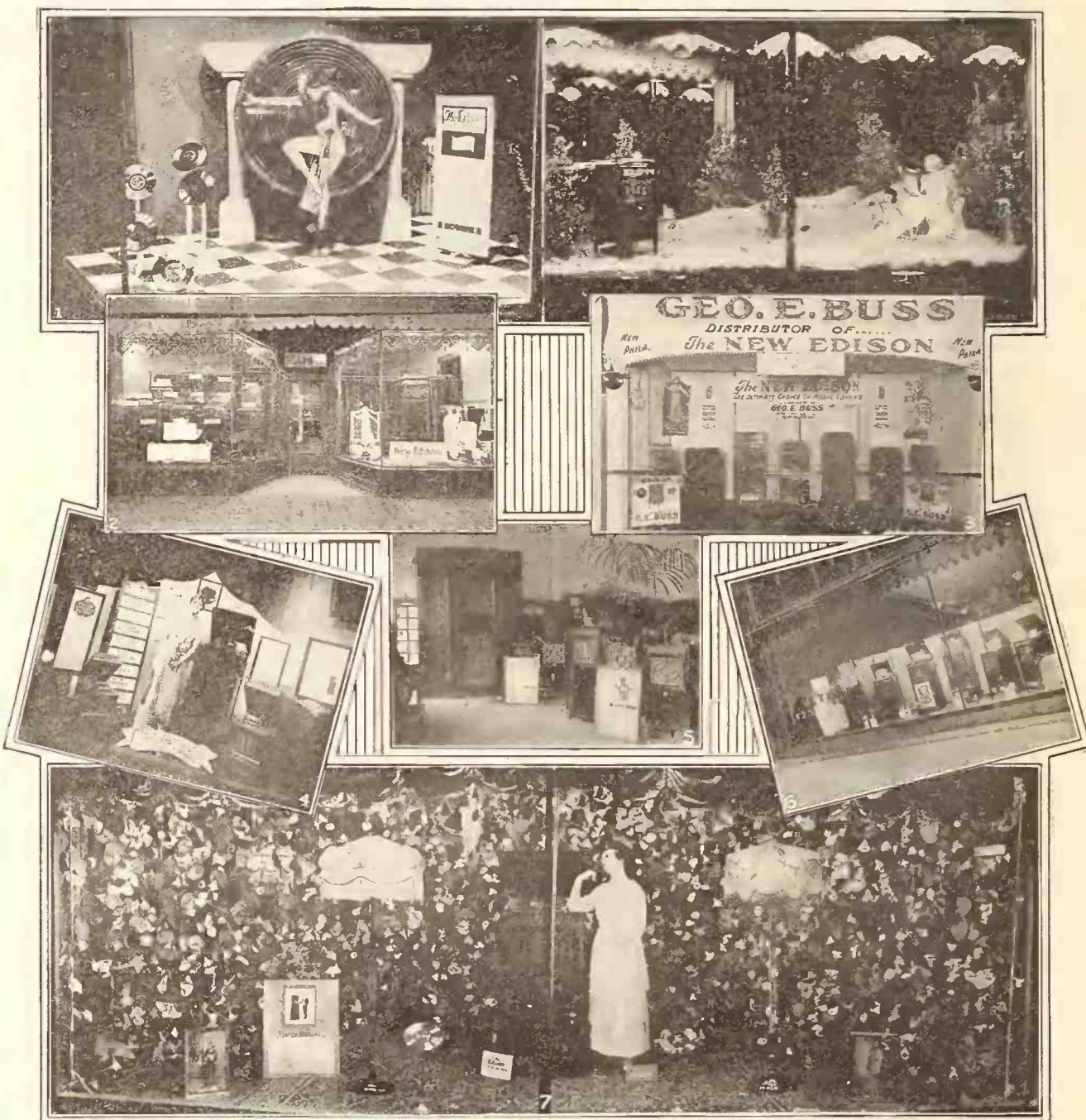
No. 5 picture shows a harmonious floor arrangement and interior decoration in the establishment of Helge Rost, Edison dealer in Mexico City, Mexico.

In window No. 6, various Edison models are given a full and exceptionally good display in the window of Johnson Berger & Co., Jonesboro, Ark.

No. 7 is a beautiful window, featuring the official laboratory model, with a lifelike repro-

WHY IT PAYS TO SEE PEOPLE

The salesman who sees the most people is the one who has the most chances. The salesman who sits around waiting for prospects to come in and buy is the one who always tells about the sales



Some Window Displays Recently Made Edison Dealers Throughout the Country

duction of an Edison artist represented as singing in comparison with the New Edison. It attracted many prospective purchasers to the shop of R. N. Bawden & Son, Brookfield, Mo.

he has made and intimates that he is going to do big things when "luck" changes. The only thing that sells talking machines or any other product is hard work.

THE WOODEN TONE-ARM THE PROPER TONE-ARM FOR HIGH GRADE TALKING MACHINES

A Merry Christmas and a Happy New Year to the Phonograph Trade



Patented March 5, 1918

The wooden tone-arm is a strong selling point in talking machine sales. The wood in Manhattan tone-arms is especially treated for bringing out the tonal values in the record. Made in all finishes.

Quantity Prices on Application

Exclusive territory—address

MANHATTAN PHONO PARTS CO., Inc.

145 West 45th Street

Chicago Offices, Republic Bldg., H. Engel, Mgr.

New York City

INTERESTING TRADE MESSAGE

George E. Brightson, President of Sonora Phonograph Sales Co. Presents Timely Views in "Sonora Bell"—A New Department That Will Greatly Interest Sonora Dealers Everywhere

In the November issue of the "Sonora Bell," the newsy house organ issued monthly by the Sonora Phonograph Sales Co., Inc., New York,



George E. Brightson

announcement is made of a new department entitled "Borrowings and Echoes," by George E. Brightson, president of the company.

In his first message to the Sonora dealers, Mr. Brightson gives the following pithy and interesting comments:

"Selling is more than trading stock or mer-

chandise for material money. Selling is a part of the scheme of a business; almost anybody can sell once, but selling so that you can create permanent customers is selling successfully. One sale reduces itself to a confidence game—unless the buyer becomes perfectly satisfied.

"Satisfaction sends the customer away with a smile that won't come off. Satisfaction is the sense that remains long after the transaction is completed. Satisfaction brings the customer back and satisfied customers never seem sufficiently satisfied—they always return for more.

"To get rid of the parasite in business—the time serving subservient flunky—and to put in his place a willing, loyal, efficient man is improving the organization. One decayed spot in an apple will soon spread. One parasite in the company will sooner or later disorganize the whole force.

"Co-operation sends an organization into the battle booted and spurred. Individuals are the instruments of big business and when all work in perfect harmony great results are achieved. The business can be no bigger than the men who co-operate to make it. The person who fails to co-operate should be promptly shelved and so leave room in the salesroom, on the road, or in the office, for one who appreciates the tremendous worth of co-operation. Loyal, willing help is co-operation and that this co-operation is worth extra cash in the envelope of the employe will be recognized by all employers, some day.

"Loyalty is deference to discipline and devotion to organization. Disloyalty is rebellion, revolt, mutiny, treason. Loyalty makes a man a superman—he can do the kind of work that counts. Loyalty to a manager does not mean playing second fiddle. It proves you can be a leader. The impatient, insubordinate employe is of no value anywhere at any time.

"The universe pays a man with the coin of his own conscience. When a fellow, big or little, goes into the dark alleys of the poor, picks out some sad, hungry soul, whispers a word of courage, and loans a helping hand, you will find, if you look closely, that this man is good company even when alone.

"True happiness corresponds with almost mathematical accuracy to our ability to help humans up the hill. Genuine happiness is a by-product of self-forgetful service to others. When your pulse quickens at the sight of sadness, when your blood courses faster in the presence of want, when your heart softens out of sympathy—you are a safe person to accompany.

"Brain service can be bought. Lip service can be hired. Physical service can be contracted for. But heart service is the kind you can get when you pay in appreciation, kindness and consideration.

"Service is the true basis of all good business and until you get the heart throbs of your organization working with you and not just for you, you lack one element that is, perhaps, of more importance than you think.

"Hang a mirror near the door where your help comes in the morning. Hang it so that each and every member of the organization will get a good look at himself or herself before entering the respective departments. Then put in a conspicuous place the sign, 'SMILE.' It will be a pretty mean man and it is anything but a pretty woman who will not smile at himself or herself. Always remember that folks meet you as you greet them."

BELLAIRE'S MUSIC HOUSE OPENS

The formal opening of the new store of Bellaire's Music House, Le Mars, Ia., was held last month in the building purchased by Louis Bellaire. Large newspaper space was used to announce the event to the general public and to advertise the merits of the Victor, Sonora and Starr lines.

OPENS ENLARGED DEPARTMENT

The Burke & Tarr Furniture Co., Providence, R. I., has opened a large talking machine department on the main floor of its store on Weybosset street. William Veale, for several years traveling representative for the Eastern Talking Machine Co., is in charge. The establishment is attractively arranged.

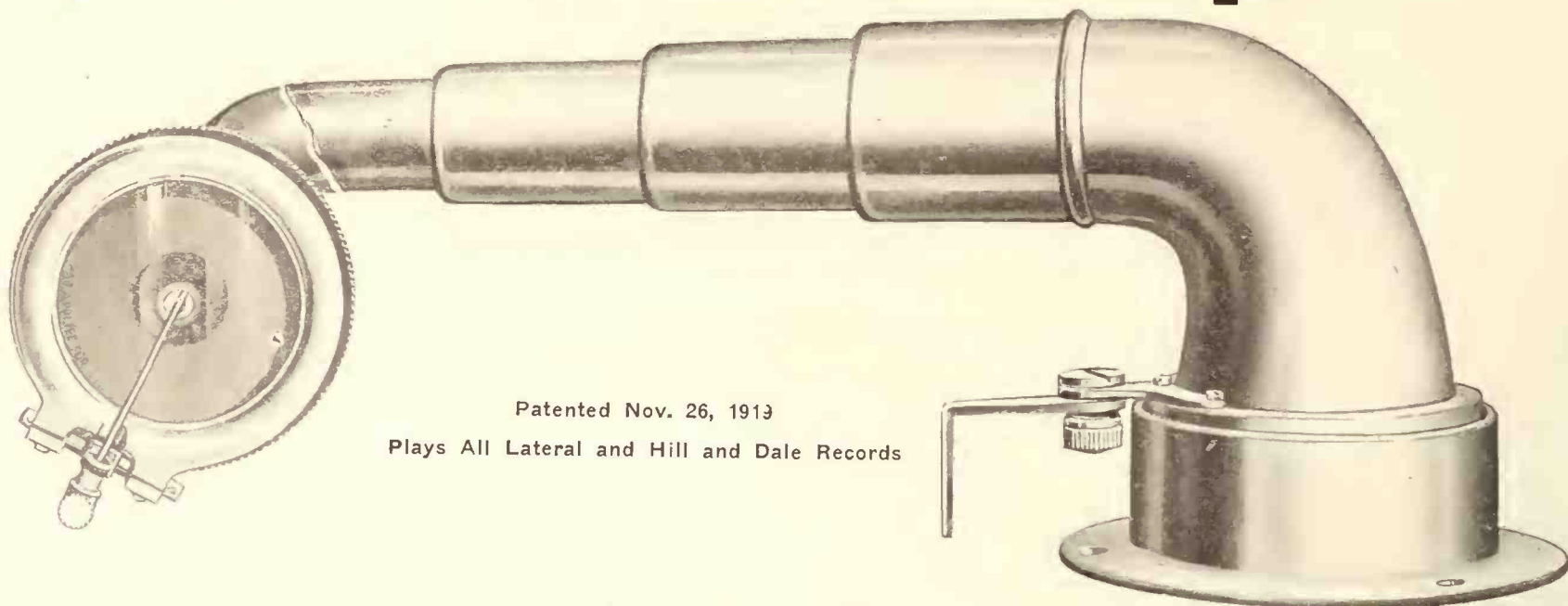
**THE LAST WORD
IN TONE REPRODUCTION**

Achieved by men who have made
a Life Study of Musical Sound

The
BUSH & LANE
PHONOGRAPH
is a Perfect Musical Instrument

BUSH & LANE PIANO CO.
HOLLAND, MICH.

The Ferro Tone Arm and Reproducer



Patented Nov. 26, 1913

Plays All Lateral and Hill and Dale Records

The Ferro tone arm and reproducer combined make the ideal combination for honest, true-to-life reproduction of sound waves.

The sound reproductions of this scientific reproducer are in reality Re-Creations. A human voice record sounds like a human voice and not like a mechanical contortion.

Its faithful reproduction of the human voice is so true-to-life that you can hear the artists *Actually Breathe!* Its reproductions are not "hollow, deep-in-the-well" -- which cause the human voice to sound as though it comes from a hollow barrel; nor are its reproductions of the human voice harsh, staccato, or nasal.

It is natural, simple and life-like. It removes nothing -- adds nothing.

The Ferro Reproduces or re-creates all instrumental music exactly as it was played into the recording machine.

The cello, flute, violin, all are clearly distinguishable. Wind instruments are not mistaken for string instruments.

In short, it may be truly stated, "Here is the ideal, scientific reproducing element."

The Ferro reproducer REPRODUCES recorded sounds exactly as they were recorded on any disc record. Its reproduction is as natural on Pathe and Edison records as on Victor and Columbia records. It possesses tone volume as well as clearness of articulation. Its proportions and weight are properly balanced. Its mountings are as substantial as they are unique.

Every part undergoes a rigid test and inspection by experts. All weak, irregular parts are rejected. Every reproducer undergoes a final test under actual working conditions. It is placed into its position on a phonograph; records are played and if any irregularities develop it is rejected. None but perfect reproducers are O. K.'d for shipment.

In construction, both the reproducer and the tone arm display a marked simplicity.

The tone arm is built like a high grade cornet, and contains as few parts as possible. It is made of drawn bell-metal and is rigidly brazed to a substantial composition base, so that the entire unit actually rings like a bell. It does not sound like a cracked china dish. It has a true musical ring like a tuned chime bell. It is free from joints and connections (such as one might see on a bath tub or other plumbing). It performs no acrobatics. It does not elongate nor shorten itself. It does not climb backwards upon itself. Nor is it "split in the middle" for the purpose of subdividing its weight.

It has no weights to make it heavier, no springs to make it lighter. *It has the correct average weight for all disc records.* It is a simple and rigid tone-tube scientifically designed and manufactured regardless of initial manufacturing expense.

Years of experimenting by phonograph experts of international reputation has made the Ferro Tone Arm and Reproducer the truly scientific and correct re-creator of recorded sound. They are beautiful, symmetrical, and dignified.

As a whole, we can say with pride that there does not exist a better, more perfect reproducer in the whole world.

Write us, stating quantities you might use and we shall be pleased to make you our proposition.

Phonograph Parts Division—CHICAGO FERROTYPE CO.

1455-1457 West Congress Street

CHICAGO, ILL.

THE HOLIDAY DEMAND IN ST. LOUIS IS FOR QUALITY MACHINES

Machines and Records Being Received in Larger Quantities—New Concerns in Field—Leading Houses Tell of Abnormal Demand—E. C. Rauth Discusses Situation

ST. LOUIS, Mo., December 8.—The Christmas rush is on. All the dealers are selling all of the higher-priced standard makes of machines that they can get and all the others that they can sell. The coal strike and generally disturbed industrial conditions have made no impression upon the talking machine and record business up to this time. Most of the leading firms are declining to sell for Christmas delivery any more machines than they have on hand or are certain to receive in time for delivery. The practice of taking orders which could not be filled before Christmas, and sending small-size substitutes to be used until the orders could be filled, which was followed generally last year, was found to be unsatisfactory, both to the customer and the dealer.

Vale Sears Roebuck and the Silvertone talking machine. The Music Merchants' Association, the Tri-State Victor Dealers' Association and the Associated Retailers have won their fight against the mail order house's page advertisements of the Silvertone in the St. Louis newspapers. The newspaper proprietors, in response to the representations of committees representing the three organizations, consented to cancel the objectionable advertisements, with Sears-Roebuck permission. The permission was given and the Silvertone ads have been discontinued.

E. C. Rauth, vice-president and secretary of the Koerber-Brenner Music Co., Victor distributors, just back from a vacation spent in the country for the good of his health, says supplies are coming through a little better and a shipment of the new Japanese lacquered finish No. 17 Victrolas has been promised for the Christmas trade. Harry G. Koerber, president of the company, and C. B. Gilbert, traveling representative, have gone to the factory at Camden to see what they can do about speeding up shipments. Mr. Rauth says the prospects for next year are very good.

The Bachman Manufacturing Co. is one of the

newest talking machine manufacturers here. Otto Bachman, one of the leading optical men of St. Louis, is the head of the concern. With him are associated Adolph and Robert Brown. The factory is at Ivanhoe and Southwest avenues.

The Lyre-ola is another St. Louis-made machine that is bidding for favor. It comes in three period styles—Queen Anne, Adam, and William and Mary. It is made by the Lyre-ola Manufacturing Co., Inc., St. Louis, and is being shown by Kieselhorst's, the Grand-Leader, Buettner Furniture Co., Smith Music Co., Kirkland Music Co. and Klee-kamp Bros.

Then there's the Belear, made by the Belear Phonograph Corp, which comes in one style, one shape, one color and one price. Manager J. Madeira, of the Grand-Leader talking machine department, is featuring them.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, in recent advertising, has been advising to "surprise them on Christmas morning with a Cheney," offered in regular and console art models at from \$350 to \$600.

The Music Merchants' Association at a recent meeting had a hard ethical nut to crack. A complaint was made regarding the advertising of a local dealer, who had been making a window display, or turn-table test of the machine which he handles, in conjunction with three competing instruments. It was pointed out by the complainant that while the idea to let the customer see all of these instruments, in the expectation, of course, that he would pick the instrument handled by the exhibitor, was entirely ethical, a presumption arose that the salesman for the house, being merely human, would be disposed to yield to the temptation of saying something disparaging about the other instruments not handled by his house. The situation was a ticklish one, but W. A. Lippman, secretary and manager of the Field-Lippman

Co., a far-famed diplomat, was appointed to suggest to the offending member of the association that the instrument he handled was too good to be sold on anything except its own merits.

The coming to St. Louis of four leading Victor artists, Emma Powell, Fritz Kreisler, Sophie Breslau and Schumann-Heink stimulated the sale of Red Seal records and sales at the reduced prices have been very great.

Miss Loraine Merritt, manager of Vandervoort's talking machine department, says she has only a limited stock of Victors above No. 10, but a fair stock of Brunswicks. She has a warehouse full of sold stuff awaiting Christmas delivery, but is not taking orders for goods that may not arrive in time.

The Silverstone Music Co. has orders for 3,000 Edisons and more coming in all the time. Mark Silverstone is expecting great things from the new Edison factory. The supply of records is good. The firm has supplied all of its outside salesmen with automobiles. Beu Phillips, formerly with the Aeolian Co., has been appointed assistant sales manager.

Manager John McKenna, of the Columbia Co., says the supply of Columbia machines and records is better than last year but the demand is so strong that the back orders are as heavy as they were last June. Columbia dealers in the city and country all report big business. C. R. Salmon, city salesman of the company, says the record sales are immense, with a big run on "Golden Gate," a new Feist number. Sales have been stimulated by the coming visits of Columbia artists, Josef Hofmann and Cantor Rosenblatt, both of whom are popular in St. Louis.

The Roesch Furniture Co., which had a formal opening on November 24 of its new place at Gravois avenue and Delore street, has a complete Columbia department. The Warring Furniture Co. in Maplewood has signed up for the Columbia line and has installed two booths. It expects to do considerable advertising.

T. Bramell, formerly with the Columbia Co.,

(Continued on Page 119.)



THE CONSISTENT DEMAND FOR OUR
PREMIER AND INTERNATIONAL RECORDS
IS A CONVINCING FACT THAT
EMERSON INTERNATIONAL, INC.
IS KEEPING IN STEP, AND IS ONE OF THE
LEADERS
IN THE GAME

OUR FOREIGN LANGUAGE CATALOGS

POLISH
ITALIAN
HEB. JEWISH
CUBAN



SCANDINAVIAN

BOHEMIAN
SLAVISH
MEXICAN
RUSSIAN

Steinburn

During 1919 we endeavored to take care of the requirements of every Steinburn merchant.

But repeat orders in volume greater than we anticipated prohibited our supplying more than 60% of the demand. For 1920 we expect to largely increase production.

We may, therefore, be able to take care of a few more dealers during 1920. If the Steinburn is not represented in your territory, write us.

All of the strong Steinburn policies, such as the five year guarantee bond, will be continued.

Our mutual sales promotion plans for 1920 have been greatly augmented and are available to our dealers for the extension of their sales and profits.



In this advertisement we show two of the new Steinburn models — both artistically superior and ingeniously perfected. The one above is No. 250 in Georgian period, 50" high, 23" wide, and 24" deep. Below is No. 245, Chippendale Console, 37" high 40" wide, 23" deep. Both in either mahogany or walnut.



STEIN-BURN CORPORATION

General Offices and Display Room for Dealers

Heyworth Building, Corner Wabash Avenue and Madison Street

CHICAGO



Eastern Distributors:
A. M. DRUCKMAN
140 West 23rd St.,
NEW YORK CITY



LET OLIVERS RED-WHITE-BLUE THRIFT NEEDLE

HELP YOU MAKE 1920 A PROFITABLE YEAR
They eliminate the constant changing of needles. One needle will play from 50 to 200 records. Made to play any tone.

Their economy will appeal instantly to your customers and the great satisfaction they give assures re-orders. There is a satisfactory profit for you in each sale. It will pay you to write today.

Write for full information to the distributor nearest you

NEW YORK
The Cabinet and Accessories Co., Inc.
145 East 34th St.

New England Distributors
Iver Johnson Sporting Goods Co.
Boston, Mass.

PHILADELPHIA
Interstate Phonograph Co.
1026 Chestnut St.

HOLIDAY DEMAND IN ST. LOUIS

(Continued from Page 117.)

has taken a position with the Vandervoort Music department.

The Field-Lippman Piao Co. recently sold a Style 11 Victor to the German consul at Mexico City. He was here buying other goods and capped the climax of his purchases with the No. 11.

Manager Ditzell of the Famous & Barr Co.'s music salon has installed a quick service counter for the Christmas sale of records. It is in the form of a hollow square in the center of the department and is equipped with lists on small revolving racks and there are stools for customers. There are two small Victors for demonstrations, but the idea is to sell without demonstrations as much as possible.

The Tri-State Victor Dealers' Association plan to have a social meeting December 10 at the American Annex, to which associate members, their wives and sweethearts will be invited.

RETURNS FROM SATISFACTORY TRIP

J. I. Carroll, Manager of Sales of Emerson Phonograph Co., Visits Many Leading Jobbers Who Tell of Trade Conditions at Several Points

J. I. Carroll, manager of sales of the Emerson Phonograph Co., returned recently from a visit to the company's jobbers and some of the Emerson dealers in Buffalo, Detroit, Cincinnati, Cleveland and Pittsburgh. He states that wherever he visited he found the trade most enthusiastic regarding the success of these records, and this enthusiasm was substantiated by banner sales totals.

Mr. Carroll spent two days with C. L. Marshall, distributor for Michigan territory, and this jobber informed him that the dealers in his part of the country are selling Emerson records faster than they can secure stock. A similar report was made by the Ohio Sales Co., distributors for the state of Ohio, and by the Emerson Sales Co., of Pittsburgh, which handles the territory in Pennsylvania west of Altoona. Mr. Carroll states that these jobbers commented particularly upon the tone quality of Emerson records, and emphasized the fact that their dealers are developing a permanent, profitable business based primarily on the quality of the records.

The Wanamaker Store, New York, recently featured the Steger phonographs very strongly in some special advertising, laying particular emphasis upon the attachment to the tone arm of the Steger for the purpose of regulating the pressure of the soundbox on the record.

PREMIER QUARTET TO MAKE TOUR

The Premier American Quartet, composed of Billy Murray, Steve Porter, Donald Chalmers and John Young, are very busy this season recording for the various record companies. They are shortly to make a concert tour of the country and, incidentally, are recording many of the songs which they will feature in their program. These include "Floatin' Down to Cotton Town," from the McKinley Music Co. catalog. They have recorded this number for the Victor, Edison, Emerson, Pathé, Vocalion and other talking machine companies.

GOOD ADVICE THROWN AWAY

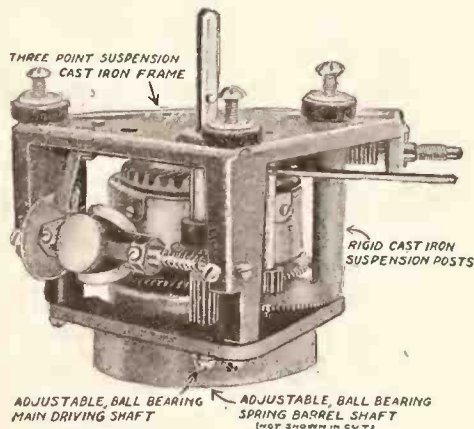
There is a lot of good advice that is thrown away because we all think our individual cases are different from the other fellows'. We believe the advice is good for them—but not for us. And as each one thinks that way, it follows that the really good advice falls to the ground with that "dull, sickening thud" we have all heard about.

FEATURING PROMINENT ARTISTS

The advertising department of the General Phonograph Corp. has issued very attractive booklets featuring the first and second supplements of the new lateral cut OkeH records. Among the artists who are presented in these booklets is Forrest Lamont, one of the star tenors of the Chicago Opera Co., who records for the OkeH library. Mr. Lamont's first OkeH records are meeting with a hearty welcome from the dealers, and his subsequent recordings are being awaited with interest.

Captain Conway and his famous band are also represented in these new lateral cut OkeH record supplements, and there are featured several records by Thaddeus Rich, one of the younger violinists, who besides being Doctor of Music at the University of Pennsylvania, has been a concert master and assistant conductor, and also soloist of the Philadelphia Symphony Orchestra.

Notice has been published of the dissolution of the Belltone Phonograph Mfg. Corp., New York.



WONDER D. S. MOTOR NO. W2.

The Science of Motor Building

Motor Building is a science which is mastered only by patient effort and experience. That is the reason it pays to buy motors of an established talking machine manufacturer rather than of mere "motor builders" who set aside, maybe, a part of a plant and produce motors solely for profit without realization of the service requirements. That is the reason it will pay you to buy Wonder Motors.

Our No. W2 illustrated above is a service giving, tested and tried product. It has been designed by our organization to overcome the defects which were found to be in everything previously bought by us from others. It has been regularly assembled into our own talking machines without a single complaint ever having been received. It is a thoroughly high-grade mechanism at a very fair price. It will save you money and reduce your motor troubles. It is not built FOR us but BY us at our own factory at South Norwalk, Conn. We guarantee it and stand back of it. It is a sensible, practical, high grade, Yankee product. Write for detailed information and sample.

Prompt Deliveries on Contracts.

WONDER TALKING MACHINE CO., Inc
109 East 12th St., Cor. Fourth Ave. Phone Stuyvesant 1666
NEW YORK CITY

“It’s a new Gennett!”

The Appreciated Gift

To know why people who care prefer Gennetts try record No. 9007.

You’ll hear Hart’s sweet, full-toned tenor blend with Shaw’s rich baritone in the exquisite harmony of the “*Golden Gate*.” And for good measure Hart’s glorious tenor soars lark-like in “*While Others Are Building Castles in the Air*”—Orchestra Accompaniment, price \$1.00. Send for complete catalog of Gennett Records.

THE STARR PIANO COMPANY
Richmond, Indiana

Los Angeles New York Birmingham, Ala.
London, Canada



TRADE CONDITIONS IN TOLEDO, OHIO

Dealers Handling All Lines of Talking Machines and Records Are Well Pleased With Trade Conditions and Are Exceedingly Optimistic Regarding the Future—Holiday Trade Will Be Big.

TOLEDO, OHIO, December 4.—Your correspondent has made the rounds of the various dealers in the city and finds them without exception expecting and planning for the greatest business in their history. This on top of the fact that Toledoans today are dependent upon busses, as they have had no street cars in service for some several weeks.

Mr. Pulfrey, of the Cable Piano Co., is experiencing more or less trouble in getting together a stock, not only of Victrolas, but of pianos as well. He says the prospects are now that they will beat last year's volume and will make a very fine increase.

The Talking Machine Shop, according to Mr. Frame, is experiencing a splendid business, particularly on records.

The talking machine department of the La Salle & Koch Co., under the management of Mr. Wooster, is taking on new activity. Mr. Wooster has just recently come here from Providence, R. I., and is brimful of new ideas.

The Peoples Outfitting Co. are experiencing some trouble in getting a sufficient supply of machines and records.

The Lion Store has just made several changes in its talking machine department. Arthur Pete states that the biggest thing done recently is the installing of a rapid service record counter. The results so far obtained from this have been greater than they had hoped for. With three additional booths and the record serving counter, Mr. Pete expects to be enabled to take care of the holiday rush for records.

Grinnell Bros. are having an unprecedented rush of business in all of their departments. This also applies to The J. W. Greene Co., of this city. Both firms report an insistent demand for high-priced Victrolas and pianos with a banner holiday business.

The various Edison, Columbia and Pathé dealers all report business good.

Warren L. Kellogg, of the Toledo Talking Machine Co., will do but little traveling during the month of December, as he believes he can best serve his dealers by remaining in Toledo and seeing that their wants are supplied to the best of his company's ability.

The Toledo Talking Machine Co. are exceedingly optimistic regarding next year's business, and believe that the Victor Talking Machine Co. will do wonderful things for their dealers during the year 1920 in the way of increased production.

It is rumored that The Toledo Talking Machine Co. have outgrown their present quarters, and that early next spring they will seek a new location to meet increasing business. Additional facilities will be afforded the company in its new home.

INCORPORATED IN NEW YORK

The Creston Phonograph Shop, Inc., has been incorporated in the Bronx, N. Y., by D. Greenbaum, S. Sackheim and N. Skidomire, 249 Lenox avenue.

SELLS PIES TO BUY A "TALKER"

"Pie Supper" Held in Redfield, Kans., to Raise Funds for Purchase of Talking Machine and Records for Public School by Teachers

REDFIELD KANS., December 5.—A "pie supper" was held here one night last month, under the auspices of the public schools, to raise money with which to purchase a talking machine for the lower grade rooms. Each girl or married woman attending was required to donate a pie to the occasion, and the pies thus contributed were then sold at auction, the successful bidder in each instance becoming the partner at supper of the person who cooked the pie. Some of the pies sold for as much as \$10 each, and very few of them brought less than one dollar. The supper netted about \$97, which, added to the proceeds from a similar supper some time before, enabled the buying of a very good machine. A Columbia Grafonola has been selected, the purchase being made through John Synnott, a dealer at Fort Scott, Kans. Pie suppers of this kind are frequently held as a means of buying talking machines.

Main Springs

2	in. x 0.22 x 16 ft., Meisselbach.....	Each	\$1.25
1 1/4	in. x 0.22 x 17 ft., reg. Victor.....	Each	0.75
1	in. x 0.28 x 10 ft., for Columbia.....	Each	0.50
1	in. x 0.20 x 13 ft., Victor.....	Each	0.50
3/4	in. x 0.23 x 10 ft., for Blick mtr.....	Each	0.33
3/4	in. x 0.23 x 10 ft., oval hole.....	Each	0.35
5/8	in. x 0.22 x 8 ft., for Swiss mtr.....	Each	0.27
5/8	in. x 0.25 x 11 ft., for Edison.....	Each	0.27

MICA DIAPHRAGMS

1 3/8	in. Victor Ex. Box, first grade.....	Each	0.15
1 7/8	in., new Victor No. 2, very best.....	Each	0.18
1 3/4	in., for Sonora.....	Each	0.20
2 3/8	in., for Columbia No. 6.....	Each	0.25
2 1/8	in., for Pathe or Brunswick.....	Each	0.45

SAPPHIRES

	Pathe, very best loud tone, genuine.....	Each	0.27
	Pathe, soft tone.....	Each	0.27
	Edison, very best, medium tone.....	Each	0.27
	Edison, very best, loud tone.....	Each	0.27
	Edison, genuine diamond.....	Each	2.50

ATTACHMENTS

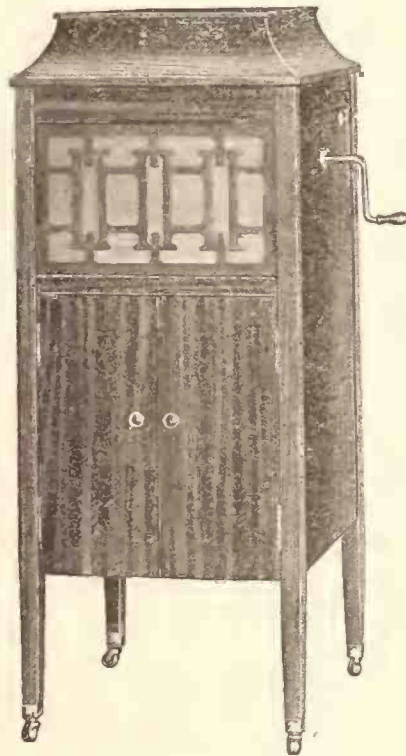
	Kent attachments for Victor Arm.....	Each	0.25
	Kent attachments for Columbia Arm.....	Each	0.25
	Edison attachments with C box.....	Each	2.50
	Kent attachments for Edison.....	Each	1.60

REPAIR PARTS

	Columbia driving shaft, No. 11778.....	Each	0.70
	Columbia bevel pinion No. 12333.....	Each	0.90
	Columbia cranks.....	Each	0.45
	Columbia governor weighs.....	Each	0.08
	Columbia governor shaft, No 3004.....	Each	0.40
	Columbia gov'r bearing, No. 11923.....	Each	0.25
	Columbia governor springs.....	Per 100	1.00
	Columbia governor screws.....	Each	0.01
	Columbia barrel screws, No. 2621, Per 100.....		1.00
	Columbia so'dbox thumb screws, Per 100.....		1.50
	Victor cranks, short or long.....	Each	0.45
	Victor soundbox thumb screws.....	Per 100	1.00
	Victor Stylus bar (needle arm).....	Each	0.35
	Victor governor springs.....	Per 100	1.00
	Victor governor screws.....	Each	0.01
	Turn-table felts, 10 in., round.....	Each	0.15
	Turn-table felts, 12 in., round.....	Each	0.20
	Victor governor balls, new style.....	Each	0.10

FAVORITE MFG. CO.

1506 DeKalb Ave., Brooklyn, N. Y.



**Don't Be Short of
Holiday Stock**

**MANUFACTURING
AND
SHIPPING**

We are doing both

Our vast facilities for producing cabinets enable us to ship

**Stodart
Phonographs**

UPON RECEIPT OF ORDER

They are also equipped with tone modifying rod.

They are equipped with universal tone arm, playing all records.

They have what critics declare the most perfect Reproducing device ever conceived.

Four artistic mahogany models in straight and curved lines, beautifully finished.

Wire Your Requirements

Stodart Phonograph Co., Inc.

119 West 42nd Street, NEW YORK CITY

*Operollos are quick turnovers; they make good
High grade quality; reliable product; popular price*

Our concentration on making and marketing a line of strictly high grade instruments which give *everlasting satisfaction*, has met with a *tremendous success*. It seems no dealer can secure enough of our machines, as orders are multiplied continually.

Operollos will help dealers build up a permanent and prosperous business. Apply for exclusive agency at once.

We do not bind dealers on a contract, but protect agents in territory. *Our products are of such quality, represents such unusual value and are so easily sold that we do not need to bind a dealer on a contract.*

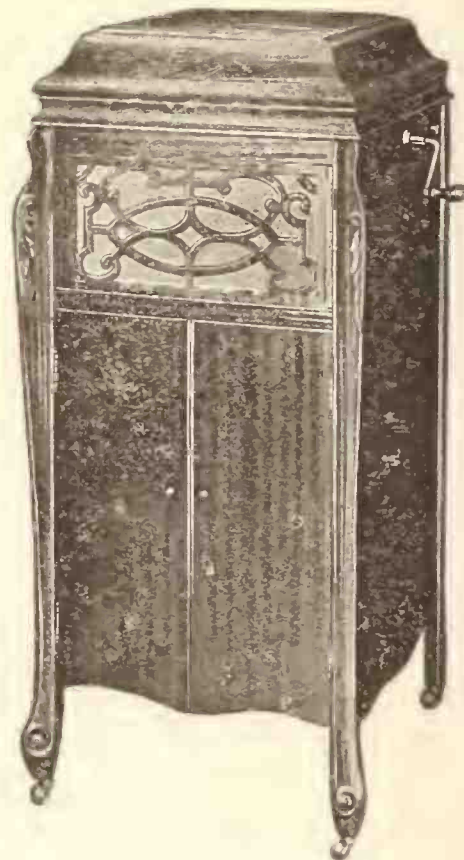


STYLE NO. 150
Height 51 in., Width 22½ in., Depth 24 in.
Finish: Mahogany, Golden or Fumed Oak.
Latest style Tone Arm and Reproducer.
Spruce Wood Tone Chamber.
Three spring "Krasco" motor.

PERMANENT AND PROFIT-
ABLE BUSINESS WITH
OPEROLLOS ASSURED

Why try so many inferior products? It is an established fact that Operollo dealers are doing a fine and prosperous business. *There are big possibilities with Operollos everywhere.* ONE LARGE RETAIL CONCERN TESTED OUT OUR PRODUCTS DURING THE LAST SIX MONTHS AND BOUGHT SO FAR OVER \$30,000 AND WILL USE AT LEAST \$40,000 BEFORE THE END OF THE YEAR. Now we are *figuring on a contract for 2,500 machines for 1920 for this same concern.*

Our products---covering 90% of the actual demand of the trade ---have proven to be "*Quick Sellers*" and Operollo Quality and our popular prices have done the balance to *cause a big demand for our instruments.*



STYLE NO. 95
Height 45 in., Width 19 in., Depth 21 in.
Mahogany, Fumed or Golden Oak Finish.
Has our Special Double Spring Motor.
Universal Tone Arm.

*Every Operollo is a
Wonderful Value*

There is no substitute for our machines possible. We have been fighting high prices for inferior goods. We believe in a square deal. WHAT THE TRADE WANTS IS NOT A "GOOD LOOKING PICTURE" BUT "REAL GOODS"—CLEAN MERCHANDISE, GOOD RELIABLE PRODUCTS— which sell fast and do not cause "come-backs." Operollos fulfill all your expectations. They make good.

*Highest Grade Equipment
used Throughout*

Highest grade equipment used throughout:
KRASCO SILENT MOTORS; latest style of Operollo universal tone arm; all wood amplifier. Cabinets are of excellent workmanship, and beautifully finished. . Every instrument is sold under a positive guarantee to be as represented. Prompt service. Liberal trade discounts.

Write Today for Attractive Agency Proposition

OPEROLLO PHONOGRAPH COMPANY

54 WEST LAFAYETTE BOULEVARD—DETROIT, MICH.

CONFESSIONS OF A "CON" MAN

Wily Inventor Tells How He Used His Talking Machine to Persuade Business Men to Invest in His Blue Sky Schemes—Even His Family Physician Fell to the Extent of \$600

If on a damp, gloomy morning you arrived in a strange town and your family assets consisted of twenty-five cents, what would you do? The answer to this question is found in the confessions of a master "con" man which William H. Wheloc has been writing in the New York World Magazine—a series of stories telling how the author used simple devices to lure the golden shekels from the coffers of the greedy rich. In the story in question he arrived in this strange city one

day and proceeded to make all the necessary purchases, such as a house, furniture and the like, all on credit. After this was done he set about to find means of turning this credit into dollars. This he did by means of his talking machine, which was one of the first things he secured on credit at the furniture store.

The machine he bought had an amplifying device capable of exceedingly loud reproduction, and it was this feature that he was counting on to aid him in his game. He tells the rest of the story as follows:

"I set to work on the machine with some knowledge taken from earlier experiments of mine in this field, and shortly had fixed the phonograph to suit me. Then I went to a physician, ostensibly to be treated for a little throat trouble. In a day or two I called on him a second time. We chatted and I became confidential with him, telling him of the wonderful improvement I had made on the phonograph. He was interested, and I invited him to the house to hear the machine.

"The doctor came, and I played for him a Caruso record with a loud needle. It was a fine example of phonograph work, no doubt. The grinding and burring of the machine could not be heard. While the concert was going on I explained to the friendly physician how I had been responsible for the wonderful improvement in the machine and what hopes I had of making a fortune out of my invention.

"The improvement was this: I had introduced an air chamber into the stylus apparatus of the machine, so that, instead of having the fulcrum of the lever come into direct contact with the needle, there was a cylinder and piston, with the air chamber intervening. This device was intended to eliminate the scratching noise and to clarify the notes. As a matter of truth, which is a commodity I'm now dealing in, there was never any virtue in this invention, yet I was later allowed two patents on this device. So much for patents and their value.

"However, I got the doctor all wound up by explaining the commercial possibilities of this marvellous invention. In the end he bought a half interest in the thing for \$600!"

This is how the reformed "con" man tells his story. He may be "conning" the newspaper editor as he "conned" the investors in this and similar fake enterprises of which he tells. Anyway he writes as "smoothly" as he talked to his dupes and he knows how to make "good copy."

INSTALLS TIME-SAVING SYSTEMS

Miss L. M. Guth, head of the credit department of the Emerson Phonograph Co., New York, returned recently from a visit to the Emerson Empire State, Syracuse, N. Y., and the Emerson Sales Co., of Pittsburgh, Emerson jobbers. She visited these wholesale representatives for the purpose of giving them the benefit of her intimate knowledge of credits, auditing, etc., and to install time-saving systems for these important branches of the business.

MAUDE POWELL OUT OF DANGER

The many admirers of Maude Powell, the celebrated violiniste, in the Victor record field, will be pleased to learn that she is entirely out of danger from the very acute gastric attack from which she suffered in the course of a recital given recently in St. Louis. For a time she was very ill.

URGES SEPARATE DEPARTMENT

Reasons Presented Why Piano and Talking Machine Departments Should Be Distinct

"Keep the talking machine and piano departments entirely separate," advised a retailer of both lines. "It is important to know exactly the profit or loss each line of business makes. In the larger centres it is desirable to have two selling forces, but in smaller places this is impossible. It is not impossible, however, to charge each branch with its proportionate cost of doing business, and this is more accurate than lumping the expenses against the total sales of both departments. If the talking machine department is losing money or is not making as much as the expense, effort and prospects justify, it is very important to know it. If the dealer knows the department is losing or not making enough he can change his methods, but if he does not know he can go on indefinitely making one department cover up the deficit of the other, which is not good business, and which is not necessary in the retailing of pianos and talking machines."

We Assure the Trade Best Service
Send Your Orders for
HOFFAY PRODUCTS
WILLS & PATON, Pty., Ltd.
Sole distributors for Australia
265 Collins Street
MELBOURNE, AUSTRALIA
also
7 Quadrant
LAUNCESTON, TASMANIA

DISTRIBUTERS OF
HOFFAY PRODUCTS

Southern California Music Company
Established 1880
332-334 S. Broadway Los Angeles, Cal.
Other Stores Pasadena, Riverside, San Diego


METZLER & CO., (1909) Ltd.
ESTABLISHED 1788
40, 41, 42 and 43 Great Marlborough Street and
33, 35, 37 and 37 and 39 Foubert's Place
LONDON, W. ENGLAND
SOLE AGENTS FOR
GREAT BRITAIN AND IRELAND
FOR
HOFFAY AIR-TIGHT MACHINES
and ACCESSORIES

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



358%
Is the increase of our deliveries from January through October 1919, over the corresponding ten months in 1918. As published in the *Talking Machine World* of February 15, 1919.
During 1917 Our Deliveries were 1,808% Greater than in 1916
During 1918 Our Deliveries were 38% Greater than in 1917
HOFFAY TALKING MACHINE CO., Inc.
3 WEST 29TH STREET MAKERS OF THE NEW YORK CITY
HOFFAY AIR-TIGHT PHONOGRAPH — THE RESURRECTONE and THE AIR-TIGHT TONE ARM.
Our Best Wishes to the Trade for a Merry Christmas and a Happy New Year.

The New Resurrectone
So named because it really RESURRECTS
(Trade Mark Registered)



Adjustable to give at will loud or soft volume of sound.
One model fits Victor, Sonora, Aeolian Vocalion and attachments for Edison. Other model fits Columbia machines.
Retail for \$10 nickel-plated; \$12.50 gold-plated—either the Tuning Fork or the Single Prong Resurrectone. Send for quantity prices.
THE NEW AIR-TIGHT tone-arm—exclusive equipment of the HOFFAY—the best toned machine on the market.



In Position to Play Victor Type 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 may be equip with either Resurrectone model, as desired.

The VALUE of the HOFFAY AGENCY is becoming more pronounced. The newspaper and magazine advertising that is being done and which is growing bigger every day is causing our Dealers and Jobbers to dispose quickly and easily of all HOFFAY products, for the Hoffay sells on demonstration and it is simply a matter of letting the consumer get acquainted with it—this we will do for you.
If you are a Jobber, better get in touch with us soon—exclusive territory and advertising are features of our proposition.
If you are a Dealer in a territory where we have no Jobber, we will take care of your wants.



Four Beautiful Machine Models
Hoffay Talking Machine Co. Inc.
3 West 29th Street New York City

East and West

**NEW YORK
TALKING MACHINE C^o
CHICAGO**

**Exclusive
Victor Wholesalers**

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
William Braid White Arthur E. Nealy
A. Snyder

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Washbas 5774

CHICAGO, December 8.—Although it is still the early part of December, the crowds thronging Chicago's business section total larger than in any previous year. Money is plentiful and is being spent with a lavish hand. Other industries similar to our own are experiencing the same unprecedented business and, in the majority of cases, the same shortage.

A visit to the many retail talking machine establishments in the Loop convinces one of the serious conditions caused by the talking machine shortage. Dun's current review of the Chicago situation will be read with interest:

"Holiday buying is well under way, and its volume gives assurance of a record-breaking turnover between now and the end of the year. Articles of the more expensive kind are in specially strong demand. Orders to wholesalers are in much larger volume than at the corresponding time last year. Prices are somewhat steadier, but the shortage of goods is no less acute than it has been for several weeks. Manufacturing is at capacity and plant additions are being constructed in many industries as fast as the supplies of material and labor will permit. The impending fuel shortage is the only obstacle to a continuation of these conditions. There seems little likelihood that a pinch can be avoided. Great commercial activity and high prices have combined to make the financial conditions somewhat tighter. Easier conditions are predicted around the first of the year."

The "articles of the more expensive kind" mentioned above may be construed to include musical instruments, and the extent to which they are in special demand is not appreciated by the purchasing public.

"It is amusing," said one retail talking machine salesman, "to observe the expressions of surprise on the part of customers who enter our store to inquire about talking machines and discover that they cannot get exactly what they want when they want it. They seem to see nothing remarkable in the fact that they have to wait two, three or four months for automobiles; but for talking machines? Astonishing! Really, I believe the present shortage is lifting us to quite a respectable position in the merchandising world."

A number of dealers in this and nearby territory are predicting a raise in wholesale prices, in fact it is the general belief that this must come very soon. When it is considered that the furniture manufacturers in general have, during the past six months, practically raised the prices of their goods 100 per cent, the advance made by the various talking machine manufacturers is indeed small in comparison. Therefore, when you take into consideration the fact that the talking machine manufacturer is to a large extent a producer of high grade furniture, it is obvious that material and labor for the production of his merchandise have advanced proportionately to that of the furniture manufacturer, and that in order to maintain this same standard of quality he must imitate the furniture manufacturer and raise his prices accordingly.

Holiday newspaper advertisements are in full swing. If talking machines are hard to get, no one would ever draw such a conclusion from the daily newspapers. Some of the talking machine retailers are endeavoring to sell more records to make up for the shortage of talking machines. Considerable activity in the pushing of accessories rather than the instruments themselves is evident from the window displays of retail merchants.

It is the consensus of opinion among men along the "street" that the present demand will increase to a very much larger proportion before the end of the month and that a large part of the demand will be left unsatisfied, which again will have the effect of making the public all the keener for the instruments they are seeking. It is a well-known fact that a person purchasing a luxury builds a higher ideal of what he ought to buy, the longer he has to wait for it. Happy indeed will be the man or woman who gets what he wants when he wants it this holiday season. It is very likely that January will witness a very much larger hangover than in any previous year. Western manufacturers in most cases are making efforts to increase production during the first months of 1920 rather than order a curtailment. Every manufacturer in the city predicts that the total of 1920 business will exceed that of the present remarkable year. There are those who speculate as to just how long it will be before

every family in the country will be supplied with a talking machine. But there are others who denounce such speculation as absurd, claiming that the revolutionary changes in tastes and the increased popularity of period types will force the talking machines already in American homes into the discard. That manufacturers are bearing out their beliefs in a number of instances by the purchase or construction of additional factory space is the most convincing argument they have to offer.

Fuel Shortage Troubles Trade

The stringent rules governing the use of fuel have of course hit the retail talking machine business hard. The eleven o'clock to five o'clock rule undoubtedly has affected the sale of records, although perhaps not so seriously as of machines. It takes time and usually demonstration to sell records, and the downtown shoppers, who now have so short a time in which to do their Christmas shopping, naturally find themselves with less time to spend in selecting talking machine records. As a consequence, fewer records are being bought. However, the Chicago trade could smile at even a much greater setback than this. The limit of retail business at the present time is not measured by the number of customers but by the number of records and instruments which the merchant can secure. So much for the retail situation.

Musical instruments are of course classed by the fuel administration as luxuries, and as a consequence our local manufacturers are forced to curtail their production to a very great extent, just at the time of the year when they wanted production in the worst way. The trade nevertheless looks at things most optimistically, and why should it not? As one member of the trade remarked, "We could hardly get along without a national crisis hitting us every so often."

Victor Advertising

Pursuant to their policy of informing the general public of the reason for the past shortage of Victrolas, the Victor Talking Machine Co. have taken numerous full page spreads in Chicago dailies, carrying their message to the people, under the caption "Victor Output Reaches Normal." The advertisement contains quite an amount of copy explanatory of the Victor war work done

(Continued on Page 127.)

THE "WADE" FIBRE NEEDLE CUTTER

DEALERS:—Order at Once for Holiday Trade From Any of the Following Distributors

- | | | |
|---|---|--|
| Albany, N. Y. Gately-Haire Co., Inc. | Dallas, Texas.....Sanger Bros. | New York, N. Y.....Ormes, Inc. |
| Baltimore, Md.....Cohen & Hughes. | Denver, Colo.....Knight Campbell Music Co. | Silas E. Pearsall Co. |
| E. F. Droop & Sons Co. | Des Moines, Iowa...Mickel Bros. Co. | Plaza Music Co. |
| H. R. Eisenbrandt Sons, Inc. | Detroit, Mich.....Grinnell Bros. | Musical Inst. Sales Co. |
| Bangor, Me.....Andrews Music House. | Grand Rapids, Mich. Chas. W. Kalder. | Cabinet & Accessories Co. |
| Birmingham, Ala...Talking Machine Co. | Houston, Texas.....Thos. Goggan & Bro. | Omaha, Neb.....A. Hospe Co. |
| Boston, Mass.....Oliver Ditson Co. | Talk. Mach. Co. of Tex. | Peoria, Ill.....Putnam Page Co. |
| Eastern Talking Machine Co. | Indianapolis, Ind...Stewart Talking Machine Co. | Philadelphia, Pa...Louis Buehn Co., Inc. |
| M. Steinert & Sons Co. | Jacksonville, Fla...Florida Talking Machine Co. | The Talking Machine Co. |
| Iver Johnson Sporting Goods Co. | Kalamazoo, Mich...Fischer's Music Shop. | Standard Talking Machine Co. |
| Phonograph Supply Co. | Kansas City, Mo...J. W. Jenkins' Sons Music Co. | World Music Co. |
| Erooklyn, N. Y.....American Talking Machine Co. | Schmelzer Arms Co. | Portland, Me.....Cressey & Allen, Inc. |
| G. T. Williams Co. | Lincoln, Neb.....Ross P. Curtice Co. | Portland, Ore.....Pacific Accessory & Supply Co. |
| Euffalo, N. Y.....W. D. & C. N. Andrews. | Los Angeles, Cal...Sherman Clay & Co. | Providence, R. I...J. Samuels & Bro., Inc. |
| Buffalo Talking Machine Co., Inc. | Memphis, Tenn...O. K. Houck Piano Co. | Richmond, Va.....The Corley Co., Inc. |
| Burlington, Vt.....American Phono Co. | Milwaukee, Wis...Badger Talking Machine Co. | W. D. Moses & Co. |
| Butte, Mont.....Orton Bros. | Yahr & Lange Drug Co. | Rochester, N. Y...E. J. Chapman. |
| Chicago, Ill.....Chicago Talking Machine Co. | Kesselman & O'Driscoll Co. | The Talking Machine Co. |
| Lyons & Healy. | Minneapolis, Minn...Beckwith O'Neill Co. | Sibley, Lindsay & Curr Co. |
| Rudolph Wurlitzer Co. | Mobile, Ala.....Wm. H. Reynolds. | Salt Lake City, Utah. Consolidated Music Co. |
| Brunswick-Balke-Collender Co. | Newark, N. J.....Collings & Price Co. | John Elliott Clark Co. |
| Empire Talking Machine Co. | New Haven, Conn...Horton Gallo-Creamer Co. | Strevell Patterson Hdw. Co. |
| Tonk Bros. | New Orleans, La...Phillip Werlein, Ltd. | Shenandoah, Iowa...Henry Field Seed Co. |
| Wade Talking Machine Co. | New York, N. Y...Blackman Talking Machine Co. | Sioux Falls, S. D...Talking Mach. Exchange. |
| Cincinnati, Ohio...Rudolph Wurlitzer Co. | Emanuel Blout. | South Bend, Ind...Elbel Bros. |
| Fritsch Phono Co. | C. Bruno & Son, Inc. | St. Louis, Mo.....Koerber Brenner Music Co. |
| Cleveland, Ohio...Collister & Sayle Co. | Charles H. Ditson & Co. | St. Paul, Minn...W. J. Dyer & Bro. |
| Eclipse Musical Co. | Knickerbocker Talking Machine Co. | G. Sommers & Co. |
| | Landay Bros., Inc. | Syracuse, N. Y...W. D. Andrews. |
| | N. Y. Talking Machine Co. | Toledo, Ohio...Toledo Talk. Mach. Co. |
| | | Washington, D. C...Cohen & Hughes. |
| | | E. F. Droop & Sons Co. |
| | | Robt. C. Rogers Co. |
| | | S. Kann & Sons Co. |

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



A Victrola Necessity

Victrola dealers by their whole-hearted indorsement have made the L & H Fibre Needle Cutter a practical necessity.

The public approves of it and a heavy demand has been created which more and more Victrola dealers are enjoying.

If you are not selling this popular accessory now tear out this advertisement and write your name and address on it and we will ship you a sample dozen on approval.

They are packed singly in cardboard boxes.
Order them NOW!

Fibre Needles help create pleased Victrola owners. Records sound better, last longer; and in every way *Fibre* needles work for the best interests of the Victrola owner and dealer.

Lyon & Healy have on hand for immediate delivery an ample stock of approved fibre needles—made in America, by Americans of the world's best bamboo.

Prompt shipments are assured.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

ou airplanes, and inserts a copy of a letter from Franklin D. Roosevelt, acting secretary of the navy, to the Victor Talking Machine Co., expressing appreciation for the valuable assistance rendered by them to the Navy Department. The Victor Co. goes on to say: "The shortage of Victrolas will soon be relieved. Plans for expanding the plant to meet the tremendous increase in demand have been fully matured and are under way—astonishing increases are assured within the next few months. The value of the Victor Talking Machine Co.'s output for October was the greatest in its history. The unprecedented shortage of Victrolas will therefore soon be relieved."

The advertisement further goes on to strengthen the prestige of those local retail dealers who are exclusively Victor. This opportunity has been utilized by Chicago merchants who handle Victor talking machines exclusively, and several of them have inserted advertisements in Chicago papers simultaneously with the Victor's. One of these was the Talking Machine Shop, which took a full page display in Chicago papers, announcing that it was exclusively a Victor store. The Talking Machine Shop ads featured an illustration of their Wabash avenue store, together with another illustration similar to those now being used in the Victor national advertising.

Victor Concerts

In the Lyon & Healy concert hall, Miss Mary DeLaney, soloist, has been conducting a series of vocal solos with Victrola accompaniment. For sometime past the concerts have been a regular feature during the afternoon at the concert hall, and have succeeded in drawing a very excellent attendance.

Cheney Advertising

Marshall Field & Co. have been carrying on considerable advertising in behalf of the Cheney phonograph, which they handle. The particular features of the Cheney tone production system are featured and attractively illustrated. The advertising shows what might be called an X-ray

view of the Cheney "throat." The copy further compares the control of tone by a singer to that of the Cheney instrument and explains the similarity between this and the Cheney acoustic system. The advertising is of a most convincing sort and has brought definite results to Marshall Field & Co.

Demands Grow for Accessories

The Wade Talking Machine Co. reports an increase in the demand for Okeh lateral cut records. "Since the appearance of this record," said Mr. Wade, "we have not only experienced an unusually gratifying demand, but we have found difficulty in supplying our customers with a sufficient number—so well have they taken."

"Accessories and conveniences for the talking machine seem to be increasing daily in popularity," went on Mr. Wade. "The person who takes a pride in his or her instrument is always ready to add something to it to make it more attractive. Like the owner of an automobile, he is constantly in the market for accessories. It is up to the retailer to bring these things to his attention in a way that will induce him to buy. The majority of talking machine owners do not know that talking machine accessories exist, and a little folder mailed now and then, together with tactful suggestions on the part of the sales force, will do much toward advancing retail sales."

One accessory mentioned in particular by Mr. Wade as selling especially well is the repeating device. He said that this was a convenience appealing to almost every talking machine owner and one sold with very little effort.

Fibre Needles Grow in Favor

The 1919 holiday season has brought with it the usual increase in demand made upon the B. & H. Fibre Mfg. Co.'s plant, and the present season far outdistances those of previous years in point both of demand and production.

This year the B. & H. Fibre Mfg. Co. have greatly enlarged their manufacturing facilities, taking up almost double their former space at 35

West Kiuzie street, and as a consequence find themselves in a much better position to fill orders. However, as with all branches of the talking machine industry, the demand has increased greatly out of proportion to increase in production, and the B. & H. Fibre Mfg. Co. finds itself pushed to the limit to supply the needs of their customers.

It seems that during the cold weather the operatic and standard musical selections sell better than any other time of the year, and Mr. Hall considers the desire of music lovers to reproduce the music of their selection with fibre needles to be one of the causes of his increased sales.

"I expect that the business of the B. & H. Fibre Mfg. Co. will be trebled in 1920," said Mr. Hall. "Judging from the present influx of orders, 1920 will be by far the biggest year we have ever experienced."

Establish Cardinal Office

A. E. Querinjeau, sales manager of the Cardinal Phonograph Co., was a visitor to Chicago during the last part of November. While here he, together with A. W. Busche, Chicago representative of the Cardinal Phonograph Co., made arrangements for a Chicago office and sales room, which has been located at Room 202, Silversmith's Bldg. A few Cardinal models have already been received and are on display at the Chicago branch, and Mr. Busche announces that he expects to have a complete line with every model within a short time. During the time Mr. Busche has handled the Chicago agency, he has met with marked success, and the Cardinal is making itself evident in a number of stores of midwest retailers.

Johnson Factory Progresses.

B. C. Waters, sales manager of the Johnson Motor Co., announces that the new Johnson motor factory, which is being erected at Palatine, Ill., is progressing in a most satisfactory manner. It will probably be completed before January 15, in fact it is expected that the manufacture of

(Continued on Page 128.)

Your Account With Us

Lateral
Cut



OKEH

Lateral
Cut

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

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.

Newman Bros. Phonographs

have already acquired a reputation at one with that enjoyed for nearly half a century by Newman Bros. pianos.

Decades of experience in judging tonal values and in the fine art of cabinet making when applied to phonographs naturally produced a similarly desirable result.

The line is beautiful, consisting of four handsome models covered by comprehensive guarantees as to motors and working parts.

Let us tell you more —

Newman Bros. Co.

Makers of Newman Bros.; Pianos, Players and Phonographs

Chicago Ave. and Dix St.

ESTABLISHED 1871

CHICAGO

FROM OUR CHICAGO HEADQUARTER—(Continued from page 127)

motors at Palatine will be well under way at this date.

Recent demands made upon the Johnson Motor Co., has necessitated the new factory. The old factory will be used also for the production of electric motors. When it is realized that the new factory will give approximately an increased production of 500%, it can be immediately seen that the Johnson business for 1920 is bound to be greatly in excess of that of the present year. A still further increase is provided for by the fact that the building at Palatine has been so constructed as to permit of other units being added to the original structure.

Fairy Lamp Increases Stock.

Since the entrance of the Endless Graph Mfg. Co. into the talking machine market with their Fairy phonograph lamp, a most unusual appreciation on the part of the trade has made necessary the continued expansion of their business. At the present time work is under way on the excavation of a large basement, which will be used for stock purposes in the building at 4200 W. Adams Street. Plans are also under consideration for the addition of two more stores to the same plant.

P. R. Gonski, president of the Endless Graph Mfg. Co., recently called a meeting of the stockholders for the purpose of increasing the amount of stock. The increase was sanctioned, and the new work on the factory building is the first step in the plans for expansion. The Fairy phonograph lamp is now being handled in the states of Michigan and Ohio by the Fairy Phonograph Lamp Co., of Detroit. The Fairy Phonograph Lamp Co., of Missouri and Kansas, has taken over the rights for these two states, with headquarters located in the Arcade Bldg., of Kansas City, Mo. A New York concern is at present dickering for the eastern rights to the lamp, and altogether the business being sent in by the Fairy lamp dis-

tributors is far in excess of the present production.

"The lamp is especially in demand at the present time," said Mr. Gonski. "During the holidays, we do not expect to supply even a small part of our trade with what they are able to sell. We find that it is in demand as a Christmas gift and is proving very attractive to women shoppers."

To Display New Mandel Models

The new 1920 models of the Mandel phonograph line will be on display for the first time on or about December 20th, at the Furniture Exhibition building, 1319 Michigan avenue. Beginning about the middle of December and throughout the month of January, the furniture market in Chicago will be the mecca of the furniture men from East, West, North and South, and on this occasion the Mandel line will be presented.

In the January issue of The Talking Machine World, the Mandel phonograph line for 1920 will be pictured in a double page spread and our readers are advised to look for this most interesting announcement.

The Mandel Manufacturing Co. have made plans to double their production for 1920. They have now in operation their new plant on 320 East North Water street, this city, which with its added facilities gives them three big factories—two devoted to the manufacture of the Mandel motors, tone arms, sound boxes and mechanical equipment.

The complete Mandel phonograph will also be displayed in New York City for the benefit of the eastern trade. The local New York address has not yet been determined upon, but will be shortly announced in this publication.

Many out-of-town dealers have been visiting the Mandel plant desiring to see the mechanical parts of the phonograph in the making. Such visitors have been made to feel welcome and have left with a good impression of the Mandel

phonograph on account of the painstaking details which are employed in the manufacture of Mandel motors and phonograph parts.

The new art portfolio illustrating the complete 1920 Mandel line is now being sent out.

The advertising department of the Mandel Mfg. Co. reports that its dealers have responded readily to the sales helps offered to them. The local newspaper ads, electric window display signs, metal road signs, movie slides, and the various other sales helps are proving to be of inestimable value to representatives.

Look Here for Cabinets

During the past month there has been a large number of eastern manufacturers and distributors scouting about among the Chicago trade looking for cabinets or completed machines. It goes without saying that these gentlemen in most cases are being disappointed, for the same shortage as exists in the east is to be found in the Chicago trade.

Decalomania Santa Claus

The Meyercord Co., makers of the Decalomania transfer name plates for talking machines, prepared a very attractive Santa Claus in decalomania, which was used extensively by dealers in their Christmas window displays. This display feature added much to the Yuletide spirit of the store windows, and talking machine dealers have been quick to make use of it. Children have been particularly attracted by the Santa Claus in bright colors and through them many parents have been brought into the stores to see what the dealers had to offer in the way of musical instruments and accessories. The sign is plainly visible both day and night. In the daytime the bright colors attract the eye at once, and in the evening when the show windows are brightly lighted the red Santa Claus make an inviting picture for the little folks. This holiday decalomania is 22x29

(Continued on Page 131.)

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

It Pays to Sell Mandel Phonographs

Because we help our dealers with a live advertising service. Complete ads, all ready for publication, are furnished free to MANDEL dealers. This "tone aristocrat" ad is one of many MANDEL ads that are helping our dealers cash in on one of the best phonographs made today. Our complete advertising service includes many novel features that help the dealer sell machines. That is why aggressive phonograph dealers consider a MANDEL agency a franchise. We will tell you all about it when you write for our complete proposition.

*Book Your Order
Now for 1920*

Many new models have been added to the MANDEL line for 1920. Many new features are brought out to add to the already high quality of MANDEL Phonographs. We will send our beautiful portfolio together with confidential price quotations, to all recognized dealers, agents or jobbers. Write for a copy today. Learn what a splendid opportunity we offer to establish a talking machine department in your business—or to make more money if you are now handling talking machines. Liberal discounts and terms.

We Invite Visitors

to see MANDEL Phonographs being made—to see the painstaking details of making the MANDEL motors, tone arms, reproducers, and every other part that goes into a talking machine. Visitors to Chicago during January can see the complete MANDEL Line on exhibition at the big furniture building, 1319 Michigan.

Mandel Mfg. Co.

General Offices:

501-511 South Laflin Street

Chicago, Illinois

**Plays All
Records**

**The Tone
Aristocrat**



SEE and hear this new phonograph. It plays all makes of records with such a natural tone that it has been correctly named—the tone aristocrat.

Mandel Phonographs

are made to satisfy every purchaser. The manufacturer guarantees that. The cabinets are beautiful in design and finish. The motors are powerful and efficient.

The tone arm and reproducer are scientifically correct, and reproduce vocal and instrumental music as faithfully as the original recording.

There are many good features about the MANDEL PHONOGRAPH that we want to show every prospective phonograph owner. You really should see this new and better machine before making your selection.

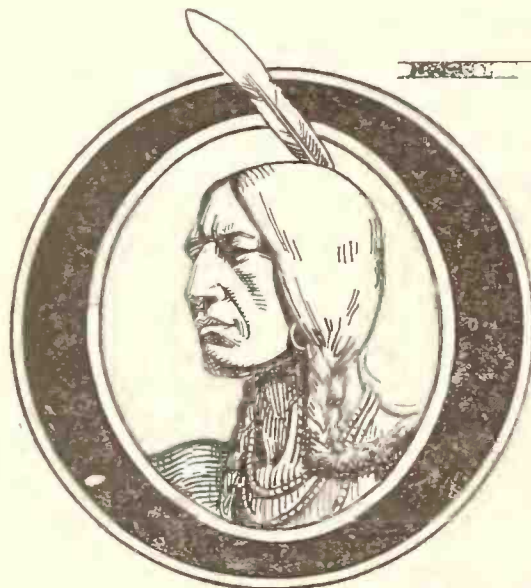
The price is unusually low. The terms are liberal. Call today. See and hear the MANDEL PHONOGRAPH.

[Dealers Name]

McKINLEY MUSIC CO.

CHICAGO

JOBBER OF THE BETTER-TONED



KEH

RECORDS

LATERAL CUT

INSTANT SERVICE

The OKEH Recording of

WEEPING WILLOW LANE

No. 4032

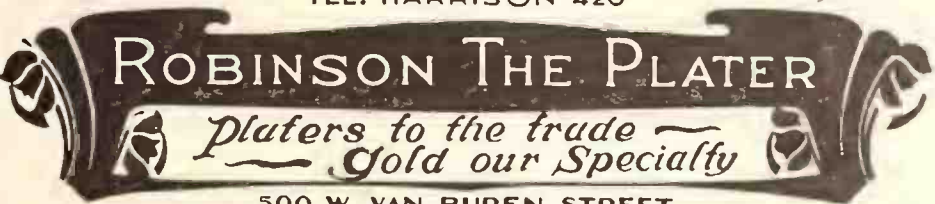
Backed by "A Pretty Girl is like a Melody"—Ziegfeld Follies—1919 By
OkeH Dance Orchestra is A WONDER!

McKINLEY MUSIC CO.

CHICAGO

J. E. ROBINSON
ESTABLISHED 1879
TEL. HARRISON 420
M. J. DECKER

Platers
to the
Trade



ROBINSON THE PLATER
*Platers to the trade —
Gold our Specialty*
500 W. VAN BUREN STREET
CHICAGO

Gold
Our
Specialty

THE largest gold, silver and nickel platers in the Middle West, satisfactorily handling the work of foremost talking machine houses, announce that expanded facilities now permit the taking over of additional accounts.

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 128)

inches in size and has underneath it the word "Toys," which could be left off if desired in case it is to be used by talking machine dealers. Some of these dealers preferred to leave the "Toys" attached, using the many dancing novelties, which can be used on the turntable of any machine, to make good their advertisement.

To Make Record Cleaner

J. D. Keating, of the Usona Talking Machine Co., announces that shortly after the first of the year, he will place upon the market a preparation for the cleaning and renewing of old records. "With this fluid," says Mr. Keating, "the talking machine owner will be able to fix up his old records, so that a very large percentage of the scratch will be eliminated."

Phoenix Co. Filled With Orders

W. J. Cummings, president of the Phoenix Phonograph Co., of this city, finds himself submerged

in orders, which will occupy his entire production at least until the first of the year. After this he looks for a slight easing off of the present demand.

Cathedral Man Here

R. W. Morrison, production manager for the Cathedral Phonograph Co., was a visitor to Chicago early in December. "We now have a very limited production," he said, "and we will probably continue in the same situation up until February 1st, at which time we expect to have our organization so completed as to at least supply our immediate mid-western needs. When it is remembered that the Cathedral Phonograph Co. was organized in August, it will be seen that full production by February 1st is indeed progressing at a rapid rate. The organization includes Merton L. Corey, general council of the Federal Land Bank, of Omaha, Nebr., president of the Cathedral Phonograph Co.; C. A. Briggs, for three

years sales executive for the Brunswick-Balke-Colleuder Co. in western territory; J. B. Wideman, formerly superintendent of the Woodstock Typewriter Co., as mechanical superintendent; Harry Hildreth, secretary and treasurer, and who formerly was assistant treasurer of the city of Chicago for a period of six years; and R. W. Morrison, production manager.

This concern is producing five models, which include four cabinet types and one console. At present the business is confined to mid-western states, but with increased production, it is expecting to branch out into additional territory.

The Puritan

The "Puritan," the house organ of the United Phonographs Corporation for November, contains a number of very excellent articles for the retail dealer. "How to Sell a Phonograph," by the
(Continued on Page 132.)

SILENCE!

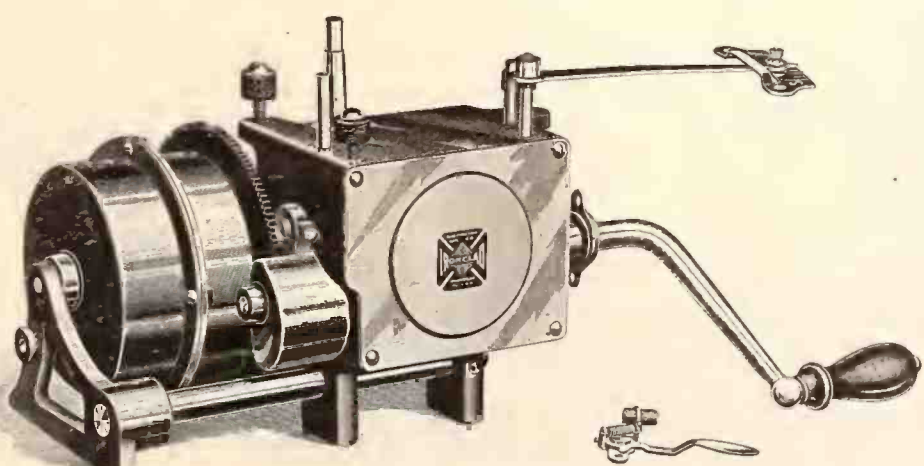
The dealer will be agreeably surprised at the quietness of the **IRONCLAD Enclosed Motor**.

No noise. No trouble. No kicks. No complaints. No dissatisfied customers.

Everything just right. A smooth running efficient motor.

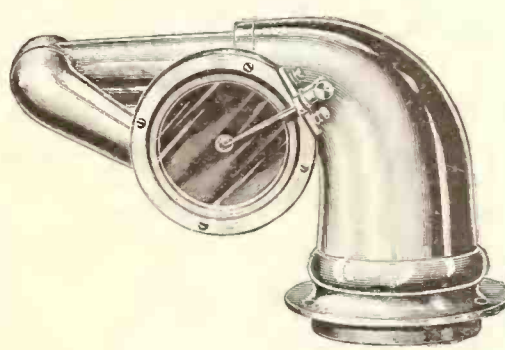
All vital parts enclosed in a cast iron case. All wearing points operative in oil when desired.

Now supplied in six sizes with playing capacities of three to twelve records respectively.



The IRONCLAD Enclosed Motor

No. 1 Tone Arm, Improved Model



A large, beautiful arm. Adaptable sound box, suitable for playing any make of record.

Note the throw back feature leaving both hands free for insertion of needle.

Samples, nickel finish \$3.75 each.

*Write for descriptive circulars
and special quotations*

Cherington Mfg. Co.

Waukegan, Illinois

Chicago Office
108 W. Lake Street
Jobbers:
Chicago, New York, Philadelphia

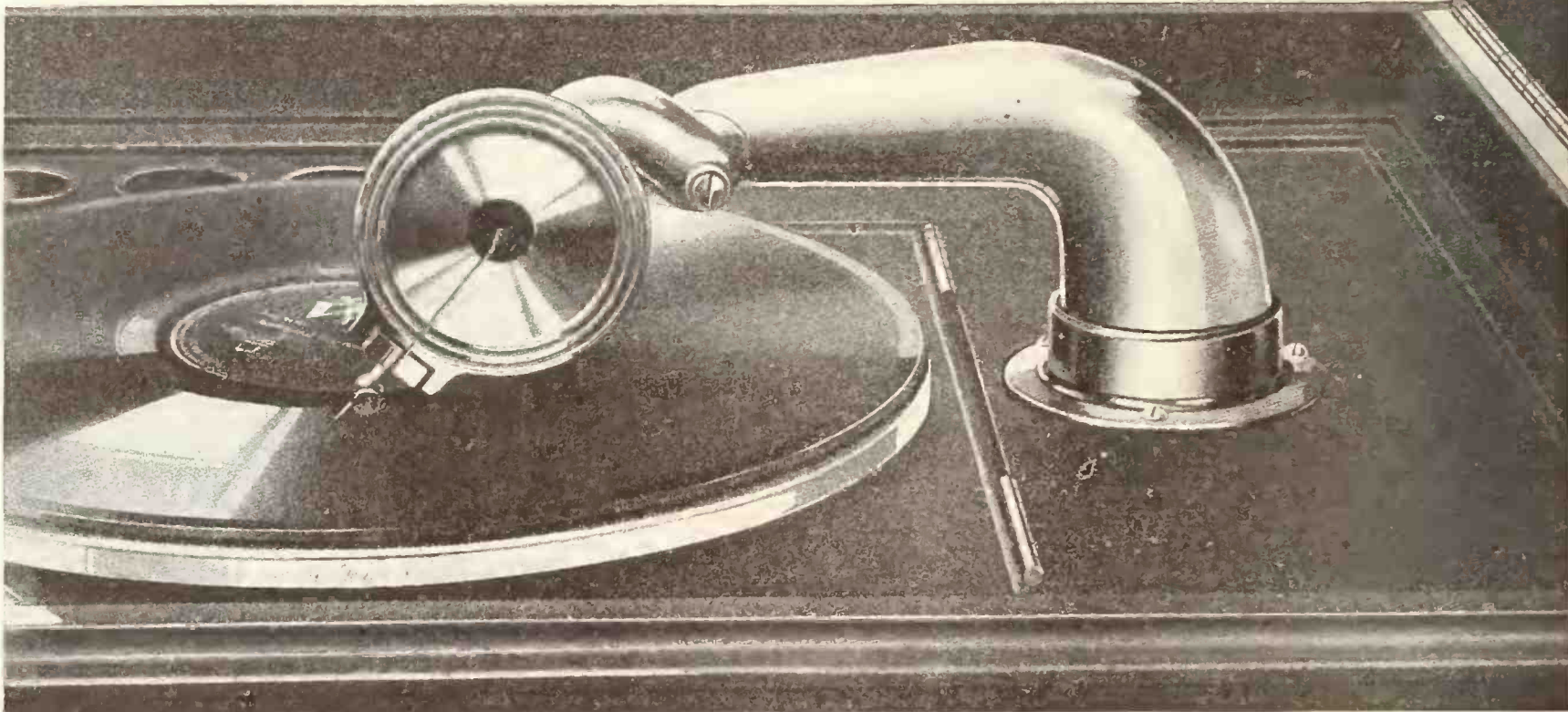
The **Blood** Tone Arm and Reproducer

WE HAVE SAID: "It Is Tone That Sells!"

and the volume of business flowing in to us from Manufacturers all over the country, proves that we are right. BLOOD equipment on a talking machine effects a tonal improvement, which cannot be duplicated by any other means.

That is why the BLOOD TONE ARM AND REPRODUCERS are steadily making their way.

The Jewel Phonoparts Co. 59 East Van Buren St., Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

sales manager of the organization, contains some pertinent paragraphs, such as the following: "The selling of phonographs is not a hit or miss procedure. It differs from selling any other kind of musical instrument, yet the man who sells it successfully ought to be either a musician or have enough technical knowledge of music and musical terms to enable him to meet objections made by those whose knowledge enables them to be critical. It has been said that the first record played in demonstration often decides a purchaser either way, for or against, a given machine. If your personal preference is for weird Magyar Czardas, bagpipe medleys, don't let that interfere with your efforts to find out just what kind of music or instruments of music your prospect likes best. Some will say off hand, 'Oh, I like all kinds of good music,' and you will be again at sea. Be careful not to show surprise if a dignified and aesthetic old lady suggests that you play some lively jazz records, when you expected her to call for a classical selection. The popular taste is a thing you must dig for. Once you find it, the sailing is fairly smooth."

Meaty paragraphs such as this abound throughout the booklet. The titles of some of the other articles are: "A Phonograph Dealer's Outlook," "Is An Exchange Department Profitable, etc."

Another little booklet issued by the United Phonographs Corp. contains a list of the latest Puritan records, and another bit of dealers' advertising, prepared by this concern, is an appropriate hanger for the dealers' window.

New Wade Distributors

Wade & Wade, manufacturers of the Wade fibre needle cutter, announce that they have secured thirty new distributors for their product within the last three months. The demand has increased considerably for fibre needle cutters, and the ad-

dition of distributors will greatly facilitate their distribution. Foreign trade and demand has also increased proportionately.

New Magnola Booklet

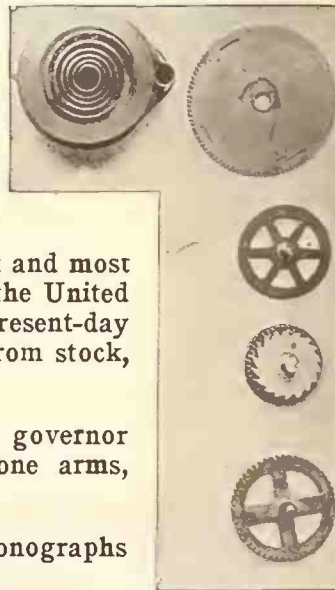
The Magnola Talking Machine Co., of this city, have just issued a new and comprehensive catalog

of the Magnola line of talking machines. The Magnola tone deflector system is explained in detail, great emphasis being laid upon the tonal qualities of the machine. The various Magnola models are illustrated in color and (Continued on Page 134.)



Repair Parts

For All and Every Motor That Was Ever Manufactured



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

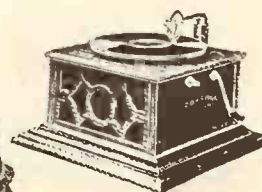
INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretina Co.

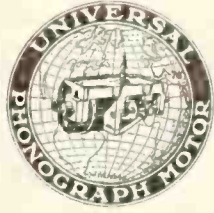
High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227-229 W. Washington St., Chicago, Ill.



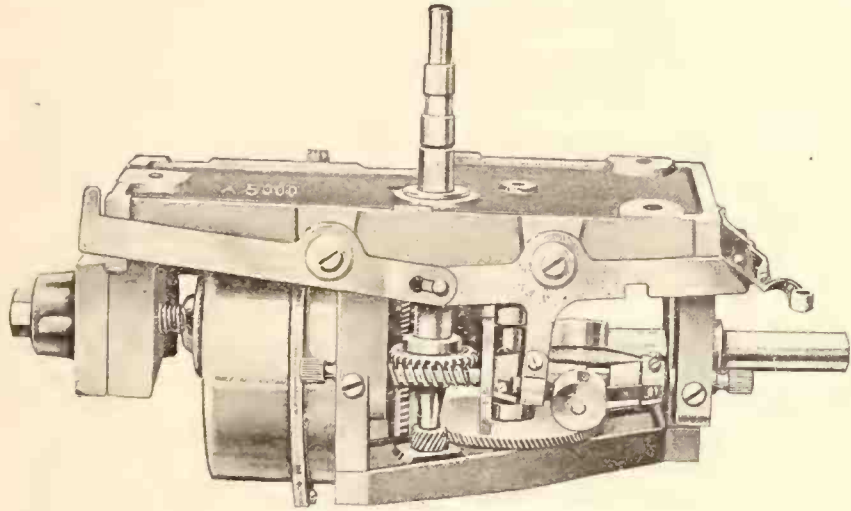
TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"



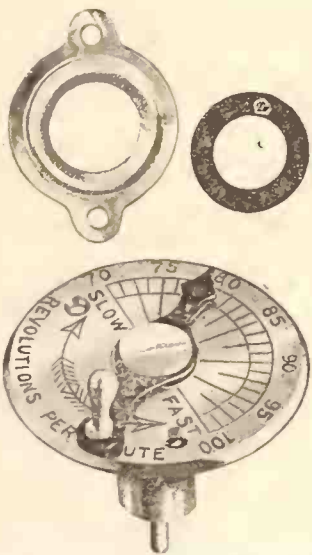
UNIVERSAL

The Motor you will Eventually Adopt

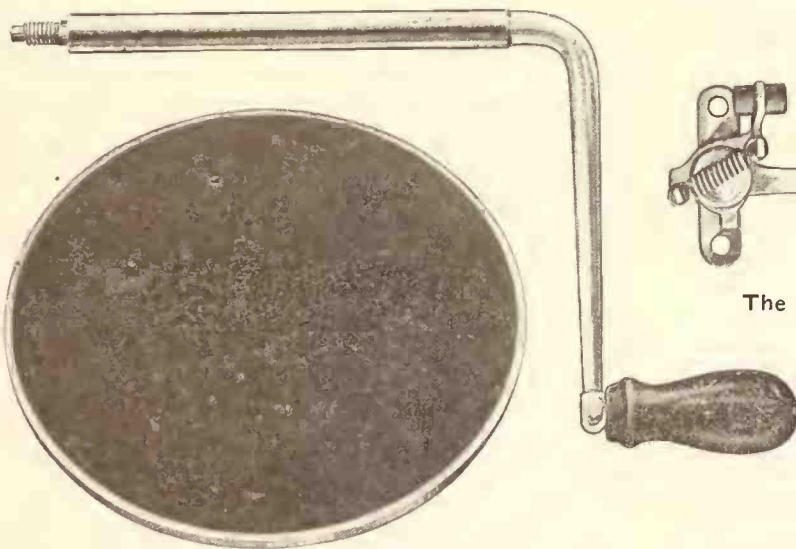


Universal Motor "A-5"

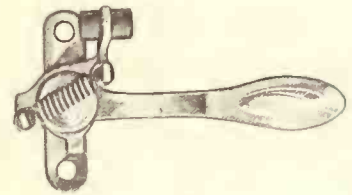
All
UNIVERSAL MOTORS
are
PERFECT IN MECHANISM
*All Universal Motors are
Perfectly Geared --- run and
wind noiselessly and main-
tain an even tempo.*



The Universal Speed Regulator

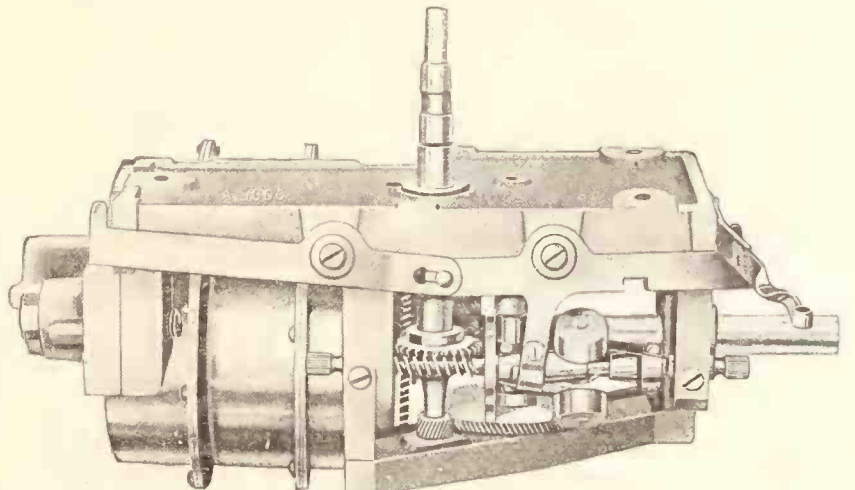


The Universal Turn Table



The Universal Stop

Manufacturers of
MOTORS
TONE ARMS
AUTOMATIC STOPS
NEEDLE CUPS
NEEDLE CUP COVERS
NEEDLE RESTS
Samples and Prices on Request



Universal Motor "A-6"

Universal Stamping and Manufacturing Co.

Main Offices and Factory

1917 to 1925 So. Western Ave.

Chicago, Ill.

NOTE: The Universal Stamping and Manufacturing Co. has established an
EASTERN DIVISION _____ at _____ WILLIAMSPORT, PA.

The Oro-Tone

QUALITY FIRST

FOR THE PERFECT REPRODUCTION OF ALL DISC RECORDS ON THE SUPERB EDISON

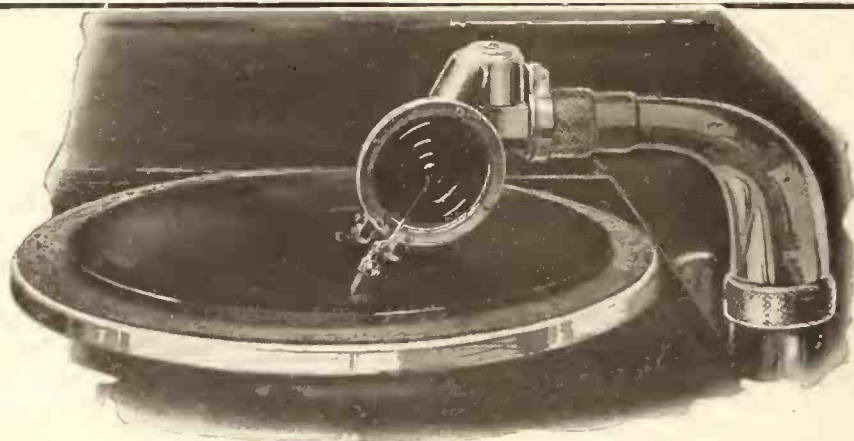
DO THIS—Try the ORO TONE in comparison with other Edison attachments and be convinced that it is the one perfect attachment for the Edison.

Ask your jobber or may we send sample on approval

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.50

The New ORO-TONE Safety Point Steel Needle Now Ready Sample Thousand 60 Cents

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.
1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 132)

upon the left hand pages appear quaint illustrations, suggestive of old songs that can be played upon the talking machine, and which are particularly appropriate for the home circle. The book contains sixteen pages in all and is in color throughout.

U. S. Ad Campaign in Daily Papers

On Sunday, November 16, the United States Music Co. inaugurated an extensive advertising campaign in the Chicago daily newspapers, by bringing out an announcement of their November records and fifty best sellers in the Chicago Sunday Tribune. Following this, three advertisements a week will appear right through the winter in three Chicago papers, the Tribune, the Daily News, and the Evening American. Some very large spaces have been contracted for, to be used within the next three months. All of the advertising will be in the interest of U. S. dealers and will be attractively illustrated. The desirability of owning a player piano will also be impressed upon those

who see the ads in the papers, for it is also aimed to recruit more purchasers of player rolls as well as to increase the sale of rolls to those already possessing these instruments.

The Chicago Daily News has sent out a letter to dealers of the U. S. Music Co., informing them concerning the campaign and telling about the benefits to be derived from this advertising, by having a good supply of rolls on hand to fulfill the demand which will undoubtedly follow the appearance of each announcement. The letter is signed by J. B. Woodward, advertising manager of the Daily News and as a stimulating business producing document is most interesting. We quote the last paragraph:

"As a wide-awake and progressive dealer, you will readily foresee the demand that will result from a campaign of this character, and will undoubtedly make arrangements with the United States Music Co. to represent them in your community. Right in your neighborhood there are

hundreds of Daily News readers, many of whom own player-pianos, who would appreciate the opportunity to buy their new music rolls each month at your store."

Still At It

The other morning we noticed an ad in one of the Chicago papers. It was to the effect that a certain party had a \$200 size "Victrola" for sale at a bargain. We phoned, as requested by the ad, and were told by the party on the other end of the wire that the machine in question was a genuine "Steinway Victrola." What next?

Republic Men Have Dinner

The Republic Merchants' Association, an organization made up of space renters in the Republic Building, held their regular Fall Snupper, shortly after the middle of November. There were a number of talking machine men represented. F. S. Spofford, local representative for the Sonora Talking Machine Co.; M. J. Kennedy, representative of the Puritan; Evans Piano Co., represent-

(Continued on Page 136.)



Style 175M—Federal Phonograph
PRICE, \$175.00

Fifty inches high; 23 inches wide; 24 3/4 in. deep. Choice figured genuine mahogany veneers; select quartered oak, golden or fumed. Extra heavy 5-ply panels. Best hand finish. Tone is sweet and pure with exceptionally large volume.

Improved all-wood amplifier with two-point support, continuous curvilinear reflecting throat and full resonating bell.

Motor SC, extra large triple spring type of the finest possible construction, noiseless and fitted with every device that will add to service, durability and precision.

Style F1, Federal Tone Arm and Reproducer. Special precision weight adjustment for all records. The finest ever devised. Plays all makes of disc records.

Roomy record compartment with horizontal shelves.

Our new, modern equipped factory, now producing at full capacity permits of

IMMEDIATE DELIVERIES

of

"Federal" Phonographs

(Plays all records)

The construction and finish of these, together with our other popular priced models, are such that they will stand up successfully in competition against the highest grade machines made.

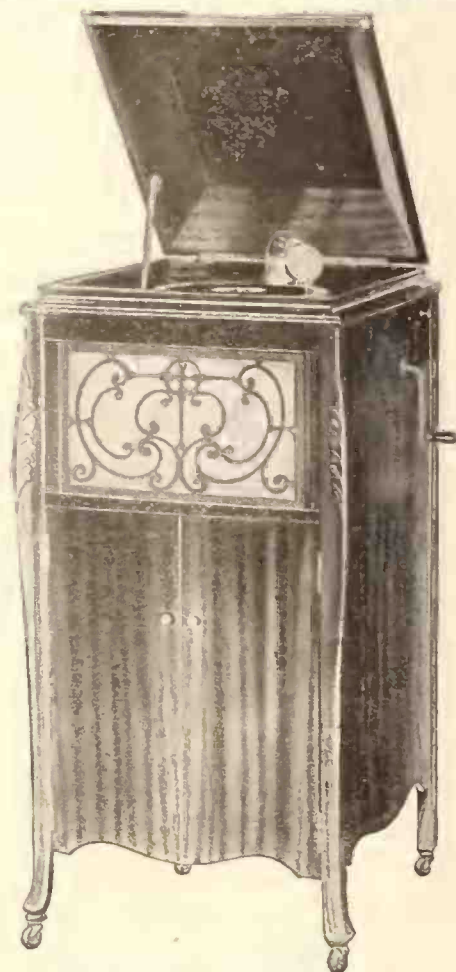
Their perfect tonal reproduction has invariably attracted attention in the homes in which they have been placed with the natural consequence of

COME-BACK SALES

Write for Catalog and Full Particulars

Federal Phonograph and Supply Co.

8 S. DEARBORN ST. CHICAGO, ILL.



Style 150M—Federal Phonograph—Mahogany or Walnut. PRICE, \$150.00.

Forty-eight inches high, 23 inches wide, 24 inches deep. Choice figured veneers, extra heavy 5-ply panels well made and best hand finish. Tone is sweet and mellow with large volume. Improved all-wood tone chamber with two-point support, continuous curvilinear reflecting throat and full resonating bell.

Motor—Extra large, very fine precision made motor, built to give everlasting satisfaction, all parts interchangeable and easy to adjust. Absolutely guaranteed.

F1—Federal tone arm our own, same as Style 125. This model is a very fast seller, as it is as good as any \$200.00 phonograph made.

Hiawatha

*Asks You To Have
"A Little Patience, Please"*

FOR quite some time it looked as if we should not even have the prospect of getting our heads up out of the mountain of orders which threatened to bury us for good and all.

We have MADE ADDITIONS to the plant. We have ADDED to our OUTPUT CAPACITY. We are beginning to see light.

For the moment, it is hard to satisfy new customers or to say how rapidly we can make deliveries to them. For the moment we must care for our present customers FIRST.

But our rapid work in getting ahead of the game is showing us that SOON, VERY SOON, we can take care of them all, come they ever so fast.

Meanwhile, we are still, as ever,

Sincerely yours,

Hiawatha Phonograph Company

Address us at our offices

209 South State Street
CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

tatives of the Crystola; Wyman Babb & Co., representatives of the Brunswick, and a number of other lines, were all in evidence. All of these concerns donated records as prizes for a lottery held at the close of the evening. The attraction of the evening was the famous King, cartoonist of the Tribune, who entertained the gathered merchants with drawings of Gasoline Alley and caricatures of members of the association that were pronounced excellent "fac-similes."

Selling in Carloads Only

The Great Eastern Mfg. Co., of this city, have recently secured the exclusive selling agency of eight talking machine cabinet factories and announce that in 1920 they expect to attain an output of 100,000 instruments. Nat Kawin, director of sales, states that orders are accepted only from dealers or distributors who are able to take no less than carload lots, as it is thought that this method of marketing is the only economical one and fair to the dealer. Their factory "L" is leading their other seven plants in production and it is hoped that the "L" factory alone will produce 50,000 machines in the coming year.

Bauer Talking Machines

Visitors to the salesrooms of Julius Bauer & Co. of late will have noticed an unusually imposing array of talking machines, manufactured by this concern. It was almost a year ago that Julius Bauer & Sons started to manufacture these instruments. They were so occupied with producing their pianos that the talking machine branch of the business was somewhat neglected. Now, however, they have found time to produce a number of the latter instruments with the result that the Wabash avenue store is able to keep itself fairly well supplied with a considerable stock.

Wanamaker and Steger

The following announcement regarding the Steger phonograph, manufactured by Steger & Sons, of Chicago, has appeared in New York

newspapers during November. This was the first advertisement in an extensive campaign now directed by John Wanamaker to promote the sale of Steger instruments.

"A plain straightforward announcement that concerns good music, Christmas and you. The downstairs store presents a new phonograph—new to this store—but tried and true. This is the beginning of the new Phonograph Shop in the downstairs store.

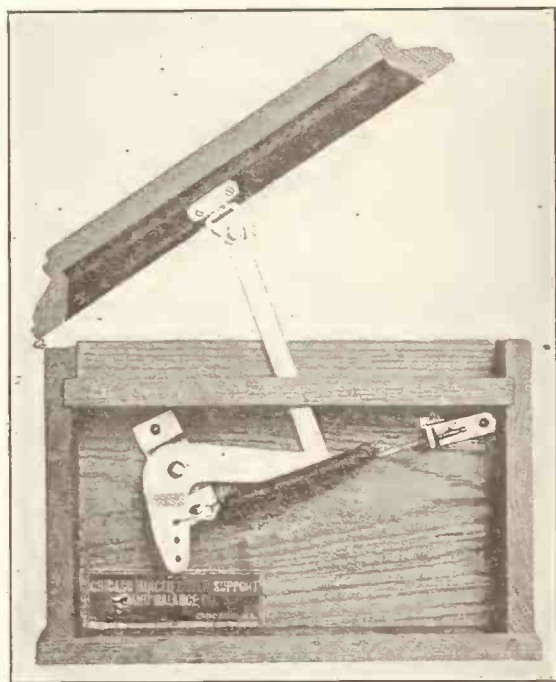
"We could write a column about it in the

usual glowing terms, and we could easily express a belief (if we really believed it) that this particular instrument is the greatest in the world; but we won't. We know better.

"There are too many good talking machines on the market today for any man to say, without qualification, that this one or that one is best. The Wanamaker store does not say so. We have many good talking machines for sale at Waua-

(Continued on Page 138.)

RED SEAL STEEL NEEDLES



Cover Balance No. 1

Two Patents Dec. 9, 1919—One Patent Dec. 12, 1916, and Others Applied for



Chicago Hinged Cover Support and Balance Company

Telephone Prospect 250

2242-44 W. 69th Street

CHICAGO, ILL.

READ THIS

A cover balance is not a piece of hardware that can be applied to a talking machine cover in most any way and work fairly well. Owing to the different sizes and weights of covers and the different ways of making cabinets the sizes of springs and direction of pull must vary so it becomes a problem in engineering to design a support which will act properly on your machine.

We furnish diagrams and if you are a manufacturer and will give us the proper information

We will design a balance which we guarantee will work satisfactorily on your machine.

We will furnish you a sample to try.

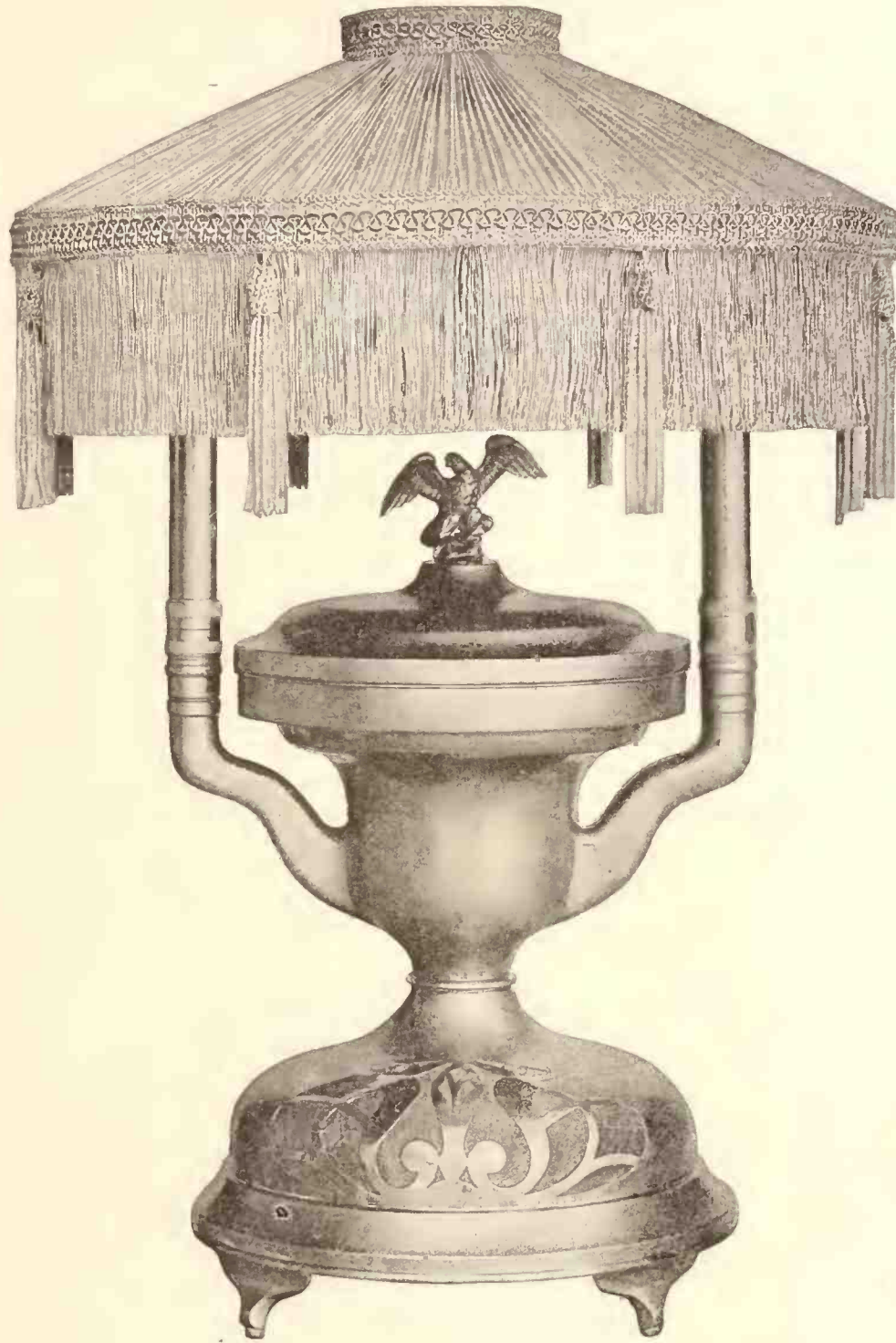
*We will furnish a blue print showing how to apply correctly—***AT NO COST TO YOU!**

When a balance is applied at one side, as it is in most cases, there is a tendency to warp or twist the cover so it will stand open on one corner.

We have overcome this trouble so that if our support is applied according to our blue prints

OUR BALANCE WILL NOT WARP THE COVER

NOTICE OUR TOP CONNECTION, WHICH ADJUSTS ITSELF TO ANY BEVEL WITHOUT BENDING!



The Most Discriminating Trade Appreciates---
 The “FAIRY” Phonograph Lamp

It “looks” and “speaks” for itself. In appearance, its luxurious refinement is immediately apparent. But it achieves its greatest triumph in its tone.

A newly patented sound amplifying chamber, radically differing from the conventional designs, constructed of correctly jointed and suspended WOOD gives a true mellow tone of a volume equalling that of the best and most expensive instruments.

Electrically operated and equipped with a specially designed invisible switch, regulator and tone modifier.

No matter how high grade the instruments you carry, the “FAIRY” PHONOGRAPH LAMP in tonal production, in artistry of design, equals the best.

Permit us to tell you how sales of the “FAIRY” have required our maximum output ever since its appearance in 1918.

ENDLESS-GRAPH MANUFACTURING COMPANY

4200-02 W. Adams St., Chicago, Ill.

50,000

High-Class Cabinets for 1920 at Our Factory L

This is only part of our cabinet output for 1920. This factory is now in full operation and shipments will begin on or about December 20th.

Jobbers: assemblers and other big operators looking for three high-class cabinets, with or without motors, get into communication with us at once.

Three Styles of medium priced cabinets at best market prices.

No. 100, 45½ inches high, in golden oak or mahogany.

No. 125, 48 inches high, in golden oak or mahogany.

No. 150, 50 inches high, in golden oak or mahogany.

Best quotations and samples submitted to well rated jobbers, assemblers and phonograph specialists.

Motors and tone arms will be furnished at lowest factory cost. We will assemble your cabinets with your own motors and tone arms at a reasonable cost.

Write to the

GREAT EASTERN MANUFACTURERS COMPANY

NAT KAWIN

Director of Sales for the Associate Factories

316 South Wabash Avenue

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 136)

maker's—and we believe that all of them are worth having. We know that all of them are good machines, mechanically; it is simply a question of the one you like best—the tone that pleases you most.

"The Steger is the name of the instrument featured in this new section downstairs. It is made by the Steger & Sons Piano Mfg. Co., which was established in 1879. We chose this instrument because it appealed to us as being worthy."

Following this are presented other facts connected with the Steger phonographs, similar to the above, but this is an example of the copy that is making the Steger popular among the Wanamaker patrons.

C. E. Hollenbeck Visitor

C. E. Hollenbeck, manager of the Eilers Music House, located at Spokane, Wash., was in Chicago for a period of about ten days on a trip which combined the music business and the business of Mr. Hollenbeck's general health. He was at St. Joseph Hospital for a period of a few days in order to undergo a slight operation. Mr. Hollenbeck said that the reorganized Eilers Music House was again on the map and going strong. "We are working very successfully along conservative lines and on as nearly a cash basis as is possible. We have concentrated our efforts in cleaning up a large number of bad accounts,

repossessing musical instruments from all quarters of previous occupation. This together with the present conditions of great prosperity in the west has given us great success. Our already well known name helps us. Our large stock of reclaimed instruments and so forth all combine to make for a small investment and greater returns. I consider that we will enjoy a highly prosperous holiday business."

Attractive Window Easel

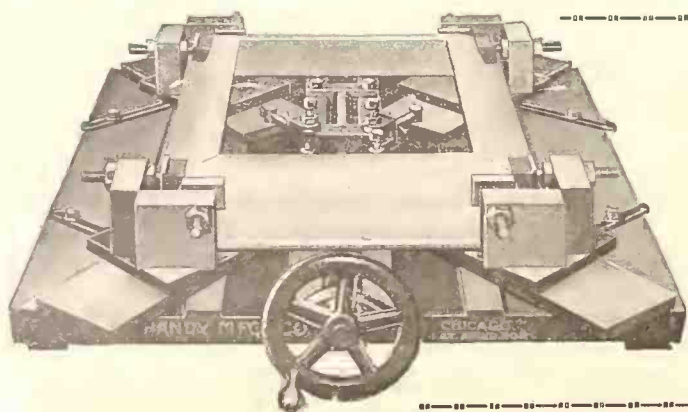
The Empire Talking Machine Co., of Chicago, has prepared for the use of their dealers a new and attractive window easel picturing the "Empire" in the home. The card is in colors and stands about two feet high, calling attention to the talking machine in a most appropriate way.

Add to Consolidated Force

The Consolidated Talking Machine Co., located at 227 West Washington street, announce the following additions to their sales force: J. L. Charles has been made head of the sales department for Indiana, with headquarters located at Indianapolis. The Texas territory has been assigned to U. Forsch.

To Distribute Vitrola

David Falk has organized the Falk Phonograph Co., which will undertake to cover the territory of Illinois and Indiana for Vitrola instruments. With the exception of the larger cities in Indiana



We illustrate the

"Handy" Dome Clamp

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

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

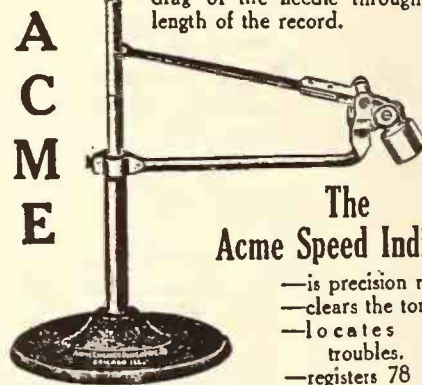
VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by

Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

and Illinois, Mr. Falk, together with other sales representatives will work in conjunction with the Vitonola advertising and sales campaign now under way. In addition to the Vitonola instruments they will handle talking machine accessories.

In Downtown Offices

Newman Bros., manufacturers of the Newman Bros. phonographs, have secured space in the Fine Arts building, where their headquarters will henceforth be located. The factories at Chicago avenue and Dix street are now recovered from the fire of a few weeks ago and production is going on at capacity. The new headquarters are on the sixth floor of the Fine Arts and it is here that President L. M. Newman and Vice-President and Secretary G. R. Newman will be located. The increasing demand for this company's product has necessitated the central location and will also permit of larger manufacturing facilities at the Chicago avenue plant.

Handle the Manophone

Wyman Babb & Co., located in the Republic

building, have secured the local agency for the Manophone. An attractive sign in their window on the sixth floor announces the fact that Wyman Babb & Co. are now handling this machine.

New World Travelers

E. C. Cook, sales manager of the World Phonograph Co., announces the addition of two more traveling representatives to their selling force. The men are O. T. Lytle, of Parkersburg, W. Va., and J. P. Miller, of Pittsburgh, Pa. Both gentlemen have had extensive experience in the marketing of talking machines. Mr. Miller has been connected with several retail Victor dealers, such as C. C. Mellor and the W. F. Frederick Piano Co., of the city of Pittsburgh. Mr. Lytle, previous to the war, was manager of the Victor department of Dills Bros. & Co., of Parkersburg, W. Va., and specialized in Victor educational work. Since his release from the army Mr. Lytle has been representing the Reed Co. of Pittsburgh, Pa., in the southern states. This position he has occupied up until a few weeks ago, when he became manager of sales in the southeastern states for the

World Phonograph Co., where he achieved success. The addition of the two above named travelers to the World force is in accordance with their



J. P. Miller

policy of expansion. Although the World Co. has been experiencing great difficulty in fulfilling the demands of World dealers throughout the



O. T. Lytle

United States, it is expected that the greatly increased output to be secured by the new factory purchased in South Chicago will enable them to take care of additional business in the coming year.

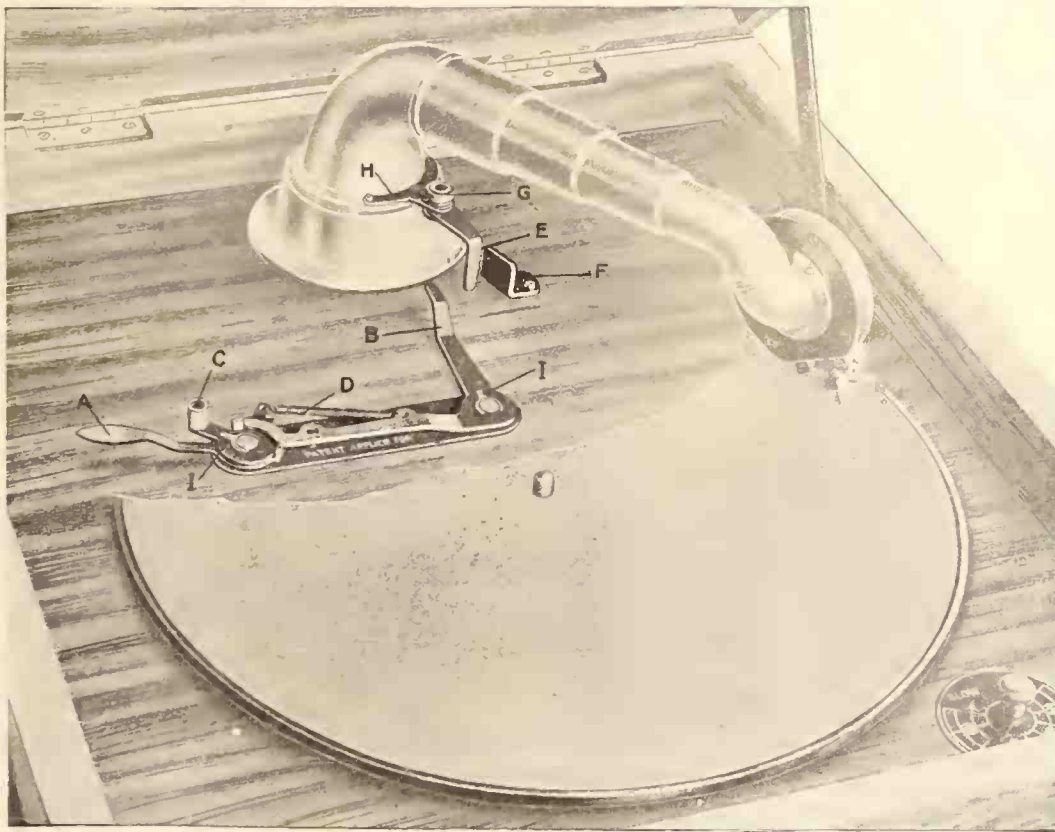
Demand for Cover Supports

An indication of the fact that the new year's business will continue to be as good, if not better, than the business which has been enjoyed during the past few months is shown by the expansion

(Continued on Page 141.)

THE FERRO-STOP

IT STOPS WHERE YOU WANT IT TO STOP



At Last—a Perfect Automatic Stop!

The simplest automatic stop made. Has but two working parts. Designed to fit all makes of phonographs. Works every time. It performs properly—accurately.

Solves All Automatic Stop Troubles

Phonographs that are equipped with the "Ferro-Stop" will speak well for the instrument. Made of high-grade steel. No loose fitting joints. No wabby mechanism.

Can Also be Used as Hand Brake

The Ferro-Stop is a combination hand brake and automatic stop. Works positively either way.

Manufacturers, Jobbers and Assemblers of phonographs should write today for full details and quantity prices.

CHICAGO FERROTYPE CO.

PHONOGRAPH PARTS DIVISION

1455 Congress St.,

Chicago, Illinois

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each Cash with order State make of tone arm used



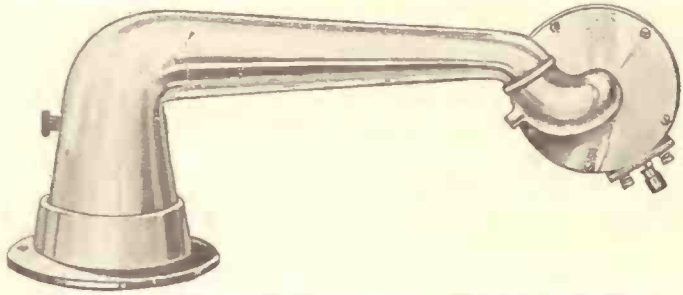
Also made with long brake shoe for 1 inch offset

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



Our new No. 7-L tone arm. Eight inch Centers; finest small tone arm on the market; adjustable for weight. High grade mica, highly nickel plated. We can take on quantity orders for immediate delivery. Write for our Bulletins on Cabinets, Motors, Tone-Arms and Accessories.

MOTORS (Standard Prices)

for Prompt Shipment

LAKESIDE	-	-	No. 55---	2 Spring
LAKESIDE	-	-	No. 56---	3 Spring
HEINEMAN	-	-	-	No. 33
HEINEMAN	-	-	-	No. 77
SAAL	No. EE			SAAL No. DD
SAAL	No. AA			SAAL No. CC

We take this opportunity of expressing to our friends in the talking machine industry our compliments of the season. We thank one and all for the confidence which has been reposed in us during the year.

We should also wish to say, to our prospective as well as to our present customers, that we shall endeavor during the present year further to merit their confidence, by even more efficient co-operation and even better service; all of which is being rendered possible through our acquirement of greatly increased manufacturing facilities.

LAKESIDE SUPPLY CO., Inc., 416 So. Dearborn St., Chicago, Ill. Telephone Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—Continued from Page 139

of the business of the Chicago Hinged Cover Support & Balance Co.

This clever bit of mechanism has met with such favor with the manufacturers of talking machine cabinets that its makers have been obliged to not only increase the size of their factory but to also establish a plating plant in connection with it. R. P. Sutherland, recently elected secretary and general manager of the Chicago Hinged Cover Support & Balance Co., made the statement that they were so besieged with orders the past two months that it had been almost impossible to supply the demand,

which fact, he said, was due to the difficulty experienced in getting satisfactory plating work done; but that inasmuch as they were now equipped to do their own plating, it would be done with dispatch and in a manner which would meet with the approval of their customers.

New Start and Stop Device

The Vincennes Sales Co., of Vincennes, Ind., announce the opening of a Chicago office, located at 9 South Clinton street. This concern has recently placed upon the market a new automatic start and stop for phonographs. The device is one which is peculiar in that it requires no set-

ting or adjusting in any size or make of record. The device starts the instrument by placing the needle on the record and stops the turn-table when the needle arrives at end of the spiral. It is attached to the talking machine on the top of the motor and underneath the tone arm. It is called the Ackolot positive automatic start and stop. The Ackolot is not yet ready for the phonograph market, but the concern expects to be delivering about the first of January.

Apparatus to Test Motors

The Cherington Mfg. Co. now has in addition to its regular testing room an apportioned place

REMEMBER---There Is No Time Like the Present!
Get in touch with us and let us tell you how you can share in this profit on

LATERAL
CUT



LATERAL
CUT

RECORDS

A QUALITY RECORD!

OkeH Records include the best efforts of the continent's most popular and talented artists.

OkeH Records move rapidly and show a mighty good margin of profit.

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVE., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

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

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

New Line of Accessories

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

Change in Victrola Dept

The retail interests in the talking machine de-

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

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

Have Large Motor Output

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

Pleased With Automatic Stop

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

Lectures on Tone Production

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

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

Shortage of Cabinets

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

Pathé Men Meet Here

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

GREETINGS



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

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

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

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



MODEL "C"
 H—50½ inches
 W—22 inches
 D—24 inches

PHOENIX PHONOGRAPH CO.

2504-06 W. Van Buren St. Phone Seeley 4320 Chicago, Ill.

Edison Amberola Message No. 1

Happiness is achieved by many means. Music is one of the most effective of them.

The merchant who sells **Edison Diamond Amberola Phonographs and Amberola Records** is an important factor in making happier the homes in his community.

This merchant is a man worth knowing. He realizes the prestige an Edison Amberola Dealership gives his store. You will find him proud of his Edison Dealership and of the good he is doing in his community.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

Happenings in Dominion of Canada

TORONTO TRADE FINDS PUBLIC MUCH MORE CRITICAL IN BUYING

This Applies to Both Records and Machines—H. S. Berliner a Visitor—Brunswick Canadian Products Co., Ltd., May Locate in Woodstock—Some Recent Incorporations and Other News of Interest

TORONTO, ONT., December 4.—The present trend in the talking field is well revealed in the experience of a local manufacturer who remarked: "One of our customers some time ago placed an order for a quantity of machines. Seventy of them were for the style retailing at \$135, and today he came along and asked us to change his order—to make fifty of those seventy machines for the \$200 type instead of the \$135 one."

Another firm interviewed singled out for special mention the growing list of dealers who in their orders were running from 60 per cent. or more on machines in oak cabinets.

Knocking around among dealers and salesmen when they are talking shop—but not for publication—one cannot help but observe how much more critical of the various recordings they are compared to a year or two ago. The men out on the firing line are "up" in music as never before. This is a healthy sign. Such interest is only bestowed upon merchandise of the high standard that record music measures up to. Such details would go pretty much unnoticed as a general rule if the public had not reached the stage when they expected their highest musical tastes to be ministered to by the variety of music provided in a catalogue of phonograph records.

Accessories have become an important part of the dealer's business throughout the Dominion. Asked to account for the growing amount of sales in this field a dealer remarked: "In the first place the sales of instruments made to date by my competitors and myself have created a list of needle customers that means something. Then there is a sort of friendly rivalry amongst friends who own instruments. One likes to have his instrument equipped with a certain needle, an automatic stop, a record cleaner, or some other little accessory before his friends. On the other hand, if a friend gets it first, he and the others, not to lag behind, must have it, too. These accessories not only mean cash sales in themselves, but they help keep up the owner's keen interest in the machine. Also customers coming in for accessories are usually good for another batch of records." This dealer's experience is strongly confirmed by the amount of business that jobbers are doing in needles, albums, record cleaners and numerous devices that are on the market.

Another noticeable thing about talking machine parts that dealers are reporting is the added interest the public is taking in the motor, tone arm, and sound box equipment of the machine which the dealer is seeking to interest them. Not long since the public asked no questions as to the why and wherefore of the construction of the motor, tone arm and sound box because the public knew nothing of them and cared less. So long as it was a guaranteed instrument they bothered little about mechanical details. Today

they have read motor descriptions, they know more about motors, and they care more about motors. The customer shows an interest in the principle on which the tone arm works to give the required weight for the three classes of records, that only a short time ago would have been quite exceptional. As one dealer puts it, "As the talker grows in popularity its construction is studied by the intending purchaser like that of the automobile."

H. S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., was among the recent trade visitors to Toronto, the headquarters of His Master's Voice, Ltd., the distributing house for Ontario of the Berliner factory products. Mr. Berliner, who is always in intimate touch with the various departments of this organization and recording laboratories, says his company has produced quite an extensive list of Canadian records and this list will be greatly enlarged in the near future. In connection with His Master's Voice development which the company has fostered by extensive advertising and effective selling helps to dealers, service has been the dominant consideration of this organization and the factory output has continued sufficiently far in advance of the demand of the distributors and dealers to make instant deliveries a regular feature.

The R. S. Williams & Sons Co., Ltd., Hamilton, Ont., branch are featuring a Victrola Xmas Club with a membership limited to fifty.

Robertson, Pringle & Tilley, Ltd., have registered in Ottawa with a capital of \$50,000 to deal in talking machines and pianos, as has also the

Brunswick Shop, Ltd., with a capital of \$50,000.

The Music Supply Co., Columbia distributors, state that their shipping departments have broken all records for the first quarter of 1919, showing an advance of over one hundred thousand dollars as compared with the same quarter of 1918. To facilitate deliveries and give their customers improved service the Music Supply Co. recently have enlarged their shipping and stock rooms.

Mme. Frances Alda and Giuseppe de Luca, Victor artists, appeared recently in a joint recital here.

Norman K. Hodgins is now covering the Eastern territory for Curtiss Aeroplanes, Ltd. He was for five years connected with His Master's Voice.

Charles Fleissner, of Stephenson, Inc., the well known motor house of New York City, was a recent visitor to this and other Canadian centers.

The plant of the Pollock Mfg. Co., Ltd., at Kitchener, which now becomes an integral part of the General Phonograph Corp.'s string of plants, has for several years been exclusively devoted to the manufacture of motors, tone arms, reproducers, etc. The Phonola management anticipate larger supplies of motors and other accessories in view of the policy of expansion that the General Phonograph Corp. will put into effect.

Miss Mae E. Skilling, of the Columbia Graphophone Co.'s educational department, recently addressed the West York Teachers' Association on the benefits of talking machines in schools throughout the country.

A news dispatch from Woodstock, Ont., says that negotiations have been completed whereby the Brunswick Canadian Products Co., Ltd., will establish here their office and headquarters for the Dominion of Canada. The new company will be given ten acres of land. On this they will build a factory which, with equipment, will cost \$200,000 and will furnish employment at the commencement to at least 200 hands."

MONTREAL CLUB HEARS BERLINER TELL OF GROWTH OF TALKER

Tells of the Romance of the Talking Machine, Its Growth and Development—Columbia Line With Ogilvy—Verlet and the Edison Heard—Aeolian-Vocalion Recital—Other News.

MONTREAL, CAN., December 2.—Talking machines was a topic which interested the members of the Kiwanis Club at a recent luncheon held in the Queen's Hotel, this city, when Herbert S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., addressed the meeting and in a plain matter of fact talk gave a glance at the romance of the talking machine, telling of its invention and development. He said: "Some idea of the growth of the business is gained from the fact that in 1900 the total retail business in Canada was less than \$100,000. For this year the estimate of retail value is \$20,000,000. The business has been growing at the rate of 50 per cent per year for the last three years."

Before an audience that exhausted the seating capacity of their ample auditorium, N. H. Phinney, Ltd., Halifax, N. S., recently gave one of the series of Twilight recitals which are the musical feature of the week in Halifax. In addition

to prominent local talent Carolina Lazzari, contralto, sang "Oh Promise Me" through the medium of the New Edison. Guido Ciccolini was also heard by the same satisfying means, as well as some stirring band and orchestral Edison Recreations.

James Ogilvy & Sons, Ltd., one of Montreal's largest departmental stores, have secured the representation of the Columbia line of machines and records and are using printer's ink freely to introduce this line to prospective customers.

One of the most active campaigns in Montreal was conducted by J. L. Pang during the recent Victory loan campaign amongst the employees of the Berliner Gramophone Co., Ltd., who won the Prince of Wales Honor Emblem and were awarded the flag. This firm doubled the amount subscribed for last year.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., recently gave before a capacity audience a demonstration of the Aeolian-Vocalion and report several sales and a large list of prospective customers as the direct result of this mode of customers as the direct result of this publicity.

W. H. Thorne & Co., Ltd., St. John, N. B., jobbers for the Maritime Provinces for the New Edison Diamond disc, this week upon the occasion of an enjoyable concert given in the Imperial Theatre by the Belgian songstress, Mlle. Verlet, assisted by Victor Young, pianist, issued a neatly printed folder as a souvenir of the occasion. Invitations were issued and the largest theatre in St. John secured for the occasion. It was an afternoon affair and the concert was given in conjunction with an Edison tone-test, the program affording much pleasure.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



WISHES YOU

A Merry Christmas and a
Prosperous New Year

Pathé Frères Phonograph Co.

EUGENE A. WIDMANN, Pres.

Grand Avenue
and London, England

Brooklyn, N. Y., U. S. A.
The Pathe Freres Phonograph Co.-of Canada, Ltd., Toronto



D I S T R I B U T E R S

Hallet & Davis Piano Co.
146 Boylston St.,
Boston, Mass.

Bristol & Barber
111 East 14th St.,
New York

National Piano Co.
305-307 N. Howard St.,
Baltimore, Md.

Interstate Phonograph Co.
1026 Chestnut St.,
Philadelphia, Pa.

Pittsburgh Talking Ma-
chine Co.
963 Liberty Ave.,
Pittsburgh, Pa.

Rochester Phonograph
Co., Inc.
44 Clinton Ave., North
Rochester, N. Y.

Buffalo Wholesale
Hardware Co.
317 Washington St.,
Buffalo, N. Y.

Weaver Piano Company
York, Pa.

M. Seller & Co.
Fifth and Pine Streets,
Portland, Oregon

M. Seller & Co.
Spokane, Washington

Wm. Volker & Co.
Main, 2d and 3d Sts.,
Kansas City, Mo.

Wm. Volker & Co.
Houston, Texas

Wm. Volker & Co.
Denver, Colorado

Armstrong Furniture Co.
59 N. Main St.,
Memphis, Tenn.

John A. Futch Co.
630 Washington St.,
Jacksonville, Fla.

Gray & Dudley Co.
Nashville, Tenn.

Harbour-Longmire
Phonograph Co.
1001 Elm St.,
Dallas, Texas

Pathe Freres Phonograph
Company
City Sales Department
18 East 42nd St.,
New York

Harbour-Longmire
Phonograph Co.
311 W. Main St.,
Oklahoma City, Okla.

The Fischer Company
940 Chestnut Ave.,
Cleveland, Ohio

The Fischer Company
44-46 Vine St.,
Cincinnati, Ohio

Churchill Drug Co.
Burlington, Ia.

Churchill Drug Co.
Peoria, Ill.

Churchill Drug Co.
Cedar Rapids, Ia.

Fuller-Morrison Co.
540 W. Randolph St.,
Chicago, Ill.

Rice-Stix Dry Goods Co.
St. Louis, Mo.
New Orleans, La.

W. W. Kimball Co.
Jackson and Wabash Aves.,
Chicago, Ill.

Mooney, Muller & Ward
Company
101 S. Meriden St.,
Indianapolis, Ind.

Salt Lake Hardware Co.
Salt Lake City, Utah

G. Sommers & Co.
Park Square,
St. Paul, Minn.

Williams, Davis, Brooks
& Hinchman Sons
26 Congress St.,
Detroit, Mich.

Wright & Wilhelmy Co.
Tenth and Jackson Sts.,
Omaha, Neb.

Western Phonograph Co.
985 Market St.,
San Francisco, Cal.

Western Phonograph Co.
820 S. Broadway,
Los Angeles, Cal.

Morley Murphy Hard-
ware Company
Green Bay, Wis.

Your Golden Opportunity. There are *BIG* Profits in *Pathé*

Get ON the ladder.
Don't pass UNDER -
it's UNLUCKY - for
YOUR business -



Pathé
Be Ready for
1920

Write or wire today for your
free copy of
**THE OTHER
20%**

It may start you on The
Royal Road to Fortune. It
will surely show you how
to make more money every
day. Do it Now!

Pathe Freres Phonograph Co.

EUGENE A. WIDMANN, President

20-52 Grand Avenue, Brooklyn, N.Y., U.S.A.



AND LONDON, ENGLAND

PATHE FRERES PHONOGRAPH CO., LTD., OF CANADA, TORONTO



Stracciari sings "Santa Lucia." Columbia 78100.

Columbia Graphophone Co.
NEW YORK

KNICKERBOCKER MONTHLY REUNION

Recital, Business Meeting and Luncheon Attended
By Many Victor Dealers—Examples of Window
Display Shown Win Commendation

An exceptionally large attendance of metropolitan Victor dealers was reported at the regular monthly record recital, business meeting and luncheon held Friday, November 28, in the auditorium at the headquarters of the Knickerbocker Talking Machine Co., metropolitan Victor wholesalers. This company followed their usual custom of entertaining their visitors at luncheon at the Hotel Theresa. The trade service department prepared many excellent examples of window display as suggestions for dealers which were shown in the windows along Knickerbocker street. This department, under the personal supervision of Carl Weiler, an expert in this line, has already reached large proportions. In a letter sent to the trade the announcement is made that this window dressing service is open to all Victor dealers irrespective of whether they are Knickerbocker deal-

ers or not. The object of this department is to provide the many dealers who cannot personally employ an expert window dresser with an equal service at a much lower cost.

Attractive Knickerbocker window displays have recently been installed in all sections of the city. Among recent installations were the windows of F. L. Steers & Co., 145th street and Broadway; Abelowitz Phonograph Co., 1353 St. Nicholas avenue; Piser & Co., 150th street and Third avenue; Wm. Ehrhardt, 790 East 180th street, and John Schick, 957 Third avenue. In the December issue of Knickerbocker news service a suggestion for the window is made that includes a Victrola VI, a Jones-Motrola and Ragtime Rastus, a dancing phonograph toy made by the National Co., of Boston, Mass.

ENTER SUIT RE CABINET MOULDINGS

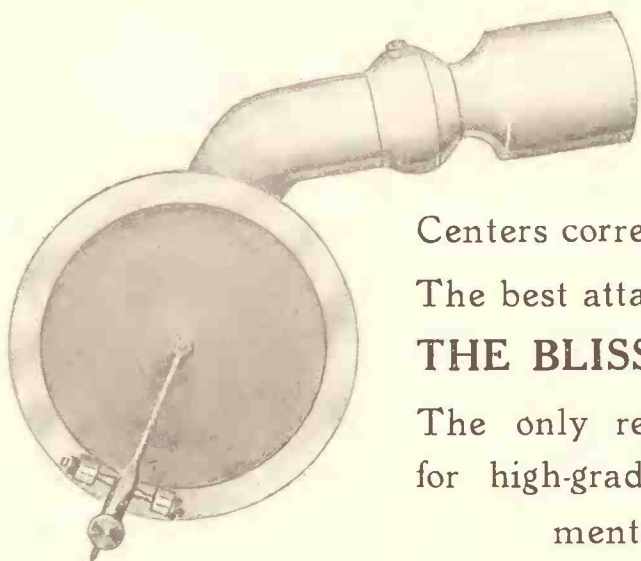
Beecroft-Blackman, Inc., have advised the trade that they have entered suit against the George A. Long Cabinet Co., Hanover, Pa., and Lawrence J. Rooney, a local dealer, claiming in-

IF YOU have not written in about the Talking Machine World Service you are not doing everything possible to increase your business.

P. S. It costs nothing to find out, so why not know all about it. See Page 177

FOR EDISON DEALERS—

The Bliss Universal Attachment



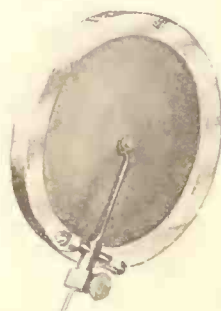
Straight bore, loudest reproduction, all brass, lightest weight, least wear on record.

Centers correctly on all records.

The best attachment at the right price.

THE BLISS REPRODUCER—

The only reproducer for high-grade instruments.



Fully Guaranteed. ☑ Test it for volume, tone, balance, articulation. ☑ There are none "just as good."

Bliss Reproducer, Inc.

80 Fifth Avenue

New York City

fringements of the Beecroft patents covering patent moulding on record cabinets. An injunction and damages are asked in the suit which has been filed in the United States District Court, Southern district of New York. The defendant has filed its answer and an early trial is expected.

The executive heads of Beecroft-Blackman, Inc., are Clement Beecroft, who has been identified with the record cabinet industry for many years, and J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesalers. The company controls the Beecroft patents and states it has licensed manufacturers under these patents.

The Geo. Long Co. has advised the trade that its clients will be protected and that it will defend the action.

Dark days are good for any man; they make him use his brains and plan, conserve his capital and learn to value dollars he may earn. So, Mr. Talking Machine Man, don't fret when come the days dark blue and wet, look forth with calm, undaunted gaze, and say, "I like these gloomy days!"

FIRST ANNOUNCEMENT

THE Amplifone for Musical Demonstrations by wire



Selling Records By The Amplifone

The Amplifone actually permits selling Records & Machines by telephone!

“Caruso will sing for you over the phone,” is the way one firm introduced the use of the Amplifone in its territory. The results were startling. In three weeks time the Amplifone paid for itself and for a year’s toll on the separate trunk telephone line.

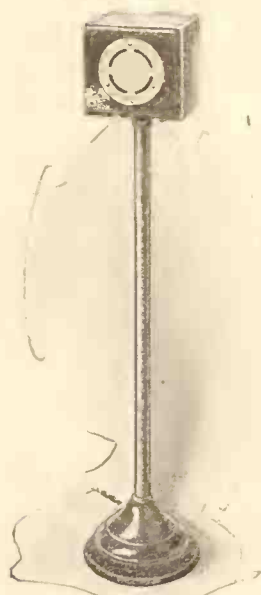
The novelty of being able to give a phonograph concert over the wire will draw profitable attention to your store and your product.

A host of new phonograph and talking machine owners will be added to your list after the holiday buying. Where will these people

buy their records? Make sure of a bulk of this record business by being the first dealer in your territory to install the *AMPLIFONE*.

Clear Telephone Concerts

By means of its highly sensitized transmitter, the Amplifone enlarges tone for telephone concerts taking out all the harshness and blurr of telephonic communication. Music at the other end of the



Patent Applied for

wire, played through the Amplifone, sounds just as clearly and distinctly as it does in the same room with the instrument that is being played. The Amplifone is encased in mahogany cabinet 5½ x 6½ inches mounted on a pedestal of statuary bronze. It is protected against jar and heavily guaranteed to work satisfactorily. It can be attached to any ordinary desk or wall telephone in a few moments without expert help, and can be used to demonstrate by wire any musical instrument made. Wire immediately or write by special delivery for prices and literature.

Will you be the first one to announce this remarkable innovation in your locality?

An Affidavit

Comes now from Frank E. Dickie, and, on his oath, says:

That the Amplifone device was attached to a telephone line in the Indianapolis Talking Machine Company’s sales rooms, Indianapolis, Indiana, on September 5th, 1919; That by the end of September the Amplifone had not only paid for itself in the profit on record sales made through its help, but it also paid for a year’s toll on the separate trunk telephone line.

That Mrs. Ella McCormack 375 Prospect St., Indianapolis, asked for a demonstration of the Victrola through the Amplifone on November 2, 1919, wishing to hear the Victrola in competition with another musical instrument of the same sort which was **IN HER HOME**, and that, at the end of the demonstration through the Amplifone, placed her order for the Victrola, sending the competing machine back to its agent.

Subscribed and sworn to before me this 29th day of November, 1919.

KATHERINE M. GALLAGHER
My Commission Expires Oct. 1, 1921. (Notary Public)

THE AMPLIFONE COMPANY
110 NORTH PENNSYLVANIA ST., INDIANAPOLIS

The New Model "E" Garford Phonograph

The Greatest Value on the Market

Immediate Deliveries in Any Quantity

*High in
Quality
Low in
Price*



*High in
Quality
Low in
Price*

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph.

- 1 Plays all makes of records without an attachment.
- 2 Superior Tone Quality.
- 3 Standard Motor of Recognized Merit.
- 4 Artistic Appearance.
- 5 Guaranteed to give Excellent Service.

Order Now For Immediate Delivery

Sells like "Wild-Fire" the Year Round

We have an Attractive Dealer Proposition

The GARFORD MFG., CO.
ELYRIA, OHIO

ART HICKMAN RECORDS A BIG SENSATION ON THE PACIFIC COAST

Golden Gate Surrenders to Jazz Music and Sales Are Tremendous—Columbia Co. Entertains Dealers at Hotel St. Francis—Hickman's Orchestra Receives Ovation—Live News of the Month

SAN FRANCISCO, Cal., December 5.—The vogue for Art Hickman records made by the Columbia Co., is the sensation of the month in California. Record-breaking record sales are reported from all strategic points down the Coast. The Coast has surrendered to jazz a la Hickman and the general interest in syncopated music is such that many dealers feel safe in prophesying a decided revival in the line. The great demand is for dance music with a kick and swing, so whatever the popularity of ballad melodies in sheet music, the market for jazzy talking machine records appears to be entrenched. The call for Victor goods is keen and prolonged; the public is famishing and the dealers are desperate. Hence the good news that the Victor Co., will soon be able to meet all demands—that production is now normal—has been received here with great joy.

The Columbia Graphophone Co., entertained the talking machine trade at a dinner in the Colonial ball room of the Hotel St. Francis late last month in celebration of the extraordinary success of the new Art Hickman records. Art Hickman and his orchestra officiated at the function both in person and via the Grafonola. The orchestra played all the pieces on the records and the guests danced—there were about 175 representatives of the trade present. Nathan F. Milnor, the local manager of the Columbia Co., was master of ceremonies and acquitted himself nobly, especially in the delicate matter of providing cocktails peculiar to the former era. In appreciation of his creative genius, Chief Victor Hirtzler, of the St. Francis, was formally presented with a complete set of the Hickman records. Art Hickman and his confreres were deeply touched by the rousing ovation accorded their entertainment and they expressed their emotions by rising to the supreme height of syncopation. Upon the suggestion of F. G. Valentine, vice-president of the Talking Machine Dealers' Association and manager of the San Francisco store of the Hauschildt Music Co., a message of appreciation was telegraphed to the national headquarters of the Columbia Co., in New York.

The new line of lateral cut records bearing the OkeH label is being received with great favor by the Pacific Coast trade. This record will prove a big business getter, if the attractions in the first bulletin comprise a fair sample of the offerings to come. High class music and low cost is an invincible combination. The classical records have a distinctly superior quality which must appeal to even the discriminating music lovers and the popular pieces leave little to be desired in the way of excellence. The string of Broadway hits by Greene Brothers and the Couway band selections will find a ready sale on the coast and jobbers are liberally ordering supplies.

L. Gruen, Pacific Coast manager for the General Phonograph Corporation, reports a very heavy demand for Heineman and Meisselbach products for early 1920 delivery. The great activity of coast manufacturers insures a steady demand for the improved tone arms, motors and other parts and accessories. Mr. Gruen and Mrs. Gruen have left San Francisco to attend the Christmas convention of the General Phonograph Corp., in New York. They will return after the holidays.

Mrs. M. Christianer, formerly with Sherman, Clay & Co., has accepted the position of manager of the talking machine record department of the Wiley B. Allen Co. here.

F. P. Corcoran, manager of the Wiley B. Allen talking machine department, says he sold over a thousand sets of Art Hickman records within two days after the goods arrived. This rush was caused by the large number of advance orders in response to special advertising. A large number of orders came from out of town, some from as far away as Nevada. The Allen department is well supplied with machines of the smaller sizes, but short on the big machines.

A. J. Kendrick, special traveling ambassador

for the Brunswick-Balke-Collender, paid San Francisco an official visit this month and did his best to cheer up his patrons who are clamoring for Brunswick machines. From San Francisco Mr. Keudrick went to negotiate a treaty of peace with the Los Angeles trade.

W. M. Ringen, who is opening a musical merchandise establishment on the second and third floor, 54 Kearney street, will carry a line of talking machines and have the coast agency for a new line, the name to be announced later. Mr. Ringen is a progressive young man who has been the head of the small goods departments of Sherman, Clay & Co. and Kohler & Chase. He has secured quarters which are centrally located and which are well suited to the special needs of his business.

S. McClay, who has been in charge of the collection department of Kohler & Chase, has accepted the position of manager of the office of the Adams Music Co., of Honolulu.

M. G. Van Loan, a well known music dealer at Redlands, has entered into a partnership with Judge H. T. Dewhirst and the business has been greatly enlarged. The concern has a talking machine department and one of their lines is the Tel-O-Tone phonograph. The store is situated at 215 Orange street.

Manager Soule of the San Francisco office of the Stradivara talking machine, has just returned from a tour of the coast territory. He established agencies in a number of different cities.

Bryon-Mauzy has taken on the Bluebird agency and has featured the machine with fine results in his own advertising.

Kohler & Chase, San Francisco, have added the Emerson records to their list. C. White, formerly of Vancouver, is now on the Kohler & Chase force under Mr. Edwards, the manager.

Andrey McCarthy has special need for his genial personality these days in an effort to supply the needs of the Victor dealers. He has been keeping the trade constructively hopeful and now that the Victor output is about normal he feels relieved. He is looking for large shipments soon—enough to satisfy demands, it is hoped.



UNIVERSAL TONE ARM





Patented May 13th, 1919

Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonograph this Fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

WRITE FOR FOLDER AND PRICES

We are in a position to make immediate Deliveries

Empire Universal Attachments FOR EDISON PHONOGRAPHS



Makes any disc record playable on the new Edison Disc Phonograph. Write for folder and attractive quantity prices.

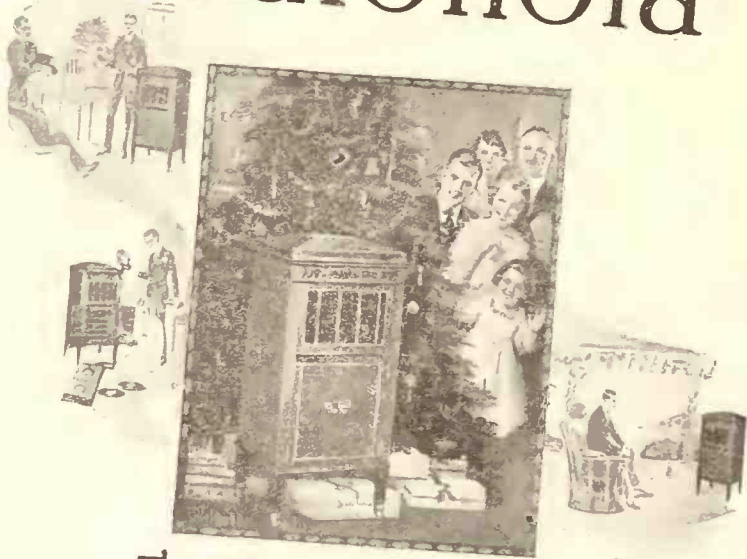
Address All Inquiries to Chicago Office

EMPIRE PHONO PARTS COMPANY

Sales Office—429 S. Wabash Ave.—CHICAGO, ILL.
Factory—1108 W. 9th St.—CLEVELAND, OHIO

Columbia

Columbia Grafonola



The Christmas Present that Fills the Year

The Columbia Grafonola and Columbia Records will put real, heart-filling joy into your Christmas. And they will carry the glad Christmas spirit on through all the year. For Columbia music is joyous music—new, sparkling dance records, the latest song hits, gems of grand opera, popular and classic selections played by the world's greatest bands and orchestras. Columbia Records mirror magically the voice of the singer, the rich harmonies of wood-winds, strings, and brass. The Grafonola makes every record a perfect joy, so wonderfully pure and clear in its tone. Standard Models, \$25 to \$300. Period Designs, \$300 to \$2100.



This Advertising Helps You

THESE Christmas Advertisements of the Columbia Grafonola are reproductions of pages and double pages in color which are part of the intensive Christmas campaign with which we are backing up Columbia dealers. They will appear in the most important publications of the country, with a total circulation of more than 15,000,000, and will reach the very cream of the American buying public. Take advantage of this chance for the biggest Christmas season you ever had! Use our free Monthly Advertising Service! Use our Dealer Helps! Push your sales! Get busy! Co-operate!

COLUMBIA GRAPHOPHONE COMPANY

New York

Canadian Factory: Toronto

Columbia Grafonola

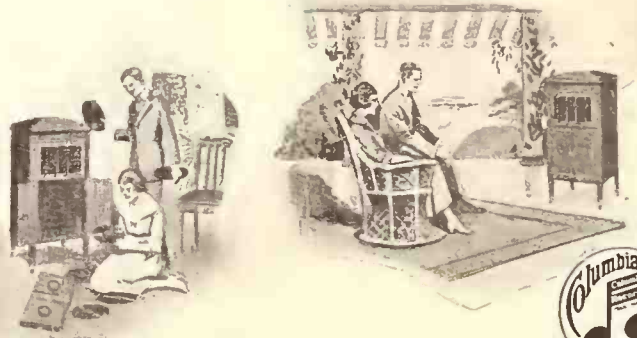
The Christmas Present that Fills the Year

The Columbia Grafonola and Columbia Records will put real, heart-filling joy into your Christmas.

And they will carry the glad Christmas spirit on through all the year. For Columbia music is joyous music—new, sparkling dance records, the latest song hits, gems of grand opera, popular and classic selections played by the world's greatest bands and orchestras.

Columbia Records mirror magically the voice of the singer, the rich harmonies of wood-winds, strings, and brass. The Grafonola makes every record a perfect joy, so wonderfully pure and clear in its tone. Standard Models, \$25 to \$300. Period Designs, \$300 to \$2100.

COLUMBIA GRAPHOPHONE COMPANY, NEW YORK
London Factory: 102 Clerkenwell Road E.C.



Grafonola



Columbia Grafonola

Which Grafonola will you give for Christmas?

The pure, sweet tone of Columbia Grafonolas, clear, resonant, and full, makes them a constant joy to hear. The beauty of their cabinets makes them a joy to see. The great variety of Columbia Models makes it certain that there is a Grafonola for every purse and taste.

There are small, portable sizes you can carry anywhere. Big, handsome cabinets suitable for the most elaborate of interiors. Prices as low as \$25, and as high as \$100.

In addition to these Standard Models there is a complete line of beautiful Period Design Columbia Grafonolas. They include all the most artistic periods, and are reproduced by master craftsmen from some of the greatest treasures of American and European art museums. These superb instruments range in price from \$100 to \$300, and any one of them is worthy of a place of honor in any home.

Thus there are many styles, and prices to choose from when you select your Christmas Grafonola. But one thing is always the same with every model of any price — the satisfaction of giving and receiving a perfect musical instrument.

Look for the Tone Leaves

COLUMBIA GRAPHOPHONE CO
New York
London, Toronto, 102 Chestnut Street, E. C.

Columbia Grafonola

Period designs

Happy Music for Yuletide

Happiness for Yuletide and many musical years to come is what this handsome Grafonola will bring you. Christmas carols, yuletide music on every other day of every coming year.

The design of this Grafonola is a faithful reproduction of an exquisite 15th Century instrument preserved in a famous museum as an example of the best craftsmanship of the Gothic period. With its rich carving and artistic design, it is a noticeable addition to the decorative equipment of any home.

Every one of the 22 different Columbia cal instruments, its tone marked by the superb craftsmanship and purity which distinguish every Grafonola, whatever its style or price.

Period Design Grafonolas, electrically equipped, motor starting and stopping automatically, \$190 to \$300. Standard Models up to \$500.

COLUMBIA GRAPHOPHONE COMPANY
New York
London, Toronto, 102 Chestnut Street, E. C.

The Columbia Grafonola

For a Merry Musical Christmas and Many Melodious Years to Come

COLUMBIA GRAPHOPHONE COMPANY, New York



Atop The Motor Board

EQUIPMENT that goes on top of your motor board, aside from utility and service, must look attractive to insure maximum selling results.



PATENT APPLIED FOR

All Brass Ball Bearing Base
"Presto" Universal Tone Arm No. 11

The tone arm and automatic stop we now offer is just such equipment. Both are what one large user aptly put it---"eye-sweet"---and behind their attractive appearance are utility and guaranteed service, which are insured by design, materials and workmanship unsurpassed in the field of mechanical construction.

In presenting this new universal tone arm there are three outstanding essential features that stamp it as unique and superior---features that will be immediately recognized and enthusiastically endorsed:

The tone arm and reproducer are wholly made of brass insuring supreme tonal qualities.

The design is surpassing in appearance and scientifically conceived to reproduce a full, resonant, mellow tone of unrivaled volume and clearness.

Its universality is accomplished by extremely simple and positive means, permitting the playing of all makes of disc records with ease and uniformly high-quality reproduction; perfect needle centering is maintained in both positions.

The reproducer that completes this supreme-quality playing unit is constructed throughout of brass and so designed as to incorporate every fundamental mechanical improvement---a scientific treatment to the minutest detail. This reproducer---the soul of the phonograph---is non-blasting and of a construction that takes advantage of every natural sound-reproducing element.

The final result is a tone arm and reproducer that brings out a warmth and richness of tone, with bell-like clearness, that is captivating.

A New Stop That's Good

Here is an electric automatic stop, the result of two years' experimentation and test, which works every shot; simple to install, positive in action and instantaneous in operation.

Besides its practicability as an automatic stop, the design and construction are such as to make it an ornament for any cabinet.

Get acquainted with this trouble-proof, sales-promoting automatic stop, universally adapted for installation on all makes of tone arms.



Patent Applied For

"Presto" Automatic Electric Stop

PRESTO PHONOGRAPH PARTS CORPORATION

124-132 Pearl Street

BROOKLYN, N. Y.

RETURNS FROM WESTERN TRIP

Frank K. Pennington, of Columbia Co., Gives Excellent Reports of Business Conditions in the West—Branch Managers Enthusiastic in Their Predictions for 1920—Look for Banner Sales

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, returned recently from a two weeks' stay at the company's Chicago branch, subsequent to which he visited the Minneapolis, St. Louis and Indianapolis branches. He states that business throughout the West is excellent, and that the



Frank K. Pennington

total amount of sales closed by Columbia dealers is limited only by the available merchandise.

The new location of the Minneapolis branch has been the subject of enthusiastic praise from Columbia dealers. This branch is equipped to handle many times the volume of business that it has closed in the past and, judging from the reports for November, W. L. Sprague, manager of this branch, and his sales organization will achieve record-breaking figures during the coming year.

At St. Louis, John McKenna, manager of the branch, and the members of his force are producing excellent results, and the demand for the Columbia product in the St. Louis territory is far beyond the supply.

Ben L. Brown, manager of the Indianapolis branch, and his organization showed a remarkable increase in business for the month of October. Mr. Brown and his staff have established the most cordial relations between the branch and the Columbia dealers, and many out-of-town dealers make the Columbia branch in Indianapolis

their headquarters when visiting that city. F. B. Niles, who was recently appointed assistant manager of the Indianapolis branch after spending some time in the general sales department in New York, is proving a valuable assistant to Mr. Brown.

CANDELILLA WAX IN MEXICO

Production of This Wax Used in Making Records Has Grown to an Important Industry—31,815,091 Pounds Sent to U. S. During the Year

In the district of Monterey, Mexico, the production of candelilla wax, which is used extensively in the manufacture of records, is an industry of importance, according to advices from Vice Consul Thomas Dickinson. During the year there were exported to the United States 31,815,091 pounds with a value of \$144,907.

Candelilla is a shrub that grows very extensively in most sections of Nuevo Leon, entirely without cultivation. The average shrub is about twenty-five inches high. Some plants, however, are about forty inches in height. After the shrub is pulled out of the earth it is placed in wooden tanks of water which is heated to the boiling point. When the water is boiling a certain proportion of sulphuric acid is put in the tanks. As soon as the acid comes in contact with the wax, the wax comes to the surface, is collected and put in receptacles until it congeals; it is then put in another tank where steam is used to dissolve the wax and sulphuric acid is added a second time. The wax, now in a refined state, is allowed to harden in certain molds. It is then ready for shipment.

In this consular district there are about twenty-five candelilla wax factories, all of which were in operation during the year. The price of this wax was forty-five cents per pound, f. o. b. Laredo, Tex., but toward the end of the year the price dropped to twenty-eight to thirty cents a pound.

EDISON AIDED ACTOR'S FUND

Among the letters greatly prized by Daniel Frohman, president of the Actor's Fund of America, is the following endorsement for the campaign for funds which came from Thomas A. Edison: "I am heartily in favor of the Actors' Fund of America. In this world of worry the actor is a ray of sunshine. They, who do not tread the road to wealth, should have a warm place in our affection."

Let's get together

And talk over the Veeco motor proposition. The possibilities of this efficient drive for talking machines are most attractive. A large majority of homes today are equipped for electricity, and the owner of a phonograph in such a home is an excellent prospect for the dealer. Think of the thousands of owners who would be interested in having their machines electrically equipped at a small cost and in a few moments' time. Any dealer has dozens of prospects on his lists, and these prospects mean an increase in his bank account.

The Veeco motor is a large asset to the manufacturer as well, being particularly effective in the period models. For both manufacturer and dealer the Veeco motor is a money-making proposition. The motor runs on any 100-125-volt current. Special motors for other voltages. Furnished mounted on 12 or 12½-inch mahogany board, or unmounted without board. Let us hear from you. Write us now, to-day.

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

Look Ahead TO 1920

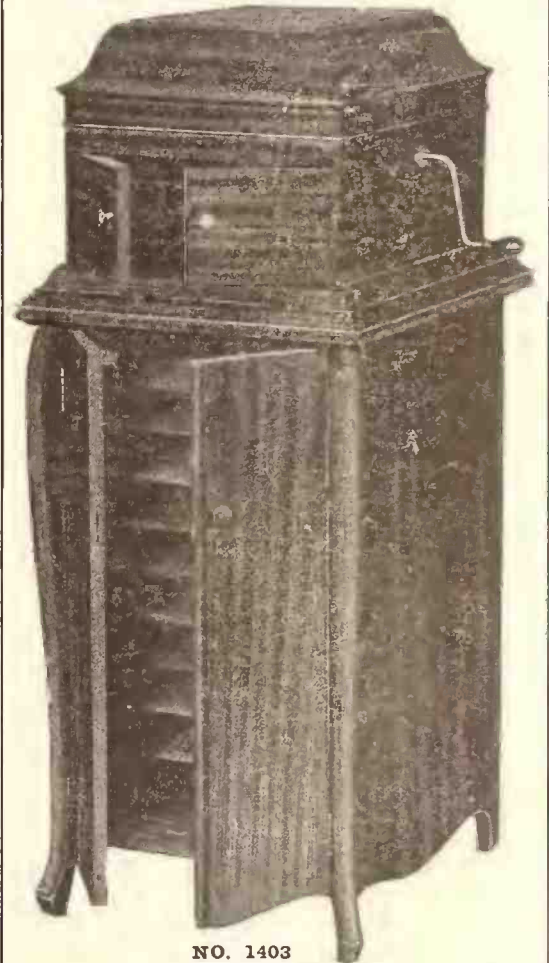
NEXT YEAR'S RECORD SALES WILL REACH A NEW HIGH LEVEL.

CABINET SALES WILL NATURALLY FOLLOW SUIT IF THE DEALERS ARE PREPARED.

UDELL CABINETS

for instance

MEAN NOT ONLY SALES BUT FULLEST SATISFACTION. THEY MAKE CABINET SELLING EASY. QUALITY IS THERE AND RECOGNIZED. DESIGNS ARE CALCULATED TO MEET ALL TASTES. PREPARE NOW.



NO. 1403

[Horizontal Shelves] For New Victrola IX-A

Height, 34½ in. Width, 19¼ in. 23¼ in. Holds 10 Victor albums. Mahogany or Quartered Oak. Average weight, crated, 95 pounds.

[If vertical interior is desired, order No. 403.] [When felt interior is desired, ask for No. 403F.]

IMPORTANT NOTICE

Cabinet 1403 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX-A in. It works very easily and makes a splendid outfit.

The Udell Works
1205 28th Street INDIANAPOLIS, IND.

Metro
N.Y.C.
PHONOGRAPH CO.

THE PHONOGRAPH OF QUALITY!



The Three Big Sales Factors

PURITY OF TONE
BEAUTY OF DESIGN
QUALITY OF WORKMANSHIP

Four months old and we are firmly established in the phonograph field.

The "Metro" is now famous for its magnificent tone because it REALLY has genuine excellence and beauty of tone, which is the big vital point to success.

We regret to have disappointed some of our dealers. This was unavoidable because the demands made upon us by our first dealers were so great we could not satisfy the later ones.

However, we are getting ready for 1920. Look out for our next adv. An exclusive "Metro" design will then appear.

SALES ROOMS
154 Nassau Street
(City Hall Sq.)

Metro
N.Y.C.
PHONOGRAPH CO.
NEW YORK CITY

FACTORY
55 Vesey Street

The Paulist Choristers of Chicago, prize winners at Paris, who have sung for the Pope, sing "Adeste Fideles" and "Nearer My God to Thee." A=2807.

Columbia Graphophone Co.
NEW YORK



ELDRIDGE R. JOHNSON A FORCE IN THE INDUSTRY

Personally Responsible for Many of Those Qualities and Refinements Which Are Continually Being Made in the Victor Products

One of the notable characteristics of great leaders of industry in America is their lack of desire for publicity—their avoidance of any desire to play a prominent part in the theatre of current events. This trend is well illustrated in Eldredge R. Johnson, president of the Victor Talking Machine Co. Here is a man whose modesty as far as personal publicity is concerned has ever proved him a difficult personage for members of the press to interview.

During a recent visit to Camden, one of the editors of The World had the rare opportunity of visiting the office of Mr. Johnson and of greeting the distinguished head of the Victor organization at his desk in the executive building of the Victor Co. His impressions from this visit are worthy of record in type, because Mr. Johnson and the Victor product occupy such a leading position in the industry of which The World is the leading representative, journalistically.

Mr. Johnson, tall and of excellent physique, is today enjoying very good health. It is clear that he proposes to continue maintaining an intimate contact with the affairs of the great company of which he is the chief official. This is evident from his varied activities.

It would be difficult to visit any office where such an atmosphere of refinement prevails as that which obtains in Mr. Johnson's sanctum sanctorum. The furniture and garnishments reflect the artistic inclinations and accomplishments of Mr. Johnson. A connoisseur in objets d'art and interior decoration would find a formidable rival in him, so artistic and far-reaching has been his study along the lines of home furnishings. Indeed, after a close inspection of Mr. Johnson's office, one is apt to quickly arrive at the idea that the development of the Victrola is in itself a logical outcome of the evolution of his thought along the lines of how to make one's home surroundings most attractive. He clearly realized the value of music as one of the greatest influences in the home and the value of a medium such as the Victrola, which reproduces it so admirably as to win the encomiums of the most discriminating musicians of the country.

It is very easy to deduce that Mr. Johnson is personally responsible for a very large percentage of those qualities and refinements which are continually being made in the Victor products. Once you have the privilege of being close to him while in action, the effect of his master hand and master mind is apparent in multitudinous ways, and this application to the Victor business is obvious. One need talk with him less than three minutes to feel the power of the resistless energy and ambition with which he is endowed and to appreciate the fact that this power is intelligently applied to the end that the company which he is serving scores new and ever greater accomplishments in the music, artistic and industrial worlds.

SUCCESSFUL SALESMANSHIP SCHOOL

Mickel Bros. Victor Salesmanship School in Des Moines Well Patronized

The Mickel School of Victor Salesmanship, which was opened by George E. Mickel in the latter part of November at the establishment in Des Moines, has met with even greater success than Mr. Mickel had anticipated. The school is conducted by Miss Mayme Jardine, who is thoroughly competent and capable of taking charge of such work. In fact, she was recently called to the Victor Co. in Camden to assist in work in connection with the educational department.

This school, which is the only one of its kind outside of the Victor Red Seal School, is conducted for the purpose of educating the employes of Victor dealers in the proper methods of selling Victor merchandise. No branch of salesmanship is omitted. Not only are the classes taught the many selling features of Victor goods, but they are also instructed on the essentials of politeness and proper appearance before their customers. The list of those attending shows that not only are the nearby communities taking advantage of this unusual opportunity, but also those in the bordering states as well. At the completion of the course, each pupil is awarded a regular diploma by Mr. Mickel, stating that the person holding it is capable of serving as a Victor salesman. That the employers of those taking this course in salesmanship appreciate the value of training in this school, is indicated by the many unsolicited letters which Mr. Mickel has received.

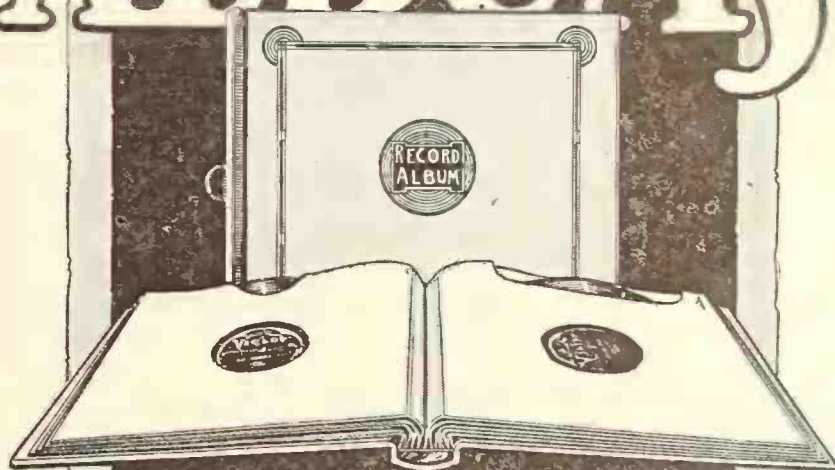
**20th Century Reproducer
GEIER & BLUHM
TROY, N. Y.**

- Die Casting
- Automatic Machine Work
- Nickel and Gold Plating
- Assembling
- Phonograph Accessories
- Quantity Production of Special Requirements.

Don't order your Sound Boxes until you have seen and heard our 20th century model ready after Jan. 15, 1920. Greatest surprise, unsurpassed sweetness in TONE. Reasonable price; Guaranteed quality. Send for sample.

JAMES GEIER
G. & B. PHONOGRAPH DEPT.
TROY, N. Y.

ALBUMS



BUY DIRECT FROM MANUFACTURER

THE BOSTON BOOK CO INC
40-46 W 20th ST NEW YORK

Every LIBERTY RECORD is a Masterpiece

The superiority of the Liberty lateral record is the result of infinite pains. It is produced because of our belief that the vast majority of music lovers desire the best that human minds and hands can produce.

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

We solicit inquiries from Distributors. We urge prompt action. Your plans should be made at least six months in advance if you wish to handle this new Lateral Record.

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 Liberty Phonograph Co.

1836 Euclid Avenue
Cleveland, Ohio

Laboratories—16-18 West 39th Street
New York City

THE VISION

Devoted to the Interests of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

Mr. Sawyer, head of the penmanship department of the Indianapolis public schools, has purchased from the Indianapolis Talking Machine Co., a Victrola VI and a library of records to carry about the schools showing the value of teaching penmanship in this way. He is the author of a number of books on penmanship and in many of these he has given a list of suggestive records for this work.

Increasing significance is being given the attempt on the part of various national agencies to make use of the talking machine in the public buildings, schools and homes of the country for informative purposes. The Republican National Committee has begun (co-operating with the Columbia Co.) to circularize speeches on the party's best orators through the means of the record.

A novel request reached one of the prominent talking machine jobbers recently from the Industrial Territory of the International Committee Y. M. C. A., who suggested, as part of the campaign for Thrift Week, a recording outlining the plan of the week to be made by a nationally known banker. In a few years, these "novelties" will become the usual.

Herbert & Huesgen Co., Pathé jobbers, 18 East 42nd street, New York City, have been featuring Rudolf Ganz piano recordings for use in music appreciation classes.

Finding that the pastor was unable to hold services at his church one Sunday, Mr. Bailey, of the Bailey-Edwards Co., of Alexandria, Ind., decided to go ahead and hold services without him. He pressed into service a Victrola and a number of records of sacred anthems and readings and

patriotic songs. The congregation was enthusiastic over the success of the service and no doubt in an emergency many churches would be glad to try it. Dealers should see the value of getting the Missionary Society of their churches interested in giving programs of this sort.

Miss Mayme Jardine has been transferred from Mickel Brothers (Victor jobbers), retail store in Omaha, to head the newly-established dealers' service department of Mickels' wholesale field. Miss Golda Airy (Chase and West of Des Moines), has entered the field of dealers' service for Koerber-Brenner (Victor jobbers), of St. Louis.

Dr. A. J. Aldinger, physical director of the New York City schools, is an enthusiast for the use of talking machines in the physical training and folk dance work of the city. He believes that the only limit to the possibilities of the work is the natural limit placed on unpublished recordings. The equipment of the city is kept in good condition by constant inspection and direct school reports on talking machine efficiency.

A timely record for schools made by the Columbia Company is "Drill Music," A3073. This record offers stirring band music for ten sets of physical exercises, the tempo changing with the character of the exercises. These exercises are founded on the setting-up exercises used in the army and navy, and are such as are now required in all schools due to the general state legislation which compels schools to include physical drill in the activities of the school day.

The close of the great war has aroused considerable interest in the teaching and study of French. Not only have the classes in the schools increased in number but the number of individuals studying privately are legion. Moreover, the type of instruction has changed. Formal text book drill has been abandoned and practical exercises of the spoken language have been substituted, with native teachers, where possible. Probably one of the most useful record the Columbia

Co., has made in its foreign language series is the series of French stories recorded by Mlle. Marguerite Clement. Mlle. Clement is a native Parisian now lecturing and teaching in this country. She speaks with an absolutely pure accent, and possesses a good recording voice. Her records, therefore are invaluable for ascertaining an accurate idea of correct French pronunciation.

Jerome Swineford, formerly of the educational department of the Victor Talking Machine Co., Camden, N. J., has been conspicuous as the leader of the official U. S. Naval Glee Club, headliners on the Keith circuit of theatres this year. Mr. Swineford does solo work of exceptional merit.

The Indianapolis School Board has purchased from the Indianapolis Talking Machine Co., a large circulating library of Victor records for the city schools and a constructive course is being given under the direction of E. B. Birge, supervisor of music.

This is the Christmas season. Christmas is primarily the children's Festival, and our thought should be directed toward those gifts or those activities which will be of interest and help to the children. Among the Columbia records for children none are more popular or serviceable than the Thornton Burgess Bedtime stories for children—the stories about Peter Rabbit, Reddy Fox, Buster Bear, Little Joe Otter, and all the rest. For the Christmas season none is more beautiful and expressive than the "Story of the Beautiful Pine," full of the true Christmas spirit, and made novel by the introduction of musical accompaniment.

Miss Caroline Hobson, who has been in charge of the educational department at the Stewart Talking Machine Co.'s retail store for two years, is now with the wholesale department carrying on the educational work over the state of Indiana.

Canadian schools heretofore have not used the phonograph in school work as much as the schools of the United States. Recently, however, a Columbia representative gave a demonstration of the special service the Columbia School instrument can render, and the special value of Columbia educational records, with the result that the association before whom the demonstration was made placed itself on record as endorsing the talking machine in the schools. This endorsement has been followed up by the leading educators in Canada. Canada is waking up to the great value of the "talker" in school work.

Mrs. May White Sears, formerly Educational Director of the Knight-Campbell Music Co., Victor jobbers, Denver, Col., is now assistant to Franklin G. Dunham, Educational Director Landay Bros., Inc., New York City. Mrs. Sears' headquarters is at the 427 Fifth Avenue store.

An article on "Vitalizing the teaching of Music Appreciation," by George H. Gartan, Director of Music, New York City Schools, has attracted much attention and received much favorable comment.

Mrs. Florence Johnson Browning is in charge of the educational department of the Indianapolis Talking Machine Co. She has been a teacher of physical training in the Cleveland, O., schools for two years.

Harmony Hall (Harry Beach, Victor dealer, Kalamazoo, Mich.) has sold not only the public schools of the city complete Victrola equipment, but has had adopted in the parochial system, music appreciation methods successfully introduced by a member of the Victor educational staff last spring.

Rural school work is attracting the attention of hundreds of dealers, who annually make a selling trip through their territories. The educational departments of the talking machine companies have long advocated and have done intensive

(Continued on Page 158.)

Delpheon

the
Incomparable

*A tone that is ineffably
exquisite—not phonographic*

STEADILY INCREASING
PRODUCTION ASSURES
DELIVERIES.



Delpheon
Model C \$215

THE DELPHEON COMPANY

Bay City, Michigan

The Delpheon Sales Co., 25 Church St., New York
Rosen Phono. Sales Co., 28 Court Square, Boston, Mass.
Walter Verhalen, 703 Bush Building, Dallas, Texas

THE VISION

(Continued from Page 157.)

work in this field, which the Bureau of Education at Washington has co-operated in. The proposed establishment of a Department of Education with a cabinet member at its head, will be of interest to all rural school workers, for this phase of national school activities will be greatly benefited by the use of standard methods, one of which will be in the presentation of music appreciation.

The Department of Education, University of Illinois, Champaign-Urbana, Ill., has had for some time in preparation a booklet providing a musical (recording) setting for the poems of Palgrave's Golden Treasury, the standard collection of verse for high schools. The actual preparation of the book has been done in co-operation with the Educational Department of the Victor Talking Machine Co., Camden, N. J.

Columbia dealers are enthusiastic over the Americanization song campaign planned by the educational department of the Columbia Graphophone Co., Woolworth building, New York. Bentley Ball, Songologist, is making a series of cowboy songs from the old-time forty-niner days that form part of the literature of growing American song.

Circulating libraries of records, when properly organized for use in school systems, work to the direct advantage of everyone concerned. An article on this important new phase of educational work will appear in the coming number of The Talking Machine World.

Among the important set of records issued by the Columbia Co., which have as their aim purely pedagogical service to the schools is the set of records recorded by Dr. C. E. Seashore, head of the Department of Psychology of the University of

Iowa. These records test with scientific accuracy the native capacities of school children, as well as adults for their sense of pitch, time, intensity, consonance, and musical memory. Practically all the leading Colleges and Normal Schools of the country are now making use of these records in their departments of education. The National Conference of Music Supervisors, held in May, 1919, at St. Louis, gave endorsement to their use in the public schools, and the Music Supervisors of the country are rapidly making surveys of their school personnel with these records. No dealer should be without a set of these records, for they are the surest means of ingress into school sales.

E. B. Birge, supervisor of music in the Indianapolis schools, is planning a city wide music memory contest, to be carried on through public schools and clubs. The list recently published in the Indianapolis papers contains fifty standard numbers. A large prize winning contest will be held at the end of the schoolsemester.

Address all communications and contributions of news to Vision Editor, Talking Machine World, 373 Fourth Ave., New York City.

INCORPORATED

The Emerald Silk Mills, Inc., is the title of a corporation recently incorporated to do business in sound reproducing instruments. The capital stock is \$10,000, and those interested are E. A. Higgs, H. deL. Higgs and P. J. Higgs, 6 West 56th street, New York.

DECLARES REGULAR DIVIDEND

A quarterly dividend of one and three-quarter per cent has been declared upon the preferred capital stock of the Columbia Graphophone Mfg. Co., payable January 2, 1920, to stockholders of record at the close of business, December 10, 1919.

NEW DECORATED VICTROLA STYLE

Beautiful Victrola Finished in Lacquer and With Japanese Decorations Now Being Shipped to the Trade—Wins High Praise

CAMDEN, N. J., December 2.—The Victor Talking Machine Co., has just announced the completion by the Art Department of the company of the first lot of the new Victrola XVII, a handsome



New Victrola XVII

instrument finished in lacquer and with Japanese decorations.

The new model, which has already been commented upon most favorably by the trade, will be included in the next edition of the Standard Instrument Catalog of the Victor Co. The first shipment will go forward to wholesalers promptly in order that dealers may be in a position to display the new model to the public without delay. It is listed at \$550, and with electric motor, \$615.

Although the accompanying illustration in black and white does not in any sense do justice to the handsome Japanese colorings of the product itself, it at least gives some idea of the general attractiveness of the style.

INTERNATIONAL MICA CO. BUSY

Philadelphia Plant Running at Capacity in Both Insulation and Diaphragm Departments

PHILADELPHIA, Pa., December 1.—The International Mica Co. of this city has announced that in spite of the uncertain conditions caused by the miners' strike, the orders and contracts in effect with their customers are being fulfilled in accordance with their requirements and previous delivery dates. The emergency was anticipated and necessary arrangements were made, enabling them to continue their production at full capacity in both the insulation and diaphragm departments.

Customers are the big things in business.

SAPPHIRE NEEDLES
for Edison and Pathe

DIAMOND NEEDLES
for Edison

Highest Quality — Best Prices

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N.Y.



can be delivered immediately
by Express.

Wire Your Orders Collect
for Holiday Delivery!

Model C---Mahogany
retails at \$135.00

Albert J. Heath and
Chas. E. Gorham
24-28 S. 15th St.,
Philadelphia, Pa.
East Penn., So. New Jersey
Delaware, Maryland, Vir-
ginia and Dist. of Columbia

Bruner Greenup Piano Co.
325 West Walnut St.,
Louisville, Ky.
Western Kentucky

Stoffer & Stackhouse Co.,
Bourbon, Indiana
Southern Michigan and
Northern Indiana

Smith-Woodward Piano Co.,
1017 Capitol Ave.,
Houston, Tex.
Southern Texas

Manufacturers

BELCANTO CO.
132 West 42nd Street
New York, N. Y.



The Puritan

An Opportunity For Dealers

The PURITAN Phonograph literally "speaks for itself".

There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener.

The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER

A new type of sound-box and tone arm gives absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record-vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the
LONG WOOD HORN

This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

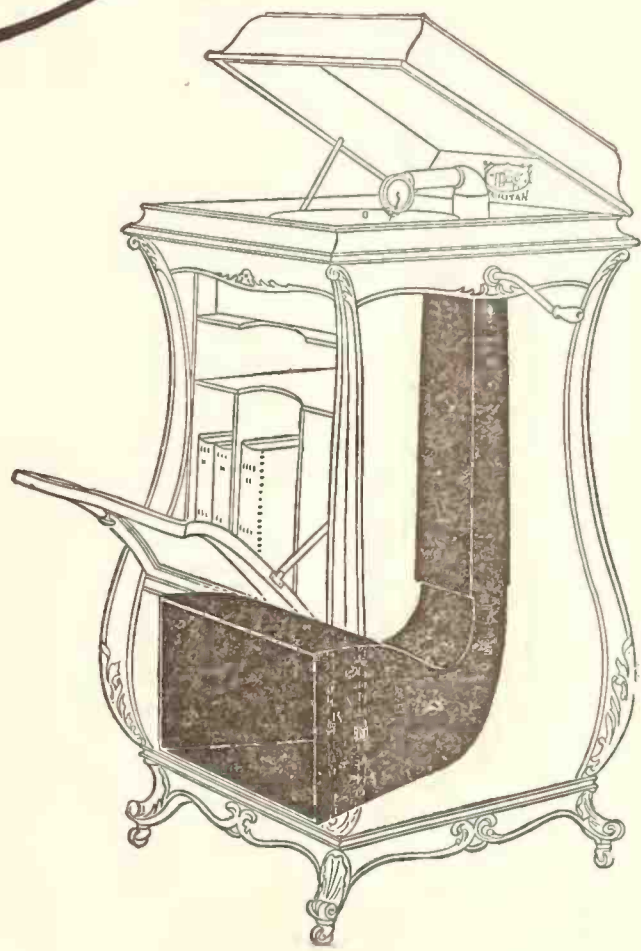
PURITAN LATERAL-CUT RECORDS ARE BRILLIANT AND CONTAIN THE LATEST POPULAR NUMBERS

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

EIGHT BEAUTIFUL MODELS NOW READY FOR IMMEDIATE SHIPMENT
WRITE FOR CATALOG AND DEALERSHIP PROPOSITION

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wis.



The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE
AMPLIFIER EVER PRODUCED

THE PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY, in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.



Model D—\$135.00
 Dimensions—46 inches high, 22 inches wide,
 23 1/2 inches deep.



Model C—\$160.00
 Dimensions—47 inches high, 22 1/4 inches
 wide, 24 inches deep.

Immediate Delivery For Holiday Trade

MAHOGANY, GOLDEN and FUMED OAK

Krasberg Motor; Speed Regulator; Tone Modifier; all wood Tone Amplifier; Universal Tone Arm and Sound Box for playing All Records; Shelves and Racks in Cabinet; Guaranteed Product; Handsome Workmanship and Finish; Best Discount on the Market; Ready in Car Lots and Less.

TELEGRAPH THE
 PHONOGRAPH DIVISION

THE WISCONSIN CHAIR CO.

PORT WASHINGTON, WIS.

A Merry Christmas and a Happy New Year

We extend to the trade the compliments of the season and extend a cordial invitation to Victor dealers to visit Knickerbocker Street and the shops upon it. A good time would be at the next monthly recital of records held in our Auditorium the early part of January.

The Knickerbocker Talking Machine Company

Metropolitan Victor Wholesalers

138-140 W. 124th Street

NEW YORK CITY

REMARKABLE TONE TEST IN ALBANY

New Edison Comparison Recital at State Armory Thrills Convention of Educators—Marie Tiffany Applauded—Chamber of Commerce Asks Recital to be Repeated for Them at Hotel Ten Eyck

ALBANY, N. Y., December 8.—The tone test recital held here last week in the State Armory at which eight thousand people from all parts of the state attended was one of the most complete triumphs that the New Edison has won this season. The State Teachers' Convention was in session here that week and prominent educators and teachers were present in large numbers at the concert. Among them were Dr. John H. Finley, president of the University of the State of New York, and J. S. Wright, president of the New York State Teachers' Association.

The program of the concert was opened by P. J. Hawley, a representative of the Edison Co., who announced that the noted Edison artist Marie Tiffany of the Metropolitan Opera Co., would sing in unison with the New Edison and that no one in the audience would be able to tell the difference between the voice of the artist and its recreation on the record. When Miss Tiffany concluded her remarkable performance the audience was for a moment absolutely silent and then tremendous applause followed as the climax of a most dramatic moment. Several of the educators who had expressed themselves as being rather sceptical before the tone test recital were entirely convinced.

Following Marie Tiffany, Mario Laurenti, baritone, also of the Metropolitan Opera, and Jacques Glockner, cellist, made similar comparison tests. So successful was the concert that the Albany Chamber of Commerce requested that it be repeated that evening before the 600 members and guests at the Hotel Ten Eyck.

Don't get familiar, customers come to stores to buy goods, not to be entertained, nor to flirt.

PATHE EMPLOYES BALL A SUCCESS

Pathé Artists and an Actuelle Aid Materially in Making the Evening Pleasant—Pathé Machine as Prize—Notable Men on Committee

The annual ball and cabaret of the Welfare Association of the Pathé Freres Phonograph Co., held at Arcadia Hall, Brooklyn, on Friday, December 5, was a great success. The hall, although large was crowded with Pathé employes and their friends. Excellent music was provided for dancing and some of the Pathé record stars attended and helped to entertain. Part of the music of the evening was furnished by the Pathé Actuelle, the wonderful volume of which was heard in all parts of the hall. Each person attending was given a numbered ticket. During the course of the affair a drawing of these numbers was held and the winner became the proud possessor of a beautiful Pathé machine, model No. 17. On the reception committee were men whose names are well known throughout the trade and under whose management the Pathé Freres Phonograph Co. has attained its great success. Eugene A. Widmann, president of the company, was chairman. Among others serving were J. Watters, in charge of the dealers' service department; H. N. McMenimen, managing director; G. W. Lyle, assistant to the president; T. E. La Montague, vice-president, and C. H. Murray, advertising manager, who contributed much to the success of the evening through his work on the arrangement committee.

STRONG DEMAND FOR MICA

PHILADELPHIA, PA., December 3.—The International Mica Co., of this city, reports an exceptionally strong demand for their product. L. H. Crabtree, sales manager of the company, has been obliged to postpone his usual western trip for possibly a month or two in order that he may give his personal attention to the heavy business being received.

ZANELLI SINGS FOR VICTOR CO.

First Records by Noted Baritone Appear in the Victor List for December

Among the interesting features of the Victor Talking Machine Co. record list for December were two records by Renato Zanelli, the noted



Renato Zanelli

baritone, who has just joined the Victor list of artists under an exclusive contract. Mr. Zanelli brings with him into the talking machine field a wide reputation as an artist of much ability, and his two records "La Spagnola" and "Zaza-Buona Zaza," both sung in Italian, give indication that he will uphold that reputation through the medium of his records. The accompanying illustration shows Mr. Zanelli listening to his first recordings with which, by the way, he is tremendously pleased.

Wholesale

Victor

Service

for Southern Dealers

Band and Orchestra Instruments
Player-Piano Music Rolls
Musical Merchandise

Complete Stocks, Quick
Shipment, Right Prices

Make Our Store Your Headquarters When in Richmond

The Corley Company

Richmond, Virginia



Free! Any or all of these leaflets will be sent to you in answer to a request on your business letterhead. There are no secrets about our terms to the trade.

Grey Gull Records are made attractive to you *not* by unusually large discounts; nor by special concessions of *any* kind. They are made attractive to you because you are certain that *nobody* is buying them on better terms than those published; because they are beautifully recorded and cleanly printed; because they are made by a responsible, strongly financed concern; because you can be sure of getting your monthly quota promptly and regularly, this year, next year, five years from now and twenty years from now. Write us today, at 295 Huntington St., Boston.



Prominent Men of The Industry Discuss Prospects for 1920 In The Talking Machine Trade

PREDICTS A YEAR OF WONDERFUL PROSPERITY FOR THE TRADE

By Ralph L. Freeman, Secretary, Victor Talking Machine Co.

We await the new year with feelings of eagerness and confidence. The tremendous difficulties of the post-war reconstruction period have been overcome and production on a larger scale than has ever been contemplated is assured. This increased production will remove the seeming necessity of merchants offering substitutes for the goods they prefer to handle, and a more discriminating public will refuse inferior and unknown brands such as have been offered to supply a

demand created by the leaders in the industry. Opportunists and infringers of patent rights and established business ethics will become less bold—and gradually disappear.

The Victor Co. expects to increase its business 100 per cent and we believe that conditions will be so favorable that we have no hesitancy in predicting a year of wonderful prosperity for our trade. To this end we will devote our undivided attention and all our energies.

AMERICA IS NOW AT THE THRESHOLD OF A GREAT MUSICAL ERA

By William Maxwell, Vice-President and General Manager, Thos. A. Edison, Inc.

We believe that music has taken so firm a hold upon the American people that the musical instrument business will be less affected than almost any other kind of business, should there be a slowing up during the next year in the public's tendency to buy merchandise. We really believe that America is at the threshold of a great musical era and we sincerely hope that every manufacturer of musical instruments will feel a fitting

sense of his responsibility to music as an art.

Our advertising and merchandising plans for 1920 contemplate the expenditure of a very large sum of money and we believe are, in many respects, the most elaborate ever undertaken by anyone in the phonograph business. We look to the future with confidence, and I believe that this confidence can be shared by every manufacturer of musical instruments, who is sincerely trying to produce the best goods that he is capable of producing.

CO-OPERATION BETWEEN DEALER AND MANUFACTURER HELPS

By H. L. Willson, Vice-President and General Manager, Columbia Graphophone Co.

At this season of the year, through the courtesy of The World, it is my privilege to express the appreciation of the Columbia Graphophone Co.,

to its thousands of dealers for the splendid results achieved in 1919.

It is a matter for mutual congratulation that,

despite the period of industrial unrest during the transition from war to peace, the Columbia Graphophone Co. has aggregated a volume of sales greatly in excess of any previous figures in the history of its organization, and notwithstanding the tremendous expansion of its production capacity, has been unable to cope with the steadily increasing demand for its product.

It is undoubtedly realized throughout the trade that, as evidenced by the operations of the year just past, the phonograph industry now, more forcibly than ever before since its inception, has established for itself a permanent place among the foremost industries of the country today.

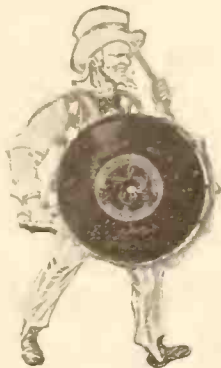
The activities of the Columbia Graphophone Co. in the direction of equipping itself to meet this demand are well known to our dealers and the trade generally. Our factory facilities in Bridgeport, Conn., have been appreciably extended; we recently purchased the entire properties of the Canadian Aeroplanes, Ltd., the second largest plant in Toronto, where more than 235,000 square feet of factory space will be devoted to the manufacture of Grafonolas and records to take care of the consistently expanding demands of Canada; and to add to our facilities for the demand in the United States, we have lately purchased 115 acres of land in Baltimore, Md., for the erection and equipment of additional plants for the manufacture of our products.

In considering the achievements of the past year, and our hopes and ambitions for the future of the company, we realize that they are in a large measure based on the admirable spirit of co-operation existing between our dealers and ourselves. And in giving them the maximum of

(Continued on Page 165.)



Mocking Bird 35c



Uncle Sam 35c



Talking Parrot 35c

For Xmas---a real Santa Claus Gift

You can make the children of your city happy on the great day with these beautiful gifts. Birds, animals, figures and books that talk to the kids and tell them wonderful stories, sing songs or recite verses. Printed in full color, with record attached to the front and stories printed on the back. And priced at only 35c for the cutout figures---three for \$1.00---Books from 50 cents up.

"TALKING" Books; Animals and Figures

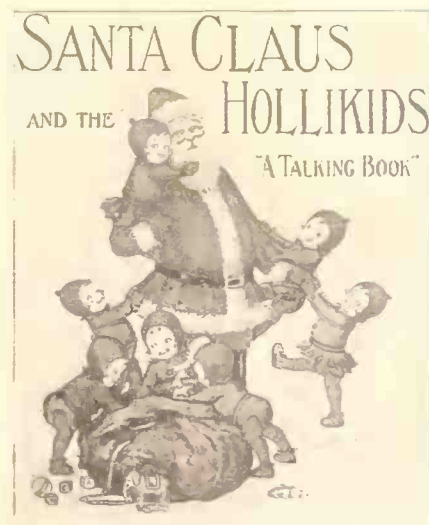
The phonograph record in a new guise. A story book containing a newly invented unbreakable disc record which tells the story; book, pictures and all being put on the talking machine.

These attractive subjects are recorded by leading artists, such as *Russell Hunting, Pathe Company; Charles Hart, Victor Company; Sybil Sanderson Fagan, Edison Company; Henry Burr, Victor Company; Harry Humphreys, Edison Company; Greek Evans, Emerson Company, Etc., Etc.*

Dealer's discount 1-3 off and more according to quantity. Attractive display material goes with your shipment. Quick shipment of your order, will assure arrival in time for the Christmas rush. Order today: Address



Mother Goose Book \$1.00



Hollikids Book \$1.25

TALKING BOOK CORPORATION

One West 34th Street at 5th Ave., New York City

Sole Distributors for the Dominion of Canada
TALKING BOOK COMPANY, 95 King St., East, Toronto, Canada

TALKING BOOK CORP., (Western Division)
608 South Dearborn Street
CHICAGO, ILL.

OHIO TALKING MACHINE CO.
27 Taylor Arcade
CLEVELAND, OHIO

(Exclusive Export Distrib.)
EMERSON INTERNATIONAL, Inc.
180 Broadway
NEW YORK CITY

At the End of a Year

of disturbed conditions in production and delivery, the Widdicomb dealer has learned to appreciate the advantage of a consistent "Quality" and confidence in the goods handled and sold throughout the year.



Queen Anne. 48x22x24
Widdicomb No. 6.

The Widdicomb
A FINISHED
PRODUCT

is distinctly and wholly a reliable product; made by men whose reputation for high-grade workmanship has been established more than half a century.

Pertinent details may be had from the

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

DISCUSS THE PROSPECTS FOR 1920

(Continued from Page 163.)

service; products which we have made and will keep reliable; exclusive recordings by the best of the world's most famous musical artists; backed by comprehensive national advertising—we are expressing our desire and intention to foster this spirit of co-operation.

To all of our dealers who have contributed to the gratifying showing for 1919, and to all those who will be a part of the future of our company, we extend our best wishes for prosperity and success in the new year, and our appreciation of their accomplishments in the past. With 1919 as a precedent we feel nothing but confidence and pleasurable anticipation for what the future has to unfold.

INDIVIDUAL MANAGEMENT WILL COUNT IN 1920

By E. A. WIDMANN,
President, Pathé Freres Phonograph Co.

There seems to be a very wide difference of opinion in the industry in general as far as the coming year is concerned. There are some men who can see nothing but boom times ahead. There are many others who feel that with upset labor conditions and low efficiency in general, with actual and threatened strikes, with the very unsatisfactory conditions existing in Europe, which are bound to have a direct bearing on us, we are heading for considerable trouble sooner or later, and it is just a question as to when it will arrive. Personally, I believe that 1920 will not be much different from 1919, but that individual manage-

THE POSSIBILITIES FOR THE FUTURE ARE REALLY UNLIMITED

By Otto Heineman, President, General Phonograph Corporation

In my opinion there is every reason for members of the talking machine industry to view 1920 with optimism and confidence. The past year has undoubtedly been epoch-making for the talking machine, for during 1919 its true musical value and importance has been enhanced and emphasized in every corner of the globe. The business has increased tremendously, and the stability of the industry is becoming more accentuated day by day.

Notwithstanding the progress that the talking machine has made, musically and commercially, in the past few years, I think every member of the trade will agree with me that the industry is only in its infancy. The possibilities for the future are unlimited and it remains for the progressive talking machine manufacturer to utilize every opportunity at his command to further develop and broaden the scope of the trade.

One of the noteworthy features of our industry during the past year has been the steady tendency of the public toward the purchase of the better

ment will count more than ever before. We are ready, willing and able for either the lean or the fat. Our dealers may rest content if they have hitched their fortunes to the Pathé star that they will fare as well as the best.

class of machines. Without question this tendency will steadily increase during 1920 and succeeding years, as the public is rapidly becoming ac-

quainted with the distinctive merits of the talking machine, and a recognition of the fact that an instrument must possess quality and value in order to attain success.

I feel safe in predicting that 1920 will be the greatest year in the history of the talking machine trade, but I also believe that every manufacturer should devote his time and attention to the production of an instrument that will be a credit to his factory and the industry as a whole. In other words, it should be a "quality" product and represent real value in every detail.

BUSINESS DESTINED TO SHOW AN IMMENSE INCREASE IN 1920

By George E. Brightson, President, Sonora Phonograph Sales Co.

Labor and international difficulties will be fairly well settled early in 1920 I believe. In 1919, crops and business were excellent and the public is able and willing to pay the higher prices now necessarily asked wherever commensurate value is given in return. Business will doubtless

increase greatly in 1920, and Sonora is arranging for tripled production.

The Sonora line will be larger and finer than ever before and the Sonora period models, all of which are enjoying wonderful popularity, will be available in still greater variety.

E. D. PATTON BUYS VICTOR AGENCY

E. D. Patton, a prominent sheet music dealer who has stores in Omaha, Neb., and Des Moines, Ia., has purchased from Mielke Bros., Victor distributors of Omaha, the Victor agency in the

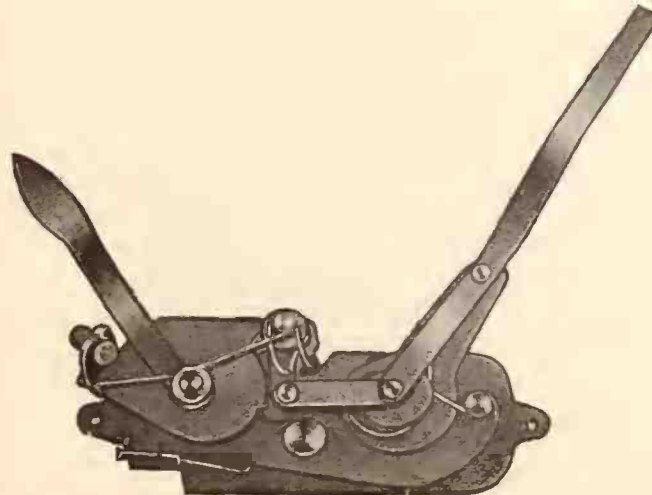
Brandeis stores in that city and will continue to operate in the present location. Mr. Patton has charge of the sheet music department of the A. Hospe Co., in Omaha and has found this business so good that he has decided to enlarge his efforts and take on the talking machine line.

THE BEST EVER
IS WHAT WE CLAIM FOR
THE DE LUXE STYLUS

Perfect Points Perfect Tones
Plays 100 to 200 Records

Once Used Always Enjoyed Three for 30 Cents
Free Samples Descriptive Circulars
Discounts Cheerfully Furnished

Duo-Tone Co., Inc.
Manufacturers of Talking Machine Needles
ANSONIA, CONN.



The Stop that Stops them All

Your Phonograph is not fully up to date *unless* equipped with the PHONOSTOP, an automatic stop well and favorably known throughout the *United States and Canada*. It's *Up To You, Mr. Manufacturer*, to join in the procession. This device is *Simple, Dependable*, and the *Cost Inconsiderable*. Let us have your order today.

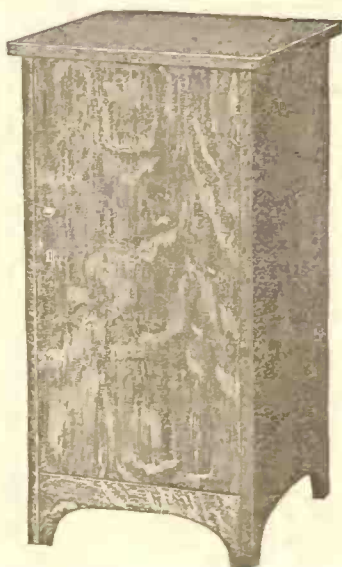
THE PHONOMOTOR COMPANY
121 West Ave., Rochester, N. Y.

(PATENT APPLIED FOR)

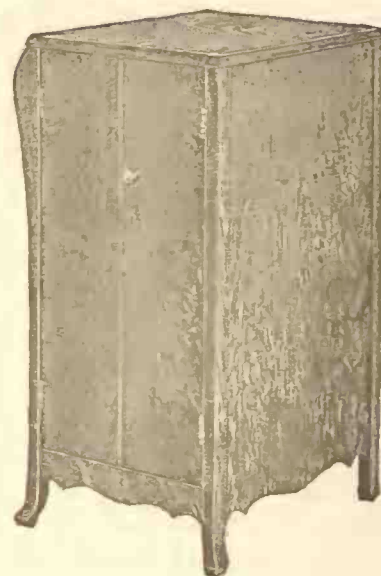
QUALITY LEADERS IN THE CABINET FIELD



Style 71. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33½ in. Top 17½ x 17½ 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 16¼ x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19¼ x 22½ 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 19¼ x 22½ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



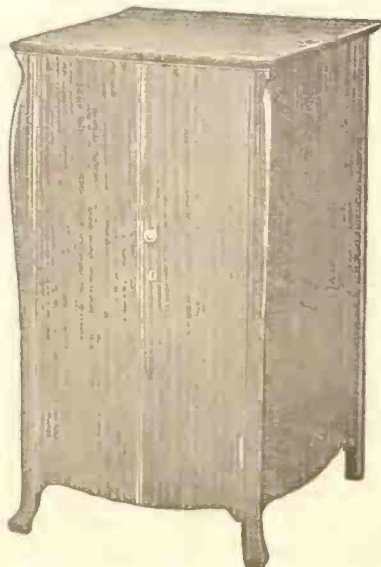
Style 32. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-inch Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

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 19¼ x 22½ 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 19¼ x 22½ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

THE GEO. A. LONG CABINET COMPANY

HANOVER, PA.

CABLE ADDRESS
"LONGFURCO"
WESTERN UNION CODE



December 6, 1919.

IMPORTANT.

To our Customers and the Trade:

Sometime ago a New York dealer ordered from us one of our talking machine cabinets. It was the first and the only order we have ever received from him. Soon thereafter, we were notified that he had been sued for infringement of the Beecroft patent No. 1,244,944, dated October 30, 1917. We at once instructed our attorney to take charge of the defense of the suit, and the customer has been, and will be, put to no expense in the matter.

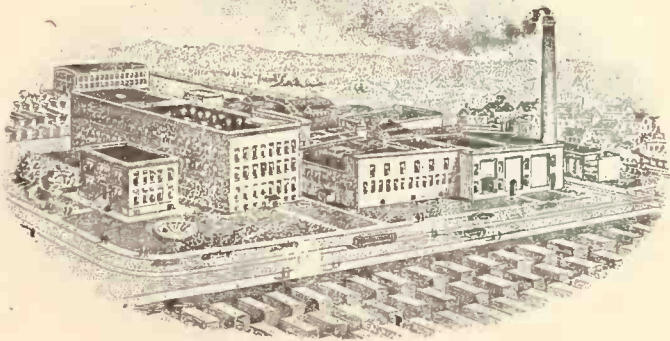
We are advised by competent counsel that we have an irrevocable license to manufacture and sell this cabinet, and the patentee has no claim, either in law or equity, against this company, or any of its customers.

We therefore notify you that we will stand back of you in any dealings with this company, and that we will defend any suit for infringement which may be brought against you.

If any intimidation by or on behalf of the patentee is resorted to, we wish you would notify us, and we will take legal action to have the patentee enjoined.

Courteously yours,

THE GEO. A. LONG CABINET COMPANY.



LATERAL CUT



OKEH

RECORDS

The Most Popular of all Popular Records

OKEH RECORDS

Give the dealer an Excellent Opportunity to Develop a Profitable Record Business with Maximum Satisfaction.

OKEH RECORDS

Are doubled-faced and every record [will "sell." The OkeH library has "hits" that your customers are asking for every day,

OKEH RECORDS

Retail for 85c. and we know from our experience that this line is by far the best selling record line in the industry.

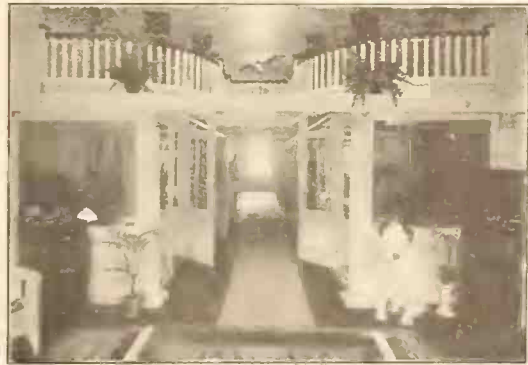
CONSOLIDATED TALKING MACHINE CO.

227-229 WEST WASHINGTON STREET, CHICAGO, ILL.

VICTOR SHOP OPENS IN HARTFORD

A. B. Clinton Co. Has Attractive Store in That City—Large Victor Dog One of the Unique Features—Stiles Clinton in Charge

HARTFORD, CONN., December 8.—The A. B. Clinton Co., of 227 Asylum street, opened an exclusive Victor shop on December 1. This shop is very



Interior Clinton Talking Machine Department attractively arranged and has a large main display room with a series of modern white Unico booths extending on both-sides to the rear, followed by the record counter and cashier's office in the extreme rear. A balcony above the booths is used to exhibit Victrola models. One of the unique furnishings of the interior is a huge Victor dog, which is plainly seen in the photograph. The Victrola sales department is distinctly separated from the piano department which the A. B. Clinton Co. conducted at the same address. Stiles Clinton, secretary of the company, is manager of the Victrola department. On the opening day, an entertaining program was arranged and souvenirs were given to the ladies who attended.

A new and very attractive exclusive Victor retail shop has opened under the name of Landou's at 37 North Wyoming street, Hazleton, Pa. Much newspaper space was used to advertise the opening event and an excellent business was closed.

ANNOUNCE PRICE INCREASE

Smaller Discounts on Unico Products to be Effective After January

PHILADELPHIA, PA., December 5.—In a letter sent to the trade during the past week, the Unit Construction Co., of this city, manufacturers of the Unico system of demonstration rooms and fixtures, has announced that on and after January 1 their list prices will be subject to 30 per cent in place of the present 40 per cent discount. It is further announced that orders for Unico equipment placed before January 1 for shipment and installation before March 1, 1920, will be accepted at the present prices.

In spite of all efforts that have been exerted towards economized manufacturing, statistics show that labor and equipment costs of Unico equipments has increased 30 per cent since July 1. Part of this increased cost will be absorbed in the greatly increased sales of the company.

The Unico system has been installed in over 400 talking machine and general music houses in the country during the past year. The optimistic outlook for 1920 is aptly expressed in the following sentence which appears in their announcement: "An analysis of conditions in the industry indicate that our facilities are to be taxed to the utmost during the coming year."

COLUMBIA MANTEL CO. GROWING

The Columbia Mantel Co., of Brooklyn, manufacturers of the Recordion line of talking machines, have increased their manufacturing facilities considerably during the past year to take care of their growing business. Their present floor space now totals 22,500 square feet. It is expected that during 1920 a further increase of manufacturing facilities will be necessary. Many new Recordion dealers have been added the last month and every indication points towards 1920 being a banner year for the company.

James H. Wright of Corry Pa. says, concerning Talking Machine World Service:

"Great Stuff—and it certainly is helping. I have run it continuously since signing the contract with you, and business is picking up all the time."

If it pays Mr. Wright, it will at least pay you to sign coupon on Page 177 and find out about it.

And F. C. Howard, of Syracuse, N. Y. says:

"We want to commend you on your splendid monthly Service and thank you for your co-operation."

Corry is a small city; Syracuse a large one. We make money for you in any size city.

MAKING BIG PLANS FOR FUTURE

Otto Goldsmith, of Cabinet & Accessories Co., Adds to Prominent Lines Represented

The many friends of Otto Goldsmith, president of the Cabinet & Accessories Co., will be pleased to learn that he has practically recovered entirely from the broken wrist which he sustained in an accident recently.

Mr. Goldsmith is making energetic plans for the coming year and reports that the Oliver's Red, White and Blue thrift needles of which he is distributor, are enjoying heavy sales. Within the last month many new dealers have taken on the line from which substantial re-orders have already been received.

Mr. Goldsmith is also featuring at this time the new Portophone talking machine. The name in itself is fairly descriptive of the machine, which weighs but eighteen pounds, is compact in every detail and which may be carried from place to place with the utmost ease and convenience. The equipment is high class and space is allowed for carrying twelve records.

CLOSING BIG BUSINESS

The sales department of Emerson International, Inc., New York, announces the receipt of record-breaking orders for Emerson Premier and International records. In fact these orders are straining the company's factory facilities to their capacity, and it is probable that additional manufacturing facilities will be imperative in the near future. Inquiries for catalogues of the new International records have been received from dealers in all parts of the country, indicating that this type of record is enjoying unprecedented popularity.

The increased talking machine business of Geo. B. Davis & Co., the prominent department store in West Philadelphia, has necessitated the addition of seven spacious sound-proof hearing rooms and a large and beautiful demonstrating salon.

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 build cases suitable for export.

Let us figure on your requirements.



The
HARPONOLA
for
HAPPINESS

The Harponola is one of the sweetest toned, highly developed talking machines made today.

Its proved mechanical equipment—proof against all the troubles and complications which have been such a serious drawback to the dealer—is no small factor in its success.

Its fine lines and permanent finish make sales easy and keep customers satisfied.

Everything about the Harponola spells "HAPPINESS" because it sells easily, at a good profit, and stays sold,—if that isn't HAPPINESS, then we need a new definition.

Ask for the Harponola Proposition

HARPONOLA COMPANY

Edmund Brandts, Sales Manager

CELINA, OHIO

Cabinets made by the Mersman Brandts Brothers organization.

OKEH RECORDS

furnish the dealer a sure supply of high-grade selections that will sell on a right profit basis. Ask for the OKEH Record proposition.



MANY NEW CRAFTS DEALERS

A. J. Crafts, President of A. J. Crafts Piano Co., Enlarging His Efforts

RICHMOND, VA., December 8.—The initial announcement of the Crafts and Ludlow phonographs, produced by the A. J. Crafts Piano Co., of this city, has resulted in a large number of dealers in all sections of the country taking on these new talking machines for 1920.

A. J. Crafts, president of the company, reports that their factory in this city is working at full capacity and that the production during 1920 in



A. J. Crafts

both lines will be large. In order to assure no delay in this production, Mr. Crafts is carefully watching his stock room to see that a plentiful supply of all parts is on hand at all times. The high standing of the A. J. Crafts Piano Co. and its many years of existence in this city has given stability and prestige to the line of talking machines which they are now producing.

HANDSOME NEW EMPIRE CATALOG

A Volume of Thirty-four Pages Beautifully Illustrated and Full of Constructive Reading Matter Just Issued—Brimful of Ideas.

A catalog of more than ordinary attractiveness and interest has been received from the Empire Talking Machine Co., 423-429 South Wabash avenue, Chicago, Ill. It is notable not alone for the completeness of the various styles of Empire talking machines, illustrated in colors and fully described in detail, but for the exhaustive treatment of the various features which are part of the Empire construction. There are two pages devoted to Empire records and hints and helps as to how the records can be best displayed and brought to the attention of the purchasing public.

Other constructive suggestions are a series of dealers helps in the matter of window displays which help to sell Empires; suggestions regarding booklets and the utilization of the movies as sales propaganda. In this connection a series of Empire slides, artistically colored and strikingly designed, have been prepared for the use of dealers, with suitable text and illustrated matter which, utilized by the local dealer, should help to make a strong appeal to movie fans.

One of the striking features of the catalog is an exceedingly artistic cover which is gotten up in a number of colors showing in miniature the various Empire styles with the trade-mark "Empire" in gold.

The opening page of the volume is occupied with a letter from John H. Steinmetz, president of the company, in which he dwells upon the rapid strides in popularity made by the Empire records and places special emphasis on the ability of the Empire instruments to play all records and of the Empire records to be played on any disc machines. The volume from cover to cover is admirably arranged.

NEW VICTOR STORES IN NEW YORK

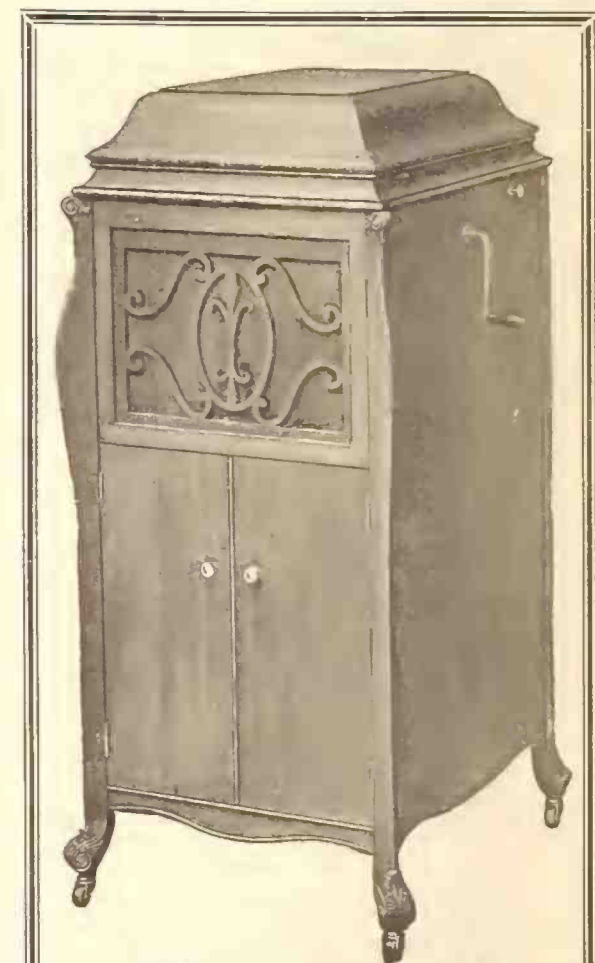
Three New Stores Have Been Added During the Past Month in the Metropolis

L. J. Rooney, of One Hundred and Eighty-Second street and St. Nicholas avenue, has just opened an attractive Victor parlor, with a battery of five booths. The interior is finished in ivory white, with appropriate furniture to match.

Probably the largest new Victor store in the city is that of Joe Mayers, opened at 101 Essex street. It is without doubt one of the largest on the East Side and is most attractively furnished. Mr. Mayers believes that there is an unusual opportunity for business in this locality.

The Lenox Talking Machine Co., Forty-fifth street and Eighth avenue, have recently altered and improved their store and it now gives the appearance of being an entirely new establishment.

Think!—Sure it hurts, but it pays. You can think yourself into a raise, into the job ahead, into the boss's shoes, into a partnership in the business, if you just think hard enough.



Prompt Deliveries

This attractive Singer Cabinet and a few other models of equal excellence are always in work, assuring prompt shipments.

Recently we have increased our manufacturing facilities. This was made necessary on account of the growing recognition of Singer cabinet quality.

Write or wire for illustrations and prices.

Singer Talking Machine Co.

579 Market Street

MILWAUKEE

WISCONSIN

Gleanings From the World of Music

1919 PROVES MOST SUCCESSFUL YEAR FOR MUSIC PUBLISHERS

Various Houses Have Good Season Despite Printers' Strike—30 Cent Numbers Now Established—Co-Operation of Talking Machine Dealers and Sheet Music Publishers

The sheet music publishers have just passed through one of the most successful seasons in the history of the music publishing business, and this despite the fact that for practically two months the printing plants in eastern territory were closed by a strike of printers. That the publishers saw this condition through without a great loss of business, and that the season was probably larger than anything heretofore experienced, makes them most optimistic regarding the outlook for the coming year. Those who have been indulging in national publicity campaigns continued them despite the various handicaps mentioned above and are following them up with big advertising campaigns during the month of December and January.

Through the rising cost of materials and supplies the publishers of popular music have been practically forced out of the 10-cent field, a channel of distribution which after all was not very profitable even in more normal times, and showed in cases heavy losses during the past year. They have successfully published works that have easily brought what is fast becoming a new standard retail price for hit numbers—30 cents. The profits from the sales of songs at that figure are quite ample and the publishers have been encouraged to greatly increase their publicity appropriations. Most of the biggest selling numbers of the past season, such as "Kentucky Dream," "Beautiful Ohio," "I'm Forever Blowing Bubbles," "Oh, What a Pal Was Mary," "Patches," "Yearning," "Vamp," "Tell Me," "My Baby's Arms," "Sand Dunes," "Dreamy Alabama," and "In Your Arms," have sold retail at 30 cents, bringing the price to the consumer about half of that of the more popular priced records and when it is taken into consideration that on the records the purchaser gets two compositions, the price of sheet music in melody form is almost that of the popular song records. For after all 30-cent music is often marked 60 cents net, and dealers in many localities selling at 1-3 off retail such music at 40 cents. The numbers at the increased price have sold just as heavily as they would have for the more popular 10-cent figure. This is admitted on all sides.

The talking machine dealer must look with

pleasure upon the successful raising of the price of popular songs and instrumental selections, because with the larger profits, the publishers will place, and do place, more money in the exploitation of an individual song and because the price of the melodies in sheet music form compares favorably with the price for which the melodies can be obtained on a record. In fact, in some cases the record is a better buy from that standpoint, inasmuch as often several melodies, such as medleys from musical productions carry the strains of several compositions. And because the increased profit to the retailer in the disposal of popular hits makes it an inviting addition to the talking machine dealer who feels the need of some line of quick selling specialties or accessories.

In increasing their advertising appropriations the publishers, of course, often spend the money in elaborate materials which can be used for window dressing. These when procurable are eagerly grasped by the talking machine dealer who in conjunction with the material from his manufacturer and jobber can make an effective display combination with them.

The publishers look with pleasure upon the talking machine dealer handling a line of sheet music. Not always because they think the sales will greatly increase; of course it is true they will, but generally because the average talking machine dealer is more progressive, is more wide awake than the average sheet music dealer, because when he co-operates he does so whole-heartedly and because he uses up-to-date methods in presenting the works to the public. Then in addition there are hundreds of sheet music stores that do not always have a piano or player piano available, while on the other hand the song can be readily demonstrated by the talking machine dealer. In the case of the more popular fast selling numbers time is often a question in getting distribution, sometimes such numbers only last in public favor about ninety days, and while the publishers get exceptional co-operation from the syndicate stores for quick distribution, the average sheet music dealer does not so readily respond and now that one of the largest syndicate stores have failed to increase their maximum retail price for indi-

vidual articles, the publishers feel that there is a field for live dealers to carry out the distribution which formerly the 10-cent syndicates did so effectively.

Whether the talking machine dealer handles sheet music or not the new era in the publishing field will redound to his benefit. And with all the talking machine record companies back to normal production, he can order the maximum quantities of the popular numbers without misgivings, inasmuch as he realizes the publishers will spare no expense, effort nor energy in the exploitation of these works under conditions which are now prevalent, and which will probably continue without a decided change for another year.

Men Who Make Popular Songs

No. 8—Irving Berlin

When it comes to popularity, few composers surpass Irving Berlin. We do not intend to trace



Irving Berlin

back to his early days but suffice it that the writer was whistling his melodies when a mere boy. Despite the fact that he has assumed the
(Continued on Page 172.)



The Fox Trot of the Season

"When You're Alone"

Art Music, Inc., 145 W. 45th St.

New York

GLEANINGS FROM WORLD OF MUSIC

(Continued from Page 173.)

dignified post of editor he still at times catches himself whistling something new of Berlin's for instance "You'd Be Surprised."

Irving Berlin apparently is destined to go on indefinitely writing successful music and lyrics as well. Being most versatile he writes to meet the taste of varied classes of music lovers, though it is true that his sway with those who like "jazz" stands out most prominently. On the other hand, he meets the qualifications of those who like production or musical comedy numbers, or songs of the ballad type.

Each year it would seem as if he had written his most successful hit, yet every season he is in evidence with a composition of still greater popularity. At no time in his career has he been more successful than right now. For instance, he has such numbers as "Maudy," "A Pretty Girl Is Like a Melody," "You Cannot Make Your Shimmy Shake on Tea," "Nobody Knows and Nobody Cares," in this season's "Ziegfeld's Follies." He also has established a record of having his song and dance success "You'd Be Surprised" in no less than eight running New York productions. Some record!

Off-handed it would be possible to mention several score of his titles that were at different periods heard from coast to coast. Such numbers as "Snooky-Uk-ums," "When I Leave This World Behind," "Michigau," "Araby," "My

Watch It Grow



WORDS BY
WILLIAM LE BARON

MUSIC BY
VICTOR JACOBI

CHAPPELL & CO., Ltd., New York, Toronto and Melbourne

Wife's Gone to the Country," "My Bird of Paradise," "Alexander's Ragtime Band," "Everybody's Doing It," "International Rag," "Yiddle on Your Fiddle," "Oh, How I Hate to Get Up in the Morning," are easily remembered. He has also been responsible for the music of productions such as "Watch Your Step," "Stop, Look and Listen," and "Yip, Yip, Yaphank."

To say the least his career has been brilliant. To cap the climax, just before the opening of the present season he organized his own publishing company, Irving Berlin, Inc. Few publishing

houses have had greater success in so short a space of time. He has gathered around him an exceptionally well qualified organization and if you were to ask them if they expected to repeat success after success as they have this, their opening season, they would tell you they will shortly release the greatest song of Mr. Berlin's career, "Was There Ever a Pal Like You." This firm has adopted for its slogan, "Sterling on silver, Irving Berlin in Sougs," a no mean slogan, but one that this comparatively young man will live up to, no doubt. He has the qualifications.

SELLING RECORDS AND MACHINES TWIN SISTER TO SHEET MUSIC

By Edward F. Breier, Publicity Manager Jos. W. Stern & Co.

Occasionally we come across a talking machine dealer who finds the business monotonous. During the course of conversation with a certain friend of mine, who is particularly well known as a talking machine dealer, he mentioned that he was speculating in the stock market. Since he had always impressed me with his conservatism, I was interested sufficiently to inquire as to his reasons for so doing. In reply he stated that his business was running smoothly, he was making money and figured that with his close application to industrial conditions affecting the market, he felt confident that his knowledge would enable him to more than double his money by trading. He admitted that there was a possibility of his plans being upset, and that he might instead of gaining lose all. I next asked him if he thought that he

had done everything for his own business that was to be done; whether, if he would devote a little more effort and concentration in doping his own problems out, if it would not result in added increase to his income legitimately, and from an angle that he better understood.

He said: "I have followed the talking machine business almost from its infancy. I have talked, lived, ate and slept this one class of work! While I do not like to admit this, still it is true that to me it has become more or less monotonous, and in doing what I am, I am combining diversion with an opportunity of gain."

Monotony! That was it! It can be found in almost every business where life begins to lose itself in unchanging routine. It is a forerunner of what we commonly term spring fever, that sort

of feeling that makes one want to run away from oneself. For the benefit of the many engaged in the phonograph business who have reached the brink as my friend, the best thing to do for them is to visualize a new idea that will restore interest and more safely and surely increase the profits.

Selling records and machines is a blood relation or twin sister to selling sheet music, popular and classical, and player rolls. It is a very profitable annex to a retail talking machine store. It never occurred to some dealers the effect that could be gotten by playing the record "You Didn't Want Me When You Had Me" on the talking machine and at the same time placing a copy of the composition in the hands of the prospective purchaser, who would then be enabled to judge the value of the demonstration by possibly following the music, note for note, and word by word. It is an established fact that over 65 per cent of the owners of talking machines have pianos (player or otherwise). These people are probably as much interested in sheet music and player rolls as they are in their records, and who would be more appreciative in securing the current hits in sheet music form?

Beyond question in a lot of homes can be found favorite sheets of music and no talking machine records of the selections and vice versa. It would not be hard to remedy this. My friend of the stock market was so interested in this new field of endeavor that before the end of a week he had closed his broker's account and was launched heart and soul in the construction of this new possibility.

I have seen him several times since then, and he tells me that it was a pity that he hadn't made this change a long time ago since it has become a source of considerable profit due to the fact that hundreds of people who entered his store merely to purchase popular music were attracted by his display of talking machines, with the result his sales increased in startling proportion.

Wishing You a Merry Christmas and a Happy New Year

**Now
I Know**

**Kentucky
Dream**

**You Didn't Want Me
When You Had Me**
(So Why Do You
Want Me Now)

HERE ARE
BIG HITS---BIG SALES
BIG PROFITS
FROM
RECORDS, PLAYER ROLLS, SHEET MUSIC
STERN'S

ALL ROADS LEAD TO
SUCCESS AND PROSPERITY
WITHIN THE
MAGIC CIRCLE.

Jos. W. Stern & Co.
102-104 West 38th St.
NEW YORK CITY

**Honeymoon
Waltz**

Blues
My Naughty Sweetie
Gives to Me

**Good Night
Dearie**

You Can Sell More Than You Order

ATTENTION
Kent Attachments
For Edison Disc Machines
WITH OUR C SOUND BOX
SPECIAL PRICE
ASK FOR QUOTATIONS
FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

HOLIDAY GREETINGS FROM A REAL FRIEND

We want to thank you Mr. Dealer, for what you are doing with MARY EARL publications - REAL songs that have revolutionized your music business. You have realized that MARY EARL is to day the most widely advertised and recognized name in all song'dom. WHY? Because it is MARY EARL who gives you the class of music the whole world loves to sing

Mary Earl

Lest you forget, your trade has been so well satisfied, with MARY EARL publications, that you cannot afford to lessen your efforts in keeping before your customers these famous MARY EARL compositions

"Beautiful Ohio" "Dreamy Alabama" "Hawaiian Smiles"
 "Ting' Ling' Toy" "Pleasant Dreams" "Witching Waves"
 "Enid Waltz" "Sweet Siamese" "Ruspana"

all issued in both vocal and instrumental form

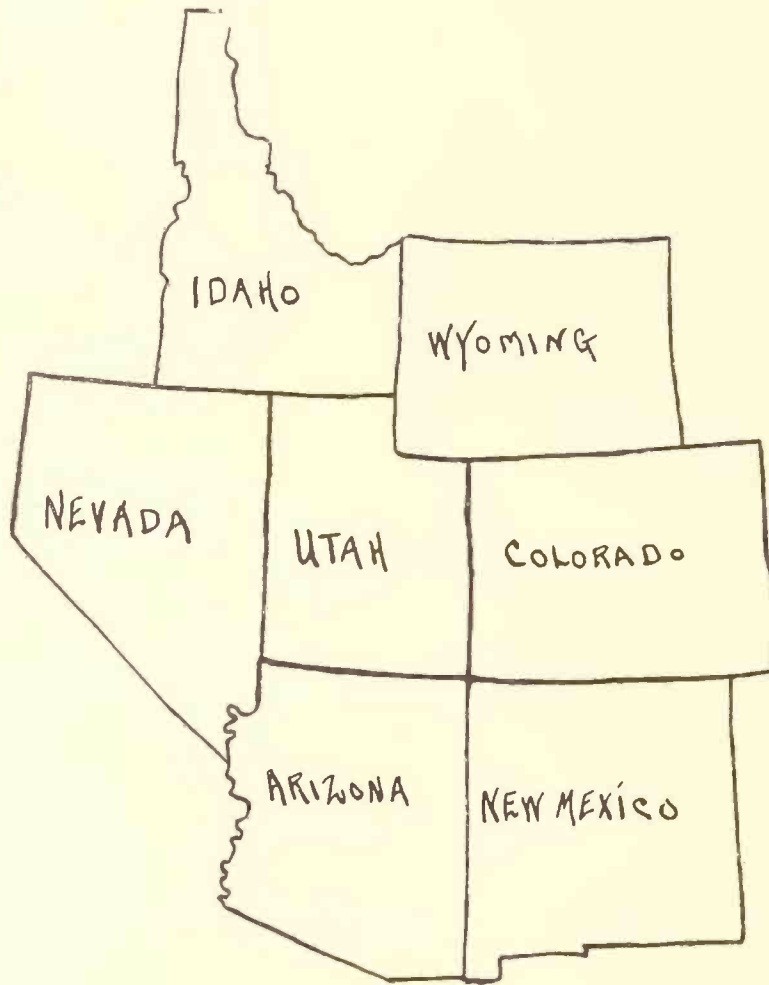
Keep posted on the MARY EARL issues for 1920. They will interest you

THE NAME MARY EARL MEANS THE SAME ON MUSIC AS STERLING DOES ON SILVER

ALL MARY EARL COMPOSITIONS PUBLISHED BY
SHAPIRO BERNSTEIN & CO. INC.
 COR. BROADWAY AND 47TH STREET NEW YORK

Announcement

We have been appointed exclusive
wholesale distributors for
EMERSON GOLDSEAL RECORDS
in these states



*Dealers in this territory, write now if you are interested
in representing us on these fast selling records*

Play on



all Phonographs

STREVELL-PATERSON HDW. CO.

Wholesale Only

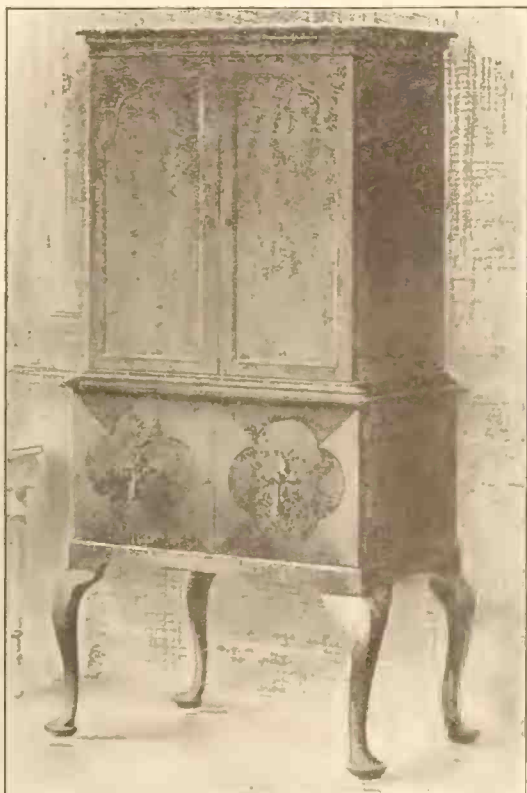
SALT LAKE CITY

UTAH

INTRODUCE "ACTUELLE" CLASSIQUE

Pathé Freres Phonograph Co. Producing Three Models Which Cover Three Interesting Periods in Design—Win High Praise from Experts

The Pathé Freres Phonograph Co., of Brooklyn, N. Y., announces the advent of the "Actuelle



Model "M"

Classique" in three models. The great popularity of the Pathé "Actuelle" has stimulated a demand



Model "O"

for this high class instrument in period design. In response to this demand, the "Actuelle Class-



Model "R"

ique" was produced. Model "M," as shown in the accompanying illustration, is of the early Georgian period, an adaption from carefully selected specimens of that lavish period of beautiful

English furniture. Model "O," in walnut in the William and Mary period, gives the effect of a chest on a table-form base, and model "R" is an oak court cupboard of the Tudor period, an adaption from authentic examples of the Tudor times. In all of these three models the skilful matching of veneers, the fine carvings and the excellent workmanship is notable and matches the best examples produced by the master artisans of other days.

TO HANDLE ENGINEERING WORK

N. Kurman to Take Important Post With Mutual Talking Machine Co. and Allied Concerns on January 1—Well-Known in This Trade

Wm. Phillips, president of the Mutual Talking Machine Co., the Supreme Phone Parts Co. and the Manhattan Phone Parts Co. has announced that beginning with the first of the year, N. Kurman, well known in the trade as an authority on tone and vibration, will be connected with these three companies, in charge of their engineering departments. Mr. Kurman has experimented with, and invented, a diaphragm which is claimed to be as good if not better than mica. It is expected that the new diaphragm which shortly will be used by all three companies. The Supreme Phono. Parts Co., is planning to place on the market a new tone arm of particularly high quality. A new sound box with aluminum frame will also make its appearance in the near future.

ENLARGES BRUNSWICK SHOP

John Jensen, proprietor of the Brunswick Music Shop, Terre Haute, Ind., has enlarged the basement of his store and has made it into a large display room for the demonstration of talking machines and pianos. New soundproof booths have been built and in them the Brunswick machine and Emerson record are shown.

J. Henry Ling, who handles the Columbia line in Detroit, Mich., is the inventor of a device for repeating records which is automatically operated.

VICTOR CO. SECURES NEW TENOR

Edward Johnson Engaged to Make Records for That Company—An American Singer Who Has Had a Most Interesting Career

The tenor sensation of the year 1919 is Edward Johnson, who returns to American shores after a series of triumphs in other lands. He is singing this season with the Chicago Opera Company, and he has been engaged to make records for the Victor Talking Machine Co. His first stage appearance and his first recordings have together placed him among the great tenors of the new century.

Mr. Johnson was born in Canada, of Welsh-Irish parentage, but spent his boyhood in New York. He was a natural singer, beginning with church choirs and after a time appearing in light opera. He went abroad with a number of American students, including among them Herbert Witherpoon and Janet Spencer, but in some hard work in Paris and later went to Florence where he studied under Vincenzo Lombardi. In 1912, he made his operatic debut in Padua under the stage name of Edoardo di Giovanni. He did not, however, content himself with the works of one period or of one school, for he created not only the role of "Parsifal" at La Scala in Milan, under Antone Fuchs, but scored a big success in a French opera, when he made the first successful Italian presentation of Pelleas at the Costanzi theatre in Rome. In early 1919 he created Montemezzi's "La Nave," at La Scala. He was chosen by Puccini for the first presentations of his triad of short operas, "Il Tabarro," "Gianni Schicchi," and "Suor Angelica."

Meanwhile, he had been to South America, where he sang in Buenos Aires, Montevideo, and Rio de Janeiro. In 1917, he was in Spain. In early 1919 he sang in concert in Italy with Toscanini. In the present year he came to the United States and began a two years' contract with the Chicago Opera Company. Recognition was immediate. He followed by making some superb Victor records. Despite his modest claims that his voice is of the romantic and not the dramatic type, his "Vesti la Giubba" is magnificently done.

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 make-shift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm, and the only one having this very important improvement.

OTHER IMPORTANT FEATURES

Needle change is facilitated by rotating sound box, which returns to normal position.

Needle always takes same position in playing any type of record, setting in direct center.

Supplied with either mica or Vibratone diaphragm, but the latter is recommended if superior tone quality and volume are desired.

Length of tone arm required should be specified when ordering.

OTHER PARR PRODUCTS:

**Magnetic Reproducer Vibratone Diaphragm
PARR MANUFACTURING CORP.**

Main Offices: 100-108 West 23rd St., NEW YORK
Factories: New York City—Latrobe, Pa.



Josef Hofmann plays *three* piano solos on one record!—Rachmaninoff's "Prelude in C Sharp Minor," the "Valse Gracile," and "Birds at Dawn." A-6125

Columbia Graphophone Co.
NEW YORK

VARIOUS TALKING MACHINES EXHIBITED AT MILWAUKEE SHOW

Most Notable Event of the Year Was the Music Show Given by Association of Music Industries—Dealers Combined to Make Impressive Exhibits—Many Special Features

MILWAUKEE, WIS., December 6.—The most conspicuous undertaking ever attempted by the Milwaukee Association of Music Industries was to stage a music show at the Auditorium, November 20 to 25, in connection with the Milwaukee Food, Household and Music Exposition. All of Juneau Hall, and additional room embracing nearly 6,000 square feet of floor space were required to hold the displays made by twenty-one music dealers of Milwaukee.

One of the big features of the show was the fact that the Victor and Edison dealers, respectively, combined for the purpose of presenting a single large exhibit of unusual attraction and powerful appeal. The Victor dealers who were represented in the cumulative display were: Badger Talking Machine Shop, Kesselman-O'Driscoll Co., George H. Eichholz Co., Peter F. Piasecki, Charles H. Schefft & Sons, Harry W. Krienitz, Inc., and Clarence C. Warner.

The Edison dealers who joined in a big exclusively Edison exhibit were: Frank Preuss Co., C. Niss & Son Co., Flauner-Hafsoos Music House, Kesselman-O'Driscoll Co., George H. Eichholz Co., Art B. Meyers, Otto A. Twelmeyer.

In addition, all of the leading piano dealers and other members of the industries belonging to the association were represented by displays, the whole forming a splendid showing of the latest styles

of pianos, player-pianos, talking machines, accessories, etc.

The show ran six days, from Thursday, November 20, at 7:30 p. m., to Tuesday, November 25, at 10:45 p. m. It opened at 1 p. m. daily. The average attendance was 15,000 persons a day, or the huge total of 75,000 admissions. The advance sale, at a slightly reduced price, amounted to nearly 30,000 tickets. At the Auditorium gate the price was 25 cents for adults and 10 cents for children.

The exposition was sponsored by the Milwaukee Journal, the largest daily newspaper of Milwaukee. The Music Association's participation grew out of its co-operative advertising work in the past, which has usually been run in The Journal. When the second annual holiday co-operative campaign was being planned, The Journal invited the association to come into the show project as a corollary, and this was done. The association raised about \$6,000 by voluntary pledges, half of which paid for its show space and the other half is used for the advertising campaign, which will continue until December 31.

A unique method was employed to provide a constant flow of melody from the music show, without discord. Each day was divided into 15-minute periods, and allotted in regular order to each exhibitor. As soon as one completed a 15-

minute demonstration, the next in order started in, and so on. Thus every exhibitor was given three or four opportunities each day and evening to demonstrate his instruments, and no two were played at the same time, while a continuity of melody was provided.

Of special interest was a series of artistic recitals given during the show, surrounding it with a wholly non-commercial aspect. Plankinton Hall, a large recital hall seating 1,000, on the second floor of the Auditorium, was turned over to the dealers' association for exclusive use for high class musical programs.

Miss Helen Gunnis, manager of the C. W. Fischer Furniture Co.'s talking machine department, and a soprano of national reputation, took a leading part in these programs. Miss Gunnis appeared at a sacred concert on Sunday afternoon as director and soloist of the St. Robert's Church choir, and contributed a group of songs at the Sunday evening program. On the closing night of the show, Miss Gunnis again appeared as soloist on a vocal and instrumental program.

The Victor, Edison, Columbia, Sonora, Puritan, Brunswick and Aeolian-Vocalion were presented in feature numbers on various programs, with and without artists.

A Music Memory Contest was conducted by the association on Saturday afternoon, November 22, and more than one hundred children under fifteen competed for a purse of \$100. Four children, three girls and one boy, earned perfect scores. A total of twenty-three awards were distributed, ranging from \$15 to \$1. This feature was given especially wide publicity in the newspapers and is regarded as one of the big events of the exposition in arousing the interest of children in music study.

The Victor dealers exhibiting at the show carried out a unique plan to make a comprehensive display in spite of the difficulty of obtaining merchandise. By special arrangement, thirty-two Victrolas of various styles were procured from the factory, and the dealers provided ten more out of stocks held for holiday delivery for customers. Thus it was possible to put on display forty-two of the forty-three styles of the Victrola now in the catalogue.

During the show it was agreed to distribute the instruments provided by the factory in as nearly equal shares as possible by lot. The seven dealers each drew a certain number of machines, their names being written on slips and placed in capsules in a basket, from which they were drawn by the dealer. There was considerable trading after the allotment was thus made, as might be expected with an acute shortage of goods in dealers' hands.

Outside of the Victor and Edison exhibits, the following displays were made: Charles J. Orth, Puritan; George Duruer, Music Master; Edmund Gram, Aeolian-Vocalion; C. W. Fischer Furniture Co., Sonora, Cheney and Brunswick; Jackson Piano Co., Brunswick and Columbia; A. G. Kunde, Columbia; C. Niss & Sons Co., Edison and Sonora; Milwaukee Piano Mfg. Co., Brunswick.

All exhibitors expressed themselves as highly pleased with the results, especially in the huge number of prospects gained for their lists.

IOWA DEALERS LOOK US OVER

We are the Iowa Distributors of

Vitanola Phonographs

"THE PHONOGRAPH OF MARVELOUS TONE"

—AND—

Story & Clark Pianos

"MANUFACTURED SINCE 1857"

We Are Equipped To Give You Service

E. H. JONES PIANO CO.

DES MOINES

Shops Building

IOWA

Increase your profits through advertising!

by making small space pay better than big space is paying today. That is what the Talking Machine World Service is doing for over one hundred dealers throughout the United States today. If you have not written in about this Service you are missing a chance to double the results of your advertising with your present expenditure. The cost of the Service is less than half the cost of an ordinary office boy. What over one hundred dealers in cities like Boston, Philadelphia, San Antonio, Greenville, Sedalia, and New York are using and finding pays them will certainly pay you.

HERE'S YOUR TICKET TO SUCCESS!

TALKING
MACHINE
WORLD SERVICE
373 4th Ave., N. Y.

You say other dealers have got big results with your advertising. If that's so, I want to see it. Send me a sample copy of the service, showing your kind of cuts, ads, form letters, etc., without obligation on my part. Tell me what it will cost a month, for exclusive use, in my territory.

The population of my city is.....
I handle these machines.....
My firm name is.....
By
My address

P. S. Sign this Coupon and drop it in the mail.



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.

KANSAS CITY SALES SETS RECORD

Local Stores All Find This Year Passes All Others
—Better Merchandising Methods Help Retail Sales—New Store to Open in 1920

KANSAS CITY, Mo., December 8.—The talking machine business during the past few weeks has shown a development exceedingly remarkable. In fact, it is safe to say that the trade is almost ahead of every other retail enterprise in this territory.

E. A. McMurtry, manager of the Columbia Co., in this city, states that the demand for talking machines and records this season had reached its highest peak in this territory, although he declared that the conditions indicated that it would continue to increase for several years to come. The policy of the larger concerns to make a definite division between the wholesaling and jobbing of machines and records and the retail business has been responsible for the better development of the business in general and has made it possible to care for an increased demand that a few years ago would have brought difficulty and consternation.

It is rumored in the trade at Kansas City that one of the largest furniture companies of the city will open a large talking machine department the first of the year. Special construction of the

company's warerooms will be made to handle the new business.

C. V. Bissell, manager of the Starr Piano Co., reports that the business during the past month has been exceedingly heavy. The Starr Piano Co. has been giving a great deal of its advertising space in the local papers to its phonographs and records. Mr. Bissell states that the business is doubling each year.

The Boice Voice Shop reports that the business has greatly developed since the opening of that concern. The company has been devoting a large appropriation to retail advertising and according to the manager has secured exceptionally good results.

Owing to the coal strike retail stores here open at 9 a. m. and close at 5 p. m., and none is permitted electric lights save those which are necessary. Office buildings close at 4 p. m. as do most all industrial concerns which can operate at all.

PATHE LINE FOR M. WELTE & SONS

The new Pathé studio at 669 Fifth avenue, in the warerooms of M. Welte & Sons, will shortly be opened under the able management of E. Paul Hamilton, for many years with the Frederick Loeser department store in Brooklyn and one of the best known men in the trade.

DELPEON GOING BIG IN BOSTON

The Rosen Phonograph Sales Co., Boston, is having a big business at its Court Square store, where the demand for the Delpheon is exceeding the wildest expectations. Harry Rosen has lately had at his establishment President Bousfield, of the Delpheon, who came to Boston from Michigan, where this talking machine is manufactured. Mr. Rosen says: "The robust business we've established in less than four months is certainly positive proof that the New England dealer appreciates the facts." Henry J. Kennedy, a young man of wide business experience in Boston, has associated himself with Harry Rosen in the capacity of sales manager for his concern.

Wonderful Tone Quality
Unusually Attractive Appearance
Extreme Value
Low Price of \$60.00
Large Production
Mahogany Finish
Immediate Deliveries

All these things and other talking points have spelled the success of

"THE AMERINOLA"



It is suggested that dealers investigate

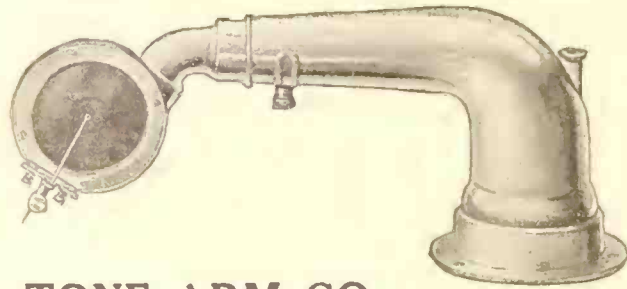
proposition without delay.

The Amerinola Co.
1601 Blue Rock St.,
Cincinnati, Ohio

THE "LEWIS" TONE ARM

Universal Feature
—Spring Balance

Your tone arms—do the castings show cracks—or perhaps poor nickel plating—Are they assembled in a haphazard fashion? If so, then try the "Lewis".



THE LEWIS TONE ARM CO.

154 Nassau Street

New York City

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

"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



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

SOLD BY **J. E. STRATFORD**
AUGUSTA, GA.

MILWAUKEE HOLIDAY TRADE LARGEST IN ITS HISTORY

News That Victor Output Reaches Normal Cheers Dealers—All Houses Advertising Extensively to Aid Future of Industry—Many New Agencies Granted for Various Lines

MILWAUKEE, WIS., December 6.—Never in the history of the talking machine business has the demand been so generously big and broad as it is during the holiday season of 1919. Milwaukee jobbers and dealers both report that they never have experienced a rush of business such as came upon them at the beginning of December, and which is being so well maintained and even growing to such an extent that by Christmas eve there probably will not be an instrument remaining on the sales floors, while stocks of records will be depleted as never before.

The publication on December 2 of a full-page advertisement in the Milwaukee newspapers by the Victor Talking Machine Co., explaining that it has now attained normal production, and is now increasing its output so that the existing acute shortage may soon be relieved, aroused fresh hopes among Victor dealers.

It has seemed strange to some business men that the music dealers should go to what amounts to the extreme in view of past effort of this kind, to advertise talking machines, pianos, records and music rolls, at a time when every dealer admittedly was far short of requirements. Beginning with a big Music Festival at the Wisconsin State Fair in September, the Milwaukee Association of Music Industries has been doing its most active work in behalf of the business of its members. During the period of November 20 to 25, the association conducted a big Music Show at the Auditorium, as part of a mammoth food, household and music exposition. At the same time it put under way its fourth big co-operative advertising campaign, which is running to the close of the year.

The basic theory of this unusual promotion was to protect the music trade on future business. While every dealer at present has all the business he can handle, everyone feels that the time is coming when production will grow to catch up with the demand, and even without any decline in the demand, may provide a surplus. It is for the future beneficial effect that all of these big "booster" plans have been carried out at this time.

"We are assured now that our supply during the new year will be more ample than it has been at any time since 1917," said Samuel W. Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan. "We look for the biggest trade in history during 1920, for a great many people who could not get Victrolas this year are determined to wait until they become available."

The Phonograph Co. of Milwaukee, distributor of the Edison, recently completed the work of conducting tone tests in more than 200 communities of Wisconsin. The company conducted a large exhibit in behalf of seven of its principal dealers in Milwaukee at the recent Music Show, which also is regarded as promotional effort of a most wholesome and beneficial kind.

The Yahr & Lange Drug Co., wholesale distributor of the Sonora in Wisconsin and northern Michigan, reports that it has been simply overwhelmed with requirements of its dealers, but with the enthusiastic co-operation of the manufacturers and kindly assistance from its retailers, the year is being wound up as the greatest twelve months ever known. The Yahr & Lange house has the reputation of selling more \$1,000 Sonora instruments than any other jobber in the United States, and its sales of \$300 to \$500 machines also give it a top-notch rank. Principal credit for the achievement is due to Fred E. Yahr, president, and H. M. Hahn, sales manager of the Sonora department.

In spite of a multiplicity of duties as manager of the local branch of the Brunswick-Balke-Collender Co., Thomas I. Kidd has been devoting



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

a large share of attention to the Brunswick phonograph department, in order that nothing may be left undone to keep the Brunswick dealer organization well supplied with goods.

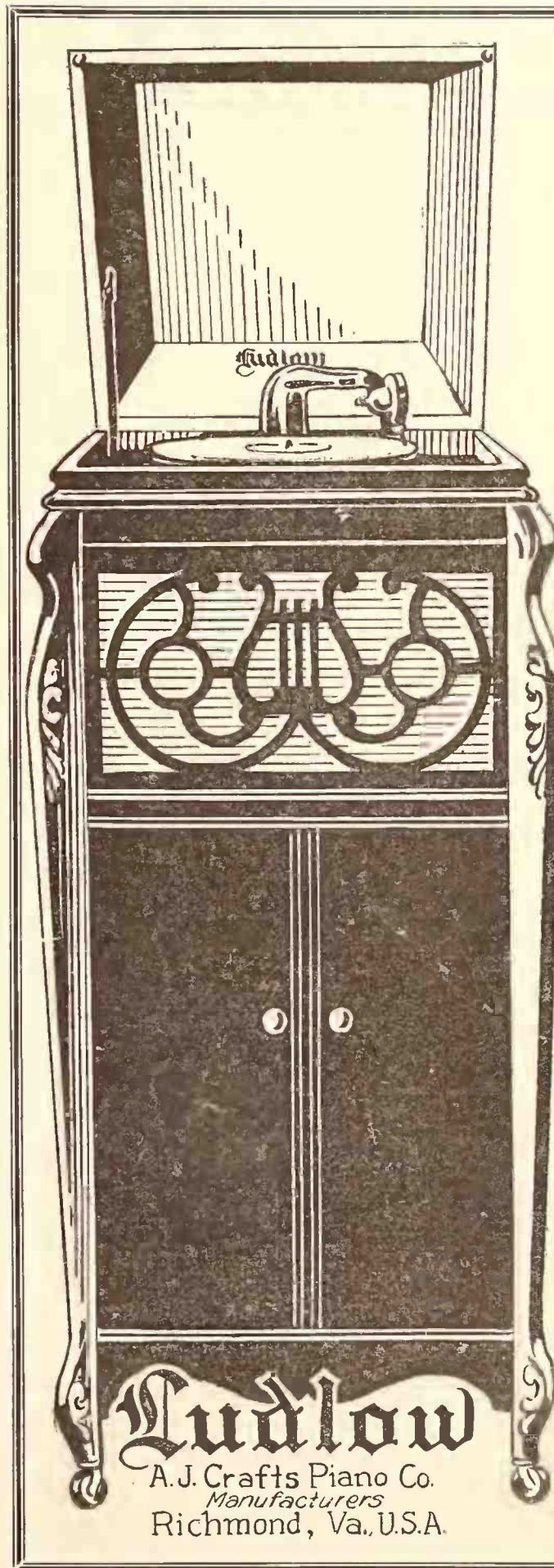
The Lyric Music Co. is doubling the size of its establishment by taking over the adjacent store unit, providing an 80-foot frontage, all display windows. J. C. Rousselot, president and manager of the company, has closed contracts for jobbing two additional lines of machines.

The Winter Piano Co. has been appointed Wis-

consin distributor of the Orola, made in Milwaukee by the General Mfg. Corp. The Winter Co. also is state distributor of Paramount records.

Charles J. Orth, exclusive distributor of the Puritan in Wisconsin and upper Michigan, figures his business for the year will show an increase of more than 500 per cent over 1918. Retail Puritan business in Milwaukee is 300 per cent ahead of last year. Mr. Orth recently established new dealers at Stevens Point, Fountain City, Bloomer,

(Continued on Page 180.)



1920

with the

Ludlow Phonograph

Means big business and correspondingly big profits.



Listed at \$135



This new high class phonograph enables the dealer to successfully meet the competition of many higher priced lines.



Large stock now ready for Immediate Delivery



Write today for full information and dealer's attractive discount.

Ludlow
A. J. Crafts Piano Co.
Manufacturers
Richmond, Va., U.S.A.

MILWAUKEE'S BIG HOLIDAY TRADE

(Continued from Page 179.)

Prairie du Chien, Lake Mills and other Wisconsin cities, as well as several in northern Michigan.

The Music Master is now represented in Milwaukee by three leading retail jewelry stores, namely, George Durner, 745 Third street; H. J. Obert, Grove street and National avenue, and A. C. Hentschel, Fifth street and Graud avenue.

The C. W. Fischer Furniture Co., 217-223 Second street, recently completed an eight-story addition, 50x150 feet, duplicating its original store. The vast increase in floor space makes it possible to provide the talking machine department with real quarters. It is in charge of Miss Heleu Gunnis, who is making remarkable sales records with the Sonora, Cheney and Brunswick.

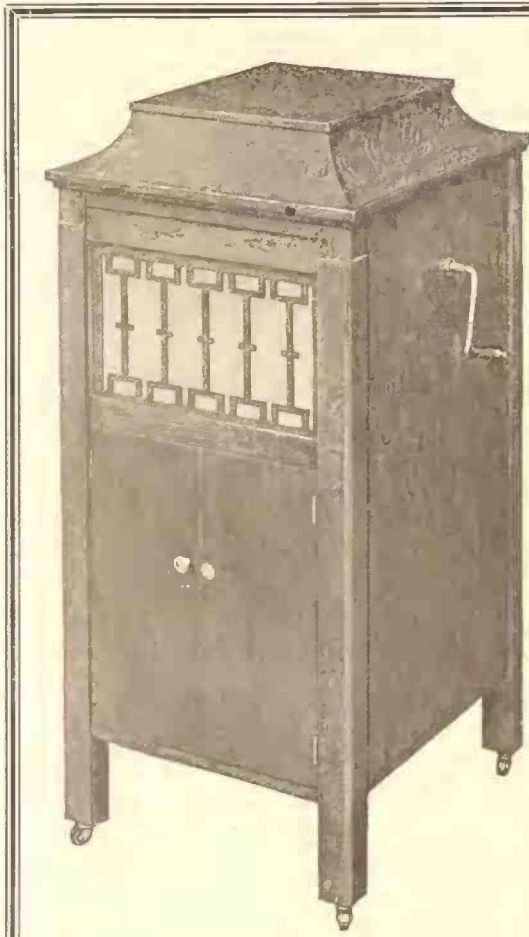
Business in Pathé instruments and records in Milwaukee and vicinity is exceptionally good. This territory is handled in a wholesale way by the Chicago headquarters, but there are many dealers in the city who are doing a volume of retail business of which any jobber would be proud. Among the largest is the Gether Piano Co., 625 Grand avenue.

T. W. Abell, 175 Fifth street, wholesale representative of the Colonial phonograph in Wisconsin, announces the following new retail dealers in Milwaukee: Lockin-Billings Jewelry Co., 234 West Water street; H. Luebtow & Co., 923 Third street, and Huras & Co., 685 Second avenue.

Harry W. Krienitz, Inc., the oldest Victor dealer in point of continuous representation of the line in the city of Milwaukee, recently took occupancy of new quarters at 459 Eleventh avenue, after being located at 326 Grove street for fifteen years. The new store is one of the show places of the south side.

The Kesselman-O'Driscoll Co., founded as a Victor shop, and later becoming an Edison dealer as well, has accomplished the development of its business into a complete music house, with new quarters in the Plankinton Arcade. The Victor and Edison departments are kept intact, and in addition a north side branch is maintained at Thirty-fifth street and north avenue, in charge of C. C. Sippel.

The Badger Talking Machine Shop, 425 Grand avenue, one of the largest retailers of Victrolas in the middle west, has completed alterations in its store which provide much additional space for demonstration booths, storage and other facilities.



Combine Quality, Tone and Beauty and you have the "RE = CALL"

It is a phonograph of highest quality. Its tonal properties are such that it gives a perfect reproduction of any sound, vocal or instrumental. The beauty of its lines and finish are such that it is an ornament wherever placed.

Besides, it plays all makes of records without change of sound box, and sells at a price which is within reach of all.

Your territory may be open, write for particulars Catalog and prices upon application

The Huss Bros. Phonograph & Piano Co.

6-8-10 W. Canal Blvd., Cincinnati, Ohio

Under the energetic leadership of Leslie C. Parker, the Badger Shop is rapidly improving its rank as one of the really big Victor houses of the United States.

Col. Peter F. Piasecki, Victor dealer, 441 Mitchell street, is increasing his store space to accommodate a large volume of business. Col. Piasecki served nearly eighteen months in France with Wisconsin troops, during which time the business was ably directed by his wife, who still is his chief assistant.

The Frank Preuss Co., Edison dealer, 1216 Walnut street, is completing an exceptional six months' business. The Preuss shop was opened only July 1.

Clarence C. Warner, Victor dealer, 428 Eleventh avenue, has recently completed extensive improvements in his store, which make possible great strides in special service to customers, a feature of the Warner business.

One of the most extensive advertisers among talking machine and phonograph dealers in this

city is the George H. Eichholz Co., 542 Twelfth street, representing the Victor and Edison. At the head of the concern is Mrs. Ida H. Eichholz, widow of the founder of the business.

NEW MODEL IS PROVING POPULAR

CINCINNATI, O., December 9.—The Amerinola division of the American Automobile Accessories Co. of this city states that the new model B Amerinola is meeting with phenomenal success. The company has established dealers in all parts of the country and an extensive sales and publicity campaign is now in process of completion. The Amerinola has all of the most important sales features that may be advanced in behalf of the modern up-to-date phonograph, and the company has received numerous letters from its representatives expressing their pleasure regarding the tone quality of the instrument.

Room No. 321
130 Fulton Street
Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points
New York City
Phone, 2812 Corlandt

**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 CANDLER BLDG. ATLANTA, GA.

Will your Holiday window display pay your way to the National Music Show to be held in New York the first part of February?

Some energetic music merchant is going to have this chance as a guest of The Review. Why not you?

As a constructive move to arouse greater interest in window displays of musical instruments, The Music Trade Review offers a prize of a free trip to New York to the 1920 National Music Festival in accordance with the following stipulations:

(1) To the retail music dealer who gets up the most attractive window display for the holiday season and sends in a picture of same to The Review between now and January 10, 1920, The Review will pay a prize not to exceed \$200.00 for railroad fare and hotel expenses on the trip of the prize winner to the 1920 National Music Show to be held in New York in February.

(2) The window display must feature musical instruments, pianos, players, talking machines, band instruments, music rolls, records and sheet music,---any or all of them.

(3) Every retail music house in the United States is eligible to compete.

(4) The judges of the contest will be as follows:

Bruce Barton, prominent writer and advertising authority, now of Barton-Durstine-Osborne Advertising Agency; Arthur Freeman, formerly advertising manager of R. H. Macy & Co., and sales director of Gimbel Bros., now president of Einson Litho, Co., Inc.; C. M. Tremaine, director of National Bureau for the Advancement of Music.

(5) The decision of the judges will be rendered in accordance with the following points: (1) The artisticness of the display; (2) the "idea

value" of the display; (3) the propaganda value of the display along "music in the home" lines; (4) the merchandising value of the display. These are the four qualities for which the judges will look, but the prize winner may win on any one of these points or a combination of several.

(6) Should the railroad fare and hotel bill of the prize winner amount to less than \$200.00, the difference between the expenses incurred and \$200.00 will be paid in cash. In other words, this offer is attractive up to the point of \$200.00 for the retail merchants located quite near and in New York City, as well as for those located at a considerable distance.

(7) The prize winning window, together with others receiving honorable mention, will be reproduced in the columns of The Music Trade Review. A greatly enlarged photo of the prize window and others in smaller size will be exhibited in a special space which has already been procured by The Music Trade Review for this purpose at the National Music Show.

(8) All photographs submitted should be 8x10 inches in size or larger, and a brief but complete supplementary description in writing should accompany each photo. Cost of enlarging the winning photograph will be paid by The Review. We recommend that dealers located at distant points mail their photos special delivery, to insure their reaching New York by January 10th. All photos should be mailed flat to the Contest Editor of

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE :: :: NEW YORK CITY

FOR DETAILS ABOUT THE MUSIC SHOW, SEE PAGES 11 AND 193
OF THIS ISSUE OF THE WORLD

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

RECORD BREAKING HOLIDAY TRADE REPORTED IN PITTSBURGH

Dealers Making Most of Coming Yuletide Season—Much Newspaper Space Used in Holiday Advertising—Optimism Reigns Supreme Throughout Trade, Present and Prospective—Conditions Summarized Tell a Story of Tremendous Demand for Talking Machines and Records

PITTSBURGH, Pa., December 5.—Christmas sales of talking machines are predicted to be very large by the leading talking machine dealers who are in a very competent position to judge. The demand for both talking machines and records has been quite pronounced the past few days and the general impression is that the demand will grow much stronger as the holiday season advances. The Pittsburgh dealers are making the most of the coming Yuletide and the various show win-

dows are reflecting to a marked degree the season of gifts and brotherly kindness. All of the leading downtown talking machine merchants are using liberal space in the daily newspapers calling attention to the desirability of placing in the home a talking machine or if the home has a talking machine a dozen or so of records in keeping with the Christmas season. Many dealers are utilizing handsomely printed cards for gift purposes by which the recipient is author-

ized to visit the dealer's store and select a certain number of records. This plan is regarded as one of the most satisfactory as there will be no danger of duplication and it will also enable the lucky recipient to make a desirable selection.

The demonstration of the new Victrola records for January was held at the Fort Pitt Hotel on Thursday evening, December 4, under the auspices of the Standard Talking Machine Co., Victor distributors. The company invited a number of their dealers to the affair which was preceded by a dinner. The Standard Co., was represented by Joseph C. Roush, the president, French Nestor and Wallace Russell. The Standard Co., has been making a feature of demonstrating the new records for the benefit of their customers with very excellent results.

The Eight Famous Victor Artists will be heard at the Syria Mosque on Tuesday evening, December 9. It is stated that the advance sale of tickets for the entertainment is large and that a packed house is looked for. Victor dealers have been active in calling the attention of their patrons to the affair.

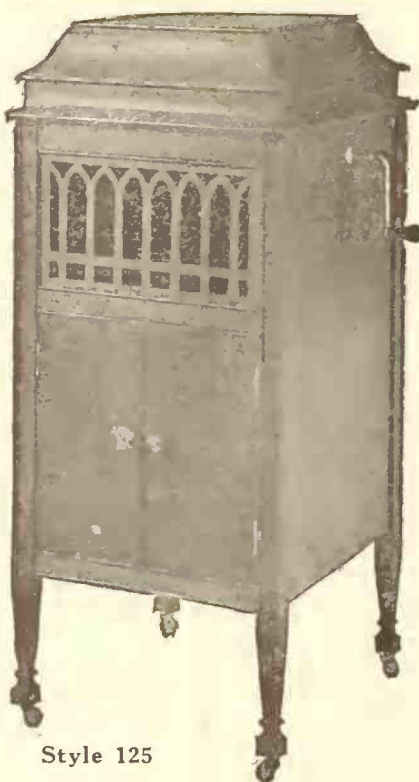
John Fischer, the well-known manager of the Victrola department of the C. C. Mellor Co., who operate an extensive wholesale department, reported that the demand for Victrolas and Victor records was far in excess of what was anticipated and that a new record in sales would undoubtedly be registered when the holiday sales were checked up. Mr. Fischer also stated that the retail trade was excellent and that sales of high priced Victrolas was an outstanding feature of the season. The new retail Victrola department is now in operation after some extensive alterations have been made and it is both commodious and so arranged as to give quick service to the patrons. The sales force has been enlarged and

Natural Voice Phonograph Co.

ONEIDA, N. Y.



Style 175



Style 125



Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

From **\$95** **CULPTONE** **\$240** To



The Phonograph That
Plays All Records

Made Up to a Standard
NOT Down to a Price

A Variety of Models
All Leaders at their Prices

Investigate—It Is Paying Others
Why Not You?

CULP PHONOGRAPH CO.
298 Broadway, New York

there are ample booths for demonstration purposes.

S. H. Nichols, manager of the local offices of the Columbia Co., states that sales of Grafonolas and records for November have far exceeded the business handled the same month a year ago. Mr. Nichols spoke very optimistically of the holiday trade and stated that with merchandise sufficient to meet the demands of the retail trade a new record in December sales would be established.

Extensive publicity was utilized the past week by the S. Hamilton Co., on behalf of the talking machine department which is in charge of T. E. Shortell. An entire page in one Pittsburgh daily newspaper was used in extolling the merits of the Columbia Grafonola with the automatic stop. The department handles the Victrola and the Columbia.

A. A. Buehn of the Buehn Phonograph Co., Edison distributors, is looking forward to an increased sale of Edison phonographs and the Edison Amberola. The Edison retail shop on Wood street, above Fifth avenue under the direction of M. M. Mitchell, is doing a very brisk trade and Mr. Mitchell stated that all indications pointed to a better holiday season in 1919 than a year ago.

H. Milton Miller, manager of the Pittsburgh office of Smith, Kline & French Co., Sonora distributors, and also representing the Philadelphia Show Case Co., distributors of the L'Artiste phonograph reported very satisfactory sales of both machines. Mr. Miller is also distributing the Okeh records and he said that the new lateral output was making a pronounced hit.

Newton B. Heims, who is the Pittsburgh district representative of the Brooks Automatic repeating phonograph is also now handling the Cardinal. His offices and showrooms are in the Jenkins Arcade. Mr. Heims stated that there was a very satisfactory demand for the Cardinal line. H. C. Horubger, who was formerly with the Kaufmann & Baer Co., as manager of the talking machine department is road man for Mr. Heims.

The Cheney is being featured very extensively by the Dauler-Close Furniture Co., and also Gray & Martin. Both firms have large demonstration parlors where the various styles of the Cheney are displayed. It was stated that the higher priced lines were having a very large sale for Christmas delivery.

H. C. Niles, secretary of the Starr Phonograph Co., of Pennsylvania, said that sales of the Starr phonograph and Gennett records in his territory were quite flattering. Mr. Niles has offices and showrooms on Liberty avenue near Ninth street.

At the Brunswick-Balke-Collender Co.'s Pittsburgh offices it was stated that three earloads of Brunswick phonographs had been received within the past few days and they were distributed about as quickly as they were checked in. It was stated that the demand for the Brunswick line had been much larger than expected.

H. J. Brennan, of the Pittsburgh Talking Machine Co., Pathé distributors, said, "Our business has shown a marked increase for the past month and I have been cautioning all our dealers concerning a shortage of Pathé machines, and I see no reason to revise that statement. It looks to me as if the Pathé dealers will experience the

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
GRAND AVE. AND BERGEN ST.
BROOKLYN, N.Y.

greatest holiday season that has ever been their lot to share in. The demand for Pathé machines and Pathé records is very pronounced." Mr. Brennan attended a meeting of the Pathé jobbers in Chicago last week.

Benjamin Swick, the well-known Pathé dealer of Ellwood City, Pa., at the November election was elected justice of the peace. It is hinted that Pathé machine owners who have autos and break the speed laws in the borough will be immune (?) from penalization before Squire Swick.

Spear & Co., have a splendid showing of the Victrola, Vitrola, Sonora and Aeolian-Vocalion in their large talking machine department. The firm in connection with the Household and the Johnson Music Co., utilized liberal newspaper space in featuring the Vitrola. It was stated that this resulted in some very satisfactory sales of the higher priced Vitrola models.

Jacob Hirsh, of the Emerson Sales Co., Emerson record distributors, stated that the demand for Emerson records was so heavy that it was difficult to keep up with the flood of orders. Mr. Hirsh stated that many of the Emerson retail dealers were using handsome window displays which proved a big factor in bringing trade.

The Windsor Music Co., of Tarentum, Pa., Victor, Edison and Columbia dealers are distributing to their customers neat little thermometers which are artistically printed, calling attention to the fact that the Windsor Co. sell "Everything Musical."

The Reed Co., Pittsburgh district distributors of the Regina phonograph and the Operaphone records are having a marked increase in their trade throughout Western Pennsylvania, Eastern Ohio and West Virginia.

LATERAL RECORD, NOT LATERAL CUT

Liberty Phonograph Co. Points Out Distinction and Error in November Advertisement in World

The Liberty Phonograph Co., Cleveland, Ohio, has just called our attention to the fact that in the November issue of The Talking Machine World, its advertisement contained the words "lateral cut." This phrase was inserted in this advertising through a typographical error, as Liberty records are not lateral "cut" records, but are lateral records involving a new process and method of recording. The record is never referred to as a lateral "cut" product but always as a lateral record.

J. DeK. Hill, assistant to the president of the Liberty Phonograph Co., was a visitor to New York this week, spending some time at the company's recording laboratory. In a chat with The World, Mr. Hill stated that the company was making rapid progress with its manufacturing and merchandising plans, and that important announcements will be ready for the trade before the first of the year.

ARE YOU LETTING THE DOLLARS WALK OUT OF YOUR STORE?

Emerson Records

REPRESENT

BROADWAY'S LATEST HITS

DIRECT FROM

BROADWAY TO YOU

NEBRASKA AND WESTERN IOWA DEALERS WRITE US NOW FOR LIST OF TERRITORY STILL OPEN

Prompt and Efficient Service

CARPENTER PAPER COMPANY

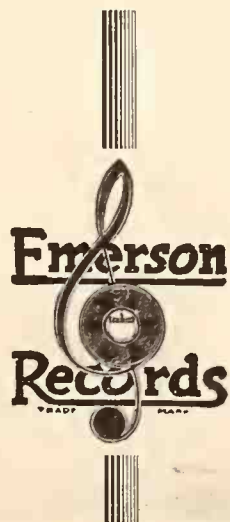
WESTERN IOWA AND NEBRASKA

DISTRIBUTORS

OMAHA

::

NEBRASKA



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

BESANZONI WITH VICTOR COMPANY

Italian Singer, With a Voice of Great Range, Has Achieved Success in Grand Opera in This Country—Records Available Soon

Gabriella Besanzoni, who has recently signed a contract to make records for the Victor Talking Machine Co., is fairly new to American opera-goers but, undoubtedly, because of her superb



Gabriella Besanzoni

contralto voice, is destined to achieve great laurels.

She is Roman by birth and has a large following of admirers in Italy, Spain, South America and England, in all of which countries she has appeared during the seven years which constitutes her career to date. In her operatic repertoire, are SanTuzza, Carmen, Bellini's "Norma" and the role of Musetta in Puccini's "Boheme."

Her debut was made at The Costanzi in Rome. Her appearance in other houses, among which is the La Scala in Milan, followed soon thereafter. At The Reale of Madrid, and at The Liceo of Barcelona, and at Buenos Ayres she received particular honors. She spent a summer season in Mexico

City with Caruso, after which she was engaged by the Metropolitan Opera Co.

It is understood she will make a series of Victor records, but just how many and just what the selections will be is not yet available to the press.

BUFFALO DEALERS HOLD MEETING

Talking Machine Dealers' Association Last Meeting of the Year Brings Out Large Attendance—Interesting Speeches Made by the Members

BUFFALO, N. Y., December 6.—At the last meeting and luncheon of the Talking Machine Dealers' Association of Buffalo the assembled dealers listened to several very interesting and informative talks by members of the association and other men prominent in the talking machine field. President Heinike and Secretary C. E. Siegesmund were in charge of the meeting and due to their efforts and the general interest shown in trade doings in this city a large number of dealers attended and took an active part. Mr. Siegesmund is distributing attractive blotters and other advertising matter to boom his "Shop for Victrolas and Victor Records."

GRAFONOLA IN MUSICAL TRAINING

Interesting Lecture and Demonstration Before New York State Teachers' Association

Marcus Louis Mohler of the Teachers' College of Columbia University, New York, gave a lecture before the New York State Music Teachers' Association on Wednesday evening, December 10, on the use of the Columbia Grafonola in conjunction with musical training. This lecture which was held at the International Buyers' Club auditorium in the Bush Terminal Sales Building, was attended by musical instructors from all parts of the State. The lecture which was most interesting was made convincing by the demonstrations which Mr. Mohler made to illustrate the various points.

TAKES ON COLUMBIA AGENCY

The Hoyt-Dickinson Piano Co., Missoula, Mont., has taken on the Columbia agency and now handles in addition to the Grafonola the Victor and Pathé. The acquisition of the Columbia gives this concern one of the largest stocks of talking machines in Montana.

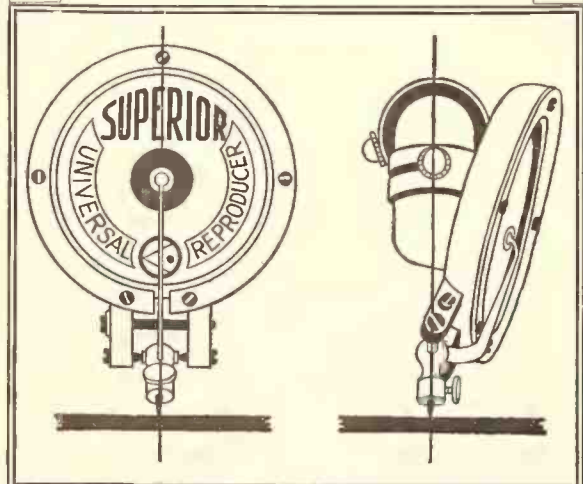
The
Scotford Tonearm
and
**Superior Universal
Reproducer**

*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 note



**Barnhart Brothers
& Spindler**

Monroe and Throop Streets—Chicago

**THE
CABINET & ACCESSORIES
COMPANY**

145 E. 34th STREET ··· NEW YORK

LUNDSTROM CONVERTO CABINETS

Record Albums	Phonograph Cabinets
Record Delivery Envelopes	Table Cabinets, All Kinds
Motrolas	Talking Machine Toys
Record-Lites	Brilliantone Needles
Fibre Needle Cutters	Velvetone Needles
Red, White & Blue Needles	
Polishes & Oils	
Repeaters & Rotometers	
Wall-Kane Needles	
Record Cleaners	
Just & Moving Covers	

ALL FROM ONE SOURCE

'IN THE HEART OF NEW YORK'

OTTO GOLDSMITH *President*



Van and Schenck wrote the music of "Open Up the Golden Gates to Dixieland." Then they sang it for Columbia. Get a lot of those golden gates for money to flow through. A=2820

Columbia Graphophone Co.
NEW YORK

TO DISTRIBUTE HAAG FILES

Herbert E. Blake Appointed Distributor in Philadelphia for Haag & Bissex Co.

PHILADELPHIA, PA., December 8.—Formal announcement has been made that Herbert E. Blake, the well known Edison dealer at Eleventh and Walnut streets, this city, has been appointed dis-



H. E. Blake

tributor for the Haag record file, manufactured in this city by the Haag & Bissex Co.

It is safe to predict a bright future for the Haag record file with the following combination: Alfred H. Haag, president of the company, technical expert and inventor of the device, and Geo.

E. Bissex, vice president, particularly fitted to direct the production of the file, and Herbert E. Blake in charge of the sales. Mr. Blake's long



A. H. Haag

experience in the phonograph field will be of particular value to him in the marketing of this new line. In speaking to The World, Mr. Blake was enthusiastic over this new filing device which he has already placed among a large number of dealers throughout the United States. He said in part, "I believe that we have here a real record file which will fill a long felt want of thousands of people." Mr. Blake will be remembered by the Edison dealers of this country as

the chairman of the Edison dealers' convention held at the Hotel Commodore in New York City last June.

WAGNER PHONO. CO. MAKES DEBUT

A new company operating under the name of the Wagner Phono. Co., dealing in talking ma-



Geo. E. Bissex

chines and talking machine accessories, opened this month at 139 East 54th street, New York. This company, which is wholesale only, will handle motors, accessories, needles, turntable felts and other parts used in the manufacture of talking machines.

VA

LA

NEW VICTOR RECORD CATALOG

Issuance of New Volume Listing all Records Represents a Publication Feat of No Small Proportions—Is Carefully Classified and Arranged

The 1920 Victor record catalog is ready. Large presses have been working twenty-four hours a day, with three eight-hour shifts, in order to complete the tremendous amount of work entailed in printing this catalog, which is well over five hundred pages in size. The composition and make-ready for this edition involved an enormous amount of work; but the labor of compiling the editorial contents, and the work of recording, which began more than a quarter of a century ago, is beyond computation.

The diversity of musical entertainment embraced in this catalog is greater than ever and the array of noted artists who make records exclusively for the Victrola is more imposing than ever.

The catalog contains as usual, portraits of Victor artists with biographical sketches, and has a complete Red Seal section devoted to the great artists that make Victrola records. There are also portraits and short biographies of the great composers and a pronunciation table of the names of artists, composers and operas. The catalog also contains brief stories of the operas, shows illustrations of various scenes in the operas, and indicates under the title of each opera the different acts and scenes, and lists all the selections in the exact order they are sung or played in opera. It is in every respect a great piece of literature.

NEW PRODUCT IS POPULAR

Reflexo Products Co., Inc., Has Built Up Country—Wide Distribution of the New Polish

The Reflexo Products Co., Inc., recently organized with offices in the Marbridge building, New York City, report that excellent distribution has already been secured for their product which is a

Venus Needles

Are made from a South American Shrub

We temper them to an extreme degree of hardness which makes it possible for them to be used on an indefinite number of records.

They cannot scratch and do not injure the record in any way.

Big margin of profit. Prompt deliveries if ordered immediately.

Send for samples and prices.

The Venus Company

Mfrs. of the Belle Plaine Phonograph

2101 Western Ave.

Cincinnati, O.

polish and restorer for talking machine cabinets. Realizing the demand for a scientifically prepared polish of this character chemists were employed to thoroughly experiment in the production of a polish that would be economical and yet thoroughly efficient. Many distinctive claims are made for the new polish which is claimed to be entirely free from grease, gum and acid and which will not mar the most brilliant finish. Primarily invented for the talking machine the company plans to extend their campaign into all lines of manufacture which include polished wood surfaces. Judging from the experiences of dealers who have

already stocked this new line the consumers demand for this product will be very strong.

FIRESTONE WITH SHUMAN AGENCY

LeRoy M. Firestone, son of the well-known "Freddy," who is in charge of the city sales department of Lyon & Healy's, Chicago, has become associated with the Shuman Advertising Agency of that city. Mr. Firestone is well acquainted with music men of the city, having had experience both as a salesman and as a writer of advertising literature.

Our Stock is Here of the Latest LATERAL CUT



KEH RECORDS

OkeH Records are known for their quality,—Our PROMPT SERVICE is at your disposal



HARPONOLA CO.,

CELINA, OHIO
OKEH DISTRIBUTORS



WINDOW DISPLAY TREATMENTS THAT ARE DECIDEDLY ORIGINAL AND OBVIOUSLY EFFECTIVE



Two Distinctive Victor Windows for the Christmas Season

TALKING MACHINE MEN MEET

Local Association Holds Session at Binger Co.'s Assembly Rooms—Get Many Ideas on Window Display, Etc.—Sol Lazarus Assumes Presidency

The monthly meeting of the Talking Machine Men, Inc., was held November 19, in the assembly rooms of the Binger Co., 43 West Thirteenth street, New York. The Binger Co. are well known advertising and sign service people, and offered their quarters to the association so that the members of that body might get first hand knowledge of how display signs, cut-outs, etc., are made.

An address of welcome was made by Harry B. Haines, of the Binger Co., and this was followed by a talk by J. J. Davin, of the Service Bureau of the association. E. G. Brown, secretary of the association, then addressed the gathering, telling them of the reasons for holding the meeting in the plant of the Binger Co. A trip through the entire building was then made and particular attention was called to the many window displays, all attractively arranged, giving those present many ideas regarding the best means of using such space to good advantage. A photograph was then taken, and copies will be presented to all those appearing therein, with the compliments of the Binger Co.

L. S. Crone, president of the Binger Co., then addressed the meeting and his subject was "Advertising on the Spot." Mr. Crone is an advertising authority and has recently been giving much attention to the talking machine field. He has worked out a number of window displays and offers the dealers a service through their various associations at a very nominal cost. The dealers present were each given a sample diagram of a window to be used as a reference in sending in for window displays, and the association is expected to take some definite action shortly regarding the acceptance of the Binger service.

The membership gave a rising, silent, appreciation of their late president, James T. Conghlin, and upon motion duly seconded and carried, a committee consisting of Messrs. Hunt, Kurtz and Mielke were authorized to have a suitable resolution presented to Mr. Conghlin's family.

Sol Lazarus, vice-president for New York, according to the organization's by-laws, now automatically assumes the presidency of the body until the next election.

Irwin Kurtz tendered his resignation as chairman of the Service Bureau, and suggested that J. J. Davin, who has done splendid work on that committee, assume the chairmanship. Mr. Kurtz

will still act as a member of the bureau's personnel.

On the suggestion of John E. Hunt, Lee S. Roberts, George H. Bliss and Max Kortlander will be invited to the next meeting of the association to demonstrate the feasibility of talking machine dealers stocking player rolls. The January meeting will be held at the Hotel Pennsylvania, and player rolls and talking machine records will be demonstrated in combination. There will be no meeting in December.

NEW EXPORT BOOKLET PUBLISHED

National Association of Manufacturers Issue Important Guide to Exporters

A booklet intended to present in as simple a manner as possible the various details connected with the handling of export orders, has been prepared by the National Association of Manufacturers, and may be had free of charge upon application at the general offices, 30 Church street. The booklet also contains a series of the documents and forms actually employed in the handling of an export order from the time the inquiry for the order is received until final payment is obtained by the shipper.

There is a Universal Demand for the

BEST

Semi-Permanent Stylus

WHY

PLAYS 100 TO 300 RECORDS

NO SCRATCH

NO HISS

It plays all records, regardless of name, kind or cost. It has become known, THE WORLD OVER, as the MOST SATISFACTORY NEEDLE on the market to-day.

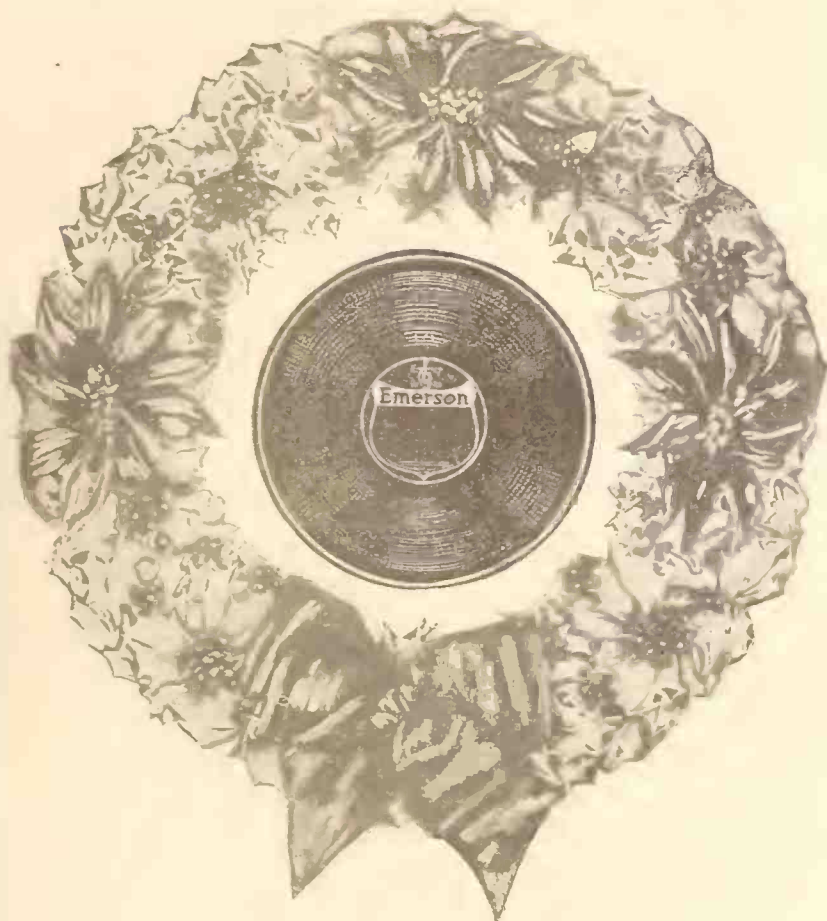
Its tones are marvelously pure and clear. No matter what the cost of the record, when played with the "BEST" needle, it is improved 100%.

It Is The "BEST" Needle. Investigate and See for Yourself.

Write now for free samples, attractive discounts and descriptive circulars which we furnish for your mailing list.

The ANSONIA NEEDLE CO. ANSONIA CONN.

Oklahoma and West Texas Dealers



Oklahoma City is your logical base of supply for
Emerson Records

Near home, saves time and transportation expense.

We are ready to give dealers valuable service to supply them immediately with

Emerson Hits

as soon as they are released. You can cash in on these popular records for your Holiday trade. If you want to be the first in your town to have the new Emerson hits, write us today.

**WE CARRY THE STOCK TO
FILL YOUR ORDERS. PROMPT
SHIPMENTS.**

ALEXANDER DRUG CO. OKLAHOMA CITY, OKLA.

Distributors of Emerson Records for Oklahoma and West Texas

NEW VICTROLA OPERA BOOK OUT

Victor Talking Machine Co. Issues New Book Explaining Operas and Characters—Dealers Finding Book a Big Seller With Patrons

The Victor Talking Machine Co. has issued a new edition of the "Victrola Book of the Opera" just in time for the holiday season. The previous edition has been entirely exhausted and the new one is put out in response to an insistent demand. The Victor Co. has been literally swamped by letters which have been written direct to the factory from the consumer public and, therefore, the outlook for the sale of the new edition is extremely bright, providing the Victor dealers capitalize the demand by properly promoting and displaying the new book. To assist dealers along this line, the Victor Co. has prepared a special four-page circular, which sums up the many attractions and features of the new work. This circular is printed in black, purple and gold.

The book itself contains descriptions of a number of new operas and is bound in a new and distinctive style, the whole work being profusely and handsomely illustrated. Among the unique fea-

tures, is a department giving the proper pronunciation of the titles of operas and operatic characters.

A great many dealers have developed excellent methods for the selling of the "Victrola Book of the Opera." One dealer in particular has made a wonderful success in selling the book by sending out one with every new machine sold, for a week's trial. Purchasers of Red Seal records are also supplied with the book, and, after they have had the time to read it in their own homes, experience shows that they are seldom inclined to return the book, so interesting do they find its contents.

COMPLETES TWO EXCELLENT TRIPS

L. A. Schwartz Secures Liberal Orders for the Products He Represents

L. A. Schwartz recently completed two very profitable trips in the interest of the various lines handled by the Phoenix Trading Co. On these trips he covered the middle west and immediately upon his return to New York left for New England. While in Cleveland, the Eclipse Musical Co. placed a particularly heavy order for Jones-

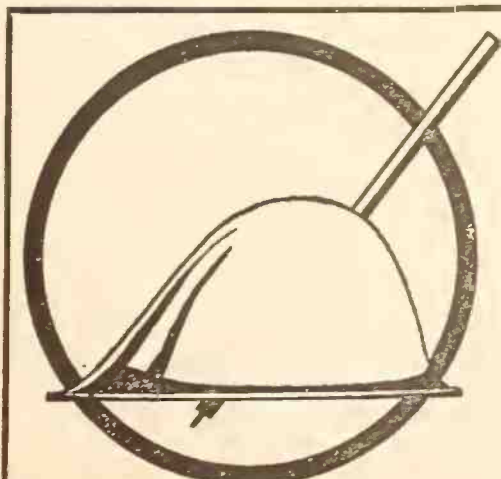
Motrolas with which they have had considerable success. In Boston the Eastern Talking Machine Co. placed a substantial re-order for Jones-Motrolas. Mr. Schwartz reports that the two firms mentioned instance the large orders he is receiving everywhere for Jones-Motrolas.

The Victrola department of Woodward & Lothrop, which carries one of the largest stocks of machines and records in Washington, D. C., has been relocated to handle the increased business.



-jobber
for the -
Victor
Talking
Machine
Company

Indianapolis



Pat. Sept. 24, 1912

The Bell Hood Semi-permanent Needle

Plays 50 to 100 Records---Eliminates Scratching---
Purifies and Harmonizes the tone.

**Over 500 Dealers and Distributors are
Agents for the Bell Hood Needle**

Why not you? Write at once.

Retails one package of 3 needles 25 cts.
Dealer's Price, \$15.00 for 100 pkgs. Jobber's Special Prices.
SOLE AGENTS THE WORLD OVER

NEW ENGLAND MUSICAL INSTRUMENT TRADING CO.
127 EAST 23rd ST. NEW YORK

Jobbers of complete line of Musical Instruments.

ASK US FOR OUR SPECIAL CHRISTMAS OFFER

LECTURES ON MUSIC APPRECIATION

State College of Washington Announce First of Eighteen Extension Lectures at Sherman, Clay & Co.'s Recital Hall in Spokane—How Victor Dealers Help In This Important Work

SPOKANE, WASH., December 2.—The State College of Washington, Division of General College Extension, has announced the first of a series of eighteen college extension lectures on Music Appreciation, to be given by Professor Alfred H. Meyer in the recital hall of Sherman, Clay & Co., Victor dealers in this city. The course is given with the Victrola and Victor records. Beginning with folk song and dance and extending through the larger vocal and instrumental forms, the course presents in a most comprehensive manner the field of music appreciation. For satisfactory attendance on the course and passing a final examination, the State College of Washington will give one hour's credit toward the A. B. Degree, which may be submitted as an elective credit in any department.

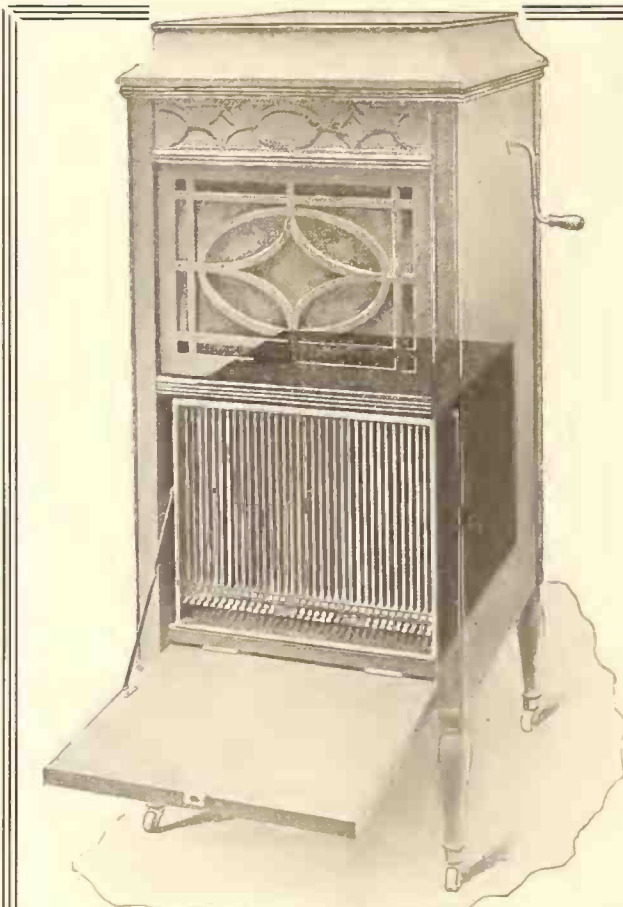
This is another splendid example of co operation between a dealer and an educational institution, with credit and benefit redounding both to the dealer and the community.

In a similar way, the Perry B. Whitsit Co., of Columbus, Ohio, co-operates with the Columbus Normal School by donating the use of their recital hall, Victrola, and records. Professor Thomas Scott Lowden conducts his regular Normal School courses in music appreciation and opera study at this Victor retail store.

RECEIVE ENTHUSIASTIC LETTER

J. I. Carroll, of Emerson Phonograph Co., Receives Pleasing Letter From Western Jobber—How the Emerson Line Is Progressing In That Section

J. I. Carroll, manager of sales of the Emerson Phonograph Co., New York, received recently an interesting letter from P. G. Spitz, manager of



THE HAAG "A" FILE
With or Without Ejecting Keys for the Edison Model C 150
Capacity 34 Edison Records

HAAG Record Files

Provide Filing Equipment of Exceptional Merit and Appeal
SATISFACTORY
ATTRACTIVE
CONVENIENT

Automatic in its action—a slight pressure on the key hands you the desired record. Records roll back by gravity.

Haag Record Files are made for all models of the new Edison, including the new Chalet Model. Write for complete catalogue.

It will be to your advantage to investigate Haag record files for your 1920 business.

HAAG & BISSEX
Philadelphia, Pa.
BLAKE & BURKART
HERBERT E. BLAKE, Successor
Distributors
1100-1102 Walnut St.
Philadelphia, Pa.

the phonograph department of the Carpenter Paper Co., Omaha, Nebr., distributors of Emerson records for Nebraska and Western Iowa. In his letter Mr. Spitz said:

"I feel so good about a letter which I received recently from one of our dealers that I cannot help but pass it on to you. You will remember that I wrote you a short while ago regarding our new dealer at Fort Dodge. This is the same party, and I am enclosing a copy of his letter, which is self-explanatory."

The letter referred to by Mr. Spitz was sent to him by the C. H. Pill Furniture Co., of Fort Dodge, Iowa, and it read in part as follows:

"We received your samples of Emerson records, and are very much pleased with them. We have run several ads in the newspapers which have produced wonderful results. We feel that we will make a big success with Emerson records, and will boost the Emerson with all our might. We would like to have you give us the sole agency for the Emerson in Fort Dodge."

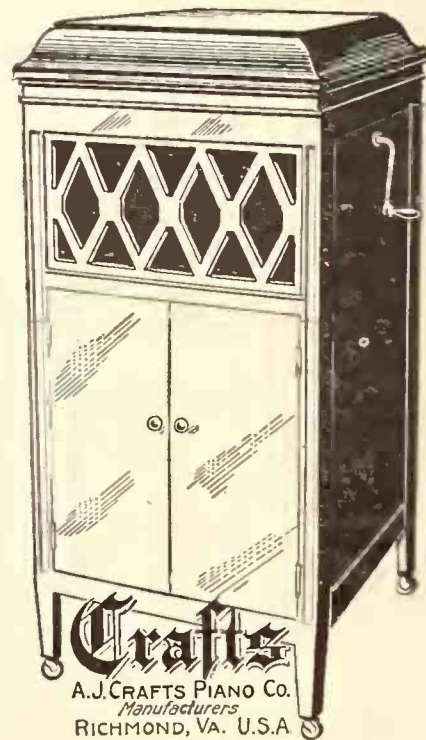
"Anything well begun is half done"

This is particularly true of 1920 and Crafts Phonographs

If you begin 1920 with a line of Crafts Phonographs you will have begun the year in an auspicious manner.

The Crafts Phonograph is all that can be desired in a Phonograph; Beautiful Cabinets, fine workmanship and construction and wonderful tone quality.

Before you make your 1920 plans investigate this line. Write for full information and dealer discounts.



Crafts
A.J. CRAFTS PIANO CO.
Manufacturers
RICHMOND, VA. U.S.A.

Made by

A. J. CRAFTS PIANO CO.
218-220 North Second Street, RICHMOND, VA.

Crafts Phonographs carry the Crafts unlimited guaranty---a big selling argument!

INCREASED PRODUCTION AND SELLING IN GRAND RAPIDS FIELD

Manufacturers Increasing Output While Dealers Still Suffer from Lack of Stock and Particularly Records—Grinnell Bros. Join Ranks of Local Victor Dealers—Other Happenings

GRAND RAPIDS, Mich., December 3.—Grinnell Bros., the prominent Victor wholesalers of Detroit, and who operate a number of branch stores throughout Michigan, have come into the Grand Rapids markets as Victor dealers, having purchased the Victor retail franchise of the Herrick Piano Co., this city, who have decided to give up the selling of records but are continuing the sale of various makes of machines.

Grinnell Bros. have fitted up the building at 26-28 Division avenue North, in a most attractive manner, with soundproof demonstration parlors, built of handsome wainscoting, heavily enameled, and plate glass. The use of glass serves to make artificial lighting during the day practically unnecessary.

In the front of the store, which has been handsomely decorated in blue, white and gold, is a record service counter, and behind it, running along behind the booths, the record stock which is most complete. The stock of machines is complete, too, and the business has started out auspiciously. All talking machine accessories are handled and it is the boast of the local establishment that the service in Grand Rapids is equal to the service in the Detroit establishment of the firm. E. L. Johns is local manager.

Victor products are now handled in Grand Rapids by the following concerns, exclusive of Grinnell Bros.: Young & Chaffee Furniture Co., the Heyman Co., the Wurzburg Dry Goods Co., L. E. Phillips, the Lyric Music Co., and the Winegar Furniture Co. The Herrick Piano Co. will in the future handle the Mandel and Saxola machines, but no records.

With the Christmas demand for records and machines picking up and becoming rather formidable dealers here still find themselves somewhat behind as regards stocks. But by some of the dealers Grand Rapids is considered lucky, local dealers being able to secure about 75 per cent of their needs in the line of talking machines.

The shortage of records, while somewhat of a handicap, has not reached the acute stage. Several reasons for the shortage are given, probably one of the best explanations being that of C. H. Hoffman, president of the Grand Rapids Music Dealers' Association.

"Victor dealers are handicapped in getting records," said President Hoffman, "but even if the Victor Co. were up to normal production there would still be a shortage. The recent reduction of prices on Red Seal records have created a new demand, and also we must take it into account that there are about 350 types of machines using the Victor records.

"At the time the Herrick Piano Co. discontinued its record agency it had on hand records valued at about \$6,000, wholesale price, and yet it was not filling more than 60 or 75 per cent of its orders. In records ordered from the issues of the last few months I do not believe the percentage was more than 40 or 50.

"The talking machine game at present is getting down to where the piano game stands. Eventually it will mean the survival of the fittest, and competition will carry out a process of elimination. As with pianos so will it be with talking machines. Buyers will not be coming to us clamoring for machines—we will have to go out and get them.

"Right now the selling of machines has developed into a matter of education. The national advertising campaign of the Victor Co. has created a demand which has practically come to the dealers, and talking machine makers must keep up this sort of education.

"Bargain sales have hurt the game, too. Cut rates on machines, which have sometime proved inferior, have led the public to believe they can get something for nothing, and this has proved bad business for some of the other dealers. To my mind the bargain sale is a big argument for the Stephens bill, which the music dealers have been trying to get through Congress at several

recent sessions. This bill would allow the manufacturer to fix the retail price of machines and I think it would prove a big benefit to all dealers."

In the line of education, the Cheney Talking Machine Co., of this city, is preparing to invade the field with a big, national advertising campaign. The production of the factory for December shows an increase of 40 per cent over that of November. This is due, in a measure, to increase in facilities, the former big plant of the Berkey & Gay Furniture Co., and a large building, now being given over exclusively to the production of cabinets. Besides this the plant at which metal parts are being produced, formerly the factory of the Accounting Machine Co., has been enlarged by the addition of one story.

The Cheney Co. now is turning out eleven models, six being standard and five being console models. At present the company is shipping a

carload of machines to its retail representative in St. Louis, Mo.

All its types of machines will be shown in a special exhibit at the factory showrooms during the big furniture exposition to be held here in January. At previous furniture shows the exhibit has been made in the Keeler building.

Among other companies which will make special showings at the furniture exposition are the Michigan Phonograph Co., producing the Lauzon machine, and the talking machine division of the Lauzon Furniture Co., of this city. This exhibit will be in the Keeler building. The Concertola of New York will be shown in the Manufacturers' building. The Widdicomb machine, produced here, also will have a special showing in one of the exposition buildings. Word reaching here is that the Mandel will have a big display at the Chicago furniture show during December and January.

Another bit of news reaching the local industry is that the Cardinal Cabinet Co. is building a four-story addition to its factory at Wabash, Ind., and expects to have a capacity of 300 talking machine cabinets a day.

The BEACON

PHONOGRAPH

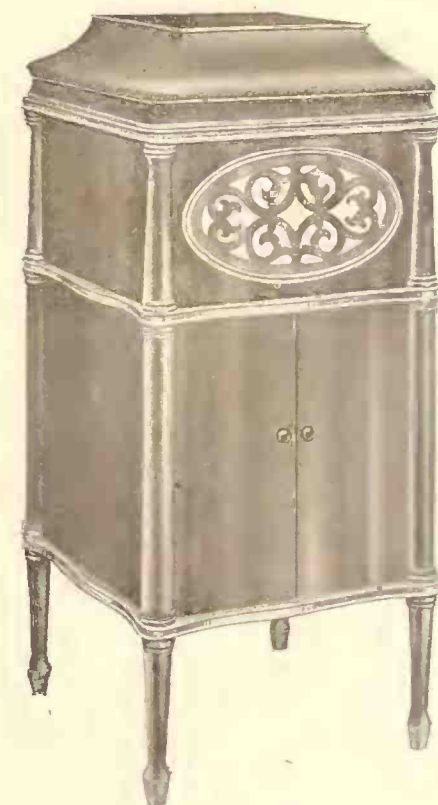
The Beacon is created for the better grade of dealer who desires to handle a phonograph that is distinctive and of unquestionable superiority to those now on the market.

The Beacon tone is marvelously sweet, the cabinets of an exclusive design, and the motor and tonearm of the finest possible construction and workmanship.

There are five models retailing at \$70, \$110, \$150, \$225 and \$300.

Period models from \$375 up.

Dealers considering franchises for 1920 should send in their applications as soon as possible.



Patents Applied For.
Model No. 6. Price.....\$110.00
Mahogany, Oak and Walnut.

Beacon Phonograph Company

248 Boylston Street Boston, Mass.
Factories Somerville and Waltham, Mass.

A BIG YEAR IS AHEAD OF THE TRADE PLAN IT OUT NOW

*We are manufacturers' representatives of the well known lines listed below.
Place your orders with us. We are well equipped to give
you the service you require*

Jones Motrola, Brilliantone Steel Needles, Pla-rite Needle, Ever Ready File for Victrolas, Peerless Record Album, Wall Kane Needle, National Toys, Viola-phone Needle, Haag Files for Edison Phonographs, Lansing Covers for Pianos & Phonographs, Gilbert Record Brushes, Reincke-Ellis Delivery Bags & Supplement Envelopes, Globe Decalcomanie, Supplies, Diamond and Sapphire Points, Springs and Parts of all descriptions, Record Needle & Mfg. Co. Fibre Needle Cutters and "Record Lites." All-in-One Reproducers to Play Edison Records on Victor Machines and Speed Indicators.

REPEAT-O-GRAPHS

*New England Perfection Tone Arms and
Reproducers for Edison Phonographs*

PHOENIX TRADING CO.

Manufacturers' Representatives—Domestic and Export

1265-69 BROADWAY

NEW YORK CITY

WHAT IS YOUR FAVORITE RECORD?

*Milwaukee Evening Sentinel Starts Interesting
Discussion on Its Music Page*

MILWAUKEE, WIS., December 6.—The Milwaukee Evening Sentinel, through its music page, has begun a very commendable plan for increasing interest in music among its readers. The editor of this page has asked owners of talking machines or other musical instruments to write him short letters telling of their favorite records, artists, songs and the like. This is done in the belief that others should share and profit by the experiences of music lovers in the realm of music. Some very interesting replies will undoubtedly be received and some worth while information may be gleaned from these letters.

BURIED IN MUD FOR FOUR MONTHS

*But These Columbia Records Still Played as
Sweetly as Ever, Says Southern Dealer*

From Chattanooga, Tenn., comes a unique story of some Columbia records which were picked from the bed of a river and found to be in good condition. A Columbia dealer in that city said that a houseboat on the Tennessee river which belongs to him, was sunk by accident, and stayed at the bottom of the river in the mud and water for four months. In the houseboat was a Grafonola and a collection of Columbia records.

The houseboat was raised recently, and its owner

having been destitute of music for some time applied the pulmotor to his prized collection of records, in the form of a dry rag, removed the mud of the river bed and a few Tennessee barnacles from the records, put them on a Grafonola, and listened to the well remembered strains of his favorite selections.

SECOND ISSUE OF THE PATHE NEWS

*New Pathé Journal Well Received—Contains
Helpful Suggestions for Dealers*

The second issue of Pathé News, published by the Pathé Freres Phonograph Co. in the interest of their dealers, made its appearance last month. The approval with which these first two issues have been received would indicate that it will probably not be long before this publication will be published bi-weekly. In the November issue many excellent advertising suggestions are given for the use of Pathé dealers, mats and stereos of which are available to their order. Among other interesting features for the dealer is an article entitled "Selling a Pathé Phonograph," being the personal experiences of an expert retail salesman.

Pathé artists everywhere are achieving phenomenal success. At the opening of the Chicago Grand Opera season, a number of Pathé artists received an ovation. The concert given by Percy Hemus, Hans Kronald and Grace Hoffman at Symphony Hall in Boston, was described in musical circles as a "triumph." Many glowing

reports have been received regarding the concert tour that Rudolph Ganz and Jacques Thibaud are now completing.

The new Pathé department of the Cunningham Co., of Detroit, Mich., has been completed and is probably one of the most attractive departments in the country. Seventeen thousand dollars was expended for the decorations and equipment of this department entirely aside from the large stock of Pathé merchandise carried. Visitors to this establishment have spoken highly of it.

AN ATTRACTIVE DISPLAY CARD

*Empire Talking Machine Co. Have Just Sent Out
a Very Artistic Card in Five Colors Which Is
Greatly Appreciated by Dealers*

CHICAGO, ILL., December 8.—The Empire Talking Machine Co. have just brought out for the benefit of their dealers a very attractive window display



Make Your Family Happy by
Placing an *Empire* in Your Home

Empire Co.'s Display Card

card. This card is 16 inches wide by 27 inches high and is printed in five colors on heavy cardboard. The illustration in black and white conveys a very inadequate idea of its beauty. Empire dealers who have received these cards are enthusiastic over them and have written some very complimentary letters to the company expressing their appreciation of the co-operation they are receiving from them in promoting sales of Empire products. The service rendered is undoubtedly helping business tremendously.

DOUBLE SPRING MOTORS

SILENT RUNNING

PLAY FIVE TO SIX RECORDS AT ONE WINDING

Price \$8.00

Felt—12 Inch Green Felt, of Quality, Hundred Lots 12 Cents Each

Mahogany Cabinets 46x49 Inches High—Prices Quoted

WAGNER PHONOGRAPH COMPANY

139 EAST 54th STREET, NEW YORK CITY



Cleveland Talking Machine Co. of Cleveland, Ohio

Extends its best wishes to all the Trade

for

A Merry Christmas and Prosperous New Year

1125 Oregon Avenue

4th Floor Bingham Building

FORMULATE PLANS FOR THE GREAT NATIONAL MUSIC SHOW

Entire Country Will Soon Be Saluted With a Broadside of Informative Publicity Regarding Greatest Event in History of Music in America—Talking Machines and Accessories in Evidence

The Press Committee which will have in charge the publicity for the National Music Show, and representatives of the principal exhibitors met last week in New York at the offices of C. M. Tremaine, director of the Bureau for the Advancement of Music, and laid the groundwork of their plans for the "big show" to be held in the metropolis the first week of February.

As a result of the plans which were formulated at this meeting the whole country will soon be saluted by a broadside of informative publicity of varied kind, which will leave nobody in ignorance of the fact that New York is going to have one solid week of music in the interest of the whole nation.

Exhibits at the show this year will far outshine

anything that the past can boast, as is evident from plans made known by some of the leading exhibitors. Grand Central Palace, in which the display will be held promises to witness the biggest crowds that have ever passed through its doors. The result of this great campaign for music means much for the industry.

The Aeolian Co. is going into the show on an elaborate scale, with a huge auditorium of great seating capacity, and every facility for conducting concerts. Victor, Columbia, Edison, Pathé and many other prominent talking machine houses East and West will also be represented with artistic displays commensurate with the tremendous achievements of the talking machine industry in recent years.

MRS. F. E. CLARK'S TIMELY TALK

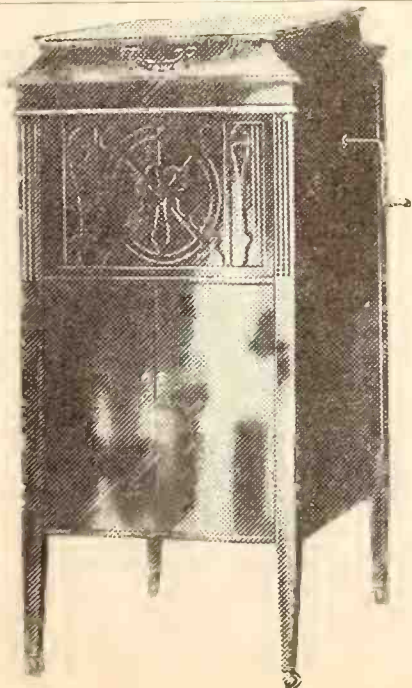
Mrs. Frances Elliott Clark, director of the educational department, Victor Co., with Miss Mabel Rich, of the same department, attended the recent convention of the New York State Teachers' Association held at Albany, N. Y. About 8,000 teachers were in attendance. Mrs. Clark made addresses on the educational uses of the talking machine before the Music, Rural and Physical Culture Sections of the meeting. The Albany Morning Journal for November 26 reports in part

from Mrs. Clark's address before the Music Section as follows: "Mrs. Clark believes that the musical ear of a child should be developed as early in life as the age of two. She urges all parents to let their children 'just hear' beautiful music from babyhood. During her talks at the convention she is mentioning the formation of high school and grade orchestras and bands, which, she said, are a great step forward in the teaching of music. However, she said that one important thing had been forgotten in the child's musical training and that was the fact that the ear training was too long postponed. She said that

while the orchestras and bands for the older children are an entirely praiseworthy move, a child's musical ear should be trained to listen to music and to love music in preparation for the regular training later on. A child's hearing should be coupled with rhythm, which is the basic element of all music. She urged that parents develop in their children's minds the idea that music can talk to them. The compositions with chimes, for instance, can tell the child to go to church; a lovely waltz can tell the child to dance; a lullaby can tell the little one to go to sleep; a march can tell the child to go for a walk, etc. In other words, Mrs. Clark implores all parents to bring up their children with the knowledge that music is an intimate, vital part of everyday life."

MODEL "B" VICSONIA POPULAR

The Vicsonia Mfg. Co., Inc., New York, reports an unusually strong demand for their latest model "B" Vicsonia reproducer, which was put on the market sometime ago to meet the demands of the trade, and particularly Pathé dealers. The model "B" reproducer is popular not only in the United States, but in other countries where it has been introduced, inasmuch as it will play Edison, Pathé and all other hill and dale records. F. E. McArdle, foreign representative of the Vicsonia Co., who is at present in Cuba, is booking some liberal orders from Pathé dealers in that country. The Vicsonia Co. has made arrangements to increase their output materially soon after the first of the year in order to take care of demands promptly.



STILL LOOKING AHEAD

Plans for a Prosperous 1920 Are Under Way.

The Solotone Manufacturing Co. invite negotiations with substantial, progressive dealers located within a hundred miles of Philadelphia for 1920 Solotone phonograph contracts with a view to making quantity deliveries by motor truck. Safe delivery guaranteed, with machines unpacked, carefully set up and tested on the dealer's floor by Solotone experts.

Irrespective of their location, we are in a position to serve other dealers who can buy in quantity lots, and who are now covering their needs for high quality, moderately priced SOLOTONES.

SOLOTONE MANUFACTURING CO.

Executive Offices and Showrooms
1727 Chestnut St., Philadelphia, Pa.

Factories at
Philadelphia, Pa. and Lititz, Pa.



The Francesca de Romeu Orchestra plays this month's Novelty Record on the Cuban "Guiro,"—two fox-trots that fascinate. E=5186

Columbia Graphophone Co.
NEW YORK

DISCUSSES THE ASSET OF SILENCE

A Frank Talk on the Importance of Having Good Motors in Good Cabinets

By R. KRASBERG,

President, The Krasberg Engineering & Mfg. Co.

All other things being equal, the talking machine that plays smoothly, runs and winds silently has decidedly the jump on the instrument that hums or grunts internally now and then as the record is being played, and clicks discordantly while winding. There is really very little difference in the varying excellence of one or another talking machine or high grade manufacture insofar as the cabinet is concerned. The vital parts, of which the motor is the most vital of all, sell machines and keep them sold.

Have you ever entered a retail store and witnessed a trained salesman extolling the many superior points of a machine he is trying to sell a prospect and view the machine itself standing there beside him in all its beauty of workmanship, seemingly of a degree of excellence fully justifying all the salesman has said about it? Then have you heard the actual demonstration, the noise of winding, the hum of operation blended discordantly with the music issuing from the tone chamber? The effect was spoiled. Up until the moment the salesman started to put the machine

through its paces the customer's favorable opinion had steadily grown, only to collapse miserably in the end. Somewhere else, previously perhaps, he or she had listened to a silent motor and unconsciously a standard had been set. The most eloquent salesmanship in the world could not sell the instrument over such a handicap. And salesmanship can never sell a noisy or imperfectly constructed motor to a reasonably discerning customer.

It will be noticed that the salesman selling a talking machine equipped with an inferior motor always refers to this part of his instrument in the superlative, as the "best," the "acme of perfection." Now it is a human characteristic in selling an inferior article that terms of superlative generalization are usually used. Specific and special points of superiority are never voiced—always the generalization. So it is in selling talking machines. The salesman is not specific because he can't be. To satisfy his customer once and for all on the important subject of motors he terms it the best, then speaks no more of it.

How different is the method of the salesman selling a machine equipped with a good motor! He feels a confidence in knowing that the most vital part of the whole machine is O. K., and has made himself familiar with the why and wherefore of its perfection so that he can explain it to his customers. He uses specific arguments that impress the discerning customer and makes the latter feel that the salesman knows his busi-

ness. It is surprising the number of sales that go to the salesmen who thoroughly know the technicalities of their business. Very often it is these same strong technical arguments, although understood not at all, that clinch the sale. It is obviously the height of folly to place an imperfect motor in a perfect cabinet. This fact the customer will discover after a few months of use, if not immediately and the manufacturer's greatest asset, his so-called "mouth-to-mouth advertising," has taken wing, to be succeeded by a clientele of knockers.

A good, smooth-winding motor, running as noiselessly as is mechanically possible, is the result of high-grade workmanship, very close inspection and expert supervision, resulting in a correspondingly high manufacturing cost of the average motor, and of necessity sells to the phonograph maker at a high price. This difference in price of a motor thus manufactured really acts as sales insurance, helping to sell the phonograph as well as keeping it sold by the steady and reliable performance of its power plant.

CHRISTMAS WISHES

Mindful of the pleasant business we have had with phonograph folks during the year, We offer a great, big "Thank You" with our hearty wishes for your happiness at Christmas time and after.

Of course we wish you success for the new year, but we'll do more than that—we'll help you to that success. For Phonograph headquarters has a real helpful service for dealers—and a big stock of dependable merchandise from many factories.

We are factory representatives and jobbers for phonographs, records and supplies of various manufacture. Our specialty is the DELPHEON PHONOGRAPH and we urge every dealer who has not heard this incomparable instrument to do so without delay. The investigation will reveal some startling facts about phonograph supremacy—and there is valuable territory still waiting for some live dealers.



The Rosen Phonograph Sales Co.
28 Court Square, Boston

J. FRAME
340 SUPERIOR ST.
TOLEDO, OHIO.

ART JEWELER AND
VICTOR DEALER



"HIS MASTER'S VOICE," a beautiful gold charm; also made as a lady's brooch. Made in medium weight—price \$4—heavy weight \$5—C. O. D. postpaid. Money refunded if unsatisfactory.

Low Priced Table and Floor Phonographs \$60 per dozen and up. The biggest Values for the Money.

We Carry in Stock Motors, Tone-Arms, Springs and Repair Parts for Any Machine on the Market.

BLACK DIAMOND SPECIAL MOTOR

Plays three records at one winding—Runs very quietly—12-inch turn-table—top regulator—has long heavy handle; nickel plated; \$4.50 each complete.

Orders promptly shipped C. O. D. if deposit accompanies same. Send for illustrations and prices.

WOLLMAN TALKING MACHINE MFG. Co.

560-562 Grand Street,
Brooklyn, N. Y.

Established 1889. Telephone Stagg 918



Eclipse (Model 35).

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Price, \$15.00.

MELOTONE (Model 50)
With Cover

Mahogany, 17x19x13-in., double spring motor, Universal Tone-arm. Price, \$16.00.

True-tone and Cleartone Needles, in metal boxes or packages at lowest prices.

Universal double and triple spring Motors, Tone-arm, Auto Stops, etc. Phono 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.

Cash with order

FULTON TALKING MACH. CO.
640 Broadway New York, N. Y.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c per line.

WANTED—Experienced and thoroughly successful department manager for one of the largest phonograph departments in Chicago. Write giving full particulars in detail, references and salary expected. Box D. C. 5, care Talking Machine World, 209 S. State St., Chicago, Ill.

SITUATION WANTED—Young man, 23, actively and collection department, and assisting manager of large eastern department store desires position with either wholesale or retail house. Address "Box 713," care Talking Machine World, 373 Fourth Ave., New York City.

WANTED—One high-grade phonograph salesman to travel jobbing trade only. One of experience preferred. Address "Box 714," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Expert talking machine repair man, good proposition, write for particulars. Address "Box 715," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A first class Pathé Phonograph canvasser for finest trade. Permanent good position at beautiful Palm Beach, Fla. Prefer a man with family and one that is acquainted with the furniture business. Good wages guaranteed to the man who can produce. Fine opportunity for the right party. Address Guild's Big Furniture Store, West Palm Beach, Fla.

WANTED—A live wire to sell an excellent line of talking machines and records in Philadelphia, Baltimore and Washington, also a man for New Jersey and another man for Eastern Pennsylvania. A man for Virginia, also representatives for Georgia, Alabama, Florida, Maine, New Hampshire and Vermont. Also want a high-grade man for metropolitan district. Good proposition to right man. Address A. M. Druckman, 140 West 23rd St., New York City.

ATTENTION EDISON JOBBERS AND CLASS A DEALERS—Mr. Dealer, have you quadrupled your Edison business in the past two years? We have, \$3600 will give you my services for one year. Address "Box 718," care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY—Brehm Bros., Erie, Pa., established 1870, carrying a general line of everything musical, offer for sale their entire business. An up-to-date stock of sheet music, music books, small instruments, talking machines, pianos, in the heart of the shopping section, with practically no competition, in a thriving city of 100,000 doing an excellent business and showing big returns on the investment. An opportunity of a life time for one or two energetic men to push this business to unlimited possibilities. Will require \$20,000. If interested, address W. C. Brehm, 1007 State St., Erie, Pa.

"PHONOGRAPH REPRESENTATIVE FOR SOUTHERN TERRITORY"—WELL ESTABLISHED MANUFACTURERS OF A NATIONALLY KNOWN LINE OF PHONOGRAPHS WISH TO REPLACE THEIR SOUTHERN REPRESENTATIVE COVERING TEXAS AND ADJACENT STATES. MAN WITH EXPERIENCE AT SELLING PHONOGRAPHS OR FURNITURE PREFERRED. REPLY STATING EXPERIENCE TO "BOX 722," care The Talking Machine World, 373 Fourth Ave., New York City.

"SALES MANAGER FOR PHONOGRAPH SPECIALTY"—SALES MANAGER WANTED TO FURTHER DEVELOP THE SALE OF A WELL ESTABLISHED AND NATIONALLY KNOWN PHONOGRAPH SPECIALTY. MUST BE ABLE TO DIRECT SALES AND VISIT TRADE. MUST BE A GOOD CORRESPONDENT AND EXPERIENCED SALESMAN AND POSSESS A HIGH DEGREE OF EXECUTIVE ABILITY. REPLY STATING EXPERIENCE TO "BOX 723," care The Talking Machine World, 373 Fourth Ave., New York City.

"LARGE INCOME FOR DISTRICT AGENTS"—DISTRICT REPRESENTATIVES WANTED IN ALL LARGE CITIES AND CENTERS TO HANDLE OUR QUICK SELLING LINES OF PHONOGRAPH ACCESSORIES, RECORDS AND PLAYER PIANO ROLLS ON A COMMISSION BASIS. THESE ITEMS ARE IN GREAT DEMAND. A HUSTLER CAN EARN A LARGE INCOME. REPLY STATING EXPERIENCE TO "BOX 724," in care of The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Established manufacturer of die castings and stampings wishes to obtain a metal specialty to manufacture on a royalty basis.

Address --- N. V. Talking Machine World, 208 South State Street, Chicago, Ill.

SALESMEN

Wanted—Two high-class men who are well known in the phonograph industry to sell the best automatic stops, reproducers, tone arms, motors, etc., that money can buy. A real opportunity to connect with a live wire corporation whose products have stood the test of time.

CHICAGO FERROTYPE COMPANY
Phonograph Parts Division
1455 Congress Street Chicago, Ill.

ADVERTISEMENT

An established house handling musical goods would represent an A-1 talking machine factory selling direct to jobbers and dealers in Eastern territory. Answers only recognized giving full particulars regarding the above. Address "Box 717," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION WANTED—Young man (31) expert mechanic, thoroughly familiar with every angle of the phonograph business and capable of taking charge of assembling and inspection of motors, cabinets, accessories, and also repairs. Can furnish best of references. Address—"Box 719," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERIENCED WHOLESALE TALKING MACHINE SALESMAN—Will consider a new connection in similar field. Long experience, high recommendation. Address "Box 720," care The Talking Machine World, 373 Fourth Ave., New York City.

PRODUCTION MANAGER WANTED—A large and growing manufacturer of Tone-Arms and Sound-Boxes is desirous of securing an experienced factory manager to take complete charge of the production end of the business. Experience in the construction of these accessories will be considered exceptionally valuable. Address "Box 721," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as salesman and repair man. Thoroughly familiar with all makes. Prefer the West or South West, Texas or Louisiana. Address "Box 716," care The Talking Machine World, 373 Fourth Ave., New York City.

ATTENTION CABINET MANUFACTURERS

Wanted 15,000 birch (mahogany finish) cabinets (one model only) to be delivered at the rate of at least 100 cabinets per day. Cash upon delivery, and nothing less than carload shipments. If interested will send samples to quote on. Reply to "Permanent business", Care *The Talking Machine World*, 373 Fourth Ave., New York City.

FOR QUICK SALE

Several Hundred assorted Mahogany Phonograph Cabinets, Hardware, Woodworking Machinery, Tools, Etc.

UNITED TALKING MACHINE CO.
511 Mulberry St. Newark, N. J.

WANTED

VICTOR and COLUMBIA machines and records. Job lots; any quantity. Spot cash paid for them.

DENINGER CYCLE CO.
333-345 North St. Rochester, N. Y.

25 million imported needles, loud tone, soft tone and medium at 30c per thousand. 5000 table cabinets single door and double door at \$3.00, solid mahogany case, size 18"x18"x9½".

UNITED PHONOGRAPH CO.
107 E. 10th St.
New York City.

FOR SALE

Phonograph records, Victor, Columbia, Emerson (Brand New). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKINGER
3064 Albany-Crescent Ave.,
New York, N. Y.

WANTED

Corporation about to be formed in Philadelphia wants a good line of phonographs, records and accessories. Address "Manufacturer," Box 28, New York City.

WORLD'S CLASSIFIED ADVERTISEMENTS

(Continued from page 195)

CABINETS

All Sizes and Styles in Stock.

Send for Circular.

EVERETT HUNTER MFG. CO.

McHenry, Illinois

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices.

DELAWARE TALKING MACHINE CO.,
Elsmere, Del.
Main Office, 2616 N. 11th St., Philadelphia, Pa.

SUPERINTENDENT

We have an exceptional opening for a competent superintendent of phonograph cabinet factory. Are assembling during the 1920 year while building our own factory. Want a man capable of directing laying out of the new factory.

Correspondence confidential.

CATHEDRAL PHONOGRAPH CORP.
203 So. 19th St., Omaha, Nebraska.

CABINETS FOR SALE

Popular Prices
42 and 44 Inches High

Address Box No. VW, Talking Machine World
373 Fourth Ave., New York.

PHONOGRAPH DISCS

Worn and Broken Disc Records
Bought in any quantity.

J. N. RILEY, TANK LINING CO.,
52 Kearney Ave., Kearney, N. J.

RECORDS WANTED

Large or small lots any condition, vertical or lateral. Mental Music Co., 20 E. Pearl, Cincinnati, O.

CABINET FACTORY FOR SALE

Fully equipped; output 300 large cabinets per week; low overhead and cheap help; small village in northern part of New York State.

Address Box No. 709, care Talking Machine World, 373 Fourth Ave., New York.

WANTED—SPOT CASH PAID

Records in the following languages: Italian, French, Spanish, German, Jewish, Russian, Polish, Chinese, Japanese, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

CABINETS

We make a beautiful phonograph cabinet ready for installation of motor and tone-arm. Size 48x21x23, mahogany, walnut or oak. Swelled legs all around. Beautiful grille.

Send \$35.00 for Sample

BADGER STATE CABINET CO.
P. O. Box No. 391 :: Milwaukee, Wis.

FOR SALE

500 Emerson Gold Seal, Double Face 9-inch Records, assorted from No. 908 to 9226. Strictly new, never played. Sold only to make room for Columbias. Address Mead & Bates, Middletown, N. Y.

BETTER ADVERTISING STANDARDS

R. R. Shuman, President of Shuman Advertising Agency, Gives Interesting Address

The address on the subject of greater efficiency in advertising and merchandising in the music trade, delivered by R. R. Shuman, president of the Shuman Advertising Co., Chicago, before the Piano Club of that city a fortnight since, was both a warning and a guiding light to the music industry. Mr. Shuman declared that much of the high cost of living could be charged to the high cost of distribution rather than of manufacture, and that advertising was the means of reducing this cost. The shortest road from the manufacturer to the consumer is the road paved by intelligent advertising and in the music trade especially there is great need for more intelligent publicity.

In this connection Mr. Shuman said in part: "Long experience in merchandising of manufactured commodities has convinced me that the

following program is the one that shortens the route between manufacturer and consumer; and, thereby decreases the cost of the travel of the goods from one to the other:

"1. A vigorous, persistent, well-written, handsomely illustrated full-page campaign in all trade papers that reach the kind of dealers who should be interested in the commodity.

"2. Supplementing this campaign a parallel campaign to dealers by direct mail, in which the subject can be handled in greater detail.

"3. A campaign for the dealers in their own local newspapers and through other means of local advertising in which the name of the dealer can be featured in such a way as to send the people direct to those dealers' stores in order to buy the thing advertised. And to this I would add—

"4. A special condition applying to the music trade. A parallel campaign in the professional publications in order to educate teachers and amateurs whose influence can, to a great degree, make or unmake any musical instrument ever created."

We Are Making Immediate Shipment of All Models



Japanese Lacquer—Style H



Louis XVI—Style G

LAUZON Phonographs

THERE ARE SO MANY phonographs on the Market that conscientious dealers find it difficult to choose the make they can best depend upon to bring them steady profits and the lasting good will of their customers.

It is with existing conditions in mind that "LAUZON" phonographs are manufactured. They afford a secure foundation for the building of a big profitable business.

"LAUZON" motors and mechanical equipment are of the very highest class—the most expensive made.

"LAUZON" cabinets are in themselves works of art. The Period styles harmonize perfectly with the better types of period furniture.

9 Models—\$90 to \$400

The Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

National City Bank Building

Factory, Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN

FROM OUR EUROPEAN HEADQUARTERS

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

Progress of the Work of Readjustment Reviewed—Record Making Facilities Below Pre-War Standard—General Unrest Has Its Effect—Sales Keep Up at Brisk Rate—Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers Resumes Activities—Some Recent Developments in the Manufacturing Trade—The Revival of the Cylinder—Anent German Export Trade—"His Master's Voice" Co. Makes Excellent Annual Report—Other News of Interest to the Industry

LONDON, E. C., December 1.—The task of bringing about a readjustment of industries to a normal or pre-war basis is one that closely concerns the whole gramophone and musical instrument trades. Upon the stability and prosperity of industry in general depends the future good welfare of musical commerce. To some extent the present demand is artificial. Flushed with the results of present high wage levels, the masses are spending as never before. All gramophone companies are reaping a share of this expenditure—a share which keeps their output capacity to a full-measure figure. In fact, the manufacturing resources of our gramophone establishments are seriously short of the demand, notwithstanding that most factories have been running a night shift for a considerable period. This inability to reach a sufficient output is really a pre-war legacy, aggravated by the total cessation of new buildings, lack of machinery, supplies and other war exigencies. It may surprise my readers to learn that the British record manufacturing resources are, if anything, less today than before the war. Some factories—the Columbia, and the Guardsman, for instance, have been the victims of fire, which has not altogether been made good, and replacement of record presses damaged by wear and tear, has not been

possible. Of course, the situation in this regard, is an improving one, but owing to the excessive cost of building construction, factory extensions and new plants are in abeyance. There is one exception, I believe of which mention will be made at a later date. Coupled with the foregoing, an uncertain economic situation does not make for enterprise in the gramophone industry. Confidence is gradually returning, it is true, yet so long as the present high cost of living continues, with prospects of still higher prices of general commodities, a state of unrest will animate the people. With this problem such an industry as ours is inseparably bound up. It is a problem that is likely to be with us for many years, unfortunately. This being so, gramophone traders must recognize the fact and give it broad consideration in any plans for trade extensions. If it is going to discourage progressive trade effort, the gramophone industry will remain stagnant for years. Far better to build upon a continuance of high living expenses with its consequent difficulties and do something, than remain at the mercy of the tide, of all effort paralyzed, and drift slowly, but surely on the rocks. To this view people are gradually leaning. They are tired of inaction, tired of seeing trade diverted elsewhere, and there is a dawning spirit of determination to give practical effect to a bolder line of policy. That in my opinion is the only possible answer to the reconstruction question. Difficulties are many and huge for us all. But as it is difficulties that show what men are, it is up to each, individually, to throw off that feeling of doubt and inertia, and go forward with the development of plans and policies, wisely but boldly. Not within foreseeable time can we hope to outgrow all present-day problems of trading existence, and we can't await their solution or remedy by the efflux of time. The antidote is

To All Our Readers the Compliments of the Season

enterprise and hard work. Given that, we shall emerge the more quickly into the sunlight of new pre-war conditions. Let us all adopt this not impractical determination—so to lessen and remove the artificiality of present trade, policies, and actions. Concrete results arise from concrete effort. Such must be the order of today and tomorrow for all interested in the future development of our industry.

Gramophone and Record Sales Brisk

Wonderful tales of wonderful business are told on all sides. As I write, it would seem as though the Christmas rush is on, so great is the demand. Dealers are simply swamping the manufacturers and factors with orders. All signs point to the fact that supplies will not be anywhere near adequate to satisfy the great demand. Record factories are going night and day continuously, but cannot catch up on orders. Machine sales are exceptionally big. There is, however, a great shortage. Cabinets are coming in better, thanks largely to the exorbitant prices paid for them. A "record" season is the general view.

The Association Resumes News Letter.

After an interval of a month or so, the above association has resumed publication of its interesting and welcome News Letter. This is the medium through which special news items of advantageous interest and value are brought to the notice of members, who, by the way, now number over 120. A full list of these members, their addresses and lines of manufacture, etc., accom-

(Continued on page 198)



"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-Aktielskab, Frihavnens, Copenhagen.

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

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 3, 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 197)

panies this month's News Letter. The list is of value from many points of view. It will be sent to all government and official trade departments and trade commissioners in all parts of the British Empire. This is in the interest of members whose productions will thus be brought to the notice of oversea buyers through official trade channels.

The association has elected Messrs. H. J. Culum, Herbert W. Dawkins, A. J. Mason, W. Manson and Louis Sterling to serve as its representatives on the Federal Board of Music Industries of Great Britain. The aims and objects of the Federal Board have been made known in these columns. This great progressive movement is likely to prove the turning point in the Trade's history. It has received the hearty support of the association which is guaranteeing a minimum revenue from members of £2,000 annually for six years, providing that the other music industries, etc., interested raise their respective quotas.

The News Letter also deals with various other matters of special interest to the British trade members, as for instance—the revision of the Merchandise Marks Act, Music Trades Joint Industrial Council, Excess Profits Duty, Protection Against German Competition, National Health Insurance, Importance of Trade Mark Registration.

Record Filing Cabinets.

That there is a big future for the development of record filing systems this side will receive its due recognition eventually. At least one is so persuaded by the recent activities of two enterprising firms, who have embarked upon a promising attempt to bring into proper focus this aspect of the gramophone business. In pre-war days certainly one firm set itself out to look after the record filing trade. Beyond that, and since, little has been done until present times. The war, of course, held up all effort in this direction. We should now make a very strong effort to encour-

age every gramophonist to adopt a filing system. The foundation of a big trade exists. It is surely a question only of creating the demand. Filing cabinets (with index) is the type or system most favored, and manufacture along this line is undertaken by two firms only, at present. These manufacturers tell me that they are as busy as can be, in fact, the present demand is quite beyond their production capacity.

Basis of German Export Prices.

Some highly important information concerning the export of goods from Germany was elicited by the Berlin correspondent of the London Daily Telegraph in an interview with Herr Erzberger, the German Finance Minister, and published in a recent issue of that journal, in part, as follows:

By the Daily Telegraph correspondent—"I must remind you Englishmen feel that Germany will seek business by dumping, and how do you propose to handle your export trade, which now enjoys a huge bounty by the depreciated mark? Your Government has issued regulations by which exports are supposed to be controlled, but the few weeks I have spent in Germany suggest that it would be easy to evade them."

Herr Erzberger replied: "I am pleased that you have put the matter plainly. Not only by regulations, but also by other means, I have made it clear to the business world that their export prices must be based upon values abroad. If the behests of the Government are unheeded, I shall pass a bill through the Reichstag conferring drastic power upon the Executive. I shall have no difficulty in carrying this bill."

The Revival of the Cylinder

The day of the cylinder is by no means over. It is true that during the war period thousands of phonograph owners were starved of the regular up-to-date musical items so well provided on discs. But the real cylinder enthusiast possessed his soul in patience and remained loyal to the belief held that disc records are inferior. Many cylin-

derites of course, changed over—necessity compelled, but the homage paid to Edison was so remarkable that his admirers in London actually banded together and formed a phonograph society. This society holds regular meetings and great was the enthusiasm when it became known that supplies of Edison records of the cylinder type are again in prospect. Indeed it is reported that one Liverpool trader, Mr. Jake Graham, has already received a big consignment of thousands of records and expects additional supplies regularly. This is good news that will be welcomed by thousands of phonograph owners. It is the Edison Blue Amberol that is particularly wanted. The New Jersey officials will be the first to make good as early as possible, because they know that our folks here desire big supplies quickly now, as a reward for their patience and loyalty. It should be understood that while a few standard thread records have been issued from time to time by one—the only firm in England making this type of record, the bigger the supplies of Blue Amberols the quicker will they be taken up. And now is the time!

Annual Report of "His Master's Voice Co."

This being the completion of the first fiscal year's trading of the above company since the armistice, more than ordinary interest is taken in the general meeting held recently in London. Mr. E. Trevor Lloyd Williams, chairman of the Gramophone Company, Ltd., presided. He said that the immediate result of the close of the war so far as the company was concerned was the prompt cancellation of all their munition contracts, although, through the consideration of Government departments, they were able to complete and deliver most of the work in progress, and on January 1st last, they had practically finished all Government work. They had then to set their factories in order to resume their normal work. Within six months they had increased the output

PEROPHONE—PERFECTION—PRODUCTS

PEROPHONES
SELL . . .
and carry with
them a reputa-
tion of sound
business for the
Agent. . . .

THE whole output of Perophone Machines is practically booked up month by month.

Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.

PEROPHONE LTD. (Lockwood's Branch) **76 & 78 City Road,**
Cable Address—Perowood, London. Shipments January 1920. **LONDON, E. C. ENGLAND.**
A. B. C. Codes.

GRAMOPHONES

Complete—Fittings—Sundries—Repair
Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 198)

of the factories by 100 per cent. The shareholders would all agree that the trading profit for the year £145,397 was exceedingly good in all the circumstances—indeed, splendid. Of course, it was much less than it was last year by about £70,000, but, on the other hand, it was substantially in advance of the figures for the two years immediately preceding the war. There was a balance of unappropriated profit of £153,202, comparing with £163,804. Last year, with £500,000 ordinary capital, they declared a dividend of 10 per cent., less tax, and a bonus of 5 per cent., less tax, and carried £50,000 to the reserve for equalization of dividends. For the year under review on an ordinary share capital of £750,000 they were paying a dividend of 10 per cent., less tax, and a bonus of 5 per cent., less tax, with the reserve for equalization of dividend undisturbed, the balance being carried forward. Those who retained their shares held at this time last year, and also those distributed by way of bonus in the spring of this year, would be receiving just half as much again in dividends as they did a year ago. In the course of an analysis of the balance-sheet, he said that probably the main feature was the item, "patents, goodwill, and trade marks," which originally stood at £482,847, and now was at the nominal figure of £1. Certainly that item was worth more than the original valuation, and having regard to the value of their world-wide trade marks it would be difficult to estimate as a going concern the worth of their patents, good-will and trade marks.

21st Anniversary Celebration Next Year.

Next year, in August, there would fall the 21st anniversary of the original incorporation of the company, and he had had the honor of being chairman throughout without a break. The present company was taken over from the old company as from June 30, 1900, so that it had had nineteen full trading years. In the first two years it distributed dividends of 6 per cent. and 8 per cent.

respectively, and in 1915 no dividend was declared, yet over the whole period the average annual distribution had been 15 per cent., and that took no account of the 50 per cent. distribution of bonus ordinary shares early this year. During the nineteen years the trading profit had amounted to just about £3,000,000, the actual being £2,966,221. During the war period, which he took from July 1, 1914, to June 30, 1919, their average profits had been £145,000, and the average distribution in dividends 10 per cent.—both figures well below the general average including these years—indicating that they had not unduly benefited by reason of war condition as had a number of other companies, but had contributed largely to the successful issue of the war and had been able to set a standard of excellence and low cost in manufacture which was much appreciated and acknowledged by the Government departments.

A Wonderful War Record!

Dealing with the war record of the company Mr. Williams said they had manufactured at Hayes and delivered to the Government 4,000,000 time fuses—each of these having some thirty separate parts to be assembled as a whole—7,100,000 brass shell cases—mostly of the 18-pounder type—19,200,000 primers, 127,000,000 charges or cartridge clips, a great number of aeroplane parts, and tools for equipment of other factories. In the cabinet factory, besides complete aeroplanes and a number of parts, they made 500,000 ammunition boxes, which utilized some 7,000 tons of timber. These figures were mostly in millions, quantities difficult to conceive and appreciate. As to the future, they would probably have gathered that the immediate outlook was not without anxieties. Raw material was very difficult to obtain, at any rate in the quality which was the best and which they always insisted upon, and prices, in some cases, were practically prohibitive. Labor was restless and very expensive. Overhead charges were higher than ever known before, and the out-

put of their machines had not yet by any means reached the figure they desired. When he addressed them last year he stated that the sales of gramophone goods for October, 1918, had exceeded in amount the sales of any previous month in their history. The sales for October in the current year had exceeded those of the corresponding month by more than 100 per cent. (Cheers)—and that was an indication of what might be before them. The demand for "His Master's Voice" goods all over the world was simply staggering. Their record for nineteen years of trading in profit and dividend was surely satisfactory. Their balance sheet was a model, and their assets gave an undeniable assurance of enduring stability. He moved the adoption of the report, which was seconded by Mr. Alfred Clark and unanimously agreed to.

General Items of Trade Interest

How to amuse the children is no longer a problem, say "His Master's Voice" people. They have issued an album of four 12-inch double records of English Nursery Rhymes as, for instance: Little Bo-Peep, Little Jack Horner, Polly Put the Kettle On, Jack and Jill, etc. These rhymes total some 28 on the four records. All are recorded by Miss Marjorie Montefiore.

There is a great boom in the sales of dance records on this side, not unexpected of course, at this time of year. The "His Master's Voice," the Wiener, and the Columbia companies have issued special programmes. Other lists also feature the dance vogue.

The long-promised anti-dumping bill is officially said to exist. It is now under discussion by Cabinet ministers, and will be introduced in Parliament shortly. It will have little power to exercise as far as the gramophone trade is concerned, because "There ain't likely to be no dumping." I am told!

A big trade fair will open at the Crystal Palace, S. E. London, on February 23 next. Provision is

(Continued on page 200)

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

*Export Quotations for Quantities at
Extraordinary Low Prices.*

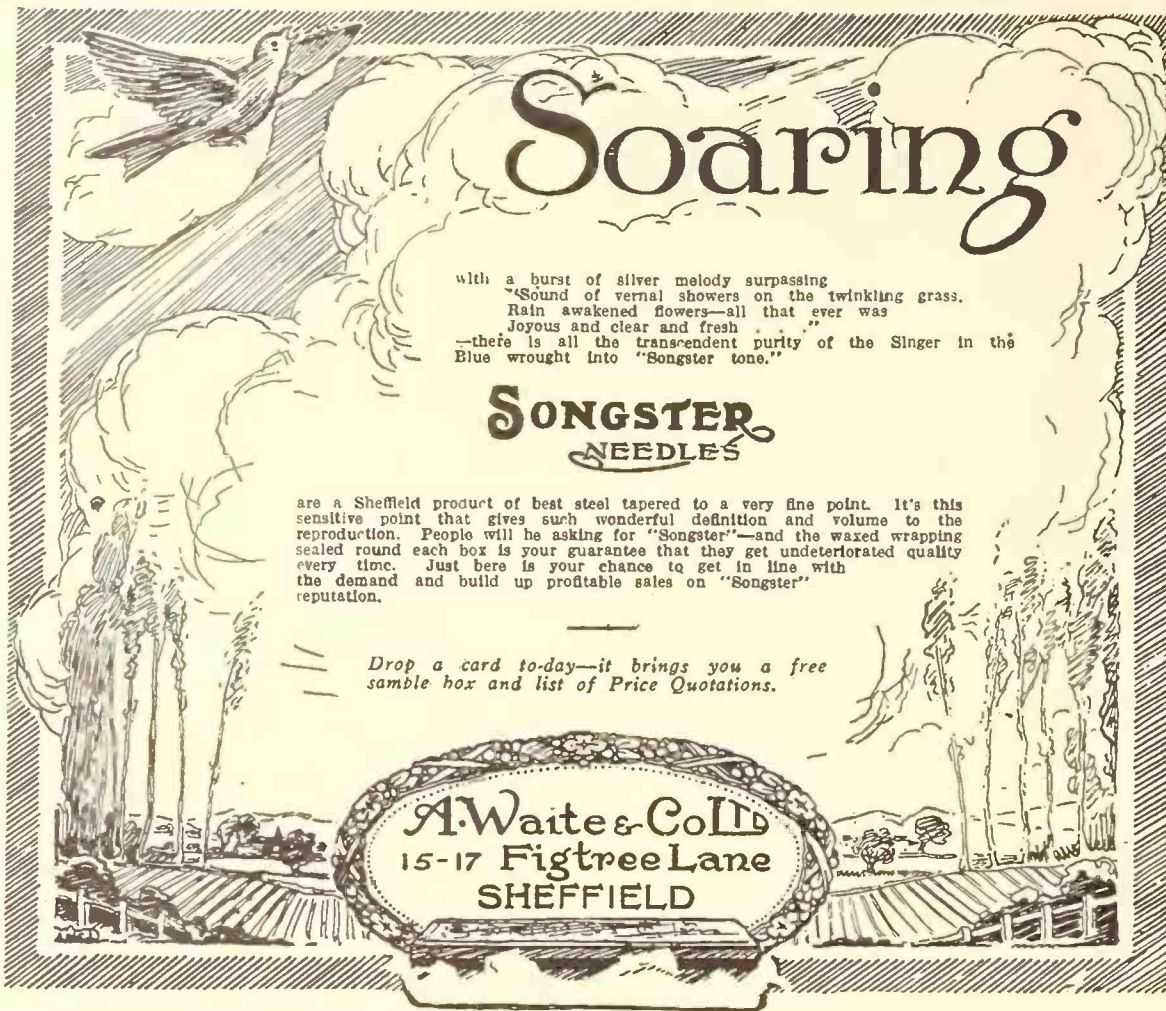
LARGEST OUTPUT IN UNITED KINGDOM

HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B. C. E. F. (one only) TO ANY RECOGNIZED JOBBER IN RECEIPT DRAFT, \$5 DOLLARS



Vernon Lockwood
Manufacturing Co., Ltd.

76-78 CITY ROAD
LONDON, E. C. 1.



Soaring

with a burst of silver melody surpassing
 "Sound of vernal showers on the twinkling grass.
 Rain awakened flowers—all that ever was
 Joyous and clear and fresh
 —there is all the transcendent purity of the Slinger in the
 Blue wrought into "Songster tone."

SONGSTER NEEDLES

are a Sheffield product of best steel tapered to a very fine point. It's this sensitive point that gives such wonderful definition and volume to the reproduction. People will be asking for "Songster"—and the waxed wrapping sealed round each box is your guarantee that they get undeteriorated quality every time. Just here is your chance to get in line with the demand and build up profitable sales on "Songster" reputation.

Drop a card to-day—it brings you a free
 sample box and list of Price Quotations.

A. Waite & Co. Ltd.
 15-17 Figtree Lane
 SHEFFIELD

Horn, Hornless and Table-Grand GRAMOPHONES

FOR
EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
 Rivington Street, LONDON, E.C. 2, England
 Cable Address "Lyrecedirc. London"

remembered that this disc is probably the biggest seller on the British market. It is the result of the maintenance of a uniformly high level of quality in respect of artists, recording, and manufacture, combined with the prompt issue of current items. A typical example of the latter is record No. 1962, bearing the most recent hits, "A—Be My Boy," sung by Harry Fay, with chorus and orchestra, and "Muldoon's Big Bassoon" by Murray & Fay with orchestra accompaniment. The enormous demand for this record has necessitated special arrangements at the factory to ensure every dealer receiving prompt and adequate supplies.

As to the general issues, Zonophones continue to fill the bill. Dance and other selections appropriate to the times are well to the fore. The manager of the company advises me that "from now until Christmas our national advertising campaign will be considerably extended, which will greatly increase the sale of Zonophone records." It is good therefore to advise dealers to carry big stocks not only for Christmas, but after, because the Zono sales boom will not likely end with the close of the festive season.

Another All-British Sound Box

The Sterno "Supertone" sound box is the newest and best invention of its kind introduced on this market. Its net weight is 3¾ oz., and the size 2¼ inches diameter, representing the ideal in these respects of all that a good reproducer should be. Other special claims are made by the Sterno Manufacturing Co., notably in regard to excellent finish and particular care in the assembling, which is best calculated to ensure a perfect reproduction, not merely of one class of record, so much as all and every class of vocal and instrumental effort. I commend this British sound box to stock an article of which they can honestly say—"British, and Proud of it, too!"

NO MORE LONG TERMS THESE DAYS

Southern Dealer Discovered That Modern Credit Systems Have Changed

Some music dealers who have been in the game a long time fail to take into account the modern improvements in the matter of terms and credit. An interesting communication was received by the A. J. Crafts Piano Co., Richmond, Va., from one of their dealers. This dealer had been given a certain line of credit and had become overdue in his payments. He sent in an order for several additional talking machines in spite of this fact. The credit department naturally refused to approve his order until the account has been brought up to date. The dealer was informed of this fact and replied in a most unusual way. He enclosed two long term notes which he thought would settle his obligations and stated that he had been in the habit of buying pianos on long terms and thought he could buy talking machines on the same terms. His order for additional machines was not filled.

REPAIRS

All Makes of Talking Machines
 Repaired Promptly and Efficiently

ANDREW H. DODIN

176 Sixth Avenue

New York

TELEPHONE, CHELSEA 8437

FROM OUR LONDON HEADQUARTERS—(Continued from Page 199)

made for a representative musical instrument section. Space has already been taken by many large London and Provincial firms. Other trades will largely be in evidence, and the whole exhibition is under the direct organization of the Board of Trade. Fairs are also to be opened on the same day in Birmingham and Glasgow.

A recent call at the Perophone show rooms in City Road revealed some idea what an extensive trade this company enjoys. The place was packed with dealers eager to secure record and machine stocks for the great rush-sales period. Great success has attended this firm's sound-box manufacture. The various models are selling like hot cakes. So much for Perophone quality and general value!

The Steamship Weimar recently arrived at Leith with a 60-ton cargo from Hamburg, said to be the largest consignment since trade with Germany was resumed. Included in the cargo were consignments of toys and small musical instruments.

A parliamentary statement gives currency to the fact that among a miscellaneous cargo landed at Liverpool were 34 cases of phonographs. Doubtless this refers to a recent big consignment of motors, tone-arms, etc., that will be released in a short while.

Some weeks must elapse before the findings will be made known of the Government Commission appointed to advise on the question of a revision of railway goods freights. A substantial increase is foreshadowed.

The air mail between London and Paris is now in full swing. The charge of 2-6 per oz. beyond the ordinary postal rates is considered heavy. But a letter can be posted as late as 11 a. m. at the G. P. O. and delivered in Paris the same day—about 4 p. m.

Kubelik, the famous violinist, whose records

are so well and favorably known this side, was due to visit England in November, but a message was received saying, "Unable to leave the country." He is in Bohemia and apparently cannot get the necessary permit to come to see us. Later on, we hope!

New Companies Incorporated.

Alfred Lewis Inventions L., gramophone manufacturers. Capital £10,000 in £1 shares (2,000 preference). Office: Town Hall Chambers, Victoria Square, Leeds.

Bailey's Concertophone L. Capital £60,000. Address not stated.

Hot Favorites on Winners.

The latest Winner programme to hand is brimful of issues likely to enjoy an exceptionally big demand. There are many novelties that always appeal, and of course the inclusion of records bearing current favorites is in conformity with Winner policy. All the rage is record 3342 "A—Be My Boy" and "What the Colonel Told the Adjutant," both sung by Ted Yorke. This record is enjoying a wonderful demand all over the country. Two exquisitely recorded 'cello solos are listed as recorded by the late Auguste Van Biene—"The Broken Melody" and "The Phantom Melody," while a taking arrangement of "The Village Blacksmith" in two parts on double disc No. 3354 is down to the credit of Foden's Prize Brass Band. Very acceptable records, as also are others by Billy Merson, The Elliotts, Robert Howe, Herbert Cave, Ernie Mayne, to mention some of those artists who contribute to this fine "Winner" list. Special mention is due the Royal Court Orchestra's handling of the musical gems from "Kissing Time," now being successfully performed nightly to appreciative audiences at the Winter Garden Theatre.

New York Philharmonic Orchestra on Columbia

Of special interest is the two-part record of the Andante from Beethoven's Fifth Symphony just issued by Columbia. As a record of one of the most beautiful conceptions in music, it is especially valuable to music lovers as an example of one of America's greatest orchestras, the New York Philharmonic, under the baton of Joseph Stransky. This particular musical gem be it observed, is said to be the first work performed by the New York Philharmonic, under the baton of Josef Stransky, cember, 1842.

British Zonophone Co. Mean Business

Information to hand leads one to believe that the Zonophone people are out to create a sales-record this season. That means much when it is

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine
Main Springs

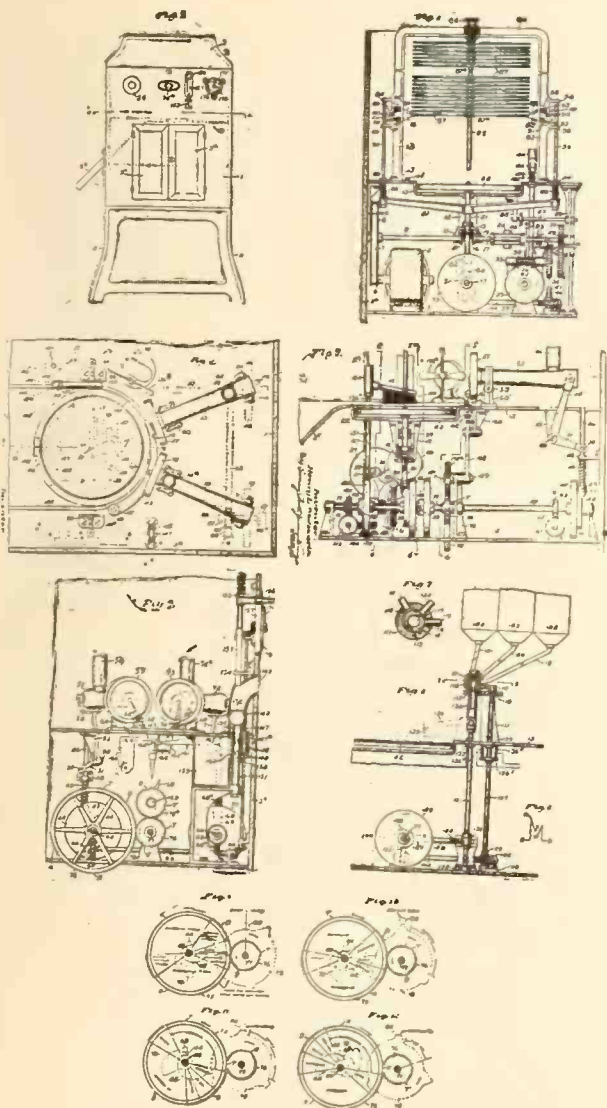
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 3.—**Sound Recording and Reproducing Machine.** Henry L. Wadsworth, Lexington, Mass. Patent No. 1,312,461.

This invention relates to sound recording and reproducing machines and aims to provide a novel, combined sound recording, reproducing and record tablet delivering machine, adapted to make a sound record upon a blank tablet, reproduce and thus verify it for the talker so that he can know that the tablet correctly records his message, and then deliver the tablet to him for such use as he may desire to make of it, as to be forwarded to his correspondent, or filed away for preservation.

Figure 1 is a front elevation of the cabinet containing the mechanism. Fig. 2 is a part plan and horizontal section on the line 2—2 of Fig. 1. Fig. 3 is a vertical section on the line 3—3 of Fig. 2 looking toward the top of the sheet. Fig. 4 is a vertical section on the line 4—4 of Fig. 3 from the right. Fig. 5 is a vertical section, partly broken away, on the line 5—5 of Fig. 3, from the left. Fig. 6 is a partial vertical section on the line 6—6 of Fig. 3. Fig. 7 is a horizontal sectional detail on an enlarged scale on the line 7—7 of Fig. 6. Fig. 8 is a diagram representing the successive



positions of the tablet carrier during the performance of the several steps leading to the making and delivery of the record-bearing tablet. Figs. 9-12 inclusive are details of certain cam and gear constructions and are partly diagrammatic, showing the relative movements of the elements during the performance of the several functions of the machine.

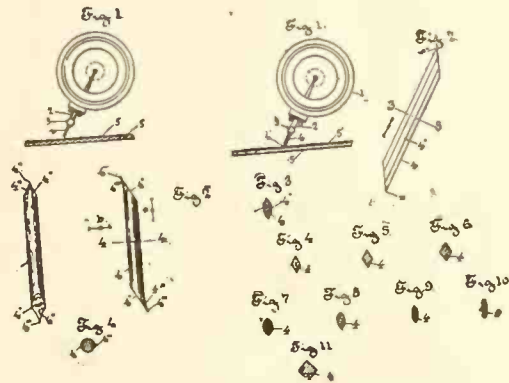
Needle for Sound Reproducing Machines. Jonathan A. Hunt, Salem, Mass., Patent No. 1,312,848.

This invention relates to a needle for disc sound reproducing machines and the object is to provide an improved needle, for sound reproducing machines, which will outwear, and give better results than needles now ordinarily used.

Figure 1 is a side elevation of a sound reproducing sound box, and is a sectional view of a sound record disk, and shows the improved needle

in operable position. Fig. 2 shows, on a much enlarged scale, the needle shown in Fig. 1, detached. Fig. 3 shows the needle shown in Fig. 2, looking in the direction of arrow "b," same figure; and Fig. 4 is a cross section through the needle, on line 4—4, Fig. 2 looking in the direction of arrow "c."

Patent No. 1,312,849 has been granted Mr. Hunt, covering a needle for sound reproducing machines. Referring to the drawing: Figure 1 is a side elevation of a sound reproducing sound box, and a sectional view of a sound record disc, and shows the improved needle in operable position. Fig. 2 shows, on an enlarged scale, the



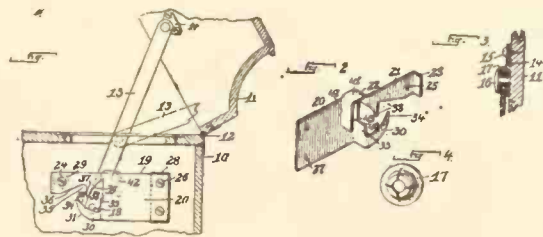
needle shown in Fig. 1, detached. Fig. 3 is a section, on line 3, 3, Fig. 2, looking in the direction of the arrow, same figure. Fig. 4 shows modified constructions of the needle shown in Fig. 3. Figs. 5 to 11 show other modified constructions.

Stay Arm. Frank D. Lewis, West Orange, N. J., assignor to the Pathé Freres Phonograph Co., Brooklyn, N. Y. Patent No. 1,312,636.

This invention relates to stay arms for cabinets. Among the objects of the invention is the provision of a stay arm which is automatically operable to perform its functions under all conditions. The improved stay arm is not dependent for its operation upon the action of gravity and operates equally well whether the cabinet stands in vertical position or not.

Another object of the invention is the provision of such a cabinet stay arm which may readily be manipulated so as to permit the cover of the cabinet being lifted beyond its usual open position, and, if desired, to be turned substantially entirely back, which is a feature of great convenience as during the finishing of the cabinet, permitting ready access to the interior thereof at the upper end, as for assembly, cleaning and adjustment of the parts of the machine, as, for example, a phonograph, contained in the cabinet.

In said drawing, Figure 1 is a fragmentary vertical sectional view of a phonograph cabinet equipped with a stay arm embodying the invention. Fig. 2 is a perspective view of the stay arm support and guiding member. Fig. 3 is a detailed cross-sectional view showing the frictional pivotal mounting of the stay arm in the cabinet



lid, and Fig. 4 is a perspective view of a friction spring washer.

Phonograph. Burr B. Blood, Chicago, Ill., assignor to George Heidman and Norman A. Street, same place. Patent No. 1,313,250.

This invention relates more particularly to the tone-chamber or amplifier of a phonograph; the construction being adapted to give the reproduced tones or sounds their natural tone quality and enable them to be presented in a clear, distinct manner production or selection.

The invention also contemplates a construction which enables the tones to be modified so as to reduce the volume when desired, and also to control and so direct the tones of certain selections as to give them the natural tone quality or effect of the original selection, as will be more readily understood from the detailed description of the accompanying drawing wherein:—

Figure 1 is a vertical sectional view of the upper portion of a phonograph, in other words the tone-chamber portion of the cabinet, the turn-

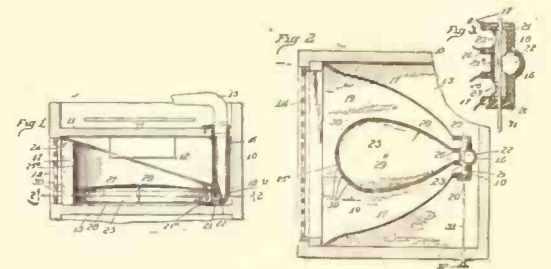


table and tone-arm; the reproducer-carrying portion of the latter being broken away. Fig. 2 is a cross sectional plain view taken on the line 2—2 of Fig. 1 looking in the direction of the arrows. Fig. 3 is a detail sectional view of the tone or sound-controlling means.

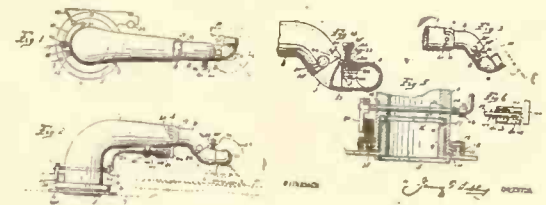
Combined Tone-Arm and Stop Device for Talking Machines. James T. Sibley, Newark, N. J. Patent No. 1,313,342.

The tone arm which forms the subject matter of the invention contains several novel features, as for example, a self-contained adapter whereby the sound box mounted upon the free end of the tone arm may be made to occupy several positions corresponding with the requisites necessary to play the three general classes of records with the same sound-box.

A further object of this invention is to provide means in connection with the tone arm whereby whenever the tone arm and sound-box are in playing position the motor will be set in operation and when the tone arm is swung to the side of the record and released, with the sound-box free from the record, then the motive power will be completely cut off.

There is also provided a novel ball bearing for the tone arm whereby the same is rendered very much more free in its movement and consequently, according to practical experience, creates far less drag upon the motor.

Figure 1 is a side elevation of the improved tone arm and stop device. Fig. 2 is a plain view of the same. Fig. 3 is a fractional side elevation



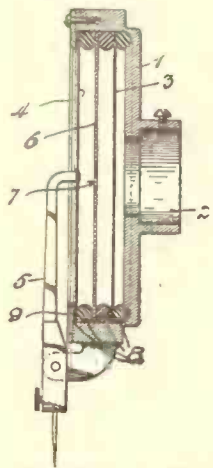
of the free end of the tone arm illustrating the position of the parts assumed when playing a Pathé record. Fig. 4 is a side elevation partly in section showing the means for locking the parts of the adapter in place. Fig. 5 is an enlarged vertical section of the tone arm bearing, also showing the circuit breaker connections. Fig. 6 is a section of the sound-box relieving mechanism for relieving a portion of the weight of the sound-box upon the record.

Sound Reproducing and Recording Apparatus. Robert G. Mitchell, Mount Vernon, N. Y. Patent No. 1,313,720.

This invention relates to what is commonly termed a sound box, that is to say, a device arranged to be employed in connection with a phonograph or a talking machine for the reproduction of sounds which have been recorded in suitable records. In the present instance, the invention is illustrated in connection with a sound box such as is used with flat disc records containing a record groove therein, the undulations in the walls of which operate to move a needle bar which is associated with the sound box. The main object of

(Continued on page 202)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 201)



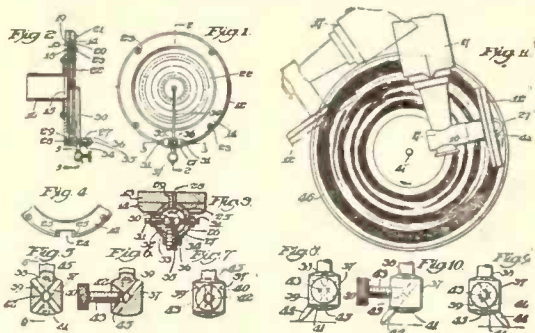
the invention is to improve the quality of sound reproduced and to practically eliminate the hissing or scratching sound commonly caused by the scraping of needle in the record groove.

In the accompanying drawing is shown a sectional view of a sound box constructed to embody the invention of Mr. Mitchell, which will be read with interest by the trade.

Sound Box. Francesco Cirelli, Philadelphia, Pa. Patent No. 1,314,127.

One object of this invention is to so construct an improved sound box for sound reproducing machines that a record-engaging needle can be secured thereto in such manner as to permit the needle to enlarge the sound reproducing grooves of the record from either side of the center of the record. Thus with the aid of the invention a left handed person can use the same with as much precision and convenience as a right handed person.

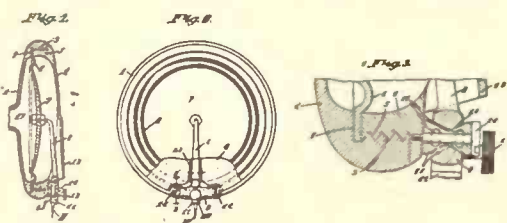
Figure 1 is a front elevation of the improved sound box. Fig. 2 is a sectional elevation taken on the line 2-2 of Fig. 1. Fig. 3 is an enlarged sectional plan view taken on the line 3-3 of Fig. 1. Fig. 4 is a fragmentary elevation of a portion of a ring section which forms a part of the invention. Fig. 5 is an enlarged fragmentary section taken on the line 5-5 of Fig. 2 through the needle holding end of the stylus bar. Fig. 6 is a section taken on the line 6-6 of Fig. 5. Fig. 7 is a front elevation of the needle holding end of the stylus bar. Fig. 8 is a view of similar nature to Fig. 7, showing a needle therein extended at such angle as to permit its entrance to the sound



reproducing grooves from one side of the record. Fig. 9 is a view of similar nature to Fig. 8, showing the needle therein extending at an angle opposite to that shown in Fig. 8 and in which angle the needle can be inserted into the reproducing grooves of a record from the opposite side of the center thereof. Fig. 10 is a side elevation of the needle holding end of the stylus bar showing a needle extending at a transverse angle to permit reproduction on certain classes of records; and Fig. 11 is a top plan view showing in full lines and dot-and-dash lines how the improved sound box can be operated from opposite side of the center of a disc record.

Phonograph Reproducer. Oren L. Grubbs, Independence, Kan. Patent No. 1,315,117.

This invention relates to reproducers of phonographs, one of its objects being to eliminate the



scrapping and other undesirable sounds ordinarily produced during the reproduction of sound.

A further object is to provide a reproducer utilizing a non-resilient member in lieu of the ordinarily flexible or resilient diaphragm and which member is movably supported by the stylus lever of the reproducer and which lever is resiliently mounted in a novel manner.

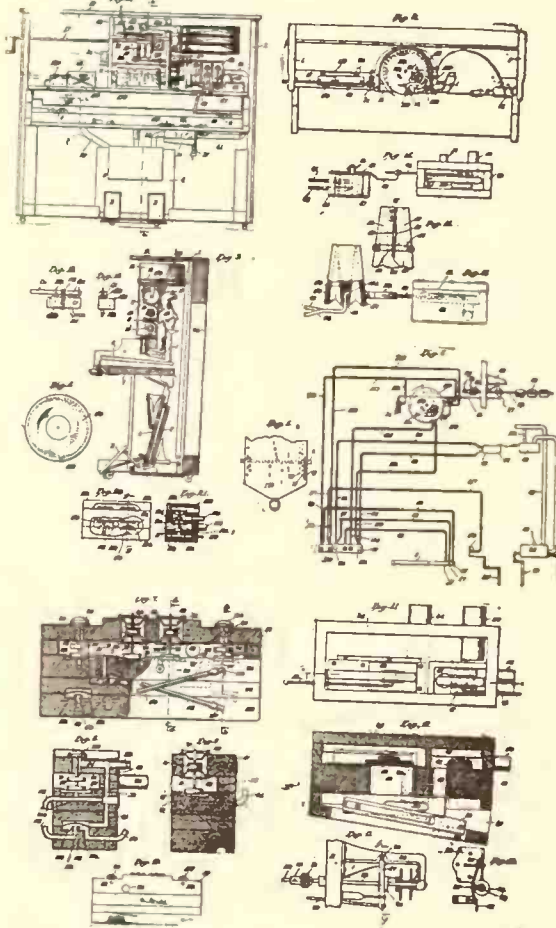
A further object is to provide simple and efficient means for preventing the escape of air past the yieldingly supported member.

Figure 1 is a central vertical section through a sound box having the present improvements. Fig. 2 is a face view of the sound box, all but a portion of the cap being removed. Fig. 3 is a section on an enlarged scale of the invention taken on line 3-3, Fig. 2.

Combined Talking Machine and Piano. Joseph H. Dickinson, Cranford, N. J., assignor to the Aeolian Co., New York. Patent No. 1,314,578.

This invention relates to improvements in a combined talking machine and player piano and the object of the invention is to provide a new and improved device of this kind which is simple in construction, reliable and effective in use and operation, and in which the movement of the music sheet is so controlled that it will always be brought into proper synchronism with the moving record of the talking machine or phonograph.

Figure 1 is a front elevation of the improved combined talking machine and player piano. Fig. 2 is a plain view of the same, the top cover of the piano casing being removed. Fig. 3 is a vertical transverse sectional view on the line "a"- "a" Fig. 1. Fig. 4 is a diagrammatic plan view of the mechanism. Fig. 5 is a face view of part of the perforated music sheet and a front view of the



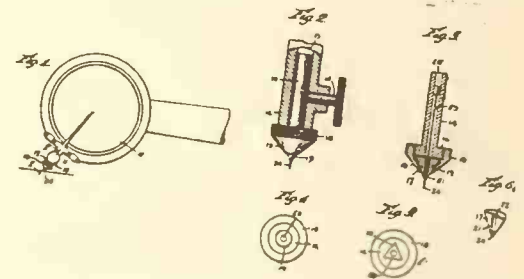
tracker. Fig. 6 is a face view of one of the talking machine discs. Fig. 7 is a longitudinal vertical sectional view of the valve box for the valves for controlling the speed regulating mechanism, parts being broken away and parts in section. Fig. 8 is a vertical transverse sectional view on the line "b"- "b" Fig. 7. Fig. 9 is a vertical transverse sectional view on the line "d"- "d" Fig. 7. Fig. 10 is an elevation of this valve box. Fig. 11 is a plan view of the box containing two sliding valves for controlling the motor. Fig. 12 is a vertical longitudinal sectional view on the line "e"- "e" Fig. 11. Fig. 13 is a detail side view of the bracket supporting the lever for moving the clutch used for starting the talking machine disc or record. Fig. 14 is a vertical transverse sectional view of the same on the line "f"- "f" Fig. 13. Fig. 15 is a plan view of the double valve shifting bellows and the motor control valve operated by the same. Fig. 16 is a side view of the double valve shifting bellows. Fig. 17 is a vertical transverse sectional view, parts being in elevation, through the double valve shifting bellows and a side view of the casing for the motor control valve operated by said bellows. Fig. 18 is a side view. Fig. 19 an end view of the trip

valve operated by the talking machine record support. Fig. 20 is a side view of the valve chest for the valves which control the starting and stopping of the talking machine record. Fig. 21 is a vertical transverse sectional view of the same on the line "g"- "g" Fig. 20.

Phonograph Needle. Edward Thomas Chernushek, New York. Patent No. 1,316,533.

Among the objects of the invention is to provide a needle and a peculiar holder for the same providing for the use of a single needle for the playing of a vast number of records without renewal.

A further object is to provide a phonograph needle of such a character as to be well adapted for sound reproduction purposes on a large number of records without renewals or adjustment, but which may be adjusted from time to time so that a single needle will last for the satisfactory playing of thousands of records, but



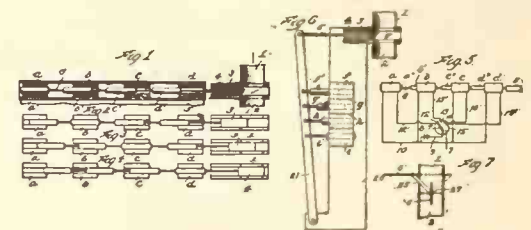
which when eventually worn out may be replaced by another of the same type.

Figure 1 is a side elevation indicating in diagram the approximate angle at which the axis of a needle is inclined to the plane of the record. Fig. 2 is a vertical sectional view on the line 2-2 of Fig. 1, the needle chuck being in elevation. Fig. 3 is a central sectional view through the chuck. Fig. 4 is a plan view of the chuck shown in Figs. 2 and 3. Fig. 5 is a plan view of a modified form of the same; and Fig. 6 is a detail perspective view of one of the chuck jaws.

Phonograph. Edward Rogers, Rosedale, N. Y. Patent No. 1,316,187.

This invention relates specifically to means for graduating and controlling the tone or sound volume of talking machines.

The primary object is to provide a device for controlling the tone or volume of sound produced by a phonograph, and providing means for operating said device to place the sound controlling element in desired position. Other objects are to provide means capable of being operated to select, modulate and maintain the tone of a phonograph from any desired distance, at the will of the operator, and to operate the sound controlling element step by step to decrease the volume of sound, and retracing the operation and



movement of the sound controlling element step by step to increase the volume of sound.

Figure 1 is a sectional view showing the sound channel or outlet open, the damper having been withdrawn by the controlling means therefor. Figs. 2, 3 and 4, diagrammatically show how the damper is advanced to the extreme opposite position to that shown in Fig. 1, Fig. 5 is a diagrammatic view showing how the magnets are controlled. Figs. 6 and 7 are modified arrangements of the damper controlling parts.

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78325 Whispering Hope... Rose Ponselle and Barbara Maurel 10
78100 Santa Lucia... Riccardo Stracciari 10
49598 Mignon—Polonaise... Maria Barrientos 12
A2304 Absent... Louis Graveure 10
A2808 When You Come Home... Louis Graveure 10
Jesus, Savior, Pilot Me... Oscar Seagle and Columbia Stellar Quar. 10
Will There Be Any Stars in My Crown?... Oscar Seagle 10
A2803 Steal Away to Jesus... Fisk University Male Quartette 10
Little David Play on Your Harp... Fisk University Male Quartette 10
A2807 Adeste Fideles (Oh, Come All Ye Faithful)... Paulist Choristers of Chicago 10
Nearer My God to Thee... Paulist Choristers of Chicago 10
INSTRUMENTALS
A6125 Prelude in C Sharp Minor, Piano... Josef Hofmann 12
Valse Gracile. (2) Birds at Dawn, Piano... Josef Hofmann 12
49624 Andante Cantabile, Violin... Toscha Seidel 12
A6124 Wine, Women and Song—Waltz... Metropolitan Opera House Orchestra 12
The Skaters—Waltz... Metropolitan Opera House Orchestra 12
A2805 Royal March of Italy... Italian Grenadiers Band 10
Viva La Francia—March... Italian Grenadiers Band 10
A2806 Ida and Dot Polka—Cornet Duet... Buono and Chiafferelli 10
Four Little Blackberries—Schottische, Xylophone Solo... George Hamilton Green 10
E5186 A Moorish Lady—Fox-trot... Francesa De Romeu Orchestra 12
If I Should Die on the Highway—Fox-trot... Francesa De Romeu Orchestra 12
POPULARS
A2821 Tell Me—Comedian... Al Jolson 10
Wonderful Pal (Pinkard) Tenor Solo... Grant Stephens 10
A2816 Freckles... Nora Bayes 10
Everybody Calls Me Honey... Nora Bayes 10
A2820 Open Up the Golden Gates to Dixieland... Van and Schenck 10
Granny—Comedienne... Adele Rowland 10
A2822 Lullaby Time... Harrison and James 10
Out of a Clear Sky... Henry Burr 10
A2815 You'd Be Surprised... Irving Kaufman 10
Just Leave It To Me... Irving and Jack Kaufman 10
A2810 When I'm Gone You'll Soon Forget... Peerless Quartette 10
I Love You Just the Same, Sweet Adeline... Peerless Quartette 10
A2809 Casey Jones... Irving and Jack Kaufman 10
Steamboat Bill—Tenor Solo... Irving Kaufman 10
DANCE RECORDS
A2802 Down by the Meadow Brook—Waltz... Columbia Orch., Chas. A. Prince, Director 10
Enid—Waltz... Columbia Orchestra 10
A2817 Only—Fox-trot... Prince's Dance Orch. 10
Chinese Lullaby—From "East Is West"—Fox-trot... Waldorf-Astoria Dance Orchestra. Jos. Knecht, Director 10
A2818 I Ain't Gonna Give Nobody None O' This Jelly Roll—Fox-trot. Introducing: Just Leave It to Me... Columbia Saxophone Sextette 10
Incidental Chorus by Grant Stephens in Solo, Piano Acc. by George Truc Weeping Willow Blues—Fox-trot... Columbia Saxophone Sextette 10
A6126 The Hand That Rocked My Cradle Rules My Heart—Medley Fox-trot. Introducing: 1. Harem Life. 2. I Lost My Heart in Dixieland. 3. You Cannot Make Your Shimmy Shake on Tea... Prince's Dance Orchestra 12
Whoa, January—Medley One-step. Introducing: 1. Every Tear Is a Smile in an Irishman's Heart. 2. They're All Sweeties... Prince's Dance Orchestra 12

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You Didn't Want Me When You Had Me... Henry Burr 10
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Floatin' Down to Cotton Town, American Quartet 10
18631 Wonderful Pal... Sterling Trio 10
There's a Lot of Blue-Eyed Marys Down in Maryland... Shannon Four 10
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And He'd Say Oo-La La! Wee-Wee!—Medley One-Step... Pietro 10
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All the Quakers Are Shoulder Shakers—Medley Fox Trot... All Star Trio 10
18629 I Might Be Your "Once-in-a-While"—Medley Fox Trot, Joseph C. Smith's Orchestra 10
Patches—Fox Trot, Joseph C. Smith's Orchestra 10
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35694 Gems from "Sometime," Victor Light Opera Company 12
Gems from "She's a Good Fellow," Victor Light Opera Company 12
18622 (1) Hush My Babe (2) Happy Land (3) Come Thou Fount of Every Blessing, Victor Orchestra 10

- (1) Lullaby from "Erminie" (2) Birds in the Night... Victor Orchestra 10
18627 (1) America, the Beautiful (2) Stars of the Summer Night... Victor Military Band 10
(1) Speed the Republic (2) Onward, Christian Soldiers... Victor Military Band 10
RED SEAL RECORDS
64836 Dear Heart... Bingham-Mattei 10
Emilio de Gogorza, Baritone
74597 Hymn to the Sun (from "The Golden Cockerel")... Rimsky-Korsakow 12
Mischa Elman, Violinist
87282 Sans Toi (Without Thee), Victor Hugo—Guy d'Hardelot 10
Geraldine Farrar, Soprano—In French
74599 Don Pasquale—Cavatina (Quel guardo—"Glances So Soft"), Donizetti 12
Amelita Galli-Curci, Soprano—In Italian
64838 Only You... E. K. R.—Edwin Schneider 10
John McCormack, Tenor
74598 Invitation to the Waltz... Weber 12
Philadelphia Orchestra
64831 Pagliacci—Prologue, Part I—(Si puo?)—"A Word"—Leoncavallo 10
64832 Pagliacci—Prologue, Part II—(Dungue—"So Then")—Leoncavallo 10
Renato Zanelli, Baritone—In Italian

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12236 Gypsy John (Clay), Basso, Vocalion Orch. Acc. Wilfred Glenn 10
Out on the Deep (Lohr), Basso, Vocalion Orch. Acc. Wilfred Glenn 10
12237 Chinese Lullaby—From "East Is West" (R. H. Bowers), Soprano, Vocalion Orch. Acc. Nanette Black 10
Mississippi Moonlight (Lee Roberts), Soprano, Vocalion Orch. Acc. Nanette Black 10
SACRED SELECTIONS
12238 Softly and Tenderly (Thompson), Orch. Acc. Miller and Dadnum 10
Just As I Am (Bradbury) Shannon Four 10
12239 Valse Erica (Wiedoeft), Orch. Acc. Wiedert 10
Migliavacca—Mazurka de Concert (Rienzi), Accordion Duet... Perry and Peppino Pucheritos (Denzon Cubano) (Herrera) 10
Yo No Vi Na (Danzon Cubano) (Herrera) Fernando Cabello's Orchestra 10
POPULAR SELECTIONS
12241 Sahara (Jean Schwartz) Billy Murray, Acc. by Dabney's Band 10
All the Quakers Are Shoulder Shakers Down in Quaker Town (Wendling) Billy Murray, Acc. by Dabney's Band 10
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My Sugar Coated Chocolate Boy (E. and W. Loos), Orch. Acc. Campbell and Burr 10
12243 I Love You Just the Same, Sweet Adeline (Caskill and Armstrong), Orch. Acc. Peerless Quartet 10
Good-night, Angeline (Europe-Sissle-Blake), Orch. Acc. Peerless Quartet 10
12244 Wonderful Pal (Pinkard) Orch. Acc. Sterling Trio 10
I'm Like a Ship Without a Sall (Kendis and Brockman), Orch. Acc. Charles Hart and Elliot Shaw 10
12245 Blues My Naughtie Sweetie Gives to Me—Fox-trot (Swanstone - McCarron - Morgan)... Played by Dabney's Novelty Orch. 10
Now I Know—Fox-trot (Henry and Onivas)... Played by Dabney's Novelty Orch. 10
12246 Lily Waltz (Weiner and Katzman) Played by Aeolian Dance Orchestra 10
Campmeeting Blues—Fox-trot (Carroll) Played by Dabney's Band 10

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29043 Tell Me the Old, Old Story (Doane), Bass-Baritone, Orch. Acc. Arthur Middleton 10
REGULAR
3884 Tears (Dry Your)—Fox-trot (Hickman-Black) for Dancing Green Bros. Novelty Orchestra 10
3885 I've Made Up My Mind to Mind a Maid Made Up Like You (Schwartz), Contralto and Baritone, Orch. Acc. Helen Clark and Joseph A. Phillips 10
3886 Romance from L'Eclair (Haley) Peerless Orchestra 10
3887 We'll All Go Home the Same Way (Harry Lauder), Orch. Acc. Glen Ellison 10
3888 Breeze, Blow My Baby Back to Me (Macdonald-Goodwin-Hanley), Male Voices Premier Quartet 10
3889 Western Land—Fox-trot (Gay), Saxophone, Xylophone and Piano, for Dancing All Star Trio 10
3890 Uncle Josh and Aunt Nancy Put Up the Kitchen Stove (Stewart), a Rural Scene Cal Stewart and Ada Jones 10
3891 Flirtation Valse—Intermezzo (Steck) Conway's Band 10
3892 Wait Until the Roses Bloom (Morgan), Saxophone Wheeler Wadsworth 10
3893 You're My Gal (Bernard), Negro Melody, Orch. Acc. Al Bernard and Ernest Hare 10
3894 I Know What It Means to Be Lonesome (Kendis - Brockman - Vincent), Soprano, Orch. Acc. Margaret A. Freer 10
3895 My Desert Love (Cooper), Tenor, Orch. Acc. Lewis James 10
3896 Clarinet Squawk—One-step (Introducing "Summer Days") (Lada-Nunez-Cawley), for Dancing Louisiana Five 10

- 3897 In the Old Sweet Way (Caddigan-Story), Contralto and Tenor, Orch. Acc. Helen Clark and George Wilton Ballard 10
3898 A Cowboy Romance (Spencer), a Scene on the Prairie... Len Spencer and Company 10
3899 Little Arrow and Big Chief Greasepaint (Spencer), Vaudeville Sketch Ada Jones and Len Spencer 10
3900 Granny (Belledna), Contralto, Orch. Acc. Marion Evelyn Cox 10
3901 Alexander's Band Is Back in Dixieland (Gumble), Male Voices, Orch. Acc. Premier Quartet 10
FRENCH RECORDS
27188 Presque Vertueuse (Gabaroch), Baritone, in French, Orch. Acc. Hector Pellerin 10
27189 Le Mimosa (Barricelli), Baritone, in French, Orch. Acc. Hector Pellerin 10

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82173 I Did Not Know (Vanderpool), Baritone Mario Laurenti 10
My Dreams (Tosti), Baritone. Mario Laurenti 10
82174 From the Land of the Sky-blue Water (Cadman), and Dixie (Emmett), Soprano Frieda Hempel 10
Lullaby—Erminie (Jakobowski), Soprano Frieda Hempel and Chorus 10
82175 Come to Me (Denza), Bass-Baritone Arthur Middleton 10
My Heart Is With the Loving Ones at Home (McCarthy), Bass-Baritone Arthur Middleton 10
82176 Mon coeur s'ouvre a ta voix (My Heart at Thy Sweet Voice), Samson et Dalila (Saint-Saens), Contralto, in French Eleonora de Cisneros 10
Vien Leonora (Leonora, Spurn Not My Love), La Favorita (Donizetti), Baritone, in Italian. Taurino Parvis 10
80510 In Dear Old Napoli (Brockman), Tenor Walter Van Brunt 10
Shades of Night (Friedland-Franklin), Soprano and Tenor Elizabeth Spencer and Walter Van Brunt 10
80511 The Beatitudes and Hymns Rev. Wm. H. Morgan, D. D., and Calvary Choir The Lord's Prayer, Doxology, Responses and Hymn Rev. Wm. H. Morgan, D. D., and Calvary Choir 10
50579 Fluffy Ruffles—One-step (G. H. Green), for Dancing Green Bros. Novelty Orchestra 10
Tears (Dry Your)—Fox-trot (Hickman-Black), for Dancing Green Bros. Novelty Orchestra 10
50586 Did You Mean All You Told Me Last Night? (Fisk-Pomerance), Tenor Manuel Romain 10
That Tumble-Down Shack in Athlone (Carlo-Sanders), Counter-Tenor Will Oakland and Chorus 10
50597 Breakfast in My Bed on Sunday Mornin' (H. Lauder) Glen Ellison 10
The Same As His Faither Did Before Him (H. Lauder) Glen Ellison 10
50598 La Danse des Sorcierres (Losey) Sodero's Band 10
Miss Trombone (Fillmore) New York Military Band 10
50599 Uncle Josh and Aunt Nancy Put Up the Kitchen Stove (Stewart), a Rural Scene Cal Stewart and Ada Jones 10
Uncle Josh and the Honey Bees (Stewart), a Rural Story Cal Stewart 10
50600 Cleo—Fox-trot (Roberts), for Dancing, Xylophone and Piano All Star Trio 10
Waltz Memories (Ford), for Dancing Jaudas' Society Orchestra 10
50601 Alexander's Band Is Back in Dixieland (Gumble), Male Voices Premier Quartet 10
Say It Again (Greer), Soprano and Tenor Rachael Grant and Billy Murray 10
50602 I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent), Soprano Margaret A. Freer 10
Moonlight Love (Piantadosi-Stept), Contralto Helen Clark 10
50603 I've Got My Captain Working for Me Now (Berlin) Fred Hillebrand 10
See Old Man Moon Smile (Bernard), Negro Duet Al Bernard and Ernest Hare 10

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POPULAR VOCAL RECORDS
22235 Honeymoon Bells (Weston-Lee), Baritone, Piano Acc. Jack Norworth 10
You'd Be Surprised (Irving Berlin), Baritone, Piano Acc. Jack Norworth 10
22236 Mississippi Moonlight (Callahan-Roberts), Tenor, with Orch. Sam Ash 10
I Lve You Just the Same, Sweet Adeline (Armstrong-Gaskill), Tenor Duet Campbell and Burr 10
22237 You Ain't Heard Nothing Yet (Jolson-Kahn-DeSylva), Baritone, with Orch. Ernest Hare 10
Slow and Easy (William-Spencer), Baritone, with Orch. Ernest Hare 10
22238 Some Day You'll Want Me Back (Maybe I Won't Want You (Retrop-Morgan), Tenor, Orch. Acc. Sam Ash 10
Swanee Shore (Mitchell-Fields-Kaufman), Tenor, with Orch. Harry McClaskey 10
22239 In Siam (Burden-Cooper), (Vocal Obligato by Sylvia Swan), Tenor, with Orch. Ting Ling Toy (Earl), Male Quartet Henry Burr 10
Invincible Four 10
22240 Floatin' Down to Cotton Town (Frost-Klickmann), American Male Quartet 10
I Am Climbing Mountains (Kendis-Brockman), Tenor Duet, with Orch. Lewis James and Chas. Hart 10
22241 The Vamp (B. Gay), Soprano, with Orch. Patricola 10
All the Quakers Are Shoulder Shakers Down in Quaker Town (Kalmer-Leslie-Wendling), Soprano, with Orch. Patricola 10
22242 Wonderful Pal (Tracey-Pinkard), Tenor, with Orch. Lewis James 10
(Continued on Page 204.)

ADVANCE RECORD BULLETINS FOR JANUARY (Continued from page 203)

On the Trail to Sante Fe (Cliff Hess), Tenor Duet, with Orch., Lewis James and Charles Hart

DANCE RECORDS

22243 I Want a Daddy (Who Will Rock Me to Sleep)—From "The Greenwich Village Follies" (Sloane), Fox-trot, Palace Trio

I've Got My Captain Working for Me Now—From "Ziegfeld's Follies of 1919" (Irving Berlin), One-step, Palace Trio

22244 Marilyn (Wadsworth-Arden), (Saxophone Passage by F. W. Wadsworth), Fox-trot, Nicholas Orlando's Orchestra

Where the Lanterns Glow (Johnson-Roberts), Medley Fox-trot, Wadsworth's Saxophone Band

22245 In Your Arms. Intro. "Somebody's Heart Is So Lonesome" (Floyd-Glazer-Motzan), (Vocal Refrain Lewis James), Medley Fox-trot, Joseph Samuels' Orchestra

See-Saw Medley—From "See-Saw" (Louis Hirsch), One-step, Joseph Samuels' Orch.

22246 Dreamy Amazon (Gilbert-MacBoyle-Vincent), Waltz, Joseph Samuels' Orchestra

Nobody Knows and Nobody Seems to Care. Intro. "I Lost My Heart in Dixie" (Irving Berlin), Medley Fox-trot, Joseph Samuels' Orchestra

INSTRUMENTAL

22232 Tell Me (Callahan-Kortlander), Cornet Solo, Jules Levy, Jr.

On Miami Shore (LeBaron-Jacobi), Cornet Solo, Jules Levy, Jr.

HAWAIIAN

22227 Beautiful Ohio (Earl), Waltz, Royal Waikiki Hawaiians

Yogiland (Sullivan), Royal Waikiki Hawaiians

SPECIALTY

22226 What Killed the Dog, Humorous Monolog, Russell Hunting and Edward Wilson

Cohen on Prohibition (Silver), Humorous Monolog, Monroe Silver

Regular January Pathe List

OPERATIC VOCAL RECORDS

54037 AV: AV: AV: (O Perez Freire), "Serenada Criolla," in Spanish, Tenor, Tito Schipa 12

54038 Until (Sanderson), in English, Soprano, Claudia Muzio 12

60051 Aida (Verdi), "Ritorna Vincitor" (Return Victorious), in French, Soprano, Yvonne Gall 12

William Tell (Rossini), "Sombre Foret" (Gloomy Forest), in French, Soprano, Yvonne Gall 12

59080 Carmen (Bizet), "Air de la fleur" (Flower Song), in French, Tenor, Chas. Fontaine Lakmé (Delibes), "Fantaisie Aux Ailes D'or" (Wings of Gold), in French, Tenor, Chas. Fontaine 12

52046 Haymaking (Needham), Soprano, Grace Hoffman 12

Sing. Sweet Bird (Thornton), Soprano, Grace Hoffman 12

52047 The Bell Buoy (Rankin), Baritone, Percy Hemus 12

The Bells of St. Mary's (Furber-Adams), Baritone, Percy Hemus 12

25035 A May Morning (Weatherly-Benza), Tenor, Craig Campbell 10

Sweet Genevieve (Cooper-Tucker), Tenor, Craig Campbell 10

SACRED SONGS

22221 Tell Mother I'll Be There (Fillmore), Invincible Four 10

Home of the Soul (Phillips), Tenor, Organ Acc., Earle F. Wilde 10

HAWAIIAN MUSIC

22220 Hawaiian Smiles (Mary Earl), Vocal Refrain by Charles Hart, Royal Waikiki Hawaiians 10

Shadows Waltz (Lutter), Royal Waikiki Hawaiians 10

INSTRUMENTAL RECORDS

27024 Etude in A-Flat (Chopin), Piano Solo, Rudolph Ganz 10

Rondo Alla Turca (Mozart), Piano Solo, Rudolph Ganz 10

52048 Tango Intermezzo (Albeniz-Elman), Violin Solo, Piano Acc. by Georges Truc, Alexander Debrulle 12

Caprice Viennois (Kreisler), Violin Solo, Piano Acc. by Georges Truc, Alexander Debrulle 12

NEW BAND AND ORCHESTRA RECORDS

40189 Welsh Rhapsody (Edward German), Part I, Empire State Military Band 12

Welsh Rhapsody (Edward German), Part II, Empire State Military Band 12

40190 Juana (Mele), Spanish Valse

GENNETT RECORDS

9014 Oh, What a Pal Was Mary (Wendling-Leslie-Kalmar) Waltz—For Dancing, with Singing Chorus, Corde's Orchestra

Honeymoon Waltz (Arden), Waltz, Corde's Orchestra

9009 Lullaby Land (Prival-Davis), Tenor-Baritone Duet, Orch. Acc., Hart and Shaw

You Didn't Want Me When You Had Me (Bennett-Grossman), Tenor, Orch. Acc., Chas. Hart

9010 Peggy (Moret-Williams), Fox-trot, Corde's Orchestra

Follies Medley (Berlin), Fox-trot, Corde's Orchestra

4581 You Know What I Mean (Rath-Dubin), Tenor, Orch. Acc., Arthur Hall

Bless My Swanee River Home (Lewis-Young-Donaldson), Contralto, Orch. Acc., Flo Bert

9011 Meet Me in Bubble Land (Jones-Nathan-Greene), Tenor-Baritone Duet, Orch. Acc., Hart and Shaw

Just For Me and Mary (Edwards-Clarke-Rogers), Baritone, Orch. Acc., Harvey Hindermeyer

1502 On the Trail to Sante Fe (Hess), Vocal trio, Orch. Acc., Orpheus Trio

Every Tear Is a Smile (Sanders-Carlo), Tenor, Orch. Acc., Chas. Hart

4782 Wonderful Pal (Pinkard Tracey), Tenor, Orch. Acc., Sam Ash

Give Me a Smile and a Kiss (Sullivan-Handman), Tenor, Orch. Acc., Billy De Rex

9012 In Your Arms (Claser-Floyd), Tenor, Orch. Acc., Sam Ash

Your's Be Surprised (Berlin), Tenor, Orch. Acc., Billy Jones

9013 Nobody Knows (Berlin), Tenor, Orch. Acc., Jack Kaufman

My Gal (She Has Wonderful Ways) (Nelson-Cooper), Tenor, Orch. Acc., "Chalk" Smith

14004 Humoresque (Dvorak), Violin, Piano Acc., Helen Ware

Meditation from Thais (Massenet), Violin, Piano Acc., Helen Ware

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POPULAR SONGS

21125 Wait Till You Get Them Up in the Air, Boys, (Brown-Von Tilzer), Tenor, Orch. Acc., Billy Murray

You Ain't Heard Nothing Yet (Jolson-Kahn-De Sylvia), Baritone, Orch. Acc., Ernest Hare

21136 Wonderful Pal (Tracey-Pinkard), Tenor, Orch. Acc., Lewis James

Just for Me and Mary (Clark-Rogers-Edwards), Tenor Duet, Orch. Acc., Lewis James and Charles Hart

21137 Freckles (Hess-Johnson-Ager), Tenor, Orch. Acc., Billy Murray

Slow and Easy (Williams-Spencer), Baritone, Orch. Acc., Ernest Hare

21138 Fast Asleep in Poppyland (Gay), Orch. Acc., Peerless Quartet

Swanee Shore (Mitchell-Fields-Kaufman), Tenor, Orch. Acc., Henry Burr

21139 I Might Be Your "Once in a While" (Smith-Herbert), Baritone, Orch. Acc., Arthur Fields

A Pretty Girl Is Like a Melody (Irving Berlin), Tenor, Orch. Acc., Sam Ash

DANCE SELECTIONS

31125 In Your Arms (Floyd-Glazer-Motzan), Medley Fox-trot, Empire Dance Orchestra

Dreamy Amazon Waltz (Gilbert-MacBoyle-Vincent), Empire Dance Orchestra

31126 Nobody Knows and Nobody Seems to Care (Irving Berlin), Medley Fox-trot, Empire Dance Orchestra

My Baby's Arms (McCarthy-Tierney), Fox-trot, Novelty Dance Orchestra

31127 Pee Gee Blues (Clark), Fox-trot, Novelty Dance Orchestra

Sensation (Dixieland Jazz Band), One-step, Novelty Dance Orchestra

INSTRUMENTAL SELECTIONS

51122 My Sugar Coated Chocolate Boy (Mahoney-Loos), Saxophone Solo, Joe White

Irish Medley of Jigs, Accordion Duet, Delenti Bros.

51123 Raymond Overture Part I (Thomas), Empire Concert Band

Raymond Overture Part II (Thomas), Empire Concert Band

HAWAIIAN SELECTIONS

61109 Shadows Waltz (Lutter), Our Own Hawaiian Orchestra

Hawaiian Lullaby (Ferriss-Bridges), Our Own Hawaiian Orchestra

SACRED SELECTIONS

71105 Abide With Me (Monk), Tenor, Organ and Chimes Acc., Geo. Evans

Home of the Soul (Phillips), Tenor, Organ and Chimes, Geo. Evans

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NEW GOLD SEAL RECORDS

FIRST 1920 LIST BIG SONG HITS

10103 I Am Climbing Mountains (Kendis and Brockman), Baritone Solo, Orch. Acc., Arthur Fields 10

Wonderful Pal (Pinkard-Tracey), Tenor and Baritone Duet, Orch. Acc., Irving and Jack Kaufman 10

10104 When Two Hearts Discover (Bigger and Hirsch), Tenor Solo, Orch. Acc., Walter Scanlan 10

Now I Know (Warren-Henry-Onivas), Tenor Solo, Orch. Acc., Walter Scanlan 10

10108 I Love You Just the Same, Sweet Adeline (Armstrong-Gaskill), Male Quartet, Orch. Acc., Shannon Four 10

Meet Me in Bubble Land (Nathan-Manne-Jones), Tenor and Baritone Duet, Orch. Acc., Charles Hart and Elliott Shaw 10

10195 When It Comes to Loving the Girls I'm Away Ahead of the Times (Kissen-Burns-Glogan), Character Song, Orch. Acc., Eddie Cantor 10

Give Me the Sultan's Harem, Won't You Give That Harem to Me (Silver-Gerber), Character Song, Orch. Acc., Eddie Cantor 10

10109 Oh, What a Girl—From Musical Production "Oh, What a Girl" (Joles-Presburg-You Know What I Mean (Rath-Dubin), Character Song, Orch. Acc., Irving Kaufman 10

10110 Old Joe Blues (Gilbert-Samuels-Vincent), Blues, Orch. Acc., Irving and Jack Kaufman 10

All the Quakers Are Shoulder Shakers Down in Quaker Town (Kalmar-Leslie-Wendling), Character Song, Orch. Acc., Bert Harvey 10

10112 You Didn't Want Me When You Had Me (Russell-Grossman-Bennett), Baritone Solo, Orch. Acc., Arthur Fields 10

When the Preacher Makes You Mine (Lewis-Young-Donaldson), Tenor and Baritone Duet, Orch. Acc., Irving and Jack Kaufman 10

LATEST DANCE AND BAND HITS

10106 The Concourse March (G. E. Holmes), March, Saxophone Sextette, Six Brown Brothers 10

Let Me Dream (Curtis Gordon), Waltz, George Hamilton Green's Novelty Orch. 10

10111 See-Saw Medley—From Musical Production "See-Saw," Intro. "See-Saw" and "When You Dance" (Louis A. Hirsch), Fox-trot, Emerson Military Band

Roly Boly Eyes Medley—From Musical Production "Roly Boly Eyes," Intro. "Dipply Doodlums" and "A Bungalow for Two" (Brown and Greenberg), Fox-trot, Emerson Military Band 10

10107 Fast Asleep in Poppyland (Byron Gay), Fox-trot, George Hamilton Green's Novelty Orch. 10

Myra (F. W. Vandersloot), Waltz, Emerson Dance Orchestra 10

1077 Beautiful Ohio (Mary Earl), Waltz, Saxophone and Xylophone Duet, Orch. Acc., Rudy Wiedoeft and George H. Green 10

Till We Meet Again (Richard A. Whiting), Waltz, Saxophone and Xylophone Duet, Orch. Acc., Rudy Wiedoeft and George H. Green 10

1084 My Cuban Dream (Frank Warshauer), Fox-trot, George Hamilton Green's Novelty Orch. 10

I'm Homesick for You (Larry Briers), Fox-trot, Emerson Military Band 10

OPERAPHONE COMPANY

POPULAR VOCAL SELECTIONS

21135 Wait Till You Get Them Up in the Air, Boys (Brown-Von Tilzer), Tenor, Billy Murray

You Ain't Heard Nothing Yet (Jolson-Kahn-De Sylvia), Baritone, Ernest Hare

21136 Wonderful Pal (Tracey-Pinkard), Tenor, James Lewis

Just For Me and Mary (Clark-Rogers-Edwards), Tenor Duet, James and Hart

21137 Freckles (Hess-Johnson-Ager), Tenor, Billy Murray

Slow and Easy (Williams-Spencer), Baritone, Ernest Hare

21138 Fast Asleep in Poppyland (Gay), Peerless Quartet

Swanee Shore (Mitchell-Fields-Kaufman), Tenor, Henry Burr

21139 I Might Be Your Once in a While (Smith-Herbert), Baritone, Arthur Fields

A Pretty Girl Is Like a Melody (Irving Berlin), Sam Ash

HAWAIIAN SELECTIONS

61109 Shadows Waltz (Lutter), Honolulu Hawaiian Orchestra

Hawaiian Lullaby (Ferriss-Bridges), Honolulu Hawaiian Orchestra

SACRED SELECTIONS

71105 Abide With Me (Monk), Tenor, Organ and Chimes, Geo. Evans

Home of the Soul (Phillips), Tenor, Organ and Chimes, Geo. Evans

INSTRUMENTAL SELECTIONS

51122 My Sugar Coated Chocolate Boy (Mahoney-Loos), Saxophone, Joe White

Irish Medley of Jigs (Accordion Duet), Delenti Bros.

51123 Raymond Overture, Part I (Thomas), Operaphone Concert Band

Raymond Overture, Part II, Operaphone Concert Band

DANCE

31125 In Your Arms (Floyd-Glazer-Motzan), Medley Fox-trot, Operaphone Dance Orchestra

Vocal Refrain, Tenor, Lewis James

31126 Dreamy Amazon Waltz (Gilbert-MacBoyle-Vincent), Operaphone Dance Orchestra

Nobody Knows and Nobody Seems to Care, Medley Fox-trot (Irving Berlin), Broadway Dance Orchestra

31127 My Baby's Arms (McCarthy-Tierney), Fox-trot, Novelty Dance Orchestra

Pee Gee Blues (Clark), Fox-trot, Novelty Dance Orchestra

Sensation (Dixieland Jazz Band), One-step, Novelty Dance Orchestra

Paris Grand Orchestra 12

Marriage of Figaro (Mozart), Overture, Paris Grand Orchestra 12

22225 Charme D'Amour (Love's Spell), Concert Waltz, Pathé Concert Orchestra 10

Amoureuse (Berger), Concert Waltz, Pathé Concert Orchestra 10

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PREMIER AND INTERNATIONAL

02027XP Dinorah-Ombra leggiera (Meyerbeer), Shadow Song—Act II, Eva Leoni, Soprano 10

Barbiere—Una voce poco fa (Rossini), A Little Voice I Hear—Act II, Eva Leoni, Soprano 10

02034XP Tosca—E lucevan le stelle (Puccini), The Stars Were Shining—Act III, Menotti Frascona, Tenor 10

Gioconda—Cielo e mar (Ponchielli), Heaven and Ocean—Act II, Menotti Frascona, Tenor 10

02033XP Rigoletto—La donna e mobile (Verdi), Woman Is Fickle—Act III, S. Berini, Tenor 10

La Boheme—Che gelida manina (Puccini), How Cold Your Hands—Act I, S. Berini, Tenor 10

02028XP 'O Sole Mio (My Sunshine), Neapolitan Folk Song (G. Capurro-E. di Capua), Carlo Ferretti, Baritone 10

Funiculi-Funicula, Neapolitan Folk and Dance Song (Denza), Carlo Ferretti, Baritone 10

02029XP Largo (Handel), Saxophone Obligato, Piano Acc., M. Rose, Violinist 10

Minuet in G (Beethoven), Piano Acc., M. Rose, Violinist 10

02039P March—"Tannhauser" (Wagner), Act II, Thaviu's Band 12

Waltz—"Blue Danube" (Strauss), Thaviu's Band 12

02031XP Tango Argentine y como le va (Valverde), Thaviu's Band 10

Two Hungarian Dances (Brahms), Thaviu's Band 10

02035XP Aida—Triumphal March (Verdi), Cornet Solo, Bolognese Band 10

Rigoletto—Quartette; Lucia Sextette (Verdi) (Donizetti), Special Combination Arrangement, Bolognese Band 10

02030XP Dance of the Flower (Valse de fleur), (Tschaiakowsky), Nut Cracker Suite, Israel J. Hochman 10

Second Hungarian Rhapsody (Liszt), Israel J. Hochman 10

02032XP L'Estudiantina—Waltz (Waldteufel), Poet and Peasant Overture (Von Suppe), Rigo Jancsi, Gypsy Violinist 10

02025XP The Last Respects (Kitettek a holttestet az udvarra), Rigo Jancsi, Gypsy Violinist 10

Serenade (Drigo), Rigo Jancsi, Gypsy Violinist

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02026XP	When Passing the Church (Elmegzek a temploem mallett) Letter D'Amour (Valse Tsigane (Bergere))	
NEW POLISH RELEASES		
1142X	Ksiadz Mi Zakazowal Jakem Maszerowal Muzyka Grala	
1143X	Gdziez to Jedziesz Jasiu Niemasz Nad Zolnierza	
1144X	Jak To Na Wojence Ladnie Nie Placz Dziewczyno	
POLISH CHRISTMAS SONGS		
1145X	Lulajze Jezuniu... T. Ziembinski, Baryton Bog sie Rodzi... T. Ziembinski, Baryton	
1109	Pojdzmy Wscyscy Do Stajenki Tadeusz Wronski, Baryton Aniol Pastierzom Mowil Tadeusz Wronski, Baryton	
ITALIAN CHRISTMAS SONGS		
1248X	Tu Scendi dalle stelle (Pastorale) with ciaramelle and zampogna acc. T. Ronchi, Baritone 10	
	Su Figli cantate T. Ronchi, Baritone 10	
1252X	Dormi non piangere, with ciaramelle and zampogna acc. T. Ronchi, Baritone 10	
	Il Nome di Maria T. Ronchi, Baritone 10	
1251X	La Pastorale (Novena di Natale). Instrumental (ciaramelles & zampogna) T. Ronchi, Baritone 10	
	La Processione di Gesu Bambino T. Ronchi, Baritone 10	
NON-CHRISTMAS SONGS, BUT POPULAR VOCAL SOLOS AND DUETS		
1247XX	Senza Mamma—V. Di Maio, Tenor, Orch. Acc. 12 Nanasse—V. Di Maio, Tenor, Orch. Acc. 12	
1249X	Coppola rossa (Duetto), couple Vuolo-Narciso, Orch. Acc. 10 Nuovi Stornelli Toscani (Duetto) couple Vuolo-Narciso, Orch. Acc. 10	
1250X	Doppo Quinneece anne (Duetto), couple Vuolo-Narciso, Orch. Acc. 10 Nuovi Stornelli Romani (Duetto), couple Vuolo-Narciso, Orch. Acc. 10	
LATEST JEWISH HITS		
1341X	In Hundert Yohr Arum Joe Feldman, Tenor Shma Yisroel... Joe Feldman, Tenor	
1337X	Mendels Glicken—Comic Duet Gus Goldstein and Clara Gold Yente Hot Feint Die Mener—Comic Duet Gus Goldstein and Clara Gold	
1339X	Der Yiddisher Soldat in Poilen—Recitation... Samuel Goldinburg, Tragedian Die Historische Peklich—Recitation Samuel Goldinburg, Tragedian	
1340X	Ich Bin Geshtorben—Recitation Got Ferlost Nit—Recitation	
1342X	Behusher Chusid—Violin Solo Yiddishe Hora—Violin Solo	
1343X	Oriental Melodys, Part 1—Violin Solo Max Leibowitz Oriental Melodys, Part 2—Violin Solo Max Leibowitz	
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18005	Sista Visan Visa pa forstugvisten	

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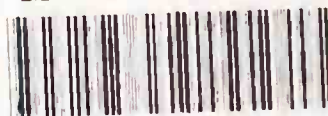
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